

Journalist, Newscaster, And Presenter Services

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ABSTRACT

The work of television presenters (speakers) is very complex and differs from the work of announcers 15-20 years ago. For example, if television presenters in the 80s and 90s were limited to reading texts prepared by journalists, today's television presenters prepare the programs themselves, write scripts, search for objects, gather information, and conduct them directly. The programs "Bir o'lka-ki," "Ikki daryo oralig'ida," "Qishloq hayoti," and "Qishloqdagi tengdoshim," "Imkon shou," and "Dolzarb mavzu" broadcast on the Uzbekistan TV channel, as well as the programs "Inson va tabiat," "Ahvoling qalay qishloqdosh?," "Oyqulaq," and "Yakshanba oqshomida" broadcast on the Karakalpakstan TV channel, have earned a place in the hearts of the people thanks to their host. Because independence has created a completely new direction and a world of opportunities for the development of our national television journalism.

ARTICLE INFO

Received: 14th July 2026

Accepted: 11th August, 2026

KEYWORDS: Journalists, Television Presenters

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Today, our journalists are preparing and hosting informational, socio-economic, and entertainment programs live. From this, we see that the promotion of national ideology and the result of spiritual and educational work has been the increased responsibility of creative workers towards their profession. The National Television and Radio Company of Uzbekistan and the Karakalpakstan Television and Radio Company have already created an excellent school of experienced journalists in this field. On the Uzbekistan Television and Radio Company, renowned journalists Farhod Bobojonov, Habibbek Karimbekov, Olim Toshboyev, Abdirasul Abdullayev, Mohiniso Kamalova, Madamin Saparov, Ikrom Choriyev, Gulmira Musatonova, Nazira Mambecharipova, and others hosted programs such as "Bir o'lka-ki," "Jarayon," "Qishloq hayoti," "Siyosat olamida," "Odamlardan biri," "Bir jinoyat izidan," and "Ikki daryo oralig'ida," which captured the attention of the wider public.

Since television remains an active communication tool, the responsibility placed on announcers, especially the hosts of news programs, who work in it and contribute to the enrichment of public awareness, increases. This can be explained by the fact that we are living in an era of globalization, when humanity is

watching and evaluating global journalists on satellite television. Looking at the more than half-century history of Karakalpakstan's television journalism, we see that the school of announcing was also formed long ago. The practical restoration of the "Dictor's School," established by numerous announcers like Orazgul O'teniyazova, Amina Eseniyazova, Biybigul Qayipova, and Biybig'atsha Masharipova, and the development of a curriculum based on modern knowledge are crucial for journalism practitioners. If appropriate measures are taken regarding this proposal, it would be the first step towards Karakalpak TV hosts becoming personnel capable of competing with world-renowned hosts.

If we look at the image of the first TV presenters on Karakalpakstan television, we will witness their unique "photogenicity" - "suitable for the screen," "appearing beautiful on the screen," even though it wasn't like what happened at the BBC. Allaniyoz Abdinaimov, a thirty-year-old announcer at the "Qoraqalpog'iston" television and radio station, stated: "A person's appearance is usually twofold. Firstly, natural beauty is beautiful in life, when it exists. The second one looks beautiful on the screen and in the pictures. Since we belong to the second group, we were deemed worthy of being an announcer." Klara Jumamuratova's statement, "For an announcer, appearance comes first," supports this point. Amina Eseniyazova, the announcer, has used a stable, balanced hairstyle for the air, even if the hairstyle is braided.

Regarding appearance, it's important to emphasize that the host's facial features must be firm and consistent. It's very good if your eyes, nose, mouth, and ears are average. Because on television, a person appears bigger and fuller than in real life. Facial skin doesn't play much role. This is a problem solved with the skill of a makeup artist. If the announcer is prone to weight gain, they should monitor their weight.

As one of the main elements of external attractiveness, which is the main part of the image, experts cite the following:

1. Healthy appearance This is the television presenter's first and most important characteristic. Their appearance should be a sign of health and optimism. Because only healthy people are capable of working and inclined towards creativity.

2. Harmony of facial features. Information program announcers should take this into special consideration, as they sit motionless in one place. As long as the announcers of the author's and show programs don't have obvious flaws.

3. Proper and proportional posture. This is a pleasant, but not mandatory, rule for the host.

4. White, smooth teeth. Especially for broadcast hosts.

5. A pleasant sound.

6. Clear hand movements. This is considered a consonant, figurative enrichment of speech.

7. Gentleness. The information or person we want to convey or introduce to the audience should convey our respectful attitude towards them.

Since the image is visible on screen, it is reflected in each viewer as a different image. Speech culture, which is on the other side of the scale along with appearance, is classified on television by appearance, voice, voice, and speech. The spectator understands everything: the range of voice, the tone of voice, and the emphasis they put on, wanting to emphasize a particular sentence. If the sound doesn't sit well with the ear, the TV viewer changes the channel. Special requirements are imposed on television journalists conducting information programs [1]:

Speaking should be clear, distinct, and correct.

The timbre of the voice should not be too high or too low.

- the presence of a distinctive individuality in the voice;

The pitch of the voice should not be too fast or too slow.

- information should be fast and accurate, but at the level that the viewer can perceive it.

Sometimes, some journalists who conduct on television and radio forget the unique aspects of these media outlets. That is, the law of inertia works, and stereotypes in radio are transferred to television.

Nurmuhammad Isroilov, Sevdó Niyozova, Zaynabbegim Yunusova, Bahodir Mag'iev, Imomxon Imomxo'jayev, Akmal Mirzo, Sabina (host of the show "Ro'zg'or Maktabi"). Her real name is Farangiz, and she appears on screen in a unique way. The richness of language, the imagery of their sentences, the use of proverbs and sayings, sarcasm, irony, and mockery, the emphasis on words, their pronunciation, and the harmony of their emotions are all presented differently. By observing their activities, those who work on the

radio are observed to behave as if they were standing in front of a radio microphone on a television screen. For example, in the program "Shay ustida," authored by Akmal Mirzo, host of "Oriyat dono" radio, the author says, "You are hosting the program 'Shay ustida' on NTT TV." The talented guest of the show..."

1. Firstly, there is no need to remind viewers that they are watching the "NTT channel" on television. Unlike on television, when a viewer turns a channel, they don't immediately know which channel they're on. When the TV is turned on, the channel's logo is visible at the top left.

2. Secondly, repeatedly reminding the guest of the show is also a method specific to radio. Due to the limited ability to recognize the guest from their voice, they are reminded repeatedly. And there is a possibility to watch the guest on television. Therefore, there is no need to repeatedly remind us of the guest of the day.

3. Thirdly, the program "Shapka" can be presented several times within 20-30 minutes, which can irritate the viewer.

4. Fourthly, during one of the most important points of the programs - "blitz questions," the host reminds us of the presentation conditions with phrases like: ..."you either choose one or cancel both..." It's good that they remind us of the conditions. However, it would have been more appropriate if he hadn't mentioned the condition, considering how interesting it would be and how precious and valuable screen time is.

Marufxo'ja, the author of the "Yondiradi-kuldiradi" television program, probably considered it a skill not to say what or how, but to say it quickly. With this skill, it's hard to distinguish him from a radio journalist. Also, during their speech, they use the words "of course" and "maybe" excessively. Zaynabegim Yunusova frequently visits stand-ups, and their duration extends to 2-3 minutes.

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