

DOI: <https://doi.org/10.24297/jal.v14i.9483>

**Radio host: Information Personalization Technologies.**

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**Annotation:** In the process of preparing author's programs of the hosts of Uzbek radio channels, this article will talk about data collection, the specificity of information personalization, the technologies for personalizing existing information.

**Keywords:** radio, radio presenter, author's program, personalization, skill.

All specialists working in the field of radio journalism are well aware that it is somewhat difficult to prepare an author's program. It is very difficult for journalists who have just started working on this, as well as those who have not received the education to speak into the microphone, to cope with this. To reach this level, it is necessary for a young beginner to gain some experience working in a team, equally master the art of working with a microphone and broadcasting skills.

The skill begins to form with the production of small records on a topic that he knows and understands well. It is unacceptable to rush in this place. Small signs clearly and vividly show the way to creating a large, weighty, literal author's program. Again, we should not forget one of the previous and most important requirements for a host who goes on the air with his author's program: he should not sit in front of the microphone being fascinated by his beautiful voice, expressing his opinion! Let his thoughts, the words he says, migrate from the soul to the heart, lead the listener to the best, broaden his horizons, the range of thinking! On this path, he goes from the position of personalization of information. In the process of personalization of information, depending on the direction of the radio channel, he expresses his opinion.

The host providing his author's program should lead to its solution equally in order to identify the most important, attention-grabbing moment that causes the problem, regardless of the topic of the program. Success lies only in a broad, deep understanding, feeling of the subject, in the ability to comprehend it at the necessary level.

Personalization of the information - aspect inherent in the author's program.

What is the personalization of the information?

A.Yurovsky writes: "the degree of personalization of information is relatively small in cases when a TV journalist associates a certain topic (type) of messages with their appearance on the screen and serves only as a "guide" for viewers. At this stage, there will still be no strong connection between the content of the news and the personality of the journalist informing the audience. This connection is still missing, "just like that."..

The level of personalization is higher if the viewer connects not only the type of information, but also the news itself with the personality of a familiar journalist. Such a situation arises at the moment when a journalist addresses the listener both as an author and as a person informing the audience, that is, not only as a "guide" in the flow of news, but also as a person directly carrying the same type of news. It is then that a TV journalist can achieve the highest level of personalization of information. ... The presentation of well-known information by an authoritative person in the eyes of the viewer has the property of effectively influencing and shaping public opinion."

Personalization of information consists in the fact that it is processed by a journalist, without separating it from the original source, and turns into high-quality audio news. It has its own factors. This factor will be closely related to the social functions of the radio channel, the genre of the author's work and the personal qualities of the journalist. Personalized information is assimilated from the author's language to such an extent that the listener considers the journalist's opinion more important than the basic fact. As a result of emotional perception, the criteria for evaluating information are somewhat blurred.

How does the author-host reach this level? First of all, attention is drawn to the fluency of his speech, the accuracy of pronunciation. Having a special artistry, the presenter can enter into emotional communication with the listener without exaggerating this aspect. He knows well how important it is to talk about something, not how.

Is it right to personalize the information? How justified is this issue? Russian scientist A.Yurovsky: "the viewer's understanding of the mass factor of television, the perception of a private ("personality") as an element of the general (program) - this, in our opinion, is the most important reason for typing a person on the TV screen... The impact of the message on the audience is enhanced by its personalization, the personality characteristics of the author. Naturally, this does not happen all the time. It depends both on the personality and on the circumstances that may contribute to its disclosure or expression ...", and indicates that the personalization of information did not arise recently, but goes back to the distant past, suggesting that "the unique personality of the author, the desire to learn more and imitation of information on this basis, the desire for personalization probably originated with the appearance of the letter." In addition, "efforts to personalize messages on the screen go back to the time when television was just emerging. This is also due to the success of the person standing in

front of the camera lens and addressing the audience directly... Besides... the experience of speaking in front of a microphone has already been firmly proven in radio broadcasts."

Indeed, in the same sense, it would be appropriate to say that the information is personalized. As you know, the realities occurring in any part of the world reach from the language of the journalist to the consumer. Alternatively, the consumer – that is, the listener- learns about this reality directly through the personality of the journalist. Thus, the relevance of the personalization problem is justified.

A. Yurovskiy believes, that the basis of personalization of information dates back to the 50s of the last century and is connected with the history of the transmission of educational programs on television. At that time, information from books was used in lectures on educational programs. It would have been impossible without it, because there was no other way to form and develop programs. Although later genres and programs changed, it was the issue of personalization of information that became widely used in artistic and journalistic programs.

