

**RADIO AND TELEVISION JOURNALISTS: ESSENTIAL ASPECTS AND SOCIETAL ROLE.****Bokieva Shodiya Juma kizi****Student of Journalism and Mass Communication University,
Uzbekistan.****shodiyaboqiyeva5@gmail.com****<https://doi.org/10.5281/zenodo.17935759>****ARTICLE INFO**Received: 12th December 2025Accepted: 13th December 2025Online: 14th December 2025**KEYWORDS***Radio, radio host, television, essential skills, news, Wh questions, hard formula, BBC World Service.***ABSTRACT***This article is about radio and tv journalism and their impacts for our society skills. The article also provides a brief overview of the history of radio and television, the skills needed by journalists and the skills of news writing.***Introduction**

All radio and television stations belong in one of three leagues: local, major market (big city or regional), and national (network). TV usually pays better than radio, and as one might expect, the higher the profile and the bigger the audience, the greater the salary. But there are many more jobs for journalists in broadcasting than the coveted role of on air reporter. Positions range from behind-the-scenes writers and producers, to newsreaders and presenters. Network and bigger stations offer more scope for specialization, while smaller stations, like those in remote parts of America and Australia, often employ a jack-of-all-trades who can turn a hand to everything from reading the news to selling advertising and handling the payroll. And broadcasting is on the move. Developments in cable and satellite TV open the door to even more opportunities. Radio is branching out into smaller, leaner and more specialized units. There are new national stations in Britain and potentially hundreds more on the way, thanks to developments in data compression technology.[1]

Radio

Today, the Internet has become widespread. The Internet is widely used in all fields. Including journalism. Information spiders are spreading rapidly on the Internet, even from radio and television. Let's discuss about radio. The word "radio" comes from the Latin "radius" - meaning light, radiation. In 1895, Russian inventor, Alexandr Popov used his lighting detector to demonstrate the transmission of radio waves. So that reason, people call Alexandr Popov "Father of radio". On May 7 is also celebrated as World Radio Day. Returning to radio journalists, there are difficulties in working in a radio studio. The presenter first writes the text of the radio broadcast for a day and collects information. They also draw up a schedule of radio broadcasts. During the broadcast, presenter must conduct interesting quizzes and be "creative". There is also an advertising section on the radio. Through this, radio listeners can buy something. This brings profit to companies. Radio presenters benefit

society by warning the population of emergency situations from different parts of the world. Maybe radio's audience is small, but it won't disappear despite developing internet.

'In my opinion, the most dangerous machine of them all is the microphone.' – BBC PRESENTER ESTHER RANTZEN. The above idea is absolutely true. A microphone is even more powerful than a weapon. Because you can, while giving a speech into a microphone, attract hundreds, thousands, or even millions of listeners and carry out a specific project with them. Let's say, about protecting the environment. Through your speech on stage, you can awaken the love of nature in several people. Another example is when the famous writer Winston Churchill, in his old age, was asked to give a speech on stage, he said, "Never, never, never give up." The audience in the hall applauded nonstop. A journalist can also awaken listeners and viewers through a microphone.

Radio journalist must be able to necessary abilities, such as his/her voice of intonation. As a result of the application, 4 main qualities are required in the speech of a television and radio journalist: 1. Simplicity and expressiveness, 2. Brevity, 3. Purity and clarity, 4. Musicality and melodiousness. [2]

The first direction is simplicity and expressiveness. In this direction, the journalist should speak in a language that is understandable to the listeners and his words should be clear and fluent.

The second direction is brevity. The radio program should not be long. The listeners should be given basic information. Also, radio journalist should not give unbelievable news.

The third direction is purity and accuracy. In this direction, a journalist should speak based on facts. Journalist should be able to provide basic information to the listener and not give fake news.

The fourth direction is musicality and melodiousness. The radio host should speak in tune with the rhythm of the music being played on the radio. The topic he/she is talking about should be in harmony with the music.

There are also forms of radio audience research, and they are as follows:

1. Researching editorial mail;
2. Analyzing telephone calls to the editorial office;
3. Researching through questionnaires;
4. Researching based on interviews;
5. Researching based on observation. [4]

TELEVISION

Tashkent is home of television... The invention of electronic television is associated with a group of Soviet scientists led by Boris Grabovsky.

