



## The Uniqueness of Interactive Television Program Genres

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### **Abstract**

This article talks about the uniqueness and variability of interactive television journalism genres. Studying and researching genres is an essential part of preparing an influential TV show, and analyzes are given in the search for the relevance of the topic. The article concludes with the direct impact of changes in the modern media world on the renewal of genres and the specification of genres of interactive TV shows on state and commercial TV channels.

**Keywords:** *Telejournalism; Genre; Typology; Format; Project; Audience; Show; TV Channel; Broadcast; Practice; Society; Problem; Information*

### **Introduction**

Genres and directions occupy a special place in the typology of modern television journalism. The topic, periodicity, size of the projects, and their place in the programming policy of the channel are determined based on the typological characteristics and format of the TV channel. Based on this, the creators prepare the synopsis, and the script of the shows, film them and make the montage. For an ordinary viewer, it does not matter in what genre the show is made. For the audience, it is vital that the topic is disclosed, the weight of the raised idea, the conclusions drawn, and the valuable features of the TV show. Based on the audience's request, journalists create, based on the format of the TV channel, to clarify the genre and directions of the project. "Genres are reflected in the content of the broadcast, its themes, the emerging problem, the style of journalistic activity, the forms of communication with the audience, the methods, and means of influencing them. A genre is a tool that creates and shapes the broadcast of a journalist according to the rules of journalistic creativity. Genre is a historical category. It changes its form, develops, adopts new creative dimensions according to the change of creative conditions, communication channels, social and political tasks". Later, a study of genre concepts of radio and television programs was carried out. By selecting the genre in the show, and broadcasts, the events

happening in real life are depicted, and various effective means are used to reflect them on the air. There are essential features of the change of genres of telejournalism: “The theory of genres is distinguished by its complexity and multidimensionality due to the instability of the object of research in addition to the practice of changing journalism. Genres are not pure in print, television, and radio. Genres change their form and interact with each other. At the intersection of genres, our time’s collisions and complex life relationships are reflected” [3, – p. 25]. When the format, financing method, and creative direction of TV channels changes, or according to the ratings of the show, the content, focus, and genres of TV projects are also updated. The above processes are affected by social problems, the political situation in society, or the demands and offers of the audience. For example, in recent years, the need for analytical television journalism has increased in our country.

An example is the live debates and pre–election talk shows during the elections to the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan held in 2019. At the same time, typological changes and renewal of genres are influenced by the political situation. Thanks to the transparent policy of the leader of our country, the volume of live broadcasts and talk shows based on dialogue, which reflects the audience’s opinion, has increased.

### ***The Main Part***

The socio–psychological situation in society causes the change of genres. We can take as an example the conditions of the pandemic – mass media played a unique role in improving the negative state of people’s psyche due to social isolation; new forms and genres of TV projects, shows, and directions appeared during this period. The study of genres is also necessary to analyze the actual problems to categorize the means of making a compelling TV show. Experts emphasize that scientific research on this concept needs both practical experience and theory: “The concept of the genre can be understood as a representation of reality with a permanent appearance. Genre divisions include typological norms. In this, features such as tools and methods of journalistic material creation, ways of reflecting reality, and thematic and functional uniqueness are considered. According to it, a certain number of forms, modifications, peculiarities of genres necessary for practical activity and understanding the theory of modern journalism problems are determined” [3, – p. 25].

Usually, according to the theory of classical journalism, the direction of journalistic works is divided into informational, analytical, and artistic journalistic types. Genres are covered in these directions. According to the evolutionary progress, genres were updated; instead of pure genres, synthesized, combined genres appeared. This was caused not only by socio–political changes but also by the increased effectiveness of visual media in creating telejournalistic material. The development of modern information technologies became the foundation for such an evolution. A clear example of this is changing, such as devices that take photos in the latest clarity, the introduction of digital editing, online connections that have appeared as a result of the popularization of the Internet, and the reflection of user opinions on social networks.

Television is not the most influential mass media in today’s era of globalization – it is a monopoly. The Internet and social networks have attracted large audiences for TV. These changes in the media world forced the renewal of television journalism genres. These changes brought changes to the theory of journalism. The media, which reflects the flow of information in a large volume, tries to convey the events happening quickly, accurately, and impartially. There is so much information that the viewer should be able to sort through. Because of the speed and volume of the information flow, some experts are introducing genres into the science of classifying the described events and their analysis. “The main task of telecommunicators (journalists, directors, videographers, and other creative employees) is to provide the audience with audiovisual information, that is, to introduce real, socially important events

taking place in the country and the world using the uniqueness of television. Events are different: simple, average, and complex. TV programs should be classified not according to genres but according to the level of complexity of the depicted events and the journalist's attitude to them. For example, informational programs (simple events that require speed), analytical projects (average events that require analysis), and inquiries (complex programs that require research and inquiry) [1]. These views are mainly characteristic of informational and analytical programs, in which the event—it is convenient to note that the scope of the events is different, and the professional skills required of the journalist in preparing them are also different. Considering the events—events in research and the journalist's work in covering them brings new views to classifying genres in the classical theory. At the same time, there are popular recreational programs and communication-based programs in modern television journalism. Programs in these two directions may need more quick information or analysis and may not conduct investigations. According to the evolution of genres of modern television journalism, the classification and research of entertainment and communication-based programs has an actual theoretical value. "Rapid development of information and communication technologies, increased competition between television and other mass media, expansion of the entertainment industry, changes in human needs and global processes require rapid updating of the palette of TV genres, mutation of usual genres and formats, adaptation of previous genres to the new communicative environment" [1]. At the same time, it is suggested to include the talk show outside the category of genres but among the formats with interview elements.