"So... personalization of information with the help of programs not only deepened, but also expanded, bringing to the fore a person living in the hot aspects of life," writes A. Yurovsky<sup>1</sup>.

Apparently, the beginning of the author's programs on the radio channels of Uzbekistan dates back to the 90s of the last century. This process is connected with the fact that the author's program, prepared by Dilshod Shams, appeared on the screen for the first time on television and became widely known. Soon after that, the Uzbek radio began to broadcast original programs.

What were the technologies of personalization of author's information?

Professor M. Kim's remarks on this subject, although written for print publications, can be safely applied in audiovisual journalism: "the presence of internal interaction with the reader can manifest itself in the following forms: the author can clarify any important fact for the reader, put a rhetorical question in front of him, share his direct thoughts. Such techniques are used, on the one hand, to retain and motivate the reader, and on the other – to attract the reader's attention to the fate of the hero. All this ultimately serves to build a communicative relationship with the audience<sup>2</sup>.

What is a rhetorical question? "... A rhetorical question is used to reinforce a particular phrase. ... in fact, this is not necessary, but with its help, a simple phrase acquires a characteristic exaggerated tone and increases expressiveness<sup>3</sup>. Thus, a rhetorical question, as well as an exclamation and tone, serve to strengthen the text, attract the listener's attention, so that no presenter with his author's program loses sight of this aspect. In addition, they are obliged to strive for accuracy in the process of personalization of information, to a strict logical attitude to all facts, not to abuse special terms, foreign expressions. Writing about this, M. Kim says that "in addition, the created image should not just be perceived, but understood, felt."<sup>4</sup> Encourages practitioners to strive for logical harmony, accuracy of judgments, full disclosure of information in the process of preparing a journalistic work. The objection also speaks of the importance of rejecting all vague expressions, sentences in order to avoid doubts and concluding with generalizing conclusions if detailed descriptions are used. And it says that all these measures contribute to the easy perception of information by the listener, regardless of his level of education.

Professor F. Muminov notes that "thoughts are a more developed, more advanced period in spiritual activity than feeling and perception. If sensation and perception when receiving information give the first direct impression, then thinking has the character of a large-scale, system -historical understanding of information. That is, a person with the help of thinking perceives information that is currently in contact with previous information similar to himself, what this message will be in the future, anticipates the connection of information with other information on this topic or a topic close to him. Thus, understanding, analytical discussion and making mental conclusions are still considered the main forms of logical thinking,"<sup>5</sup> – he writes.

F. Muminov divides information into 10 main stages of construction and action. He emphasizes that the compilation of the text of the work between the stages is a multifactorial process and is of particular importance for ensuring the effectiveness of speeches in the media. According to him, this stage "can be divided into the following main sections (units):

<sup>1</sup> A. Yurovsky. Television – searches and solutions. Essays on the history and theory of Soviet television journalism. M., "Art", 1975. p. 127. - 184 p.

<sup>2</sup> Kim M.N. From conception to implementation: Technology of preparation of a journalistic work. Textbook / M.N. Kim; S.-Petersburg State University. Faculty of journalism. - St. Petersburg, 1999. - 235 p.

<sup>3</sup> [https://ru.wikipedia.org/wiki/Риторический\\_вопрос](https://ru.wikipedia.org/wiki/Риторический_вопрос) 02.05.23

<sup>4</sup> Kim M.N. From conception to implementation: Technology of preparation of a journalistic work. Textbook / M.N. Kim; S.-Petersburg State University. Faculty of journalism. - St. Petersburg, 1999. - 235 p.

<sup>5</sup> Muminov F.A. Collection of lectures on the subject of journalistic efficiency. T., "University", 1994. P. 17. - 104 PP.

1. To choose the topic and to determine the issues of the journalistic work.
2. To acquaint with the essays and other documents in order to acquaint with the issues.
3. To meet with necessary people and have a communication with them.
4. To build a system of proves (facts) for the future article.
5. To prepare the first plan and the composition of the work
6. To prepare the material.
7. To decorate literary.
8. To publish the journalistic material”<sup>6</sup>

The host of the author's program goes through the same stages in the process of preparing his program. However, when communicating with a listener, a journalist should know the generally accepted norms of treatment, provided that these rules act in his brain like censorship. They are:

1. 1. Rejection of derogatory words, phrases and metaphors that negatively color the personality, the style of speech, the opinion of the interlocutor in front of the microphone.
2. 2. Not using the words that have economically negative meaning.

