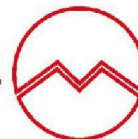


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## **The TV Anchor in the television system: the evolution of his activity and communication features**

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**Abstract:** The introduction substantiates the relevance and relevance of the topic of the dissertation, defines the goals and objectives, the object and subject of the study. The correspondence of the research to the priority directions of the development of science and technology in the Republic of Uzbekistan is indicated, its scientific novelty and practical results are presented. The reliability of the obtained results is justified, their practical and theoretical significance is revealed. The article provides information about the implementation of the research results, about the approbation and published works, and describes the structure of the dissertation.

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**Keywords:** TV Anchor; television; system; evolution; activity; communication; feature

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**Uzbekistan State World Languages University**

**Yulduz Kabilovna Zakhidova**

**Tv And Individual: The Role Of Tv Anchor**

**In Information Programs (Social Situation, Skill And Position Of A Journalist)**

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**Dissertation Abstract**

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## **INTRODUCTION (abstract of the (PhD) thesis)**

**Relevance of the topic of the dissertation.** In today's process of globalization, you can quickly learn about what is happening in the world through various media. TV plays an important role in meeting the information needs of an international audience. Through a modern TV screen, the viewer can have the opportunity to hear the news or message and see the development of the event in it. According to a survey conducted in many countries of the world, television news is the main source of information for seventy percent of humanity.<sup>1</sup> This places a serious responsibility on the editors-in-chief of television news programs, creators working in a team, including the TV Anchor. A TV presenter is an important person in delivering information quickly and reliably, in shaping the worldview of the audience, ensuring the popularity of a news TV program and creating visual integrity. He not only introduces the audience to the videos – by attracting the attention of the audience, his behavior is subject in the frame, where at that time there is a development of events and news on the screen.

The number of TV news programs in the world is constantly increasing and the task of creative individuals becomes more and more difficult, they have to conduct scientific and creative research in order to attract as many viewers to their program as possible. A high-potential audience strives to keep abreast of current events and global processes, therefore, each reliable and complete information, important news serves to increase not only the efficiency, but also the prestige of the information program. American television authorities believe that if all the factors of successful news programs are 10 points overall, then the TV anchor factor is 8 points.<sup>2</sup>

A lot of work is being done in Uzbekistan to provide the population with timely and objective information about changes in various spheres and their significance. The president of our state stressed that the representatives of the «fourth power» should openly

cover the rapid reforms being carried out in our country for our people and the international community: «I am always ready to support professional journalists in identifying problems and shortcomings on the ground and covering them fairly».<sup>3</sup> The role and importance of television information, recreational and cultural and educational programs on modern television is determined by their high increase in quantity and quality. The effectiveness of these programs depends on many factors: the choice of the TV presenter's topic, finding the right solution to a social problem, its expression, the culture of speech, the manner of behavior in the frame, the correct pronunciation of words and sentences, the television image, the ability to effectively communicate with the audience, the skill of presenting information, and even the culture of dressing. This dissertation is devoted to the study of these problems, the relevance of the research is also determined by the influence of the TV presenter on the viewer, the growing needs of a demanding audience, the formation of high professional standards and requirements for TV Anchors, and the improvement of the training of qualified personnel.

### **The degree of knowledge of the problem.**

The scientific works of such foreign scientists as D. Brown, K. Lamay, E. Mickiewicz, D. Reed, C. Fiersgawn, R. Entman, E. Dennis, D. Merrill, and I. Feng<sup>4</sup> on the specifics of the activities of information

<sup>3</sup> Послание Президента Республики Узбекистан Шавката Мирзиёева Олий Мажлису. <https://uza.uz/uz/posts/zbekiston-respublikasi-prezidenti-shavkat-mirziyeevning-oliy-25-01-2020>  
Дата обращения: 12.12.2020.

<sup>4</sup> Браун Д.Р., Файерсгоун Ч.М., Мицкевич Э. Телерадионовости и меньшинства. — М., 1994; Ламэй К.З Мицкевич Э., Файерсгоун Ч. Автономия телевидения и государство. — М., 1999; Энтман Р., Рид Д., Мицкевич Э., Файерсгоун Ч. Телевидение, радио и приватизация. — М., 1998; Дэннис Э., Мэррилл Д. Беседы о масс-медиа. — М., 1997; Теленовости: секреты журналистского мастерства. Реферат книги Ирвинга Фэнга «Теленовости. Радионовости». — М.: «Институт повышения квалификации работников телевидения и радиовещания», 1993.

<sup>1</sup> Смирнова Е. Зарубежные аудиовизуальные СМИ. — Минск, Белорусский государственный университет, 2017. — С. 31.

