

# The role of author's programmes in the genres of dialogue on TV

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**Abstract:** Journalism and the media are one of the main intermediaries in communicating with people. Communication is one of the main categories in journalism. There are also certain genres in journalism those are created through dialogue or conversation. These are the genres of interviews and conversations. What genres are being used on television today? Genres such as interviews, conversation, talk shows, debates, how are they differ from each other? What are the differences and similarities between them? By finding answers to these questions, the role and importance of dialogue genres in covering social problems and current issues is understood. On Uzbek TV channels, one can observe the use of dialogue genres in author's programs. Reflection of these aspects can be seen on Russian television. Comparing them, showing the advantages and disadvantages it is received certain conclusions about the influence of the author's performances of this genre on society.

**Key words:** television, author's programme, author, dialogue, genre, interview, conversation, talk show.

Nowadays, each type of media is being improved, moving in a peculiar direction, style. Even though the audience itself (reader, viewer or listener) independently performs the function of journalists - the function of disseminating information, which indicates a new stage in the development of citizen journalism.

The stormy flow of information, the transmission of false and objective information in a holistic and chaotic form in the age of globalization makes ever higher demands on journalists. There is a growing need for materials that are the product of consciousness, thinking, imagination and impressions of a professional journalist.

Television has almost unlimited possibilities - the most effective and efficient type of media that unites a very wide audience. The modern period requires TV journalists not to be limited only to the study and analysis of all problems and issues in society through the product of their creativity - author's programs, or only bringing information to the audience, but also to prepare entertaining, spiritual and educational programs.

In the studies carried out so far, TV programs have been studied in a general aspect, based on knowledge in the field of journalism theory. In most works, author's transmissions were not considered in detail as a separate object. Research and analysis of author's programs of the dialogue genre, their place in modern television, meaning, new trends. the unity of the traditional and modern observables in them determines the value of this study.

Research in the field of journalism, television programs was carried out by foreign specialists such as O. Litvinskaya and N. Chernyshev, R. Boretsky, V. Sappak, P. Rondier, P. Bourdieu, E. Bagirov and I. Katsev, G. Vachnadze, V. Egorov, G. Kuznetsov, G. Oganov, P. Soper, V. Tsvik, A. Yurovsky, as well as local researchers F. Ruziev, T. Kozokboev, M. Khudoykulov and others. However, authors' program were not observed as a separate object in their books. There were analyzed the features of television as an art form and as a type of media in general aspect.

The author's programs broadcast through Uzbek TV channels: "O'zbekiston" ("Uzbekistan"), "Madaniyat va ma'rifat" ("Culture and Education") and Russian television, in particular, "Первый" (the "First") TV channel, were chosen as the object of the study.

The subject of research is the theoretical foundations of author's television programs, methods of their preparation, requirements for broadcasting on the air. Opinions were argued with the help of facts, enriched with various examples. In the process of research, inductive, analytical, comparative methods were used.

One of the genres widely used in the media is the interview (brief conversation). Interview is an English word meaning “to ask, to find out”[11]. According to the style, an interview involves asking the interlocutor about something and bringing it to the audience.

A conversation is a work prepared as a result of a meeting, a dialogue between a journalist and competent person on a complex, topical issue. The viewer (reader) is more interested in the opinion of a multitude of people, in particular, a person who is competent in the field of discussion or famous for something in society, rather than the opinion of a journalist, in other words, only one person. Thus, conversation is a special television genre of analytical journalism, a dialogical form of information transfer. The conversation is devoted to a topic that is attractive to the public: political, economic, social, psychological, ethical, scientific. In many cases, the conversation turns into a discussion [4].

The TV channels “O‘zbekiston” (“Uzbekistan”), “Madaniyat va ma’rifat” (“Culture and Education”) which are studied by us regularly broadcast material of this genre in the form of author's programs. Thus, the TV channel “Uzbekistan” broadcasts programs, such as “Azizim, khayot” (My dear life) - conversations with competent people on a chosen topic; “Sukhatdosh” (Interlocutor) – conversations with representatives of various areas on topical issues. TV channel “Culture and Education” broadcasts “Exclusive Suhbat” (Exclusive Conversation) with people who are famous among the society; “Men uchun onam” (For me my mother) - conversations with famous people about their mothers.

It should be especially noted that the TV channel “Culture and Education” regularly broadcasts conversations and interviews with specialists, masters of their sphere. The study of the activities of the TV channel for 2018-2019 made it possible to observe the specific features of the materials of the genre of interviews and conversations. Various topics were raised in them, conversations devoted to the life and work of representatives of art, craft, and writers were often broadcast. Watching these programs, you can get complete information about the activities of the creators. From this point of view, these conversations are considered as interviews. However, in the transfer of information, the journalist and the interlocutor take an equal part, so it is appropriate to call them a conversation.

Often on television, the genres of interviews, conversations, discussions and talk shows are identified. It's getting used to calling them all by the same as talk shows. However, these are independent genres that differ from each other.

When it comes to the genre of conversation, it is often considered as a synonym for the word “interview”, which is explained by their similarity in form and content. In Russian journalism, in scientific papers and works by specialists in the field, “conversation” is interpreted as a separate genre. But there is no translation of “conversation” as an alternative to “interview” in English. Based on mutual communication and broadcast in the media, any journalistic material is an “interview”.

The success of the interviewer depends, first of all, on how prepared he is for the interview. This preparation begins with the selection of the person to be interviewed [3].

According to the tasks assigned to the journalist, the interview can be divided into two types:

- opinion interview;
- interview-fact[4].