In this regard, M. Kim says: "the rule of authenticity in a communicative act, in our opinion, is related to the speech activity of a journalist... It occupies an intermediate position between language and the real world, between linguistic and non-linguistic reality... Thus, the journalist finds himself under the hypnosis of the word, operates not with objects, but with the word. As we can see, the mechanism of reflecting the world in a reportage is a complex communicative phenomenon. It depends on both extralinguistic and linguistic factors."<sup>7</sup>

The type of the author's relationship with the audience is regulated by the principles of personalization of information. The authors of the book "radio journalism in a professional coordinate system"<sup>8</sup> distinguish 3 principles of personalization of information:

First principle. The information personalized by the author is easily perceived by the listener. This group includes recreational and informational programs.

Second principle. The second principle of personalization of information makes the author's program a highlight in the colorful world of radio broadcasts. This group includes spiritual and educational programs.

Third principle. It is the highest point of personalization of information and is characterized by anticipation of the audience of a journalist not for his voice, but as a spiritual thought leader of a person raising complex problems.

The fact that scientists divide the personalization of information into three principles is due to the fact that it is presented to the audience. As you know, entertainment and information programs offer the listener pure sensations. It frees him from problems, does not strain, promotes a full understanding of the information.

The fact that scientists divide the personalization of information into three principles is due to the fact that it is presented to the audience. As you know, recreational and informational programs offer the listener a pure feeling. It frees him from problems, does not strain, promotes a full understanding of the information.

A person who raises difficult problems is considered primarily a celebrity and an expert in his field. For this reason, listeners listen to him from the originality of his thoughts. It is important for the listener to receive information on a particular issue from this presenter, discuss reality with him, exchange opinions. There will be regular fans of such copyrighted programs. By doing this, the journalist demonstrates his professionalism at a high level.

Among the creators of UzMtrk radio channels - Abduvali Soyibnazarov earned the respect of the audience thanks to the information and educational direction "Uzbekistan and the world", "international review", Akhmadjon Buzrukov, thanks to the information and analytical direction "events of the week", Sayyor Allaberdiyev, thanks to the information and analytical direction "important topic" ("Uzbekistan-24"), Nargiz Kamolov, thanks to the program socially-political direction "dialogue

<sup>6</sup> Muminov F.A. Collection of lectures on the subject of journalistic efficiency. T., "University", 1994. P. 17. - 104 PP.

<sup>7</sup> Kim M. N. Reportage: Technology of the genre St. Petersburg: Mikhailov V. A. Publishing House, 2005. Page 50. p.224

<sup>8</sup> Radio-television journalism in the system of professional coordinates: textbook / St. Petersburg State University, Faculty of Journalism, Department of the radio and television; edited by T. V. Vasilyeva, V. G. Osinsky, G. N. Petrov Part 1, 2002, p.190.

with youth", Kumush Pardayeva, thanks to the program "Legal clinic" of the legal direction, Gulnoz Muminova, thanks to the "Wishing a good day" ("Yoshlar") of the recreational direction, Rano Mukhamedov, thanks to the program "one-way road over the hill" of the recreational direction, Sayyor Husnova, thanks to the program "creative meetings", and Nozim Nasyrov, thanks to the program of the spiritual and educational direction "the bliss of reading" ("Mahalla").

Our research shows that for an author's program that can please the listener and make him a regular fan, a specific genre theme, an interesting illustrated event, facts, circumstances, a sharp, contradictory compositional sequence of actions, an image of life images and a convincing presentation during the broadcast are necessary. Broadcasts that attract the listener's attention, like a melodrama, bring the author-presenter closer to the audience, and the listener later begins to prefer to perceive information through his personality. Here, the extraordinary thoughts of the presenter, supported by personalized information, are of great importance. In our opinion, such programs, depending on the genre, can be compared either with a small research work, or with a finished artistic and journalistic work.

