

TELEVISION - AS A FACTOR OF EDUCATION

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ABSTRACT

This article discusses the use of television as an educational tool, the broad distribution of the process approach of television, and the function of providing visualization. The fact that television is an important tool in education is highlighted in two ways. The first is approached as a direct educational factor. This includes TV programs and educational programs on the basics of science. It was noted that television education is a tool used in foreign experience, tested in national pedagogy. It was noted that television education has a special role in mastering the basics of science, the formation of forms of competence, the development of independent, creative work and thinking. The second is that television is an indirect educational factor. In this case, the spiritual and educational programs, the role of films in education are shown. The special significance of the names of TV shows is explained on the basis of examples.

KEYWORDS: *Television, Television, Television Education, Educational Efficiency, Quality Of Education, Process Approach, Foreign Pedagogy, National Pedagogy, Competency Approach, Innovative Technology.*

INTRODUCTION

Ensuring the quality of education is the main criterion that determines the level of functioning of this system, the demand and need for it and its recognition. Reforms in the field of education place important demands on the teaching staff. Improving the content of education, training competitive personnel, a competent approach to the organization of the educational process, effective use of innovative educational technologies and information and communication technologies, working on the basis of collaborative pedagogy, developing innovative methods to improve the quality and effectiveness of education. The use of the concept of "quality" in the educational process has a specific meaning. The quality of education is determined by the state educational standards, qualification requirements and the level of their implementation. The quality of the educational process in each country relies on internal and external factors. While the internal factor reflects the level of development of the country's education system in line with

the development of this nation, the external factor is related to the requirements of international quality management.

Educational and methodological support of the educational process, educational technology plays a special role in the improvement of the education system. The creation of curricula, the formation of science-based content for distance learning, video lessons, multimedia sets are important in improving the quality of education and improving the level of mastery. Every culture will have the factors to develop the education system, the means to ensure its development. At the same time, there are educational tools that are common to cultures, which play an important role in the spiritual growth and intellectual development of the individual. Television is one of the main tools for spiritual and enlightenment development in cultures.

"The purpose of all media is, first and foremost, to meet the information needs of the individual, society and the state. Since the inception of television, it has played an important role in the development of human society and spirituality. The role of television in the exchange of socio-political information, aesthetic and moral education is great. Television, unlike its predecessors, disseminates information faster, more reliably and emotionally"[8,20]. In world culture, television is seen as a means of popularizing the education system, a spiritual factor. Treating television as an educational tool is seen as an innovative approach. The role of television as an educational factor is divided into two: 1. Direct education - an educational factor. 2. Indirect educational factor

Methods

In preparing the article, views on the development of the education system, research sources on methodology, comparative analysis, methods of component analysis were used.

Television is a direct educational factor. The fact that television is a direct educational tool is reflected in the educational programs broadcast on television, in scientific programs aimed at mastering the basics of various sciences. Today, online learning and e-learning are gaining popularity. Teaching through television is more convenient and effective. The widespread use of television as a teaching tool in the foreign education system can be assessed as a tool to increase the effectiveness of education [2,3, 234-256].

For foreign language teachers, visual media has already become an additional component of the teaching process. Examples from existing research demonstrate the benefits of using television in education [7]. Television education is a tool used in foreign experience, tested in national pedagogy.

Television presents information in a variety of forms: not only in the form of images, but also in the form of motion, sound and timely text. The abundance of audio and visual information makes learning more effective, meaning that each opportunity complements the other.

Sighting is an active process, and if the show is targeted, a deeper and more perfect effect is achieved.

To see is to believe, but also to remember. Human memory remembers more information when it sees it. Twice as much information is imprinted on the memory, both visually and visually. Researchers have concluded that human memory is as follows [5,17]:

- When reading - 10%;
- When hearing - 20%;
- When seeing - 30%;
- When seeing and hearing - 50% of information is remembered.

There are many advantages to using television in teaching the exact and natural sciences. For example, a teacher may conduct experiments on a mixture of elements in a test tube in chemistry to explain the reaction process. Concepts such as mechanical motion, trajectory, and electromagnetic field in physics can be explained by connecting them with practice through television. Television can also be used as a primary tool in social education.

According to the Resolution of the President of the Republic of Uzbekistan dated December 10, 2012 "On measures to further improve the system of learning foreign languages" Regular screenings of popular science, foreign art and cartoon films dedicated to the achievements of culture, world science and technology with the help of Uzbek subtitles. In addition, television classes will be held on the channels "Uzbekistan", "Youth", "Culture and Enlightenment", "Worldwide", "Bolajon", "Diyor", "Mahalla". The use of television programs of the countries where the language is studied in the teaching of a foreign language through television ensures the authenticity of the materials. Authentic materials help to develop the student's ability to hear and understand foreign languages.

