



The Concept of "Image" in Television Journalism and Its Classification

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Abstract

The general concept of "image" in journalism is explained. Based on the topic, we will focus mainly on the image in television journalism. In the methodology of television research, the exact criteria for the analysis of television images are analyzed on the basis of examples that do not yet exist. Examples are given of how the image is related to the subject of the show and where the starting point is shown by the show's author. The personality of the journalist and his image as elements of the professional environment. The creation of an image through sound, image, speech, language, the objective reflection and subjectivity of the original reality is the author's attitude to reality. About television screen image which can be: children, women, men, animals etc. Screen image classification. The approach to the show is to create an image of the television screen.

Keywords: *Journalist; Image; Sound; Image; Speech; Language; Default; Television; Subject; Effect; Creative Process; Genre; Style; Analysis; Document; Fact; Screen*

Introduction

“In the name of Allah, Most Gracious, Most Merciful. Nun. By the Pen and the (Record) which (men) write, (O Muhammad!), Thou art not, by the Grace of thy Lord, mad or possessed” [1]. The pen and inscriptions are glorified in Surat al-Qalam, our holy book, which was revealed in 610, 1411 years ago. It is stated in the commentary that the glory of the pen and writing instruments is glorified in the surah, and by swearing by them, Allah proves that His Prophet is true and that the denials and slanders of the polytheists are false. We journalists are given a huge responsibility and a great opportunity to write with a pen in hand. For TV journalists, this responsibility and opportunity is three times greater. Unlike the press and radio, the TV journalist encounters the audience with his product through text, sound and image - verbal and nonverbal means.

“The world is an illusion. The world is through glass.” [2]

We imagine and observe the appearance, customs, and even outlook of other nations beyond the ocean without traveling to them, without the stories of tourists, and it is inevitable that we analyze without giving in to misinformation (Misinformation is false or distorted information). This was not possible thousands of years ago. Mankind, before, now and after, was interested in the socio-political, cultural and everyday events taking place in the outside world, and wanted to be aware. In ancient times, tourists (tourists) were respected and sought information about other countries through them. Mankind has been

curious since its inception. Those who traveled the world told stories from their point of view. We suspect that historians, too, from their position, have sealed the past in lines. Due to the development of technology after science, as the media conglomerate (a media conglomerate is a holding company that owns a large number of media resources) develops, we are aware of world events - information, feature, documentary and so on - over the years, on foot or without horses, in moments. The way a journalist, a TV journalist portrays events, often leads to a change in our conclusions and decisions.

Main Part

As mentioned above, man, humanity has always been interested in what is happening in the world, around and outside. An “image” created or presented by a journalist evokes insights, attitudes, opinions and conclusions in the viewer. The author uses a variety of methods to create an image and can directly intervene in the process of events in the image, freely express his point of view, communicate with the protagonists, and his position is known.

We mainly focus on the television image. The success and unique opportunity of television is that it can penetrate into every home, has the power to influence people regardless of their gender, level of literacy and cultural-spiritual satisfaction. In television journalism, images are broadcast through verbal, nonverbal, visual means, and the synthesis of image, word, and sound ensures the reliability, openness, and fun of the TV product. And this in turn has the ability to reach any type of audience. Verbal - verbal, that is, to express in words. Verbal communication is verbal, verbal communication. Nonverbal - body language. Nonverbal communication is non-verbal communication, communication without the use of words, through gestures-body language. Visual - lot.visualis - to see, to be seen, to be seen. Synthesis - Greek, synthesis - joining, joining. It is important to study the features and mechanisms of television image reflection in theoretical, scientific and practical terms. Theoretically, television allows us to consider all aspects that affect the creation of an image, content, and audiovisual image on a screen. From a scientific point of view, based on the results of the analysis, it is possible to develop recommendations on the effective professional activity of TV journalists in the television education system. “However, there are no clear criteria for the analysis of television images in the methodology of television research, the methodology of the study has not been developed, and many attempts to consider their characteristics do not take into account the specificity of television as a media” [3].

Any image depends on the subject. Once the TV project is developed, the image begins with the starter. If the project belongs to the author and presenter of the show, he should create the image of the presenter in the show in every way relevant to the topic. First of all in thinking, in tone, in voice, in style of dress, even in asking questions. The researchers note that the screen image consists of two components:

- * perceiving using the senses;
- * audiovisual (material, formal) features that affect emotion.

In turn, these include:

- appearance (style of clothing, symbolism in color, hairstyle, accessories, etc.);
- speech features (tone of voice, speed of speech, its content, literacy, compositional adaptation);
- non-verbal features (poses, facial expressions, gestures, behavior) [4].

I would like to give an example from our practice in television journalism: in 1998-2005, we launched a series of programs on women's issues "Begoyim" on the TV and radio channel "Yoshlar". As an author and presenter, I have earned the nickname “feminist” by the audience. Feminism (from the Latin word "femina" meaning "woman") is a women's social movement aimed at expanding and equalizing political, economic, personal and social rights. This image is the subject of the show, derived from his approach. The idea of the show is to try to understand women in any situation: they may have

committed a crime; engaging in prostitution; having abandoned a child; or to be ashamed to study or work.