<sup>2</sup> Дэйжэн С. Звезды телевидения нашего века. — М: университет Фудань, 2002. — С. 98.

programs and presenters deserve attention. In particular, K. Meltzer studied the influence of news programs on the standards of traditional journalism and practice through the prism of a TV Anchor<sup>5</sup>.

In the Russian Federation, a number of scientific books have been written about the basics and technologies of television journalism, the specifics of the TV journalist's activity and the conditions of professionalism, the features of creating a television news program, telecommunications processes, the main competencies of a TV Anchor, and the skills of conducting the broadcast<sup>6</sup>. In particular, the topic

<sup>5</sup> Meltzer K. TV news anchors and journalistic tradition: how journalists adapt to technology. — New York.: Peter Lang Publishing, 2010.

<sup>6</sup> Березин В. Теоретико-методологический анализ телевизионной коммуникации: сущность, структура: автореф. дис. ... д-ра филол. наук: — М.: ИПК работников телевидения и радиовещания, 2003; Богданов В. Речевое общение. Прагматические и семантические аспекты. — Л.: ЛГУ 1990; Борецкий Р., Кузнецов Г. Журналист ТВ: за кадром и в кадре. — М.: «Искусство», 1990; Борецкий Р. Осторожно, телевидение! — М.: «ИКАР», 2002; Винокур Т. Говорящий и слушающий. Варианты речевого поведения. — М., Наука, 1993; Гаймакова Б., Макарова С., Новикова В., Оссовская М. Мастерство эфирного выступления. — М.: «Аспект Пресс», 2004; Гаспарян В. Работа радиожурналиста (технология творчества): учебное пособие. — М.: ИПК работников ТВ и РВ, 2000; Голядкин Н. Телевизионная информация в США. — М.: ИПК работников ТВ и РВ, 1995; Гуревич П. Приключение имиджа. — М.: «Искусство», 1999; Дедов А. Технологии телевизионной журналистики: учебное пособие. — Курган: Изд-во Курганского гос. ун-та, 2017; Егоров В. Телевидение между прошлым и будущим. — М.: «Воскресенье», 1999; Зверева Н. Специфика деятельности регионального тележурналиста: дис. ... канд. филол. наук / Н.Зверева; Моск. ун-т. — М., 2002; Зверева Н. Школа регионального тележурналиста. М.: «Аспект Пресс», 2004. Кузнецов Г. Так работают журналисты ТВ. 2-е изд. перераб. — М.: Изд-во МГУ, 2002; Кузнецов Г. ТВ-журналистика: критерии профессионализма. — М.: «РИП-холдинг», 2002; Муратов С. Телевизионное общение в кадре и за кадром. — М.: «Аспект-пресс», 2007; Цвик В. Телевизионная журналистика: история, теория, практика. — М.: «Аспект-Пресс», 2004; Цвик В. Телевизионные новости России. — М.: «Аспект-Пресс», 2002; Цвик В. Телевизионная служба новостей. — М.: Изд-во «ЮНИТИ-ДАНА», 2008.

under study is directly related to the PhD works of such researchers as D. Bratyshev, Yu. Karaganova, G. Perepechina and I. Smirnova<sup>7</sup>.

In Uzbekistan, the author analyzes the history of television, various problems of the sphere, the main features of the language of modern television, the process of developing television programs for a young audience, the recreational function of TV in the studies of A. Karimov, Sh. Ibragimov, M. Mirsoatova, I. Rakhmatullayeva, D. Teshaboeva, P. Allamberganova, A. Karimov<sup>8</sup>.

**The aim of the research** is to analyze the role, position and skills of the program of a TV anchor and identify factors that increase the news coverage rating in this context.

#### **Research objectives:**

To study the role and significance of a TV Anchor in the television system, the evolution of his

<sup>7</sup> Братышев Д. Создание имиджа телевизионного ведущего (Технология моделирования персонализированного образа ведущего телевизионных программ): дис. ... канд. филол. наук: 10.01.10/ Д. Братышев. — М.: РГБ, 2002; Караганова Ж. Экранный образ телевизионного журналиста (Закономерности формирования): дис. ...канд.филол.наук:10.01.10/Ж.Караганова. — М., 2005; Перепечина Г. Экранный образ тележурналиста: Методика формирования: дис. ...канд. филол. наук: 10.01.10/ Г. Перепечина. — М., 1998; Смирнова И. Коммуникативная компетентность телеведущего: критерии эффективности речевого поведения: дис. ...канд.филол.наук:10.01.10/И. Смирнова. — М., 2016.