In the study of foreign languages the educational impact of films, films, documentaries on the socio-political life of different cultures is great.

Teaching Uzbek language and literature through television, analysis of language and literature issues is a factor in the formation of a high level of spirituality. Our national values, worldview reflected in classical sources, noble qualities are inculcated in the minds of young people through television. The Uzbek people have a rich national and cultural heritage. The study of classical literary sources not only allows us to enjoy the products of ancestral thinking, but also plays an important role in shaping the worldview of young people, the development of the younger generation as a comprehensively developed person. It should be noted that the Uzbek classical sources are an example of spiritual and enlightenment. The deep thoughts of our ancestors about existence, the universe, nature and society, social relations, linguistic situations, the human world, the inner world, the psyche, and thought-provoking reflections are still relevant today.

In the process of television education, attention should be paid to the formation of oral and written speech competence. Written speech serves to cultivate thinking. The organization of demonstrations on mastering the rules of spelling, the introduction of calligraphy lessons, the development of speech, the popularization of reading hours play an important role in increasing the literacy of the younger generation, raising the capacity of thinking. The introduction of television education will also serve to increase the prestige of television.

Demonstrations on literacy, lessons on mother tongue education, and images of historical figures provide practical assistance in mastering the basics of science.

Television is an indirect educational factor. The fact that television is an indirect educational factor is determined by the impact of television, feature films, documentaries and other types of cultural and educational programs on the minds of young people, their moral, spiritual and

aesthetic products. In a multi-ethnic Uzbekistan, the media play an important role in disseminating information and promoting spiritual and educational activities. [1,5]

Decree of the President of the Republic of Uzbekistan dated November 8, 2015 "On measures to reform and develop independent television and radio channels" [9] The services of non-governmental TV channels also play an important role in increasing the role of electronic media in meeting the needs of the country in information. In this context, the first criterion in all activities should be the level of knowledge of the state language of employees, their desire to increase the prestige of the Uzbek language, their attitude to the language. Every professional, especially those in management positions, should be able to express their opinions fluently, succinctly and clearly in their native language.

As in a number of countries around the world, in Uzbekistan in recent years, due to the strengthening of the legal framework for the development of the media and their support by the government, non-governmental media, including non-governmental TV channels, have emerged and gained a foothold in the competitive market. Initially, non-governmental television and radio channels were established in various regions, but in recent years, TV channels with the ability to broadcast throughout the country have appeared in the capital. However, the level of compliance of TV channels with the requirements of the state language varies.

The first aspect of TV shows that affects spirituality is their naming. A well-thought-out name clearly reflects the purpose and function of the show. The names of information programs, news, programs on Uzbek TV channels are similar, but not exactly the same. Among them are "Davr" or "Yangi Davr" (Youth), "Jahon" (Uzbekistan), "Zamon" (Favorite), "Bu Kun" (ZorTV), "Akhborot-24" (Uzbekistan-24), "UzReport news" (UzReport) aims to quickly share news from around the world. This can also be seen on regional TV channels: Hudud (Jizzakh), Andijan Akhboroti, and Markaziy Studia (Mening Yurtim).

The names of the first morning programs "Assalom, Uzbekistan" and "Zor Zor" on the Uzbek TV channel "Assalom, O'zbekiston" and "Ertalabdan salom" are connected with the morning show and the beginning of a new morning, "Yangi Kun" (Yoshlar TV), "Sevimli Kun" (Sevimli TV) shows the beginning of a new day and a good start. "Omon-Omon" (Mening Yurtim), "Shirchoy", and "Hormang" (the names of the national shows reflect the small traditions of our people. "As well as the tradition of drinking shirchoy (milk tea) in the early morning (mainly in the morning).

Today, the central TV channels include private TV channels such as Zo'rTV, My5, Milliy and Sevimli. Among them, "Sevimli" TV channel was later established, but today it occupies a high position in the ranking of Uzbek TV channels. This is due to the fact that the channel has been bringing colorful programs to the public's attention.

New projects created to attract the attention of the audience, the naming of the organized shows, first of all, should be attractive, as well as in accordance with the norms of the state language. Compared to other private TV channels, Sevimli has more Uzbek-language programs. We will analyze the naming factors, methodological aspects, logical compatibility of TV programs on the example of show names on "Sevimli" TV channel.

