



## TELEVISION AND ITS MAIN TASKS IN THE INFORMATION AGE

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**ABSTRACT:** - This article is about the media and its functions.

**KEYWORDS:** Television, broadcast, video, camera.

### INTRODUCTION

It is no coincidence that experts call the new century the "Information Age". It has become easier and more convenient for large armies to carry out tasks that are difficult for powerful weapons to do through specialized information. The idea that "whoever owns the information rules the world" has become a daily reality. The more the human mind is prone to development, the more it needs to rest biologically. This is also evident in the developing directions of television journalism. The traditional functions of television are the dissemination of information, cultural and spiritual energy, socio-pedagogical organization, educational, recreational and others. It is well known that television works are more complex than other media materials

and are created using modern electronic technology. The possibilities of a portable television station's video camera for transmitting television images over long distances via space via satellites are enormous, creating creative and technical wonders. That is why the role of television in society is growing. Warmly received news programs, live reports, talks, thematic broadcasts, current affairs, video films, TV series and leisure programs play an important role in the broadcast. The influence of television on the development of society and society, especially television, is growing. In world practice, experts see the mirror world not only as a tool for creating ideology, but also as an enlightening media that conveys different socio-political views to the audience. The reality of the show is based on the realities

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of life, while the interests of the general public are at stake, while the personal interests of the TV audience are at stake. There are also cases of taking control.

Television is a place where the interests of the people and the views of political parties collide with the state and the government, the owners of large property and capital of various socio-political circles, and the proponents of private business. For this reason, each of them tries to master the peculiarities of television, to capture the secrets of television propaganda, and even to capture the creative times. This is especially true during elections to state and government bodies. For this reason, in many countries, these circumstances and norms are reflected in special legislation. The role of television in building a democratic state and civil society based on the rule of law is high. Television, the fastest, most popular, and most influential means of communication in the media system, also faces a number of pressing and pressing challenges. As a result of the rapid penetration of television into people's lives in every society, the audience's demand for information about events in our country and around the world is growing. The role of public opinion is growing. Informing the population about various events, enriching the culture of the population, enriching the spirituality of the population, the correct formation of the worldview, the role of television in the dissemination of information, cultural, spiritual, organizational, educational, ideological and recreational tasks is expanding. Among these functions, three areas have become especially important. These news are spiritual, educational and recreational. However, this is not the case in the West and the East. In Western journalism, half of the material is entertainment, 50% is news, 30% is spiritual, and 20% is spiritual. In the East, 40% of creative work is in the

entertainment sector. Others appear in equal shares.

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