

MAIN REQUIREMENTS FOR THE TEXT OF NEWS PROGRAMS ON REGIONAL TV CHANNELS (IN THE EXAMPLE OF OKMK TV)

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Abstract: *This scientific article covers news programs broadcasted on regional television channels in the information society and the main requirements for their media text, their specific features, and what the rational use of media text can do for mass media. The opinions of leading scientists and experts on the concept of media text are presented, and the levels of using the possibilities of media text on regional TV channels are analyzed.*

The main goal of this scientific article is to classify what the mediatext potential of news programs on regional TV channels is, and to analyze what should be emphasized in its effective use, and to present scientific proposals.

In the scientific article, the intended goal was achieved by using the methods of deductive and inductive logical analysis, descriptive method, and comparative analysis.

Keywords: *Mass media, television, regional TV channel, news program, assembly, media text, film, broadcast hour.*

Enter. In the 90s of the 20th century, programs based on information about regions began to appear in Uzbekistan. After the legal foundations of television activity in the country were strengthened and appropriate organizational and structural changes were made, the number of TV channels that existed before 1991 reached 66 by 2017.

Television channels in Uzbekistan are divided into three categories: television channels of the National Television and Radio Company of Uzbekistan (MTRK), regional television channels and non-state television channels.

Results and comments. Today, regional TV channels operate in almost every region of our country, and news programs make up the majority of the air time. The competition between the television channels established in the regions creates an opportunity for the audience to choose: they express their unbiased attitude towards the happening events. For this reason, the news broadcasted on regional TV channels arouses more interest among the population of the region than on central TV channels.

The importance of regional TV channels is that they evaluate the reaction to the happening events from the point of view of the interests of the region. That is, when a news item is broadcasted, first of all, its level of interest to the residents of

the region is taken into account. It is in this aspect that the information broadcasted on regional TV channels is more important than that on central TV channels.

It should be noted that May 4, 2022 In connection with the National Association of Electronic Mass Media of Uzbekistan changing its name to the National Media Association of Uzbekistan, the media program for 2022 was approved under the leadership of the chairman of the association Sherzodkhan Qudrathoja. According to the program, the regional TV channels, members of UzMMA, established cooperation with the central TV channels, and through the exchange of information, there was an opportunity to further develop their activities. If we take into account the presence of 18 non-state television channels within the UzMMA, it is of urgent importance to adapt the scope of the regional non-state TV channels to the requirements of the time and to develop new programs to attract the audience. In this scientific article, we conducted an analysis of the originality, shortcomings and achievements of the text editing of the news program "Mahlali vakht" of the corporate TV channel "OKMK TV" located in the city of Olmaliq, Tashkent region.

It is known that regional television is one of the main sources of local news.

The "OKMK TV" TV channel, which started its operation as part of the information service of the Olmaliq mining and metallurgical combine (hereinafter OKMK), has become one of the main sources of news about the life of the city of Olmaliq and the combine.

Speaking about the TV channel "OKMK TV", it is appropriate to look at its history.

On November 1, 1996, the "Almalyk" TV studio was established as part of the Department of Consumer Goods Production under the control of the National Committee of the People's Republic of Kazakhstan in order to first rebroadcast the TV channels of the Russian Federation, and then to inform the workers of the combine and the residents of the region about important events in the life of the city of Almalyk. The first show of the TV show is in Russian "Sobytiya" was an informative program. Later, from May 2006, the Uzbek-language TV program "Events of the Week" began to be broadcast..

On May 16, 2019, the "Almalyk" television studio, which was registered by the Information and Mass Communications Agency under the Presidential Administration of the Republic of Uzbekistan under the number #0325, was reorganized as the "OKMK TV" TV channel in a digital format, starting from August 28 of this year in test mode. It became the first regional corporate TV channel in our country with 18 hours of broadcast time. From this day on, every day from Monday to Friday "News of the day" (later the name of the show was changed to "Local time") - "Novosti dnya" and on Saturday and Sunday "Events of the week" - "Cobytya nedeli" news programs began to be broadcast.

The city of Olmaliq is economically important in the Republic of Uzbekistan. The city has the largest copper mine in our country and other non-ferrous and precious metals are also mined. Uzbekistan ranks among the 20 countries in the world in terms of reserves of mineral resources. It ranks second for gold, seventh for copper, eighth for tungsten, ninth for silver, twelfth for uranium, and sixteenth for natural gas.

