

## **THE RELATIONSHIP BETWEEN TV AND CULTURE**

**Tojmaxammatova Gulchiroy Maxammadjon Qizi**

*Student of the Faculty of Foreign Philology, National University of Uzbekistan*

**Abstract:** *Since its inception as an integral part of American life in the 1950s, television has both reflected and nurtured cultural mores and values. From the escapist dramas of the 1960s, which consciously avoided controversial issues and glossed over life's harsher realities in favor of an idealized portrayal, to the copious reality TV shows in recent years, on which participants discuss even the most personal and taboo issues, television has held up a mirror to society. But the relationship between social attitudes and television is reciprocal; broadcasters have often demonstrated their power to influence viewers, either consciously through slanted political commentary, or subtly, by portraying controversial relationships (such as single parenthood, same-sex marriages, or interracial couplings) as socially acceptable. The symbiotic nature of television and culture is exemplified in every broadcast, from family sitcoms to serious news reports. In this article I survey a number of key areas of debate: the relation between television, the nation and the state; television and the citizen/consumer, television content and performance.*

**Key words :** *Internet ,media , mass media ,culture ,news, communication , TV, broadcast , programmes, reality ,shows , pop culture , viewers , transmitting .*

### **INTRODUCTION**

The term media, which is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax and billboards. It describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone call to the evening news on television can be called media. When talking about reaching a very large number of people we say mass media. Local media refers to, for example, your local newspaper, or local/regional TV/radio channels.

Media can be broken down into two main categories: broadcast and print. The Internet has also emerged as a major player, as a rapidly-growing number of people globally get their news, movies, etc. online. Print Media includes all types of publications, including newspapers, journals, magazines, books and reports. It is the oldest type, and despite suffering since the emergence of the Internet, is still used by a major proportion of the population. Broadcast Media refers to radio and TV, which came onto the scene at the beginning and middle of the 20th century respectively. Most people still get their news from TV and radio broadcasts –

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however, experts predict that it will not be long before online sources take over. Television is a system for transmitting visual images and sound that are reproduced on screens, chiefly used to broadcast programs for entertainment, information, and education. The television set has become a commonplace in many households, businesses, and institutions. It is a major vehicle for advertising. Few inventions have had as much effect on contemporary American society as television. Jeff Greenfield, a media observer, stated "Television is the pervasive American pass time cutting through geographic, ethnic class and cultural diversity, it is the single binding thread of this country, the one experience that touches young and old, rich and poor, learned and illiterate ( Biagi, 2005 ). In 1948, only 1 percent of America's households had a TV set; by 1953 more than 50 percent had one; and since the early 1960's, more than 90 percent of all homes have a television set (Campbell, Martin & Fabos , 2012). From mechanical television to electronic television, there continues to be a shift in how televisions are viewed today.

## **Main part**

Media culture is a society or culture that has been heavily influenced by mass media whereby communication occurs instantly across massive populations. This represents a dramatic and relatively recent shift from traditional cultures that were formed with a process of person-to- person communication. The following are illustrative examples of media culture. Broadcast and internet media are powerful tools of communication that are often used by governments to shape worldview, opinions and attitudes. A number of countries impose controls on media such that the state shapes virtually all media communications. Television has been a major force in shaping society, and its impact cannot be denied. It has greatly changed the way people receive information, entertainment, and education. It is also a powerful tool for transmitting cultural values and shaping public opinion. Compared to traditional media, such as print, television's impact is immediate, as it reaches people faster. Here we will know what is the role of TV in Shaping the culture and society. Television is a primary source of information for many people, particularly when it comes to news and current events. The immediacy of television news means that people can stay informed about important events and developments as they happen, both locally and globally.

Why is TV important in our culture? Television: a cornerstone of democracy and a pillar of freedom of expression and cultural diversity. It nurtures education, continually invites people to explore beyond their living rooms and arouses curiosity. It is a wonderful ambassador for the entertainment industry: not only does it help reveal fresh talent and discover new music, it also stimulates and kindles our musical heritage while encouraging the fusion of styles and artists. Furthermore, television cultivates generosity and care, underpinning many charitable organisations fundraising events. Sports events' broadcasts inspire

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people to go beyond their personal limits and gather billions of viewers around sound and positive values. By offering quality entertainment, television provides an avenue of dreams and wonder to households around the world.

TV inspires the mind. Television is a fantastic educational tool. It broadens knowledge of different cultures, promotes tolerance and global understanding of international issues. Through current affairs, discovery, lifestyle, cooking shows and children's programmes, television encourages scientific and cultural curiosity. Television offers a wide variety of entertainment options, appealing to a broad range of audiences and interests. The entertainment options available on television include dramas, comedies, reality shows, talk shows, game shows, and much more. Dramas are a popular form of television entertainment, often featuring complex characters and ongoing story lines that keep viewers engaged. They can range from serious and thought-provoking to light-hearted and comedic. Comedies, on the other hand, are designed to make viewers laugh and provide a form of escapism. They often feature witty writing and relatable characters. Reality shows, which feature real people in unscripted situations, have become increasingly popular in recent years. These shows can range from competitions, such as singing or cooking shows, to series that follow the lives of everyday people. Reality shows offer a glimpse into the lives of others and can be a source of inspiration or entertainment.

Reality TV is essentially television programming in which there are no writers, actors or scripts. Instead, the shows focus on "real" events or situations. Some reality programming comes in the form of competitions shows, such as "Survivor" and "The Amazing Race." Others, such as "Teen Mom" and "Hoarders" focus on specific life experiences. TV based on reality has been around in some form or another since the 1940s. But the first reality show was broadcast in 1973, when PBS aired a 12-part documentary called "An American Family." The show chronicled the daily lives of the Loud family, who lived in Santa Barbara, California. The series showcased marital tensions that eventually led to divorce. Many critics slam today's reality television for the way it manipulates narratives that affect the lives of real people.

The term pop culture gets thrown around a lot, but do you know what it actually means? Pop culture refers to popular culture which is aimed at the younger generation and transmitted via the mass media. Popular culture is essentially a set of beliefs, values, actions, objects, or goods and practices that are popular at any given time and space in society. It can refer to things like art, literature, fashion, dance, film, television, magazines and ways of living to name a few. The social norms, beliefs, language and morals of a society define its culture. The influence of culture can have both positive and negative effects on a teen's behavior and moral development. Teenagers are the group most strongly influenced by pop culture. Not only are teens strongly influenced by pop culture

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but there is a lot of pressure to fit in. It affects them cognitively (how they think), emotionally (how they feel) and behaviorally (what they do). Teens are growing every day and popular culture is helping mold them. They are affected from almost every aspect of the life around them, from television and movies to literature, music, and even sports. It even affects how teenagers talk and act. These are many ways that popular culture affects teenagers.

## **Conclusion**

So, we can say that television is a great force that draws millions of people to the screen, teaches many things, and has a strong influence on culture. But the taste is different. Some people are against television. They say that TV does a lot of damage. It takes a lot of free time. People's hobbies are meeting friends, going to the cinema or theater, reading books, listening to music. Nowadays, many people watch TV for hours. They don't read books, they don't play sports, they start to forget the art of conversation. Watching TV for a long time also leads to deterioration of health and eyesight. But regardless of this, we can watch useful, cultural and educational TV channels that teach useful things and promote our culture. When watching TV, a person chooses how long to watch, which show, which TV channel to watch, whether it is useful or not, and this is how his culture is formed. Therefore, no one can deny that television is the main power of the world today.

## **RESOURCES:**

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