<sup>8</sup> Каримов А. Становление и развитие телевидения Узбекистана, 1957 – 1967 гг. — Т., 1971; Ибрагимов Ш. Производственно-экономическая проблематика на телевидении Узбекистана, 1986 – 1991 гг. — Т., 1993. Мирсоатова М. Малик Қаюмов ижоди ва кинопублицистикада маҳорат масалалари. Филол.фан.ном. ...дисс. авторефер. — Т., 2000; Раҳматуллаева И. Телевидение ва ёшлар: кеча ва бугун. — Т.: «Янги аср авлоди», 2005; Тешабоева Д. Оммавий ахборот воситалари тилининг нутқ маданияти аспектида тадқиқи (Ўзбекистон Республикаси ОАВ мисолида): Филол.фан.д-ри. ...дис.авторефер. — Т., 2012; Алламбергенова П. Қорақалпоғистон телевидениесининг жанрлари: мавзулар, журналистик ёндашув ва ривожланиш тамойиллари (2000–2006 йиллар): Филол.фан. ном.дис.авторефер. — Т., 2007; Каримов А. Телевиденининг рекреатив вазифаси (Ток – шоулар асосида): Филол. фан. ном. ... дис. авторефер. — Т., 2012.

activities and communication features; to identify the criteria of professional competence and the problems of conducting the broadcast of a TV presenter;

interpretation of some views of Western scientists on modeling the image of a TV broadcaster; theoretical and practical analysis of the audiovisual image of the presenter on the screen, his skill in applying kinetic, extra linguistic and linguistic codes;

assessment of the severity and factors of the informant's social position; development of a mechanism for attracting the audience's attention to a television news program through a TV Anchor and ways to achieve the effectiveness of telecommunications;

development of an approach to the issue of evaluating the author's skills in conducting the program and transmitting information to the audience by presenters with different preferences and worldviews;

**The object of the research work** – activity of TV anchors of information programs of state and non-state TV channels – “Akhborot 24”, “Yangi Davr”, “Tashkent 24”, “Zamon” and “Markaziy studiya”.

**The subject of the research work** is the presentation of information by the TV Anchor, his knowledge, the manner of behavior in the frame, the television image, the ability to communicate effectively with the audience, the culture of speech, etc.

**Research methods.** The thesis uses such methods as: historical-comparative, scientific-theoretical, logical-experimental, statistical, media-analytical, sociological and journalistic methods of observation, conversation, interviews, public opinion polls.

**The scientific novelty of the research work** includes the following:

the concept of improving and developing the Institute of the TV anchors in the media environment of Uzbekistan was developed; the factors that bring the TV anchor to the level of “individual brand” was identified;

the role and position of the TV Anchor in the news program was retrospectively analyzed; the potential of the “pre-screen waiting” of the TV presenter by the audience was scientifically justified;

the communicative characteristics of the TV Anchor as a person who expresses the spiritual and educational level of the TV channel was proved and the laboratory of skills in applying kinetic, extra linguistic, linguistic codes of the informant was revealed;

the audiovisual image of the TV presenter on the effectiveness of the prestige of the TV news program was proved and methods of influencing the audience through the television image were developed;

the right choice of a TV Anchor for a TV

program, the possession of such professional competencies as professionalism, sociability, creativity, initiative, the development of intuition, social flexibility, responsibility, live performance of a TV presenter are important factors in achieving the effectiveness of telecommunications was proved.

#### **The implementation of the research results.**

On the basis of the conclusions, suggestions and recommendations, obtained in the research, referring to the role, skill, position of the TV anchors of news programs:

– recommendations and conclusions presented in the practical part of the dissertation on the behavior of the TV anchors on the screen, position on the presentation of information, methods of finding solutions to the questions posed before the TV program, the use of language expressions for the perception of the information, increasing the relevance of the raised social topic and problems that are widely used in improving the quality of the content of the TV news program “Yangi Davr”, which is broadcast on the TV channel “Yoshlar” of National television and radio company of Uzbekistan. (ACT of National television and radio company of Uzbekistan № 14-02-119 as of July 30, 2019). As a result, it allowed the TV Anchors to develop new ways of presenting information and communication techniques, provide TV stories, study the interests of the audience and improve the quality of the text;

– recommendations on the methods of successful broadcasting of the TV anchors, the mechanisms of attracting the attention of the audience to the presented message were used in a number of TV programs prepared by the TV channel “Mahalla” of National television and radio company of Uzbekistan (Act of the National TV and Radio Company Uzbekistan № 01-18-159 as of 30.10.2019). The scientific results helped to improve the practical professional qualifications of TV anchors.

