



Analysis of cultural and educational programs of radio channels

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ABSTRACT

The article will talk about the impact of the youth TV channel on the spiritual and spiritual processes of our republic through hearings. The article will talk about broadcasts on youth radio and their content.

Keywords:

“youth”, spiritual, radioprograms, radio channels

Currently, the Republic of Uzbekistan is confidently following its own path of development and widely demonstrates to the public around the world the effectiveness of internal reforms carried out during the 28 years of independence.

Initially, the young state, which only officially acquired the status of a sovereign state, faced such an important task as to achieve the status of a "politically and economically stable state" in the world space. Such a state, in need of serious recognition and attention, without hesitation, with confident steps, took the path of development independently chosen by it.

According to the chairman of the Institute of Central Asia and the Caucasus (USA), the author of the book "The New Face of Uzbekistan" Professor F. Starr, "many abroad are delighted with the positive changes in the socio-economic, legal spheres, and international relations. However, it cannot be said that everyone abroad fully understands the significance of these reforms." The American scientist believes that "in recent years Uzbekistan has turned its face to evolutionary changes. Of course, the updates taking place in Uzbekistan are positively perceived by the advanced community. I

believe that in the near future your country will take its rightful place among the developed countries" (1).

The youth radio channel has the following spiritual-spiritual hearings.

Addresses of enlightenment-the effect of reforms carried out in the field of education of our country, the conditions created in the educational institutions will be covered. Special attention in the broadcast is paid to the topic of Family, School, Neighborhood Cooperation.

For young people - in the dialogue, a dialogue of experts is organized in a live broadcast on topical topics, based on an open question and answer with the audience.

The world of Science-the program takes place with interesting information that can contribute to expanding the circle of knowledge of young people

The Golden Age is prepared in cooperation with the Ministry of Higher and secondary special education of the Republic of Uzbekistan and includes innovations in the system, implementation of industry laws, higher educational institutions, conditions created in them, Student Life, system of providing educational loans to students of higher

educational institutions by banks, as well as conditions of existing colleges in our country, The value of life - the legal basis for working abroad in broadcasting, the essence of the fight against human trafficking, the negative consequences of religious extremism, terrorism, fanaticism, various foreign ideas and low-level "mass culture", the protection of youth from them, the protection of their rights and interests, the education of citizens in the spirit of loyalty to the ideas

Youth Club - issues of Family, School and Neighborhood Cooperation, prevention of early marriage, changes in the life, interests, aspirations, as well as age-related health and psyche of adolescents aged 14-18, Organization of teenage leisure activities are covered. Based on their opinions, advice from specialists is organized in the necessary cases.

Creative students-it will talk with students who participated in the media of our country with their articles. There is a theme-he, however, master classes are given to creative students who do not know how to start it. Also, the first performances of students who have a dream of becoming a presenter, a reporter, but are also shy, will be broadcast. Program UzSWL, NUUz, A.It is prepared in cooperation. This will also help create a reserve of radio personnel.

The image of the day-the program will talk about information, notes related to the historical dates of the years of independence of our country, about positive changes in our spiritual and educational life, about the care and benefits provided for on the way to the spiritual perfection of young men and girls. The program is enriched with various rollers and songs on the topic.

Travel with young people-it is intended to acquaint young people with the fruits of the countries of the world themselves, as well as the wonders and miracles that are included in the Unesco list of "cultural heritage of mankind".

I and people - the goal is to further form in the minds and minds of the growing younger generation a sense of attitude, responsibility and genius to these circumstances, to show the best traditions and values, the example of the spiritual wealth of great ancestors

The most famous works of Uzbek and world literature are read and broadcast in the style of an akter theater.

Youth Library - acquaintance with new scientific and literary books published for young people, promotion of book reading among young people, acquaintance with the work of a young author. Coverage of the activities of publishers in this regard.

The mirror of history - tells about the role of museums in our spirituality, about the museums that exist in our republic, their directions, exhibits, attitudes towards them.

Thoughtful moments-a philosophical attitude to various situations of human life. Relaxing trips, conclusions are presented in the form of a radiocomposition.

Information about the work carried out on the formation of the correct attitude to the environment in the spirituality of Ecology and Youth Youth Youth, the decision-making of ecological culture, the global environmental problems of today, the nature of our country will be given to broadcast.