Usually, author's programs in the genre of interviews are prepared relatively less. This can be observed on the example of the studied TV channels “O‘zbekiston” (“Uzbekistan”), “Madaniyat va ma’rifat” (“Culture and Education”) and “Первый” (the “First”). But still, the author's programs of this genre have a place to be. For example, the program “Sukhatdosh” of the “Uzbekistan” TV channel is being prepared in the genre of interview. It deals with various current socio-political, spiritual, moral, economic and legal topics. Often this is a direct interview with representatives of ministries and departments, members of the Senate and the Legislative Chamber of the Oliy Majlis, public institutions, rectors of universities, doctors of science, professors on the implementation of the laws of the Republic of Uzbekistan.

All these are also seen in the author's program “Exclusive Suhbat”, broadcast on air by the TV channel “Madaniyat va ma’rifat”. In it, the author and presenter Gulmira Musazhonova interviews people who occupy a worthy place in our society about their life and work path.

The genre of conversation differs from the interview in several ways. Conversation, in the works of scientists who studied it as a separate genre, is considered as an informative genre of journalism. Such

researchers as H. Saidov, N. Tukhlieva[7], V. Voroshilov[2] call the conversation an informative genre, while A. Tertychny[8], M. Khudoykulov[11] and others study it as an analytical genre. S.Gurevich, on the other hand, refers this type to the dialogic genre [3]. Interviews are also referred to this group, they are indicated as separate genres. Despite this, both genres are very close and similar both in essence and in terms of content and functionality. So, both the conversation and the interview take the form of a question-answer. In this case, two or more participants are separated into groups: the questioner and the responder.

In addition, both genres have the same goal - to obtain information. In fact, this is a general function of the journalistic sphere. But there are features of receiving and transmitting information in the genres of interviews and conversations. Information is obtained directly from the original source, and it is transmitted directly in the form of information exchange process. This undoubtedly increases the credibility of the journalistic material.

In both genres, the main information can be obtained not through the text of a journalist, but from the mouth of the respondent or the interlocutor. At the same time, not only one journalist is now individually responsible for this material. The respondent and the correspondent together become co-authors of a complete journalistic work.

At the same time, according to the researcher, there is also a genre known as “dialogue”.

Analysis of the author's programs of the dialogue genre made it possible to formulate the following conclusions:

- The success of interviews and conversations broadcast on television or radio often depends on the topic, which should be of interest to the viewer or listener. If questions are asked that are known to the viewer or listener, are not of interest to them, or the answers to which are generally known, the viewer or listener “skips” this episode, goes to other channels, minds his own business or talks with someone who is nearby. After some time, having heard or seen interesting moments for himself, he can continue watching or listening to the interview or conversation. Much is not required of him, that is, he is not given the difficult task of “reading” something. In addition, talks on television and radio are broadcast in the form of free communication. It is not noticed how someone switches to a conversational style, laughter is often heard, which prompts him (the viewer, listener) to smile;

- The level of complexity of the questions in the materials prepared in the interview genre is consistently “growing”. For if the interview focuses on one problem or topic, then the conversation can take place a relatively broad exchange of views on several topics;

- In the author's programs on Uzbek TV channels, the genres of interviews and conversations are actively used. Some issues are traced, such as haste in the process of dialogue (communication), the lack of a holistic form of conversation and interview. At the same time, it can be stated that each author and presenter has their own style and direction;

- Freedom, sincerity, a variety of gestures (movements) and words, opinions inherent in presenters on Russian television channels ensure the attractiveness and liveliness of conversations and interviews. It is freedom that is manifested in everything: in words, in the behavior of authors and presenters, in their communication with others;

- Looking through the conversations broadcast on television, we practically did not observe moments when it seems there is no need to divide the two participants into a questioner and an answerer. Although, the journalist and the interlocutor could argue on an equal footing, express their point of view.

As a result of studying the author's programs which are broadcasted on the air by the TV channels “Uzbekistan” and “Madaniyat va ma’rifat”, some drawbacks were noted. It can be observed the influence of the process of genre integration on the author's transmissions. You can also note the similarity of the themes of the author's television programs; underdevelopment of directing and imaging capabilities; insufficient clarity of the statement, the journalist's failure to clarify the purpose of the interview; a small share of participation in the process of leading programs; insufficient clarity and conciseness of questions, the presence of a certain “introduction” to questions; a small number of questions on the topic that encourage deep reflection, revealing the essence of the topic; sometimes lack of discussion, opposition of opinions; the use of certain lexical forms (cliches) in interviews and conversations; insufficient manifestation of the spirit,

atmosphere, mood of the process of communication in the materials of the genre of conversation; the breadth of the scope of the topic chosen for the interview or conversation, and others.

To eliminate these drawbacks, it was proposed:

- to increase the share of the author's participation, to demonstrate the process of directly entering into a dialogue with the heroes of the program;
- apply modern methods in the process of editing programs, actively using musical and personnel effects;
- compare verbal opportunities with human resources, that is, avoid redundancy of words, do not waste them in vain;
- increase the level of sociability, the ability to raise questions of leading programs;
- to conduct a dialogue by a journalist specializing in the field and topic of the interview to increase the effectiveness and impact of materials;
- establish conversations between two or more specialists working in the same field;
- actively use photos along with the video image;
- organize regular broadcasting of translations of author's programs. Through this, to assimilate and creatively adopt the peculiar aspects of foreign experience, apply them in the work of local television;
- modern stylists should deal with the image of the presenters. It is advisable to match the image of the host to the essence and content of the program.

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