Taking into account that in terms of gold mining and production in Uzbekistan, Almalik KMK ranks second after Navoi KMK, Olmaliq is considered one of the strategically important regions not only in our country, but also in the world. Naturally, information exchange is carried out rapidly in the region, and the local population's need for news is fulfilled by local mass media, in particular, the only TV channel in the city. Therefore, the scope of the messages broadcasted by the TV channel "OKMK TV" is of urgent importance not only for the population living in this area, but also for the entire republic due to its economic importance. Any news happening in OKMK will be broadcast directly on the news programs of the leading TV channel of the Republic "Uzbekistan-24".

On March 23, 2023, OKMK TV Official on the telegram channel About 1,000 (987) respondents participated in the small questionnaire. According to the results of the survey, the audience of the TV channel and the rating of the most watched programs were determined.

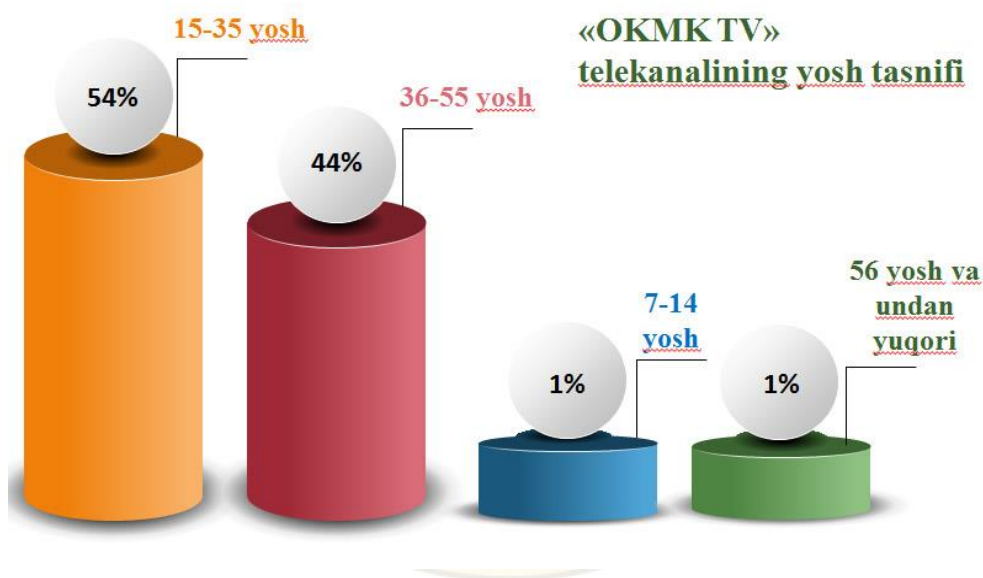


Figure 1

According to the results of the survey, the main audience of "OKMK TV" TV channel is viewed by viewers between the ages of 15-35 (54%), then the broadcasted news programs are mainly watched by the middle-aged generation - between the ages of 36-55 as the audience (44%) watched. The indicator of the audience aged 7 and 14 and over 56 years made 1 percent. Most likely, since the

survey was conducted through a social network, there is also an opinion that mainly its users participated in the survey.

According to the survey, one of the most important programs in the broadcast schedule of "OKMK TV" is the news programs, namely "Mahllili vakht" and "Novosti dnya" (30%), "Hafta events" and "Cobitya week". " (30%) programs.



Figure 2

The main reason for this result is that these news programs, compared to other programs, are broadcast continuously and continuously, at a specific time and day, the news is based on clear facts and evidence, and most importantly, the information is directly related to the socio-economic, cultural and educational life of the residents of the region. is proved to be inextricably linked with

According to the rule, the reporters of the TV channel study the important events and incidents happening in the city of Almalyk, and prepare news about them. News is one of the main tasks of TV channel creators. News journalism is a field of information activity of any journalist, in which:

- evidence is more important than its interpretation or analysis;
- the decisive role is not related to the journalist's linguistic skills, but to the speed of information processing and transmission;
- events must be reported objectively and truthfully;
- A reporter's ability to sense important and socially significant events and bring them to a mass audience in time is valued more than any other job.

The preparatory stage of working on the media text of the newscast.

Since the news broadcasted on the "OKMK TV" channel is directly related to the life of the city and the Tashkent region, the interests of its viewers, the topicality

of the topic directly covers interesting and relevant issues and events for the residents of this region.

The professionalism of the news team lies in the rapid delivery of new event materials to the audience.

Until approximately 2019, the Olmalik TV studio aired two, sometimes three times a week, for 3 hours on the "Russia-1" TV network with the news programs "Hafta vejdari" and "Sobitya nedeli", after the activity of the TV studio was transformed into a TV channel, every day informational programs in Uzbek and Russian languages began to be broadcast.

On Monday-Friday, "Mahlali Vakt" and "Novovsti dnya" shows are presented to the audience 4 times, and on Saturday and Sunday, "Hafta yari" and "Sobitya nedeli" show, which includes the best news, are shown. broadcasts.

