



The Recreational Radio and the Impact of the Internet on Traditional Media

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Abstract

According to the opinions of experts and analysts, it is clear that in the implementation of the recreational function, not only their direct purpose of entertainment and psycho-emotional influence, but also the formation of ideological consciousness and culture should be taken into account. At the present time, recreational functions play an important role in all mass media. In particular, the recreational functions in radio systems have become very popular. This scientific work provides information about the appearance of recreational functions in radio systems, their actual peculiarities, importance, commercial processes, the influence of private radio stations on the content of public radio stations, and changes in traditional media due to the Internet.

Keywords: *Recreational Radio; Traditional Media; Recreational Function; Digital Journalism; Advertising; Radio Show; Smartphone; Entertainment; Psycho-Emotional Influence; Ideological Consciousness; Business Processes; State Radios*

Introduction

The peculiarities of the recreational functions were characterized by the fact that it is focused on particular fields of life, and is capable of performing other functions of mass media. First of all, if human feels tired or completely exhausted, he cannot receive even the most necessary and accurate information until he recovers his strength. Secondly, if the messages cover an important, essential and necessary topic, however, the intellectual and emotional strength is limited, and the presentation style is dull, it will not be fully accepted by the audience or will not affect him at all. Therefore recreational functions quickly became popular in the press and began to appear in other media, including radio system.

Main Part

Pitirim Alexandrovich Sorokin, one of the well-known scientists who contributed to the development of the science of sociology, gave the following thought: "If you want to educate a person and change his behavior, you must first change his feelings [1]. The mechanism of influencing the effectiveness of information products based on recreation is of universal importance, and in practice journalists use it in full form. The appearance of recreational functions on the radio channels of Uzbekistan dates back to the end of the 90s of the 20th century. There are several factors and causes there. First of all, with the transition to a market economy in the Republic of Uzbekistan, several private radio stations appeared. Several first private radio stations named "Grand", "Sezam", "Vodiy sadosi" and

others began to operate in the country. The special attention was given to the advertisement and paid voice shows in order to provide self-financing.

Secondly, there are views of radio stations in foreign countries, formatted according to the age of the audience:

1. Dance is a format consisting of dance songs intended for teenagers aged 15–20.
2. Contemporary Hit Radio (CHR) is a format based on the interests of the population aged 20–30). This format is divided into two types: NHR (National Hit Radio–“ORIAT Dono” is a format intended for the Uzbek national audience, and the broadcast mainly focuses on Uzbek national pop; Foreign Hit Radio (FHR)–“ORIAT FM”, is a format broadcast in Russian, in this radio system a lot of attention is paid to foreign music.
3. Adult contemporary includes radio systems mainly intended for the population aged 25–40.
4. Oldies are radio programs designed for the audience over 40 years old. These processes were also observed in the activities of several private radio stations in Uzbekistan. Currently, national radio stations operate in informational formats or musical formats.

Thirdly, with the entry of commercial processes into the mass media and the appearance of several private radio stations in the country, fundamental changes have also occurred in the content. The private radio channels have focused widely on radio broadcasts on whatever the audience wants. In particular, modern and national music, foreign pop music, presentation of new songs, live conversations with well-known artists and singers were organized. The interactive radio broadcasts have greatly contributed to the expansion of the audience of listeners. In particular, radio programs such as “Tonggi suhbat” (Navruz) by People’s Artist of Uzbekistan Gavhar Zakirova, “Siz bilan” (Vodiy sadosi) by Feruza Abdurahmonova, “Choy ustida” (Vodiy sadosi) by Akmal Mirza are famous among the people.

Fourthly, the emergence of private radio channels led to a decrease in the audience of state radio channels. Therefore, the state radio channels also began to make changes in their programs, as a result of which there was a mutual competition between state radio programs and private radio programs. For example, the radio channel named “Yoshlar” was founded on June 1, 1998. Before the appearance of radio channel named “Yoshlar”, it broadcasted one or two live programs. Later, other radio channels launched interactive projects one after another.

So, nowadays there are about 20 private radio stations, 4 central state radio channels and local radio channels in the regions operating in Uzbekistan. Based on the needs of the population, they focus on music and entertainment broadcasts, radio shows, and interactive radio games.