– scientific and practical results of the dissertation were used in the creation of the scientific program “The skill of a TV and Radio Presenter” according to the credit module system at the University of Journalism and Mass Communications of Uzbekistan (ACT of the Ministry of Higher and Secondary Specialized Education of the Republic of Uzbekistan № 89-06-200 as of 02.02.2021). This scientific program was approved by Protocol № 4 of August 29, 2020 of the Coordination Council of educational and methodological associations in the field of higher and secondary specialized education (Registration number BD-5220102-3044). As a result, the new subject gives students theoretical knowledge about the skills of TV anchors and radio presenters, the principles of a presenter's activities in various genres and areas of television and radio broadcasting, their

application in practice and the preparation of professional TV anchors.

– practical recommendations and conclusions obtained in the course of research on the formation of the culture of speech, the ability to effectively communicate on television, the skill of interviews, the art of presenting the essence of the law to the population were used at the regional training seminars organized by the Senate of the Oliy Majlis and the Khorezm region on the topic “Forms and methods of developing relations between members of the Senate and local Kengashes with public, media” (ACT of the Senate of the Oliy Majlis of the Republic of Uzbekistan as of October 29, 2015 № 04/569). As a result, this made it possible to improve the information sphere in our country in line with international standards and increase efficiency of actions in this direction, to develop and implement a concrete action plan of the upper chamber, to encourage each member of the Senate and the deputy to increase the effectiveness of lawmaking activity;

**Approbation of the research results.** The results of this study were discussed at 8 scientific and practical conferences, including 3 international and 5 national ones.

**Publication of the research results.** In total, 23 scientific papers were published on the topic of the dissertation, including 13 articles in journals recommended by the Higher Attestation Commission of the Republic of Uzbekistan for the publication of the main scientific results of the dissertation and 5 articles in foreign scientific journals.

**The structure and scope of the dissertation.** The dissertation consists of an introduction, three chapters, conclusion, a list of references and appendix. The total volume is 151 pages.

## THE MAIN CONTENT OF THE DISSERTATION

**The introduction** substantiates the relevance and relevance of the topic of the dissertation, defines the goals and objectives, the object and subject of the study. The correspondence of the research to the priority directions of the development of science and technology in the Republic of Uzbekistan is indicated, its scientific novelty and practical results are presented. The reliability of the obtained results is justified, their practical and theoretical significance is revealed. The article provides information about the implementation of the research results, about the approbation and published works, and describes the structure of the dissertation.

The first chapter of the dissertation is called «**The TV Anchor in the television system: the evolution of his activity and communication features**». It explores the essence of the concept of a TV Anchor, the activity of a TV presenter in addition

to an announcer, the role of a TV communicator in the preparation of modern television products, and his professional qualities.

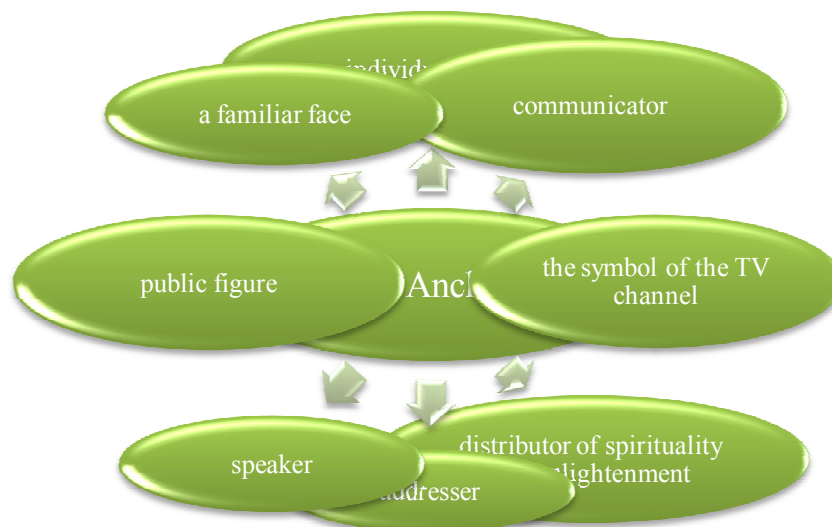
The modern TV Anchor as a television representative, differing in the degree of adaptation to sociocultural conditions, becomes a new type of communicator. It adapts to the methods of screen communication, to the transfer of universal knowledge, storage and development of the language of communication. The scientific works of V. Matveeva and I. Smirnova<sup>9</sup> are considered, where the features of the formation of the screen image of the TV presenter, the influence of the TV broadcaster on the content of the program and the audience are investigated. They found that the personal qualities of the TV Anchor influence the formation of the image of other people, teams, and the country as a whole. As Zvereva<sup>10</sup> noted, «A professional presenter communicates with the audience in real time with complete calm and confidence» - < ... > He transmits the news to the audience in such a way that it is easy and pleasant to hear. Summarizing the above opinions, we can explain the different functions of the TV presenter's activity as follows (see Table 1):