Undoubtedly, these were people who were far ahead of their time. It was they who, for several years, succeeded in Tashkent in the creation of a prototype of the future television - the Telephot apparatus, with the help of which the inventors

in 1928 carried out the first long-distance transmission of a moving image. 21 November is World Television Day.

Television has brought a number of benefits to society. For example, the development of cinema, the consistency of information, the development of communication, etc. Through television, people can relax in front of the TV when they are tired of work and reduce their

stress. And television journalists have a great contribution to this. They prepare and broadcast various interesting and useful programs. There are separate channels on television for each age category. For example, "Disney" for children, "Euronews" for those interested in the news genre, "Sport" for those interested in sports and other channels.

So, what qualities should TV journalists have in order for the audience to enjoy it even more?

Essential Skills for TV Journalists:

- Strong writing and communication skills;
- Ability to gather and analyze information;
- Knowledge of TV production techniques;
- Excellent interviewing skills;
- Ability to work under pressure;
- Strong ethical principles;

Let's discuss these skills step by step.

First skill is writing and communication skills. In this case, the journalist must have strong writing skills, for example, be able to write a script for a show or have the ability to write text for reports.

Second skill is ability to gather and analyze information. This requires a journalist to be good at working with data, distinguishing fake news, and analyzing it.

Third skill is knowledge of TV production techniques. In this process, the journalist must also have technical knowledge. That is, versatility is required. In this case, it is advisable to know how to edit and work with a camera.

Fourth is excellent interviewing skills. A journalist must be able to formulate interesting interview questions, improvise and innovate them. He must also have knowledge about his interviewee and be able to choose a good interviewee.

Fifth skill is ability to work under pressure. This requires the journalist to be able to work well with a team and work hard effectively.

Last skill is strong ethical principles. Strong ethical principles include integrity, honesty, fairness, accountability, respect, responsibility, and compassion. These principles guide decision-making and behavior by emphasizing truthfulness, treating others equitably, owning one's actions, and showing concern for others' well-being. Many professional and personal contexts, from business to everyday life, rely on these foundational values to build trust and ensure responsible conduct.

In addition, for TV journalists, the most important thing is the theme (from the Greek theme - a state of mind) - what is being depicted. The more interesting the topic, the more interested the viewer will be in watching the program or film.[5]

Writing news and its definition

By "news" today, most people understand columns in the press or programs on television and radio, Internet sites, or rather, new information provided in them. This has been the case abroad for a long time. For example, in English-speaking countries, news refers to newspapers and magazines published in English, as well as news programs on TV and radio. The root in all three languages is the same, that is, in Uzbek news is "news" and in Uzbek it is "new". The root of the word "новости" in Russian is also "новый (new)". [3]

As a historical definition of news, Western scholars always emphasize the story of a dog. When we browsed the literature, we found that this idea was written by John Bogart, an editor and journalist who worked for the New York Sun newspaper in the United States: "If a dog bites a man, it is not news. But if a man bites a dog, it is news."

Hard news formula. There is a tried and tested hard news formula which is used in newspapers, radio and TV. It constructs the story by asking who, what, when, where, why and how questions. Answers to these should give most of the information required.

What has happened?

Where did it happen?

When did it happen?

Who was involved?

How did it happen?

Why did it happen?

What does it mean?

However, modern Russian scientist M.N. Kim, innovation should answer the most important questions - "what", "when", "where". The remaining questions serve as fillers.[3]

Plus extra information, if there is time. The news story begins with the most important facts, and backs those up with detail, background and interpretation, constructed to get the story across in a logical way that is clear and commands attention. Newswriters for the BBC's World Service are advised to tell listeners all they need to know to understand the story and to stop there. No question should be raised that cannot be answered.[1]

Conclusion

In conclusion, radio and television are a part of our society. Although the Internet is widely developing, this cannot affect the work of radio and TV journalists. Journalists also need to have the above-mentioned aspects, deliver reliable and timely news to the audience, and work on new ideas to make their free time productive.

Also, the integrity and effectiveness of radio and television journalism hinge on the commitment of its practitioners to uphold the highest standards. By prioritizing accuracy, objectivity, and ethical conduct, and by continuously honing their skills, these journalists can fulfill their vital role in fostering an informed and engaged citizenry, ultimately contributing to a more just and democratic society.

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