

THE ISSUES OF PROGRAM CONTENT AND JOURNALISTIC SKILLS IN PRIVATE TV CHANNELS

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Abstract

This article analyzes the program content and professional competence of journalists working in private television channels in Uzbekistan. With the expansion of the information space, increased competition among mass media, and changing audience demands, new requirements are being placed on program policy and journalist training. In particular, the relevance and quality of content, approaches to covering social issues, methods of engaging with the audience, and the competence of journalists in presenting information are considered as key aspects of analysis. The article examines the content strategies and journalistic approaches used by leading private TV channels in Uzbekistan, identifying existing problems and proposing solutions. The research aims to enhance the skills of students in pedagogical fields in working with mass media.

Keywords: Private TV channel, program content, journalistic skills, information quality, audience needs, mass media, media competition, professional training.

Introduction

XUSUSIY TELEKANALLARDA DASTURLAR KONTENTI VA JURNALISTLAR MAHORATI MASALALARI

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Annotatsiya:

Ushbu maqolada O‘zbekistonda faoliyat yuritayotgan xususiy telekanallardagi dasturlar kontenti va jurnalistlarning kasbiy mahorati tahlil qilinadi. Axborot makonining kengayishi, ommaviy axborot vositalarining raqobatga kirishuvi va auditoriya ehtiyojlarining o‘zgarishi natijasida telekanallarning dastur siyosati va jurnalistlar tayyorgarligiga yangicha talablar qo‘yilmoqda. Xususan, kontent sifatining dolzarbligi, ijtimoiy masalalarni yoritishdagi yondashuvlar, auditoriya bilan aloqa usullari hamda jurnalistlarning axborotni taqdim etishdagi kompetensiyasi asosiy tahlil obyektlari sifatida ko‘rib chiqiladi. Maqolada O‘zbekistonning yetakchi xususiy telekanallari misolida kontent mazmuni va jurnalistik yondashuvlar o‘rganilib, mavjud muammolar va ularni bartaraf etish yo‘llari ko‘rsatib beriladi. Tadqiqot pedagogika yo‘nalishidagi talabalarga ommaviy axborot vositalari bilan ishlash malakasini rivojlantirishga xizmat qiladi.

Kalit so‘zlar: xususiy telekanal, dastur kontenti, jurnalist mahorati, axborot sifati, auditoriya ehtiyoji, ommaviy axborot vositalari, media raqobat, kasbiy tayyorgarlik.

Introduction

In recent years, the mass media landscape in Uzbekistan, particularly the television sector, has undergone significant transformation. Alongside state-run TV channels, the number of private television broadcasters has increased, and their programming policies have embraced diverse genres, approaches, and audience segments. This development has intensified competition within the field. The primary goal of private TV channels is to capture audience attention, retain viewer interest, and enhance analytical engagement. As a result, the demand for high-quality program content and professional journalistic skills has grown.

In the current phase of journalism's evolution, not only the speed, accuracy, and reliability of information delivery are essential, but also its impact and cultural relevance. This is particularly true for private television networks, where journalistic creativity, professional qualifications, and a strong sense of social responsibility are fundamental. Through program content, these channels convey not only information, but also educational, spiritual, aesthetic, and social values.



Therefore, the editorial policies of TV channels must base content production on scientific, methodological, and ethical standards.

Today, the programming of private TV channels in Uzbekistan includes a wide range of content, such as talk shows on various topics, documentaries, news segments, socio-analytical programs, and interactive broadcasts. Through such content, television channels strengthen their position, establish stable communication with their audiences, and broaden their participation in the information sphere. However, the relevance, quality, and suitability of the content for audience needs remain ongoing subjects of discussion. In this regard, the professionalism, critical thinking, analytical skills, and presentation techniques of journalists play a decisive role.

The relevance of this article lies in the growing number and societal impact of private television channels in Uzbekistan. As these channels expand, it becomes increasingly important to regulate their activities, ensure content quality, and align journalist training with modern requirements. Moreover, the use of practice-oriented teaching methods in preparing young journalists and integrating experiences from private media outlets are crucial for shaping their professional competencies.