<sup>9</sup> Матвеева Л. Подростки и телевидение: установки, ожидания, предпочтения/Л. Матвеева//Вестник практической психологии образования, 2006. № 4. — С. 27 – 33.; Смирнова И. Коммуникативная компетентность телеведущего: критерии эффективности речевого поведения: дис. ...канд.филол.наук:10.01.10/И. Смирнова. — М., 2016. — С. 91.

<sup>10</sup> Зверева Н. Школа регионального тележурналиста. — М.: «Аспект-Пресс», 2004. — С.221.



Table 1



The study analyzed the art of establishing preliminary communication between the presenter and the audience, scientifically justified the potential for the audience to expect the appearance of the TV Anchor on the screen, including such things as his general image, personality, theme and direction, the frequency of his appearance on the air, the audience's impression of the presenter as a creative worker and screen symbol. The author's close attention to this aspect of the TV broadcaster's activity is explained by the fact that the pre-screen expectation is practically not developed in the theory of television. We can say that waiting for a meeting, i.e. waiting for a meeting. The inclusion of television as a method of audience communication forms the phenomenological essence of television.

The TV Anchor for the audience is embodied as:

- 1) the image of the TV channel
- 2) creative personality
- 3) the individual.

The dissertation pays special attention to the personality of the news program host, since, being a well-known person, he influences a wide audience by verbal means, expresses the attitude of a politically active and mature person, whose worldview is formed by interpreting events in a certain way. In addition, the study provides specific examples of the role and significance, criteria of professional competence and problems in the professional activities of leading information programs of state and non-state TV channels. In particular, the fact that the TV Anchors of the program «Akhborot 24» do not participate in the preparation of the program, the preparation of the layout of the work, in the writing of the liner notes by the responsible editors, the frequent lack of familiarity with the personnel prepared by the correspondents, undoubtedly negatively affects the activity of the presenters, the skill of conducting the broadcast. Thus, the program «Yangi davr» shows that the speech and broadcast of some presenters do not meet the requirements and do not have the necessary level of professionalism. And in the program «Tashkent 24», due to the use of inlay, the skill of the presenter's broadcast performance is limited: in one template, present the news on the screen, do not move too much, do not invite the interviewer to the studio on an actual issue, uniform style of clothing, there is no opportunity to show the TV broadcaster close-up based on the direction, etc. The lack of potential, experience and professionalism in the coverage of acute social and political issues by the presenters of the program, the presence of sentimentalist views, in most cases, the tautology of their speech, the vagueness of sentences, the inaccuracy of the wording of the liner notes is noted in the program «Markaziy studiya». It should be noted that in the information and analytical program «Zamon» there is a creative approach to the lead-up, but in some cases there is a verbatim copying and repetition of statements from the reporter's record.

The dissertation presents statistical data (2020-2021) on the number of female presenters and male presenters in the information programs of state and non-state TV channels (see Table 2):

Table 2

№	Name of state and non-state TV channels	Male presenters	Female presenters
1.	The program «Ahborot 24» of the TV channel «O'zbekiston 24» (uzbek version)	1	7
2.	The program «Ahborot 24» of the TV channel « O'zbekiston 24 «(russian version)	3	3
3.	The program «Yangiliklar 24» of the TV channel «O'zbekiston 24»(uzbek version)	0	5
4.	The program «Yangiliklar 24» of the TV channel «O'zbekiston 24» (russian version)	2	2
5.	The information program «Yangi davr» of «Yoshlar» TV channel»	3	6
6.	The program «Toshkent 24» of the TV channel «Toshkent» (release in Uzbek)	2	5
7.	The program «Toshkent 24» of the TV channel «Toshkent» Toshkent 24 TV program (Russian version)	1	2
8.	The program «Markaziy studiya» of the TV channel «Mening Yurtim»	2	0
9.	The program «Zamon» of the TV channel «Sevimli»	2	2

According to the above results, gender equality is ensured in some news programs, while others do not pay such serious attention to this issue. Watching world TV, we can say that the news TV program is conducted by both women and men. Important importance is attached to ensuring proportionality on the issue of gender equality on the BBC, CNN, NHK, and CCTV TV channels. The number of leading women on these TV channels is not inferior to the number of men.