Since recreational functions are shown as a global norm of modern journalism, it is necessary for radio stations to make their programs more popular based on the possibilities of the Internet. At the present time, private radio stations have listeners in every part of the world. The audience of listeners consists of residents of Uzbek nationality living abroad, Uzbek youth studying abroad, and Uzbek migrants working abroad. Since recreational functions form the main part of block broadcasts, the interest of the population in them is high. However, the main programs in Uzbek radio stations are in Uzbek and Russian, and there are no broadcasts in other languages. If radio broadcasts are organized in other languages, it will serve to develop the image of Uzbekistan in foreign countries.

In the new century, the relationship between information and its consumer is changing. In the past, the representatives of audience had time to receive the existing stream of mass media. As a result of the globalization of information, the development of audiovisual journalism and the Internet, the concept of a general audience began to disappear.

The inventions and discoveries in the field of telecommunications, information technologies, computer technology that opens up wide opportunities for receiving and distributing information, the international information communication system, and the introduction of the Internet into our lives have

fundamentally changed the face of our society. Nowadays, humanity is not looking for the source of information, but the source of information is looking for its consumers. There is a simple reason, which is that the volume of various types of information in the network of the Internet has exceeded several trillion bytes. The development of the Internet is enriched by new media networks such as online newspapers, online radio, and online television.

Internet is a part of our daily life. Nowadays, we cannot imagine our life without Internet. As a result of the rapid development of social networks and blogs, the demand and interest of people in traditional mass media is gradually decreasing. A few years ago, the project named MyMedia dedicated to mass media was implemented. The main purpose of the project was to develop independent mass media and improve the professional level of journalists in Ukraine, Belarus, Moldova, Georgia, Armenia, Azerbaijan and Turkey [2].

The project was mainly carried out in three directions. The first direction is to support diverse and colorful (pluralistic) mass media. That is, it is defined as support and encouragement of public ideas, monitoring their acceptance by society and absorption into the mind of human.

The second direction of the project is to strengthen independent mass media and media institutions. That is, to support the development of long-term education and media programs, to contribute to the growth of available potential, to achieve financial independence, to increase media literacy and to widely use social networks.

The third direction of the project is to expand the audience of local mass media and increase its quality. The creation of powerful journalistic materials primarily involves journalistic inquiry, innovation, cross-border journalism through seminars, exchange programs, and cooperation with local universities through scholarships.

In addition, during the project was carried out scientific studies on 5 tendencies of digital journalism. The tendencies provide information about the important changes and innovations in the mass media, and the main purpose of these tendencies is to study attitudes towards the mass media in many developed and well-known countries around the world.

The first tendency of digital journalism is the growth of smartphone usage. It is clear that in recent years, the connection to the global network through the use of mobile phones and tablets is expanding more and more, the situation has become a daily habit for people. A term known as "Mobile Journalism" has appeared in science. The level of receiving information through smartphones and mobile phones has increased significantly in the United States of America, the United Kingdom and Japan. According to the scientific studies, the weekly traffic allocated to news has increased from 37% to 46%. A third of users regularly follow news monitoring. The seventy percent of users have installed mobile news applications on their mobile devices.

The second tendency of digital journalism is the viability of television, the decrease in the position of print mass media, and the renaissance of social mass media. During the year 2011 and 2015, the television and online publications gained almost all of the audience, while print publications lost their readers in all countries around the world. The growth of social networks has been observed. In Finland and Australia, the Internet is regarded as the main source of information. Although public interest in the global network is high in Brazil, the United States of America, Denmark and Ireland, but there is a competition with television. A similar situation was observed in the United Kingdom, the number of people who receive the information through watching television fell from 56% to 46%. The situation is not the same in all developed countries. For instance, in Germany, television is still the most popular resource. The fifty eight percent of population under aged 35 still receive important information through television programs. The public trust in television is also high in Japan and Italy. In France, the fifty eight percent of population accept their main and important information of television, and twenty seven percent

of nation takes their news from the Internet. A similar tendency is also observed in Uzbekistan. Therefore, there are always powerful competition between the television and Internet.