The shows on this channel can be divided into the following semantic groups according to their name and content:

1. Culinary projects: "My mother-in-law is a general", "Let us talk in the kitchen", "Sakhovat show".
2. Projects dedicated to the promotion of beauty: "Today you are different", "Battle of stylists".
3. Projects to prepare women for marriage: such as "Ideal mother", "Foreign bride";
4. Projects that provide psychological support to women: such as "In the Cage", "Chain", "Talking at Home".

Educational programs also have a place among TV programs. Such programs as "O'zbekim", "Eslab-eslab", "Khayrli Okhshom" are among them. The "Sevimli Kun" morning program is entertaining.

In this regard, the names mentioned above may be evaluated differently. In the show "My mother-in-law is a general" the concept of the highest military rank - "general" was used. At the same time, the meanings of the word "rule" and "command" in the word general served to emphasize the role of the mother-in-law in the family and the position of the bride. The title "Talking in the Kitchen" accurately describes the content, but is a bit far from artistic and touching. "Sakhovat show" is impressive, well-chosen for its attractiveness, but the Uzbek language does not meet the requirements of compounding.

The sentence "you are different today" is an expression that is uttered as the situation demands, and the naming function is a bit narrower. The title "Battle of the Stylists" is much simpler to describe the competition between stylists. Jang is a word used to mean "bloody clashes, wars of military units, armed forces." The word means "clash of opposing social groups," "competition," "debate, discussion; quarrel" and "hard work" [10,69]. The word battle is rarely used in the sense of "competition". This is why the word battle in the name Stylists Battle does not mean the expected meaning.

"Ideal Mother" is the name of the show aimed at nurturing perfect mothers in every way. But the name does not fit logically. Because the mother is the mother at all levels. It is impossible to lower the level of love for a mother by not knowing or not learning to sew. A child's love for his mother always shows him to be perfect. The ideal husband can be an ideal spouse. But it is not logical to say "ideal mother" or "ideal father."

A number of default names have the character of precedent units. Precedent units are compounds and sayings found in popular movies, works of art, spoken in the language of the protagonists, and gain popularity in the mind of the listener to the extent that they revive the scene in that film or work of art. In such expressions, the sensitivity is strong. For example, a rumor in the neighborhood revives the speech of a famous comedy hero of the same name in the mind of the listener. The show addresses current issues in society. In this discussion form, industry representatives, experts and the public will discuss the issue in the studio. The name of the show "Remember" is taken from the text of the song "Remember, we miss ...", which reminds the listener of the images associated with this song, in general, the longing moments.

Educational programs also have a place among TV programs. Programs such as "O'zbekim", "Xayrli Oqshom", including the morning program "Sevimli kun" are entertaining.

The names of such shows as "Zirapcha", "Ohanrabo" correspond to the Uzbek national culture and spirituality. "Ohanrabo" expresses the content of a bouquet of national songs. The giraffe is

“a stick as thin as a needle pierced through the skin; thorn ”[10,155], the show discusses the bitter fate of women who are lost in life, branded as criminals, to bring them back to life, to guide them to the right path. Zirapcha is a Turkish word that has been chosen for this purpose. In addition, the semaphores of "tenderness" and "pain" in the giraffe corresponded to the quality of women who hurt society and others in one way or another.

However, the name of some shows does not fit the content. For example, the name of the show "Table" was chosen based on the national mentality. Although Khantakhta is a Persian-Tajik word, it means a concept specific to the Uzbek nation. The table is a “decorated table + board, a wooden table with short legs for sitting and eating” [11,412] and is a national household item. The show of the same name does not reflect the process of the table at all. This undermines the consistency between the name and the content.

It can be seen that some show names are derived from the name of the TV channel. Such as “Sevimli Kun”, “Sevimli ovoz”.

There are also foreign names that do not meet the requirements of the state language, such as "Skateshow", "Cover up".

The name of the show should be in the national language, it should have a positive impact on the morale of the audience, absorb the meaning of the word on the basis of the show. It is important to keep in mind that the name of the show is, firstly, relevant to the content and, secondly, methodologically relevant and impactful. The journalist uses language to express his idea through the show. In turn, he must be able to show the attractiveness of the language, the richness of its meanings, and its impact through well-chosen names.

While some TV show titles are based on authorship, words belonging to their own layer, others are a form of other state shows adapted to our language. Some of the shows are named directly from abroad. For example, "Davayte pojenimsya" - in Russia, "Kayulim" - in Kazakhstan, in Uzbekistan - "Yor-yor", "Oryol i reshka" - in Russia, "Omadli sayohat" - in Uzbekistan. In some names, it is the adaptation of foreign show names to our mentality. For example, under the influence of the program "Kukhnya" aired on Russian TV channels, the program "Let us talk in the kitchen" was organized.