News The tasks of the Olmalik city administration and the leadership of OKMK regarding the reforms implemented in the combine and in our country, invitation letters, events of the combine employees' unions, youth unions, enterprises and divisions, activities of city enterprises and organizations, and directly in the interests of the city's residents are carried out in accordance with the law. ongoing reforms, school and pre-school education life, educational reforms, scientific research and the progress of their implementation in two large and prestigious universities in the city - MISSiS National Technological Research University of Moscow and Tashkent State Technical University in Islam Karimov 'or encompasses ideas.

The news topic is included in the plan based on the orders of the OKMK leadership, the calls of the Olmalik city administration and other enterprises and organizations in the city, and filming is carried out accordingly.

At the stage of preparing a news story, the reporter's task is to go to the shooting location, get a clear picture of what happened at the scene, interview the organizers of the event, participants or participants of the event, after that, the collected information it consists of preparing a text based on it and voicing it.

There is a formula for making a television newscast.

There is a formula that allows you to properly prepare the event, regardless of the hero, place, time and other socio-political circumstances.

Plate = 1 Event = 1 Information Cause = 1 Story = 1 Feeling = 1 Idea.

The stage of filming a television newsreel. The process of information gathering is the most important and decisive stage of creating journalistic material in every journalist's activity. Andrey Dedov highlights the main concepts involved in information gathering in the "Television Journalism Technologies" training manual. The main factor that equates a journalist with an investigator or investigator is his collection of information, facts and evidence. It consists of:

- record evidence;

- asking questions to witnesses, experts and participants, recording their synchronicity;
- finding important documents and artifacts;
- search for interesting details and details;
- determine the main conflict for the record;
- getting into the spirit and emotions of the event to come up with a story.

How will this stage be implemented on the "OKMK TV" channel? First of all, after receiving an assignment from the editor according to the day's plan, the reporter goes to the scene together with the photo crew. In the process of filming, the event recorder records the necessary information, collects evidence and facts. In order to make the written record more interesting and relevant, it emphasizes the reason for the information and determines the interesting and important aspects of the topic.

The second basis of the shooting phase is that the journalist or reporter knows which shot will be taken, when and how. It depends on the reporter knowing all the necessary shots, visual plans, peribivka (distractions) and a number of similar requirements for the news story he wants to write. The creators of "OKMK TV" also give instructions to the cameraman about the necessary shots during the filming of the event or event so that the newscast gives the expected result. The mutual cooperation of the reporter and the illustrator gives the expected result.

The third basis of the recording stage is determined by the fact that the reporter records at least three interviews (simultaneously) on the selected topic. This increases the possibility of using the highest quality and most relevant interview during the preparation of the film.

The fourth basis of the filming stage is determined by the reporter working in harmony with the photographer. Capturing the right footage depends on the reporter's ability to explain the concept of the shot to the cameraman. The journalist, who has started filming, explains the plan and idea of the event to the cameraman. An experienced cameraman collects all the shots, plans and details needed by a journalist.

The next stage of work on the text of the television newscast is carried out in the following sequence:

1. Editor's edit on the text;
2. The final result is assembly.

Edit text. The text is corrected by the editor-in-chief or editor. The editor must edit the text according to all criteria. Editor's edits are made regardless of whether the author has written the text perfectly. The fact is that the editor has a professional point of view, he knows well how the film will be presented on the air. In this way, the material is prepared for broadcast.

A news editor has great rights over reporters. It may require him to reduce the material or its structure, or not release the material at all.

*Montage.*The final stage of media text creation. The concept of montage refers to the process of synchronizing a video sequence with a voice text, connecting a stand-up. This sequence is pre-edited by the reporter and editor. And the editor edits it after assembly.

*In conclusion,*When working on the media content of news programs prepared for broadcast on regional TV channels, the editor is required to work in accordance with four stages, as in the case of central TV channels.

Firstly, the editor must determine the news topic in cooperation with the reporters. In this case, the selection of topics on regional TV channels is carried out taking into account the interests of the region and the socio-economic situation.

Secondly, the editor is required to properly organize the filming of television news. Editing the prepared text accordingly gives the expected result.

Thirdly, the editor should edit the text based on his own qualifications and experience, taking into account the reporter's point of view when working on the text.

Fourthly, the final stage - he must carefully check the assembled finished film, check that the audio text and video sequences are synchronized, that interviews and stand-ups are used on the spot, and conduct the final editing on the media text. It is possible to achieve the expected result and effect in the news programs broadcasted on regional TV channels through the complete implementation of these stages.

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