

The Educational Significance of Interactive Broadcasting in Radio Journalism

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In the daily life of tourists, people often turn to the most efficient form of news communication - the radio. This is because, with the real possibilities of radio communication at that time, information is broadcast through the airwaves during the crucial hours of the day. V. Voroshilov, a prominent figure in journalism, points out: "People, by tuning in to the radio, can immerse themselves in their daily routines and, along with that, stay informed about news, cultural programs, theater, market updates, and events" [2-24].

These opinions are close to reality. In today's radio journalism field, among numerous innovations, one of the most contemporary approaches is the pursuit of effectiveness in broadcasting content. Present-day radio listeners, who have experienced a century of evolution in the world trade, now encounter a variety of improvements aimed at delivering information in a more dynamic and interactive way. Radio channels, adapting to changing goals and demands, have introduced diverse entertaining programs such as quiz shows, interactive game shows, and talk shows, altering their content to engage audiences more effectively. The main objective in this context is for radio channels to surpass their set goals and requirements, enhancing their influence by catering to the opinions of their audience. This involves the development of programs that not only meet the preferences and expectations of the audience but also contribute to the growth of their reputation.

Education of percentages, imparting knowledge to it. Special attention is paid to the development of creative thinking in the curriculum. The educational process includes the study of history, traditions, contemporary requirements, and trends, as well as individual research. National values and the study of the cultural heritage

of the present era are closely linked in the learning process. The influence of Karakalpakstan Radio and Nukus FM, which has gained popularity beyond the region, is significant in the study of national traditions and the current cultural landscape.

Teaching the rich and venerable customs passed down from generation to generation serves a great purpose in instilling cultural values. Folk proverbs, folk sayings, and didactic methods are taught in the curriculum.

In the radio journalism of Karakalpakstan, literature and culture have their own place in enlightenment and education. Authors, particularly in live studios, engage in interactive discussions with listeners, aiming to achieve genre diversification through conversational programs. The role of radio in the educational process, especially its interaction with listeners, is enhanced by interactive programs that bring the audience closer, contributing significantly to the field of education. The services rendered by the radio, particularly in terms of interactive engagement with listeners, play a vital role in enhancing the effectiveness of education. Programs like "Youthful Thoughts," "Residual Memories in the Heart," "Radio-Extern," and "In the Wings of Beautiful Sayings" have become distinctive features in the traditions and steps of our radio journalists. Programs like "Our Guest" and "Game Within a Game" in the genre-rich curriculum of Karakalpakstan Radio, as well as the programs "Youth Channel," "Beautiful Thoughts," and "In Our Youth" showcase the diverse genres and advancements of our radio journalists.

With the launch of Nukus FM channel, both channels have introduced a new format to their programs. It emerged not only in intense debates but also in more casual and informative activities. Each broadcast is initiated by the author, starting with their unique perspective, making it engaging for the listeners. This innovation brings freshness and diversity, as every journalist contributes their own style and individuality. Therefore, not only producing content but also being able to influence the audience by presenting it in a captivating manner is a skill that radio journalists develop during their training. The radio channel's initiative, the "FM-

Salem" radio game, has gained popularity as a well-thought-out and entertaining program. It is led by the initiators Ulbog'an Yerimbetova and Lazzat Esemuratova. They introduce the phone lines and SMS messages to the audience, making them familiar with the program and encouraging them to ask questions.

In the "Brain Battle" program, participants are presented with questionnaire-style questions. According to the rules, they must find words starting with a specific letter. For example, if the letter "K" is given, the questions would be:

1. Your name - Kamila
2. What vegetable do you like - Cabbage
3. What car is popular - Captiva
4. Name of the river in your area - Kepkir
5. Your friends - Karim, Kamil, Karaman
6. Which singer would you like to duet with - Karamatdin Khidzhanov

In the "Word of Marzhan" radio game, the participant introduces themselves through a phone call to the main studio. Three additional conditions are set based on Karakalpak folklore. These are:

1. Tongue twister
2. Continuing the tale of Naqyl
3. Riddle

The participant who fulfills all the conditions becomes the winner and is rewarded with greetings and prizes. Moreover, the most interesting aspect is the impromptu performance of their chosen poet or artist, which is broadcasted live.

Nukus FM channel features a variety of advertisements, including:

1. Informational advertisement videos.
2. Entertainment (game) advertisement videos.
3. Image advertising videos.
4. Musical advertising videos.

Radio talk shows also diversify with programs like "Opportunity Plus," "Amicable Call," and "Meloman," where participants are introduced and answers to prepared questions are received.

In summary, "Nukis-FM" radio channel aims to capture the attention of all age groups and, in particular, focuses on the younger audience. Now, the advertisements provided to them are designed to engage them thematically and structurally.

The radio advertising guidelines are outlined as follows:

1. Advertisements targeting all age groups.
2. Advertisements targeting youth.
3. Social and business advertisements.
4. State and industrial announcements.
5. Announcement-type advertisements.
6. Traditional advertising.
7. Contemporary advertising.

The radio advertisement guidelines are specified according to the following criteria:

1. The text should not only be "broadly informative" but also captivate the audience with a compelling narrative.

2. The first ten seconds are crucial. If during this time, the listener's attention is not captured with interesting words, there is a need to reassess the content.

3. The maximum brevity of the conversation is essential, with no more than two sentences per second. This guideline is frequently violated by the young journalists of the "Nukis-FM" radio channel.

4. Assistance should be provided to the listener's imagination. Therefore, a detailed description of the product, including its characteristics, size, color, shape, and ease of use, is necessary.

5. The length of the advertisement is limited to 60 seconds, with a requirement for the message to be repeated four times in the duration.

6. Music and other sound effects should enhance rather than overpower the listener, aiding in the acceptance of the message.

7. The continuity of materials should follow the sequence: the beginning (DO NOT), then HOW (QALAY), and finally WHERE (QAY JERDE). Deviating from

this order creates confusion about the essence of the advertisement.

8. If the author presents the advertisement in a written form, it should not only be read by the main character but also brought to life. [3-22]

In accordance with the regulations of the Republic of Uzbekistan on "Advertising," the place of the advertisement, its conditions, and the rights and responsibilities of advertisers and disseminators are specified. [1]

Today, radio advertising is considered the most cost-effective and convenient format for advertisers. This is because, compared to other advertising regulations, radio advertisements can be produced in a short time. Additionally, during the radio day, advertisers can have additional convenient opportunities to reach their audience. Each listener establishes a personal connection, creating a genuine and engaging atmosphere on the air.

In conclusion, radio channels like Karakalpakstan Radio and Nukus FM provide a platform that is well-received by listeners. They contribute to creating a positive and beneficial environment in their broadcasts, with good programming and service in their respective fields. The thematic diversity of radio broadcasts is wide, and the content is extensive, with leaders engaging listeners with interesting stories and thought-provoking ideas.

References:

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