



## The New Tendencies of Copyright TV Programmes

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### **Abstract**

The author's program is a mirror of today's journalism. TV journalists try to prepare their programs as an opportunity to show their author's "I" and positions. Such programs introduce them to the audience, help them to be closer to the audience. Today's programs reflect new trends. This is not in vain. The reason is that times are rapidly changing and people's thinking tends to an ever higher level. Accordingly, the demand for journalistic products and their quality is growing. Among the thousands of TV channels and shows remaining, it is not easy to attract audience attention to your program. For this show must be prepared in a modern way, the frame, text, sound must be unique, exciting, information must be presented in a new style, in an easily acceptable form, etc. Only then the viewer will be able to choose a useful and interesting program from many options, to become a fan of the author of the program, and the views of the author of the show will remain important and relevant for him. Today, along with world television, Uzbek TV channels have experience in preparing copyright programs and broadcasting them to the general public. The creators are trying to enrich the programs with new trends that keep up with the times. The article tells about the latest news, changes and events on Uzbek and Russian TV channels.

**Keywords:** *Author's Program; Tendency; Modernity; Recreativity; Function; Novelty; Development; Author; Viewer; TV Channel*

### **Introduction**

To date, very little research has been done in the field of television, especially in the area of authorship. The concept of authorship and program authoring appears and exists in practice, but no theory has been developed in this regard. This study will serve to develop this direction. The purpose of the article is to study the development trends of Uzbek television programs, compare them with Russian television, identify their achievements and shortcomings, show the role and importance of the entertainment function in author's programs.

The research was carried out on the basis of comparative, sociological, informative–analytical, system–functional methods. The results show the importance of copyright programs today, explore new experience in the production of television programs, analyze the demand for entertainment programs and their perception by the audience. The final section summarizes the observed changes and innovations,

identified strengths and weaknesses. Based on the results obtained, specific recommendations will be given.

Before talking about current trends in copyright programs, it is worth getting an idea of the trends that have taken shape in modern journalism and television. First of all, what is the trend itself?

Tendency (lat. *tendo* – direct, move) – means the constant development of a particular thing or event. That is, from the point of view of journalism, a new style, technology, the introduction of new methods for collecting, disseminating and processing information, closer communication with the audience, the emergence of technical, studio and other material style, new forms of design and other similar innovations in the field of journalism. Canadian TV producer Allan Novak called the new trends in the “content” market on television:

- Forget about the word “content” – you need to tell a story. Don’t just think about a series or a show you have to create a personal world and a world today;
- Television is not dying, but its importance is declining. On the other hand, online services such as YouTube and Netflix are becoming more and more popular. They are not keeping up with the TV yet, but the trend is obvious, painting is only a matter of time;
- Do not put it off until later – the finished material is several times more valuable than abstract ideas. If it is not possible to negotiate with TV channels, use the Internet, post the results of your work there. Try to make them feel, etc.

These trends, listed by producer A. Novak, show that today the interest in television and the audience watching it is declining, and new and unique ideas can be fought through the Internet.

In fact, the TV channels “O‘zbekiston”, “Madaniyat va ma’rifat”, which we are studying, and the Russian TV channel “First” are connected to the Internet. [www.mtrk.uz](http://www.mtrk.uz) is the official website of the state TV channels of Uzbekistan. Here you can find a separate page for each TV channel, online broadcasts, samples of TV programs, information about presenters, etc. But not every TV channel has its own website. Of the country’s state television channels, only “O‘zbekiston 24” has its own official website. The “First” channel of Russia has its own website [www.1tv.ru](http://www.1tv.ru). In terms of Internet connectivity and compatibility, Channel One is far ahead of Uzbek channels. One example is the site [www.mtrk.uz](http://www.mtrk.uz), which is still in test mode.

Live broadcast on Channel One is continuous and very convenient on the site. When you go to all pages of the content of the site called “Television projects”, “Films and series”, “Documentary films”, “Sports”, “TV Program schedule” under each piece of information there is a link to the program. If the show or project is not airing at the time of receipt of the information, you can watch all of its past releases. The TV Projects page provides information about all programs and projects broadcast on the channel, and on this page you can see all their numbers. Even in the TV Show Schedule, all programs are shown as a hyperlink, and when viewing the table, you can click on the name of the program, go directly to this page and see the desired number from there.