The article considers the participation of a TV Anchor in the program, who gives an idea of the spiritual and educational level of the nation, the features of broadcasting on the example of foreign news programs. In the South Korean news program «MBN News» there are TV presenters similar to each other. One of them is Kim Juha's artificial intelligence, indistinguishable from a real TV host. This new technology has perfect facial expressions and conversation. And in Japan, a robot TV host has been working on a news show since 2012, and he reads the text flawlessly, monotonously, and with natural hand gestures. But there is one aspect that this humanoid robot conveys a message to the public without any emotion.<sup>11</sup> A North Korean television news program uses retired-age presenters to read news, especially

information about successful military tests conducted.<sup>12</sup> In Russia, professional, experienced TV broadcasters are involved in the conduct of such television news programs as «Новости», «Время», «Вести», «Сегодня», «Россия 24», where in tandem – women and men lead the program with irony and sarcasm, as a result of this, a serious journalistic analysis is reflected in the essence of events. It is worth noting the freedom of work of American TV presenters. Telecommunicators are a crucial factor at all stages of transmission preparation. Today, one of the main requirements for TV broadcasters is that they should increase the rating of their program. Based on the empirical material and observations accumulated by the author, we can say that in each country, both common and different methods are used to attract the attention of the audience, create multimedia content, and the presenters, as a speaker, broadcast news programs based on national interests.

The dissertation also analyzes the results of social surveys conducted in 2017-2019 as part of a scientific study. The survey surveyed more than 1,000 people in Tashkent. 31% of respondents have higher education, 19% - incomplete higher education, 30% - secondary technical education, 15% - secondary special education, 11% - secondary education, 4% - incomplete secondary education. Monitoring of public opinion showed that 85% of the survey participants regularly watch the information programs

<sup>11</sup> Ленин А. В Японии появился робот-ведущий новостей// 25.06.2014 <https://www.google.ru/amp/s/rg.ru/amp2014/06/25/robot-site-anons.html> Мурожаат қилинган сана: 07.03.2020

<sup>12</sup> <https://www.youtube.com/watch?v=jaxd6fRscNg> Мурожаат қилинган сана: 05.09.2017.

«Axborot24», «Yangi davr», «Zamon» and «Markaziy studiya», but more believe in the program «Ahborot24». According to the survey, 60% of respondents are not very satisfied with the hosts of information programs on Uzbek television. According to the audience, the presenters do not know their topics well. According to the results of the survey, respondents were satisfied with such TV Anchors as Dildora Rustamova, Jamshid Umrzakov, Shakhnoza Usmonova, Saida Davletova, Arevat Grigoryan, Jahongir Alimov.

In the second chapter of the dissertation, «Linguistic audiovisual image of the TV anchor on the screen image», the screen image, the TV image of the TV broadcaster, the skills of applying kinetic, extra linguistic and linguistic codes are studied. The audiovisual image of any presenter is determined by his culture of dressing, demeanor, art of communicating with the audience, pleasant voice and speech. The viewer, on the basis of their knowledge, level, worldview, thinking and social status, evaluates the skill of conducting the broadcast to the TV Anchors, giving them information and expresses their opinion. According to the Hungarian psychologist B. Buda<sup>13</sup>, the female part of the audience in the perception of male TV presenters is most attentive to formal characteristics: hair color, face oval, the shape of the eyes and hands. In turn, the male part of the audience, when perceiving female TV Anchors, is most attentive to the dynamic characteristics: facial expressions, plasticity, gestures, general harmony.

Working on an image for a TV broadcaster is considered an important part of the profession and a means of improving communication competence. A TV presenter is an individual brand of a TV channel, and an individual brand is a media product that is used in the preparation of a TV product. The fact that the presenter, who constantly leads the main issues of information programs, his specialization, will maintain his image-is considered a factor in increasing the level of the individual brand.

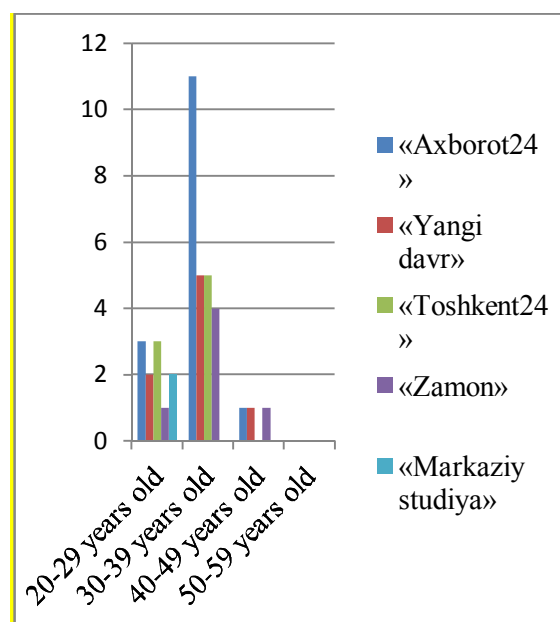
In the course of the research work, several stereotypes associated with the activities of a TV Anchor of a news program and factors affecting his image are also analyzed. For example, there is an opinion that a news anchor should be serious, strict, and official. But in a certain sense, it is impossible to agree with this stereotype. When Dildora Rustamova worked in the program «Axborot 24», she sent