The third tendency of digital journalism is the increasing role of social media in the industry of news. The sending of messages and news through the Facebook social network is growing at a high rate. It is very easy for users to search, read, follow, distribute and comment on the news of Facebook network. Other social networks named WhatsApp and Instagram are also popular among young people. The social network named Telegram messenger has become more popular in the following years. According to the scientific observations, due to some interruptions in the Facebook social network in Uzbekistan, the majority of the population began to use the social network named Instagram. It is clear that social networks have become an important source of information exchange for population of every countries.

The fourth tendency of digital journalism is related to the popularization of online videos. The interesting, sensational, critical, debatable videos shot by amateurs are being posted on the global network. Such videos attract public attention in a short time and cause a stir. For instance, a few years ago, the attitude of the governors to the population, the culture of the school principals' dealings with the teachers, and the conversations between the pedagogues and the pupils caused a lot of commotions. That's why the journalist training schools in the world are offering video journalism instead of television journalism in their curricula. In particular, at the University of Suleyman Demirel in the Republic of Kazakhstan, the subjects named "Audiojournalism" and "Videojournalism" were organized [3]. "Audiovisual journalism" has been taught to students for 10 years as a subject at the Faculty of International Journalism of Uzbekistan State University of World Languages.

The fifth tendency in digital journalism is to earn money by mass media and use the models of advertisement. Based on the requirements of the Information Age, the media fully supports the fifth tendency in the process of the market economy.

Results And Discussion

Apart from that, the Internet has an impact on the activity of traditional mass media. The editorial offices of press, radio stations and television channels are trying to reconsider their working methods using the opportunities of the global network. If the working methods don't change, the traditional mass media will lose their audience. Some experts and analysts reject this idea, but it is a fact that needs to be trusted.

Today, the news spread on social networks has changed the political, economic and spiritual environment. The combination of the Internet, mass media and social networks has led to the appearance of interactive media. The social network serves as a place for information exchange, recreation, entertainment and discussion for users, it is trying to take away the audience of traditional mass media in exchange for freedom, interactivity, recreation and entertainment. The realities in the form of text, photo, and video attract the entire public.

The social networks are actively penetrating almost all fields of society and gaining an important place. Especially, social networks are widely used in Western developed countries in order to unite the majority around a certain idea. According to the results of scientific research conducted by professors of the Dublin Business School showed that a candidate who has a private account on Facebook and Twitter will have an advantage in the process of election. As in Dublin, this practice also began to appear in Uzbekistan.

The mass media play a special role in the formation of public opinion, and today all the fields of mass media around the world are developing rapidly. First, newspapers, magazines, then radio, television and the Internet entered our lives. Some scientists have assumed that the appearance of television technology would lead to the disappearance of other mass media. Even when the Internet appeared, several scientists said that other mass media would give up their places to the most advanced

technologies. However, time has shown that television journalism has moved its activities to the Internet and now it is taking over the whole world in its online form.

The Internet began to serve as a global source of information for the viewer. However, it does not mean that the activities of other mass media are over. In addition, it is necessary to pay attention to the main situations observed on modern television. The television is trying to keep its audience by making extensive use of the capabilities of the global network. In the following times, the number of entertainment programs on national TV channels has been increasing, and the Internet has become the main advertising space for them. Due to the conditions of the market economy, every television channel pays attention to increasing the number of its viewers, preparing programs based on the requirements and needs of the audience. In recent times, private television channels have become much more advanced than state television channels. If you look at the content of private television channels, only “Zor TV” television channel pays special attention to the preparation of popular programs. In particular, the television program named “Bu mening onam” became also very popular. 1,350,000 pages on this show were founded on Google search system [4]. So, the show has its audience and that’s why every issue of the show is posted on social networks.

Conclusion

In conclusion, the implementation of the recreational function is not only related to the creation of products, it also supports quality ratings and high income. If recreational functions are carried out based on this approach, as a result poor quality and ordinary journalistic products will appear, which do not take into account the part intended for the general community, it can cause negative consequences. If the use of recreational functions of mass media appears as a scenario that creates a positive mood, first of all, it should be considered as human values, not for commercial purposes. It is known that the stability of the global information society is based on democratic values, therefore, the development strategy of the society should be carried out along with the development of human resources that meet the requirements of the Information Age. It means that the acceptable forms of recreational activity of the mass media to a certain extent choose humanistic or pragmatic strategies that are interested in implementing the personal potential and social development of readers.

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