

TALK SHOW AND ITS DEVELOPMENT PROSPECTS ON UZBEK NATIONAL TELEVISION

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Annotation: *This scientific article contains information about the essence of the talk show and today's talk shows in our country and the development of this industry.*

Keywords: *Phil Donahue, "Oydin Hayot", television, TV journalist, Uzbek national TV channel, talk show, author, director, image...*

INTRODUCTION

Television is not only a mass media, but also a form of creativity. Each type of creation has its own artistic element, which consists of a set of technical methods and pictorial means of expression used to realize the creative idea. It would be a mistake to attribute the artist's skill only to the technical side of creation, but the impressive, clear and deep reflection of the author's idea largely depends on the level of his ability to use the means of expression. When preparing a presentation, the author must first pay attention to the clarity and relevance of the topic. How the audience perceives the issue or goal it is raising. Secondly, it is very important to choose an object suitable for the content of the performance, i.e., a high area for the image, and, of course, to select and organize the characters participating in this process. It has won the love of fans for many years

METHODOLOGY

Below we will provide information about the topical talk shows of our national TV channels.

Talk shows differ from ordinary television programs in the format of communication between participants in the form of discussions. The viewer not only learns some information, but also inevitably shows feelings and reactions to the raised issue. By involving the audience in the process, they solve the main problem for television - the issue of viewer retention.

The emergence of the talk show genre is associated with Phil Donahue in the 60s. 20th century I accidentally had the opportunity to replace a classic television show that suddenly fell ill. As planned, the host asked questions to the guests, and everyone in the studio just gathered around with applause. At that time, all television programs were broadcast live, and Phil's condition was so complicated that after almost five minutes of broadcasting, the inexperienced host could not find answers to questions. He could not find anything better than to turn to those gathered in the hall with an invitation to join the conversation. People responded,

and the air was immediately filled with sharp and interesting questions. This combination of circumstances paved the way for a new genre of television.

Of course, the development of this genre did not take long. In a short time, a huge number of programs appeared, their audiences and forms were different. Political talk shows have appeared, music, cinema, public relations, etc. This direction is also improving in the national television of Uzbekistan.

RESEARCH AND RESULTS

We can analyze the example of the talk show "Oydin Hayot" of the national TV channel "Uzbekistan". This show first aired in 2004. The first presenters of Kotsatuv were brought to the attention of the audience under the leadership of the singer and actor Riksitilla Abdullayev and Aziza Rasulova. In the first issues of the show, the use of herbs in folk medicine, their composition, useful and harmful aspects, the importance of fruits and vegetables consumed in our daily life, and leguminous products for human health were explained with the help of an expert. The colorful creations of his singers G. Toshmatova, Ohunjon Ibodov, Shuhrat Rahmatjonov, Barno Ilhomova, author Dilnoza Davronova and the artists behind the scenes are in the attention of fans today. 18th annual audience. This show is completely different from other shows in terms of color and width. Because through the talk show "Oydin Hayot" all the topics we encounter in our daily life are raised, analyzed, and the necessary explanations are given. Live broadcasts such as sports and health, psychology and pedagogy, stage devotees, masterpieces of Uzbek art, the visit of creative writers and poets are watched by the audience with interest and live dialogue is conducted through questions. In addition, pages such as preparing healthy food for housewives, creating a seasonal image and dressing culture, tips for mothers in raising children in the family, and beauty will bring the show closer to the audience. Because the show is prepared mostly based on the letters from the audience and the descriptions of industry experts. I myself participated in many of the filming processes of these shows. The studio has a wide range of possibilities in choosing and covering the theme of the show. In the pavilion of the "Oydin Hayot" show, there is a necessary place for conversation, a kitchen, and sports fields for the lively and interesting organization of the show. The first secrets of the show's author Gulnoza Davronova's skill - choosing an interesting current topic, gathering a team of heroes who will reveal the topic, attracting skilled presenters to explain the topic, and the achievements of the live broadcast are the reasons for the longevity of the show. This talk show is completely different from other shows with its breadth, color and popularity. This is the time to find a solution to the problems that interest our people. For example: in 2019, the arrival of the corona virus, which afflicted the whole world, brought great suffering to our people. In particular, the most experienced doctors were involved and given the necessary advice on how to treat the unsolved corona virus at home and give the necessary prescriptions to the sick patient. Because the

creators of the talk show "Oydin Hayot" acted as a support during the period of quarantine restrictions, when the disease escalated, patients were isolated and treated at home, and needed the advice of doctors. Because during the quarantine period, when the disease was at its peak, the creators of the show put their health at risk and fought for the health of our people. We can include this show in the list of the most enduring shows on TV channels of our country. Because the success of the talk show is due to the skillful personnel and the unity of the team.

However, it is permissible for a talk show host to be intelligent, to be able to quickly and successfully get out of unexpected, uncomfortable, precarious situations, to be eloquent, to have a sense of humor, to be able to captivate the audience, to move easily among the people gathered in the studio, and to get out of the situation without losing his temper in emergency situations.