It is very important that the presenter of the author's program, who managed to fully form his style and image in front of the listener on the basis of his spiritual and moral views, ideas, was not subsequently surrounded by insignificant trifles. He should not lose sight of the fact that he must always maintain the level at which he has reached, that when he begins to cover a problem, his personal point of view is synchronized with the source of information. Because the listener is already aware of the information that the host of the author's program transmits through other sources. Moreover, there are various guesses and word-of-mouth conversations among people about this information. And every time they talk about him, something develops, thereby expanding to an unimaginable extent. In the same case, that is, within the framework of incomprehensible statements, the surprised listener is interested in the opinion of a journalist recognized by him. This is the most important thing for him. The thought of this journalist is based on reality. There is another important reason to believe that the listener believes in the same program and what its author says – he expresses his personal opinion only in order to objectively explain any information. A listener standing with such confidence cannot be deceived. It is impossible to give him false information. Falsehood is realized from the first word spoken. Turns away and goes to another reliable source.

The hosts of the author's programs are obliged to understand well that the issue of personalization of information is primarily a question of the development of the radio channel.

V. Tsvik writes that "the creation of a personal author's speech is the primary task of anyone who is engaged in literary work. The literary language of a journalist in any case differs from the usual conversational manner, accuracy, brightness and richness of images. The use of artistic techniques in this position gives a positive effect."<sup>9</sup>

Indeed, in the process of personalization of information, a good effect is given by the author's use of such techniques of artistic expression as miniaturization, pampering, comparison, description, metonymy, synecdoche. In addition, a journalist should regularly learn and improve in the use of these methods and the use of words in the right places.

Russian scientist Veronika Borisovna Weissman in the article "personalization of information as one of the parameters of television"<sup>10</sup> describes the appearance of the author's program as follows: "the specifics of transmitting information on television is its personalized nature. An author with a personalized nature of information emphasizes the effectiveness of the impact of a television product and presents his personal vision in one of the ways of expression - as a reporter, presenter, showman, moderator, columnist.

The direction of the most valuable calculated author's programs can cover all genres of journalism. Examples include "Uzbekistan and the world" of the information and analytical direction of the radio channel "Uzbekistan-24", "Important topic", "Events of the week", "Good mood" of the entertainment direction of the radio channel "Uzbekistan", "Azim Daryo" of the spiritual and cultural direction, "innovation" of the socio-economic direction of the radio channel "Yoshlar", programs of the legal direction "Protection", the scientific and educational direction "We have a question", the spiritual and educational direction "A healthy child is the future of the nation" of the radio channel "Mahalla". If these programs are analyzed, it will be seen that they contain all kinds of genres of journalism.

During the study of the author's programs of radio channels, we have identified several aspects that are inherent in it and which practicing journalists should pay attention to:

1. Only a journalist with an attitude based on knowledge, certain qualities, experience, perception and respect will be able to create an image of the host of the author's program such as he dreams of.
2. The audience also influences the formation of the image of the author's program.
3. The author-presenter, who wants to succeed every time during the broadcast, having his own image, must fully study the topic, clarify dilemmatic issues, master certain skills of personalization of information. Over time, these actions will become a simple axiom for him.

<sup>9</sup> Tsvik V.L., "Television journalism: history, theory, practice/Textbook - M.: 2004. 185- p. C. 382.

<sup>10</sup> <https://cyberleninka.ru/article/n/personifikatsiya-informatsii-kak-odin-iz-parametrov-effektivnosti-televideniya-1>

4. The goals and objectives of the program depend on the form of presentation, and a reliable combination of form, musical and noise design and content in its own way depends on the skill of the author-presenter. In an experiment with radio channels, musical effects are used in certain situations to express emotions. This method is more useful in programs primarily of a spiritual and educational nature.

Although there are opportunities in the studio when the microphone serves all presenters equally, the communication of the host of the author's program in front of the microphone is different from the communication of the hosts of infotainment programs. The author –presenter, who has set himself a certain question, talks to the listener only in this direction, uses questions and answers, expressed judgments for a deeper explanation of his idea. However, at this stage, he needs to keep in mind the opinion of A. Swinson in the article "dramatized documentary TV shows": "if the viewer notices that he is being told about things that he does not understand, then his passion for the show immediately disappears."<sup>11</sup>: "if the viewer notices that he is being told about things that he does not understand, then his passion for the show immediately disappears."

In this sense, we can say that the host of the author's program openly, without unnecessary embellishments, speaks on a topic of a certain orientation and talks to the listener on this topic in a sincere, understandable language (i.e., thinking with adults as with adults, and with little ones as with young ones). Another aspect is that due to the relentless search, the desire for novelty, the topic being raised begins to be presented to the listener in a unique way, with opinions and documents that have not been said so far, thereby capturing and increasing the audience of listeners who are looking forward to it.