The popularization of recreational TV content is emphasized by the fact that entertainment content takes over the primary format of commercial TV, and theater, cinema, and music concerts, which are sources of recreation and spiritual entertainment, are now replaced by cheaper, free TV. Through this, spiritual and spiritual food in the society acquires the forms of tele-industrial mass culture. "The development of high technologies led to the mass production of spiritual products that satisfy the recreational needs of the audience, as well as various needs. The mass media that produce and broadcast mass culture satisfy the recreational needs of the audience. In other respects, the recreational function is a major force driving the advertising market. Compared to travel, visiting cultural institutions, sports, and media recreation is cheap, easy, and popular. This feature can be explained by the fact that millions of audiences use the recreational function of mass media" [2, 3].

If we observe the history of television in our country, one of its primary functions during the development and development of Uzbek television was to prepare and broadcast a program aimed at increasing the spiritual needs of the audience. Representatives of our country's leading fields of literature, culture, and art showed their creations to the audience through the air. High-level speakers formed the linguistic culture of an entire nation. Fans could see their favorite writers, whose voices they had previously only heard, through the screen. Television shows of writers and poets made them popular among the audience. Cinema and theater arts have acquired a new look on television, staged by Uzbek theater and film directors. "Navoi", "Babur", "Layli and Majnun", "Imam Bukhari", "Mirzo Ulugbek", "Jaloliddin Manguberdi", "Spring will not return", "The world's jobs" video films are masterpieces of the fund [4, – p. 114]. New television genres also appeared while staging artistic works on television. The results of art were aired in the form of TV series, TV plays, and video films. During the years of independence, the work done in the field caused significant changes. In the years of independence, the Uzbektefilm studio was creatively and technically updated. "Charhpalak", "Attention: motor!", "Adventures of Akbar", "Uvaisi", "Imon", "Lafz", "The Garden", and "Scorpion from the Altar" are video films and TV series shot on a video camera. Until 2005, such as "In the eyes of the master creator", "Amir Temur", "Stars lightened by Ulugbek", "Sahibkiran Amir Temur", "Jaloliddin Manguberdi", "Khoja Ahror Vali", "Imam at-Termiziy", "Burkhaniddin Marginaniy" several documentaries were prepared". This has acquired a special meaning in Uzbek art.

Even today, TV-book reading has shown its role in the popularization of literature in providing spiritual nourishment to the viewer. For example, "Madaniyat va ma'rifat" ("Culture and Enlightenment")

TV channel, which specializes in art and culture, continues the traditions of Uzbek television and broadcasts “Book and book reader”, “The book that changed me”, “Have you read this book?”, “Elegant meetings”, “Nasoyimul Muhabbat”, and such shows as “Creative meeting” and “Conversations on Hamsa” were broadcasted. That is, it shows the period of formation of the recreational function of Uzbek television through genres such as TV series, teleplay, and video film, which satisfy the needs of providing spiritual nourishment and cultural entertainment to the audience. As we mentioned above, instead of going to the cinema and theater, the audience could watch their favorite actor’s performance at home in front of the TV. Instead of reading a book, they could watch a TV show based on a work of art. The TV channel “Culture and Enlightenment” aimed at the intelligentsia, is still performing this function. It is common for commercial TV channels to prepare programs that require such labor and skills; they mainly try to broadcast projects that are ready in a way that increases the channel’s rating and attracts the attention of the audience. “Who is this?”, “Remembering” aired on “Sevimli” TV channel, “Go to Tea” prepared on “Zo’r TV”, and “Olympic Diary” aired live on “Sport” TV channel are examples of entertainment projects occupying modern TV content. It can be substantial; these programs are built into interaction and conversation and are classified as interactive TV projects based on interaction with the audience. Famous people, actors, representatives of show business, and athletes participate in them, attracting the audience to the show.

Furthermore, in our country, in contrast to the cultural and spiritual programs that were broadcast on state TV channels in the last century, entertainment projects that are brought to the attention of the viewer today are notable mainly for the fact that music, melodies, and songs are played live, the text is filmed not in the form of a monologue, but primarily dialogically based on. Proceedings will be broadcast live with audience phone calls. Among them are several quiz games that are regularly broadcasted on the “Yoshlar” TV channel and serve the commercial purposes of the TV channel. It should be emphasized that quiz games do not increase the general intellectual potential of the participant, do not require special training, and rely on random luck. In commercial TV channels, projects need to be built based on direct audience participation to justify themselves, generate income, and attract an audience. The popularization of the talk show genre is a clear example of this. In the talk show, the audience, which is activated by asking questions to the interlocutor in the studio and entering into dialogue with him, becomes an independent subject of the communication process in the show. The viewer’s participation and the show’s hero define the uniqueness of shows in the interactive TV genre. Famous actors and judges in recreational TV show primarily represent popular media businesses. In reality, shows, a modern TV genre made up of representatives of ordinary people, are brought closer to real life, and the combination of both TV show and TV game genres can be seen.

## **Conclusion**

In conclusion, over time, the projects in communication and attitude for the viewer have more influence and attraction. Genres of journalism are updated, changed, combined, and synthesized due to modern technological development and essential social and political societal changes. Genres with a pure appearance are rare today.

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