As an example of this, during the live broadcast of the show on March 27, 2019, an extraordinary earthquake occurred. This situation was also felt in the studio. In this unexpected situation, the journalist Gulruh Toshmatova, who had leaked the letters hired by the audience to the expert who visited the show, left without noticing the situation. In such a situation, a journalist's ability to maintain his mental state is also required. A skilled TV journalist managed to get out of the situation in an unexpected situation. The work of Barno Ilhomova, another skilled host of the show, which was in the attention of the fans during the week, is also commendable. Because during the period of rapid development, negative changes are observed in the mental state of people of all ages. In particular, the need for mental strength and energy is felt for our enlightened people, from a child who has just stood up to his old age. During the show, he explains about the changes in the mentality of people of all ages, the causes and negative consequences of the problem, using the facilities and facilities of the studio. Such interpretations, which are important for many people like us to love life more, to accept all that is, to motivate ourselves in time, to be kind and considerate to the people around us, to develop the personality, and to generate energy, are gaining recognition from many viewers. Another important aspect of the show is the selection of topics based on letters and appeals from the audience. Experts will be invited to find solutions to our people's problems and provide necessary explanations on the live broadcast through the telephone network. For example, in the March 23 issue of the show, what should be paid attention to in the health of a child up to 3 months old, changes in intestinal activity in newborns, feeding a child with breast milk up to 6 months, rickets, the causes and consequences of neglecting the observation of incorrect development in the child's coccyx and support movement due to incorrect laying of the child Pediatrician Dilshod Tursunov was given good advice about what causes it. The questions asked by the audience were explained by the expert. That is the reason for the popularity of this show. It is important that music plays a small role in the success of the show. Because sound is important for the

screen. Sound facilitates the reception of the image on the screen, deepens the reception, expands the boundaries of the frame, delights the viewer, or makes him dizzy. Therefore, the author should know how to use words. Sentences written for performance are very different from sentences written for print or broadcast. It is very important that it is light, meaningful and popular. For example, Gulruh Toshmatova: Hello! "Life is lively and beautiful because of hard work. It is not a burden, but wings, creativity and joy. If anyone makes it a heavy burden, he is the only one to blame," said one of the wise men." The leadership skills of the author also play an important role in this. The compatibility of sound and image is the main factor in attracting the audience.

The creators of the talk show "Oydin Hayot" also organize trips throughout the region. As an example, the visit to Surkhandarya region, where our history is located, was interesting. In this issue of the Korsatuv, the unique, national traditions, history, secrets of the art of embroidery in the national costumes, national dishes, khankavuz, national ethnographic lapar, and the unique enthusiasm of the dances of the Surkhan people were highlighted in successive issues of the Korsatuv. For example, Fatima, the laparist of Surkhan's "Samangan" folk ethnographic ensemble

Kholboyeva showed the spinning of cotton yarn, which is considered an ancient handicraft of our ancestors. During the conversation, he explained in detail about the great values of our people, the secrets of craftsmanship, and the value of manual labor. During the program, TV journalists Shuhrat Rakhmatjonov and Gulruh Toshmatova entered the process and tried to clarify the topic by asking various questions while covering the topic in detail. In fact, the character of conversation as an analytical genre is analyzed based on the dialogue between the protagonist and the protagonist. The common and unique features of interviews and interviews are that the journalist gets answers to his few questions. For this purpose, the specific features of entering into an argument are shown in the conversation. There is little decency to talk. Interpret the answers of the interlocutor. Clear presentation of the topic in interviews and conversations. In the sum of these stages, the author's organizational skills are also demonstrated. The fact that each member of the television creative team was able to give the right direction as an author in the implementation of the important principles of the common work.

This is also the fact that the author was able to focus on the object of filming before editing the show. This is also the fact that the author was able to imagine the process of filming before editing the show. That is, in the process of creative work, the author must prepare each page, word, frame in advance, just like a math book. Otherwise it will waste time. There is a lack of material when you put it on the editing table. That is why it is necessary to carry out filming works based on a careful plan and scenario. In this regard, we can list the important qualities of the

creators of the Aydin Hayot talk show, such as perseverance, entrepreneurship, eloquence, tendency to improvisation, and the ability to use the situation effectively.

CONCLUSION

To sum up, the author's skill is that he was able to present rich material to his fans in a spiritual and educational direction at the heart of the mass entertainment television show. First, the author created a unique image of the show. From the name of the program to the pages, to the final conclusions, various topics were colorful, and he was able to find a chain-like fit around the topic. A high-level author, possessing the ability to manage, should feel responsible for every situation that is broadcasted, and should find a solution to the conflicting situations caused by important and controversial questions on television. In this regard, it is better for the author to assemble a creative group, which in any case remains loyal to his profession, to the team he works with, and has a deep sense of responsibility. Thus, television editing is not only work with a literary approach, it is also an organizer who polishes the form and appearance of various district information on the screen. In this case, it is important that the photographer, lighting, and director in the creative team can feel the possibility and ability in advance.

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