Channel One also made the most of interactive television. In other words, viewers will be able to participate in the program directly through the HbbTV interactive feature. This allows viewers to get closer to the TV. This feature combines the power of television and the Internet. Now viewers have new opportunities to express their opinion about programs and their participants, vote and participate in polls, learn more about what is happening on the screen using the TV remote.

This feature, called “Second Screen”, previously provided additional functions only through the channel’s website, mobile applications, official channels in social networks, but now it can be used when viewing “First Channel” on TV screens.

This interactive period began on April 13, 2018. People who watched the live broadcast of “Voice of Children” on the TV channel received additional interesting information about the participants of the show, the songs played in it, appreciated the introductory jokes and even got involved in the process of preparing for the next season of the show. At that time, 20 percent of viewers were able to take part in the survey.

In addition, the site also has a schedule of the channel’s monthly TV programs. It is obvious that the channel works according to a strict schedule. The site also has links to the channel’s social media pages.

Uzbek TV channels have also opened their own pages on social networks. However, the lack of regular news, the inability to watch videos of all programs, online access to the program schedule in our country, especially on state TV channels, indicates a low level of compatibility between television and the Internet.

One of the trends we are seeing today is the globalization of shows around the world. This trend is also noted in an article on the Forbes magazine website. One from another purchased, processed or copied, plagiarized or translated. For example, the program “Coffee with Karan Johar” was broadcast in Uzbek on Uzbek channels. The show of the First Channel “Evening urgent” (which was also broadcast on American TV channels) was broadcast on the Milliy TV channel in the “MTV show” format.

It has also become a trend to prepare and broadcast talk shows in which an issue or issue is raised and discussed with a wide audience. Shows such as “Male / Female”, “Time will tell”, “Let them talk”, “Exclusive”, “Big game”, Tolstoy “Sunday” and “Actually”. They depict quarrels, endless discussions, debates and arguments, and in some cases, beatings and insults. At the same time, it has become a tradition to use the capabilities of the main participants and the surrounding audience, using the capabilities of the studio.

Similar talk shows are broadcast on the “O‘zbekiston TV” channel. Among them, you can also list the talk shows “Munosabat”, “Sharh+”. The talk show “Uchburchak”, which has been on the air for a long time, revealed the fate of people who have problems that are not typical of our mentality in terms of choice of topics and discussion, but which have an amazing impact on society. There were also talk shows “Biz uchun muhim” and “Bu ham muhim” which brought up discussions of problematic situations.

In addition, health-oriented talk shows have become a trend. In this direction, one can list the talk shows “Oydin hayot”, “O‘zingni angla”, which are broadcast on the TV channel “O‘zbekiston”. The talk show “O‘zingni angla” (“Know Yourself”) has changed direction and is now being filmed in various clinics. Previously, the studio was focused on medical instruments, doctors and specialists, but now the creators of the show are preparing the program directly from the field. And on Channel One, the talk shows “Live healthy”, “Health with Elena Malysheva” are characterized as programs focused on human health. Both are prepared by the same author.

One of the latest trends was shown by the research company Eurodata TV. According to him, the main theme of the series is mysticism, talent search and meetings. Television also pays a lot of attention to geek culture. To answer the question about geek culture, it is necessary to clarify the meaning of the word geek.

Geek is a subculture that unites people engaged in intellectual, that is, mental, recreational activities. These activities include computer and board games. Geek culture is a summary of the values and practices of the gecko community.

If you look at the world, especially European and American television journalism, television differs from Uzbek and Russian television in its structure, essence, and even personnel composition. The term “television products” is their main concept. Currently, this term is applied to the activities of private TV channels in our country. Also, the following trends were noted in the development of television:

- internetization of television;
- globalization of television;
- decentralization of broadcasting – this means the development and increase of local and regional mass media;
- specialization of programs and television and radio companies – organization of programs or television and radio channels for a specific audience;
- demassification is the reverse process of popularization. For example, connecting to cable TV according to the wishes of each person for a certain amount of money;
- commercialization of television channels;
- digitization – transition to the digital standard, digital TV and digital radio broadcasting. There are 3 digital standards in the world: Japanese, American and European standard.

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