messages only in a classic style (jacket, suit, blouse) and in a strict tone. At the moment, her work in the information program «Zamon» can be seen in a completely different role.

There is also an opinion that a news anchor should not be young. This opinion can be refuted by such non-state information programs as «Zamon» and «Markaziy studiya» on the example of young presenters. Also, the presenters of information programs of state TV channels - «Axborot 24», «Yangi davr», «Toshkent 24» - are «getting younger».

A comparative analysis of the age category of TV Anchors of information programs of state and non-state TV channels is carried out (diagram 1):

Diagram 1



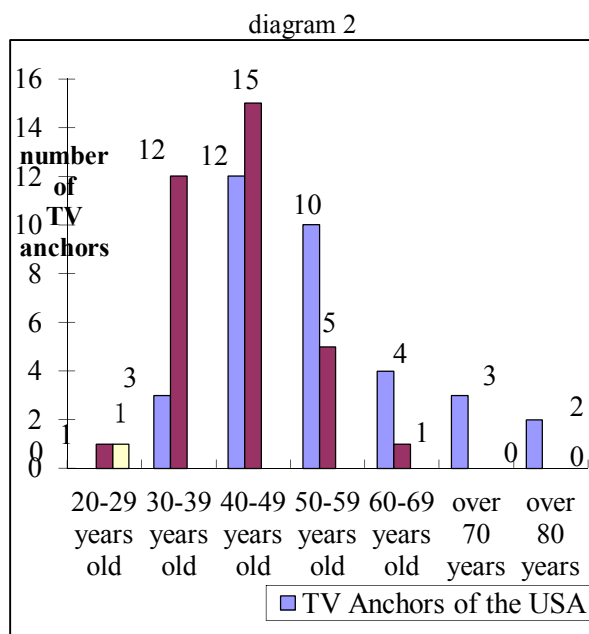
According to the results of the chart presented above, the age of most TV presenters is above 30 years, including 35 percent of 20-29 years, 60 percent of 30-39 years, 5 percent in the age range of 40-49 years. There are no presenters between the ages of 50 and 59.

As a comparative analysis, an example of the work of American and Chinese leading television news programs<sup>14</sup> is given (see diagram 2):

<sup>13</sup> Сергеева Н., Яковлева В. Иноязычное профессионально-ориентированное аудирование в системе профессионального образования: современные средства и методы [Текст]: монография / Н. Сергеева, В. Яковлева; Урал. гос. пед. ун-т. — Екатеринбург, 2012. — С.22-23.

<sup>14</sup> <http://jf.spbu.ru/magistracy/5576/5646.html>.  
Мурожаат қилинган сана: 20.01.2021.

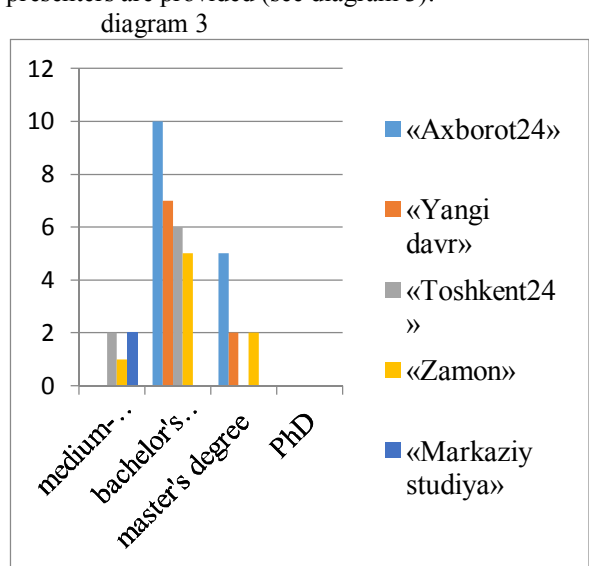




Based on the above chart, you can see that Chinese TV Anchors are younger than American ones. The average age of Chinese TV presenters is 42, and the average age of US TV presenters is 53.