Virtual world-this broadcast will be prepared in cooperation with Ziyonet and will provide information on news in the information communication system, targeted use of Information Technologies, social networks, internet sites available in Uzbekistan worldwide.

The flower of life takes place reproductive health, opportunities created for young families, children's rights, advice on the upbringing, nutrition of young parents in the range from the birth of a child to the age of school. In full coverage of the topic, the support of industry experts is relied on.

English with Youth-talks about the development trends of Uzbek literature, achievements in the field of translation, the first works and collections of young artists.

Children's time is a radio station that includes interesting pages that serve to expand children's thinking.

In our opinion, the question is, what measures have been implemented by the mass media in this important historical process (1991-2019)? What are the achievements, what problems have not been solved? What else could be done

to increase the authority of an independent state, to form its positive image in the global media space?

For this reason, a comprehensive analysis of the activities of Uzbek newspapers and magazines, TV and radio channels and news agencies, the successes they have achieved, as well as existing problems is a requirement of modernity. In addition, special attention should be paid to the activities of foreign mass media that contribute to the propaganda of the state in the global media space.

However, today, due to the activation of the global Internet, the traditional boundaries between national and foreign media have to some extent been reduced. As a result, not only the capital, but also the regional newspaper directly serves to create the external image of Uzbekistan, the development of the national information segment.

The development of the main components of the formation of the image of countries in the global media space, the creation of technologies for their continuous improvement, PR agencies further increases the need for marketing. Of particular importance is the scientific substantiation of the problems associated with the formation of the principles and prospects for the creation of a country's media image in the world and its improvement, the formation of the theoretical foundations of the external media space. Here it is necessary to explain the active development of states that have precisely defined their path of development, territory, image, uniform appearance, and not a society that has turned into chaos, which in the process of globalization has abandoned its independence and statehood.

Section 5.2 of the Action Strategy on the five priority areas of development of the Republic of Uzbekistan in 2017-2021 defines the following tasks: "strengthening the international image of the Republic of Uzbekistan, bringing objective information about the reforms carried out in the country to the world community". This, in turn, is important in raising the topic of Uzbekistan and the external image of our country to a new level in the media space, in the study of it by specialists as a scientific, practical and creative

issue; its evaluation is related to our national values in the context of international journalism.

The topic of the country's image has been studied comprehensively in the global media space. Among the researchers, it is necessary to single out a number of scientists who have successfully dealt with this problem. Particular attention can be paid to the works of T. Parsons, E. Yudina, S. Anholt, D. Klimenko, M. Nazarov, I. Sushnenkova, M. Castels, A. Tlepbergenova. As noted by the Russian scientist I. A. Vasilenko, "at present, the power and impact of any state is associated with its place in the information space". Researcher I.A.Sushnenkova asserts this thesis as follows: "In the modern world, the success of the functioning of a particular subject, including the region, can be judged by how it is represented in the information space and what image it has".

In historical sources, the first image specialist is called the assistant to the ruler of Moses, the priest Aaron (1445 BC). The politician and commander Yu. Caesar (102-44 BC) was a genius in the art of influencing the masses. His "art" of persuading the people to his side, appeals before military campaigns and various stage performances were incomparable. The famous Italian writer and politician, who was considered in his teachings to be a supporter of the creation of a strong state N. Machiavelli (1469-1527) is considered one of the first image theorists, that is, he is recognized as the owner of a high "sense of image", or high "image thinking". The essence of such thinking was to reflect among the masses of people and influence them, to anticipate the desires of others, to establish warm relations with people.

Conclusions. Creating an image and its formation requires the fulfillment of a number of important conditions related to information:

- the image retains accuracy, at the same time it is mobile and changeable. It is constantly being edited, updated, adapted to the conditions of this situation and the needs of the audience;
- the reaction of the recipient (receiver) of information is controlled (and the properties

that define the face of the state are considered quite stable);

- image can be a feedback communication;
- relevant information and data are generated based on the expected response of the address groups;
- the image corresponds to the person to a certain extent, at the same time idealizes him, exaggerates the sides useful for himself or, based on the needs of the audience, introduces additional ideological, political and psychological values (8);
- the image unites, activates the main characteristics of the object and the audience's ideas.

References

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