From this perspective, the article offers a scientific analysis of issues related to program content and journalistic proficiency in private television channels. It focuses on the social, informational, and cultural functions of content, the professional qualifications of journalists, their communicative strategies, and their adherence to ethical standards. The findings are intended to support students of pedagogical universities in Uzbekistan in deepening their understanding of relevant topics, preparing for professional journalism practice, and becoming familiar with the workings of private mass media.

The number of private television channels in Uzbekistan is steadily increasing, and their programming content is diversifying in both form and substance. The format and depth of content, the journalistic approach to information delivery, and methods of audience engagement play a crucial role in this development. Today's media environment functions not only as a tool for disseminating information but also as a mechanism for shaping public consciousness. Therefore, journalists working in private TV channels are required to possess not only technical

knowledge and skills but also analytical thinking, social responsibility, cultural sensitivity, and the ability to understand their audiences.

The content of television programs generally serves informative, entertaining, socio-analytical, and educational purposes. On many private TV channels, however, a heavy focus on boosting ratings has led to the frequent broadcast of superficial entertainment programs. This trend may diminish journalism's core purpose of revealing the truth, highlighting social issues, and shaping civic awareness. Hence, content policies should not merely aim to attract a larger audience but also strive to instill moral and social values.

Journalistic skill is the primary determinant of content quality. An experienced journalist thoroughly studies the subject, relies on credible sources, adheres to principles of neutrality, and presents the content in a clear, concise, and compelling manner. Unfortunately, some private TV channels exhibit shortcomings such as shallow reporting, surface-level approaches, and reliance on unreliable sources. This undermines public trust in mass media. Consequently, the professional training of journalists must be continuously updated and enriched with practical experience.

Within the educational process, students should be thoroughly acquainted with the operation of private media outlets. They must learn the criteria for content creation, how journalists prepare and structure information, develop communication skills, and adopt analytical approaches characterized by speed and accuracy. Media literacy, one of the most pressing areas in modern journalism, is also a critical competence for journalists working in private television.

The quality of a channel's content depends not only on the journalist but also on the editorial policy, technical resources, degree of financial independence, and competitive dynamics within the advertising market. These factors directly influence journalistic activities. In some cases, the interests of sponsors or advertisers may hinder a journalist's freedom of approach, which violates core journalistic ethics such as independence, impartiality, and a commitment to truth.

Additionally, the integration of modern technologies, collaboration with social media platforms, and real-time information dissemination are crucial in enhancing content quality. For this reason, journalists must be proficient in using multimedia tools, including video and audio editing, graphic design, and live broadcasting

technologies. All these skills enrich program content, attract audience attention, and elevate journalistic professionalism.

The development of private television channels in Uzbekistan has led to increased competition in the mass media sector, diversification of program content, and higher expectations for journalists. On one hand, this process has positively contributed to the expansion of media freedom; on the other hand, it has revealed new challenges related to content quality and journalistic proficiency. In particular, the presence of superficial, highly commercialized content that lacks meaningful social value, along with the spread of poorly substantiated materials, is becoming a pressing concern for some private TV channels.

In such circumstances, it is crucial to train journalism students at pedagogical universities in accordance with modern standards. By fostering competencies such as critical thinking, information analysis, cultural sensitivity, social responsibility, and technological literacy, the professional preparation of future journalists can be significantly enhanced. Students must also gain the ability to analyze private TV channel operations, evaluate content, understand audience needs, and apply innovative approaches in media production.

The future advancement of private television depends primarily on improving content quality, ensuring information reliability, maintaining journalistic professionalism, and adhering to ethical standards. By prioritizing the coverage of social issues, increasing the production of analytical and educational programs, and introducing creative approaches, the social value of media content can be elevated. This not only strengthens the credibility of TV channels among their audiences but also contributes to the overall development of information culture in society.

Therefore, a comprehensive analysis of program content and journalistic skill in private television, along with an assessment of the current state and formulation of recommendations, plays an essential role in enhancing the social function of mass media. Research and practical efforts in this field support not only the journalism sector but also the advancement of the education system, culture, public awareness, and democratic processes. For this reason, continued academic investigation into the topic, the development of practical guidelines, and the integration of findings into educational curricula should be considered a priority.

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