The name of the show "Aristocrats" almost does not correspond to the essence. Or the name of the program "Sover up" does not fully reflect the purpose of the show. Too many shows don't make sense when they are named in other languages, mostly English. Most viewers do not know the meaning of these words, and even the guests invited to the show do not understand the meaning of the name of the show. So, it is necessary to strictly regulate and control the naming of TV channels.

Among the shows of its own stratum, the main ones are domestic, entertainment, and kitchen shows. For example, such shows as "Ovsinlar", "Olov kelin", "My mother-in-law general", "Kelgindi kelin" (Sevimli TV), "Kitchen", "Kelinchak" are aimed at stay-at-home mothers, housewives and young brides. Among them, there are a large number of shows highlighting the mother-in-law relationship. The show "Bakhtlimiz" (Milliy TV) is one of the charity shows. We Uzbeks have always considered family and marriage sacred. That is why in our mentality there is always a special focus on weddings. The purpose of the show's creators is to realize the dream of

a couple who, for some reason, got married without a wedding, could not wear a white dress, and at the wedding did not make any noise.

In recent times, in the pursuit of modernity, in order to attract more viewers, the names of the shows have been chosen very irrationally, and the use of foreign words has become very common. Among the state and non-state channels, the History of Uzbekistan channel is the youngest. In accordance with the decrees of the President of the Republic of Uzbekistan dated July 11, 2019, the TV channel "History of Uzbekistan" was launched. The channel started broadcasting its programs in test mode on September 1, 2019. Initially, 116 employees were employed. Today it ranks fifth among state channels. The main part of the audience is the educated layer. The shows are not posted on regular internet networks, so the shows are less popular.

90% of the shows are cultural-educational, scientific-spiritual. This "History of Uzbekistan" channel broadcasts are divided not by rating, but by level. There are five editorial offices on the channel, but the fact that the show's names are made up of words that come from a foreign language and are stuck in our language is a little disappointing: "Ethno", "Eureka", "Mahzan". Such names may not pose a serious threat to society, but "The cover up", "The cover up kids", "Real Xit", "MTV shows", "MTV shows kids", "Offside", "Timeout", "Actors' shows", as well as various parties, have a negative impact on the prestige of the Uzbek language and the spirituality of the younger generation. It is necessary to control the naming of such names.

CONCLUSION

The authors are responsible for the name and content of the show. Information programs are also copyrighted programs, although the format is similar to informational programs in other countries. Because no state can fully assimilate an information program on another state television, the news-sharing aspect is a key aspect for each state television. The quality of the show, its impact, and its ability to come up with unexpected ideas all depend on the author's skill. The popularity of the show is largely determined by its impact. There are a number of factors that can increase the effectiveness of a show, some of which are:

1. To know the audience of the show.
2. Beginner's comment.
3. The presence of an expressive state.
4. Peculiarities of television and effective use of expressive means "[6].

The name of the show is a factor that attracts the audience. With this in mind, you should always be able to choose the right name.

The media, which is engaged in the dissemination of culture and enlightenment, should glorify national values, encourage the society to do the same, and set an example for its viewers in this regard. The greatest of values is the great language. If the television that is the face of the country does not follow the rules of the state language, it will cause big social problems. Therefore, a clear law should be developed to regulate the naming of non-governmental TV channels and the content of advertisements in them. At the very least, by-laws regulating this process should be adopted. Television plays an important role in enhancing the prestige of the national language as a factor of education, ensuring the effectiveness of education.

Suggestions and Recommendations

It is necessary to establish a separate TV channel for science and education, and to organize the lessons on the above-mentioned TV channels on a strict schedule.

It is necessary to solve the problem of staffing in the organization of educational programs on television. To do this, it is necessary to attract experienced, knowledgeable and competent teachers from schools, academic lyceums and higher education institutions to television, to create adequate conditions for them. The establishment of separate classrooms for each subject, providing these classrooms with computer technology, the Internet and other multimedia tools will serve for positive results.

A study of all the proposals made on the organization of television education, in particular, requires great attention to its funding. Funding is provided by local budgets, local and international funds, advertising revenues.

It is important to organize a series of "Academic Hours" in each area of television education.

It is necessary to establish a TV channel "Education and Upbringing", to coordinate its programs with the education of general education, academic lyceums, higher education. It is important to organize interesting science classes, "wallless school" classes. The organization of master classes of teachers with many years of experience in schools, lyceums, universities, the dissemination of their experience gives positive results.

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