In our opinion, it is better that on-air communication differs from ordinary, mutual conversations in life, and the intonation comes from the general psyche of the radio channel. All the time, radio listeners hear in different situations - someone in the kitchen, someone on the road, someone in the field, working. The host should not forget about this and be very attentive to the intonation, tone of voice, paying attention to the topic, mentality, airtime, general style of the radio channel.

In addition to several factors that ensure the success of the author's program - choosing a hero, preparing for the broadcast, preparing questions based on the logic of the topic, several rules apply during the presentation on the air:

1. The presentation must necessarily be different from other radio programs. For example, a 3-fold repetition of the popular presenter A Koshmatov "Assalamu alaikum" in an upbeat tone, at high speed, even on television, but in front of radio microphones, in itself attracts the attention of the listener.
2. It is proper to perform interactive conversations at the end of the program.
3. The host knows the direction of the conversations and does not allow to get out of the topic during the discussion. Prevents any possible fights of guests. Allows guests to defend their position in the discussion, prove their point of view with evidence. Because, as you know, interesting discussion solutions arise in active dialogues.

Author programs can be divided into 2 types. The first one is based only on a monologue and is spoken by one author in front of a microphone. The author's program, consisting of dialogues of the second type. Two presenters can work in this program, and guests can take part.

The task of the author-presenter during the program, during which goals and objectives are announced, to explain the essence of the received opinions, to make generalizations and draw conclusions. In many cases, topics that are already known to the listener are raised. In this case, it is desirable for the initiator to activate public opinion on this issue, to present new arguments, possibly new ways of solving the issue. However, it is better to leave the solution of a frequently discussed topic open so that the listener can think again, discuss it with others. The presenter of the author's programs in this case concludes the presentation with the words: "we do not make a conclusion on the topic. The conclusion is from you."

Researcher L. Akopyan in the article "Authors of TV shows and audience. Interaction" expressed such an opinion about author's TV shows that these opinions are equally relevant not only for TV journalists, but also for radio journalists: "author's programs become popular in one pass, because the listener needs personal information. Psychologists believe that the "person on the screen" becomes a close friend for the viewer, that is, the host of the program has an ideological influence on the mass viewer. This is explained by the fact that the TV presenter influences the opinion of viewers through the selection of news, points of view and experts. They see in the phenomenon of the popularity of TV presenters the image of an informal leader of large social groups, a leader who can serve as a role model on a personal, collective and national scale<sup>12</sup>."

When we presented our thoughts, we also emphasized that the modern listener also needs the drama of thoughts, and it is in this aspect that he can be attracted and retained. And for this, the hosts of the author's radio programs, which the listeners especially liked, who encourage them to think, to observe, must be not only fast, resourceful and sincere, but also be

<sup>11</sup> Problems of television and radio. Research criticism materials. Collection. Edition 2. Moscow, publishing house "Art", 1971. 182 p. – 248 p.

<sup>12</sup> <https://www.elibrary.ru/item.asp?id=21711812>. L.S. Akopyan «Authors of TV programs and audience. Interaction»

self-confident, mastering improvisation and artistry. It is better to approach the listener much closer with his words on the air. A host with such abilities will be able to provoke a thought in the listener, as if he is hesitating on the air, confused, does not see a solution to the problem. At the same time, the presenter does not devalue his reputation in the eyes of the listener. On the contrary, a real fan who realizes his sincerity lights up his heart, he wants to help. And all this happens in connection with the artistry realized to achieve the original goal. The listener cannot be deceived. He is immediately aware of the bias towards inner beauty and sincerity. The high tone of voice, arrogance, not listening to thoughts to the end can not give the listener a positive motivation.

In our point of view, the host of the author's program apart from the following requirements to the general presenters, should have the following characteristics:

1. Specialization. The reach the level of professional regularly learning the chosen direction; To know the area of specialization even better than a professional in this field, and to be able to answer in detail to the question that arose because of the problem;
2. The ability to reasonably and reliably personalize the information;
3. To analyze and study in details, deeply and explicitly the enlightened topic;
4. To have an access to the base which regularly enhances;
5. The fact that a journalist who goes on the air with an author's program knows that some of the shortcomings of his voice can serve to achieve it.
6. The host of the author's program should remember that he is free in his work, but he is obliged to society, the audience, his direct contacts and the staff.

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