From this point of view, too, the bias against women in some sense, the desire to find the reasons for this consequence in its own way - has created a feminist image in the author and the initiator. There are no rules, regulations, theoretical and practical basis for the television image of the beginner, even in the inner "kitchen" of television. Managers, editors-in-chief who review the show, and editors do not provide written or oral guidance. They can only give advice and recommendations. That is why the image in television journalism is completely different from other types of media. In print media, if a product emerges from the author's point of view, the creation of an image in a radio product through the voice of the initiator + approach to the subject has been observed and analyzed for years. In addition to the image of the subject in television journalism, there is also the image of the presenter of the TV project.

"The appearance of the video gave the effect of personalizing the TV journalist's expression as an author. Perfect imaging and editing processes ensured that the starter operated in harmony not only in the frame but also behind the frame. The personalization effect has become one of the tools of show dramaturgy as a result of the interaction of structural elements of different genres in the documentary broadcast segment. Since the days of television, personalization has been maintained for the author to effectively interpret his or her point of view"[5]. Personification - (lat. Persona - face + fasio - I do) personalization. In 2005-2007, we co-authored and co-hosted the 50/50 talk show on Uzbekistan TV and Radio.

Then we, Mirmaqsud Ahunov, the director, decided to create an image for the two leading authors (A talk show is a theatrical show in which two or more participants take the form of a triangle: beginners (s), experts, and participants who come to find a solution to their problem). Mirmaqsud Ahunov, Nozima Vahidova and Nilufar Umrzakova, the leaders, and I have been working on the images for a long time so that we would not repeat each other. Then, given Nozima Vahidova's use of many proverbs and sayings, we gave her glasses to apply the image of a "wise man of wisdom." I, Nilufar Umrzakova, was asked to ask a difficult question very gently, that is, to use the image of politeness. The audience began to accept us through this very image.

"The personality of the journalist and his / her image (image) should be considered as elements of the professional environment. Their introduction forces them to assimilate into the professional environment, the elements in the PR set, and other communication, image management tools" [6]. Image - provides information about the object, but does not repeat it and does not match. It is created through the following characters: sound, image, speech, and language. The image opens in communicative situations, depending on the author's purpose. (Communication (lot.communicatio- generalize, connect) - a way of communication, a way.) An image is an objective reflection of the original reality and the subjectivity of the author's attitude to reality. The uniqueness of the journalistic image lies in the presence of facts. The fact can be documentary or otherwise.

Types of images: illustrative - showing the most characteristic events of the period, factual - for unique, non-general exclusive texts, artistic - the author creates everyday events and happenings with the highest degree of originality. There is also an artistic-publicist image. As mentioned above, the concept of image is a very broad concept. From the self-portrait of the journalist-author-host to the subject of the TV product. We can observe that the methodology of television image analysis includes structural analysis of four major sections.

1. Socio-historical context.
2. Establishment of a television system.
3. Internal operating processes of the television system.
4. Television images as a structural and meaningful unit of any TV product.

Television is represented as a structural and meaningful unit of any TV product. It is also intended to study the properties of image content. For example, the image of the country, the image of

women and men, the image of the city, the image of the enemy. (appearance - in the sense of image). Each of these sections takes on a broader meaning and examines the criteria within the meaning. It is advisable to check the conclusions obtained during the analysis with the results of the survey, comparing them with each other. This type of analysis allows to study the structure of the television image as a whole, to determine the written and unwritten laws in its internal structure, ie in the "kitchen", to consider the relationship between its constituent elements, socio-historical context.

Identify the step-by-step processes of development of the television system and television journalism through the impact on the content of the image, to understand the creative process of the TV journalist in the creation of the image. It is expedient to consider the image system along with the specific, genre, style, program category system of television morphology. While the word television means far-sighted, as a result of development, show genres have also begun to take on a different image. Айниқса, Ковид – 19 вақтидан бошлаб кўрсатувлар асосан суҳбатлардан, диалог ва монологлардан иборат бўлиб қолди. “After the era of “transparency”, the socio-political crisis began. As current issues were raised through sharp journalism, there was no need to speak in the language of artistic imagery to engage the audience. Listening became more fun than watching TV. The word prevailed in the picture” [7].

We look at the television screen image from a classification point of view. The image of a child, a woman, a man, a human being in general. Or any creature with the animal world will be a screen image from the default theme. According to some scientists and researchers, the viewer also creates a unique image behind the screen. For example, children tend to recreate or create the same image behind the screen, focusing on the characters' attire, their behavior, rather than the content in the cartoon or film, or the course of events. “On Jack Paar's TV show on March 8, 1963, Richard Nixon starred as a couple and was transformed into a television character accordingly. Mr. Nixon turned out to be both a composer and a pianist. Such a realistic approach to television highlighted Mr. Nixon's piano-related side, and it was impressive. Instead of the cunning, official Nixon, we saw an inventor and a humble performer. Such timely approaches can completely change the results of Kennedy Nixon. telekidenie is a means of communication that prefers to demonstrate processes rather than rejecting a clearly defined person and products” [8].

Conclusion

In conclusion, it is possible to change the viewer's mind in a positive or negative way through the screen image created by the TV (show creators). At the same time, of course, the skills of the creative team should be at a high level. At the same time, the fact that television is a team work, that each of its members is constantly working on themselves, while being in tune with the requirements of the times, we never tire of emphasizing the need to research, improve creativity, create new ideas, put them into practice, love their people, their work, their field, develop their professional skills. Our research will continue.

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