Content analysis of charts (dig. 1 and 2) shows that there is a significant discrepancy between the ages of the leading national and foreign information programs.

There are also opinions about the expediency of TV Anchors to have a higher education. In this regard, statistical data on the level of education of TV presenters are provided (see diagram 3):



According to the results of the chart, the majority of TV Anchors have a bachelor's degree, including 15 percent-specialized secondary education,

60 percent-bachelor's degree (incomplete higher education), 25 percent-higher education.

The article analyzes the effectiveness of language tools in the activities of the TV Anchor and in the prestige of the program, the relevance of the problem, the ways to solve the questions posed to the program, in particular, which language expressions are best used for the perception of the audience, explains specific examples of the skillful use of kinetic, extra linguistic and linguistic codes of the TV presenter.

To understand the message conveyed by the TV Anchor, the viewer first focuses on the behavior of the communicator. It expresses an attitude to how a person addressing the public conveys information through a gesture. In turn, the movement of body parts expands the scope of influence, causes an emotional mood in the audience, so the presenter is required to know the non-verbal components of the communication technique. The famous Russian TV Anchor Peter Tolstoy gave an interview to the correspondent of «Parliamentary Newspaper»: «When I first found myself in that studio as the host of the program «Sunday Time», the operator said to me: «Sit up straight». «Why?» «And your posture is the mood of the country,» - he replied.<sup>15</sup> The ability of the host to confidently broadcast, to convince the audience, to be responsible for the work in a certain sense depends on the state of posture.

The culture of speech and the voice of the TV broadcaster contribute to the value of the news. Usually interesting information, good news is read with delight, and bad news is delivered to the viewer at a slow pace. Although the viewer does not pay attention to this, but it affects his perception of information. It is impossible to deny the impressive power of the voice and its ability to influence the human psyche. Incorrect voice, low-purity sound can interfere with the transmission of information. And also, the success of the program is determined by such factors as the ability of the TV communicator to conduct TV programs in accordance with the norms of the literary language, the skillful use of the rich potential of the state language, the use of professional methods when writing the text of the presenter. Based on this, recommendations have been developed for how to successfully start news that is of interest to the audience.

The third chapter of the dissertation is called «Communication through the TV Anchor and the TV screen». It is based on the knowledge of the

<sup>15</sup> Дорофеев Н. Осанка телеведущего — это настроение страны. <https://www.pnp.ru/politics/osanka-televedushhego-eto-nastroenie-strany.html> Мурожаат қилинган сана: 20.01.2021.

specifics and methods of communication, the social position of the informant is theoretically analyzed. In particular, in the monograph by A. Novikova «Television and theater: intersections of patterns», the concept of «social mask» was put forward.<sup>16</sup> According to the author, the «social mask» promotes the expression of public opinion as a certain type of presenter who has his own views and style of communication with the audience. A necessary condition for the formation of a social mask «is, first, the constant appearance of the presenter on the TV screen, and secondly, the duration of his social position. According to the book «The Mastery of Broadcast Performance», there should be no personal opinion in information programs – this is the way it is accepted all over the world.<sup>17</sup> The opinion of the scientist Stan Lee Roy on this issue is as follows: «A good journalist tries not to express his opinion, point of view on TV stories, but shows the accuracy, reliability and objectivity of information in all respects.»<sup>18</sup>

American television is considered as a transformer of fame and a producer of «stars». The power of the TV Anchor on this TV is shown by the example when in 1982, US President Ronald Reagan, after watching the news on «CBS» (CBS), personally called Dan Rather to discuss his intentions to reduce the supply of weapons to Taiwan, after they heard Rather's comment live on air.<sup>19</sup>

The thesis describes the position of the informant on the basis of empirical sources, in particular, the approach and points of view of the leading programs «Markaziy studiya» of the TV channel «My5» and the information program «Yangi davr» of the TV channel «Yoshlar» are consistently analyzed.

Some experienced TV journalists note that as new technologies develop, the institution of navigators will disappear. «There will be no TV Anchors. The public has neither the time nor the desire. They will be able to get the news they need in any form», - said

<sup>16</sup> Новикова А. Телевидение и театр: пересечения закономерностей. — М., 2004. — С. 79.

<sup>17</sup> Верховолова Е., Гаймакова Б., Иванова И., Макарова С., Никитина Е., Оссовская М. Мастерство эфирного выступления. Учебное пособие. — М.: Академия медиаиндустрии, 2014. — С. 58.

<sup>18</sup> Stan Le Roy Wilson. Mass Media/ Mass Culture.: New York, Mc Grow – Hill Inc, 1992, — P.174.

<sup>19</sup> Руцкая С. Слава и «звезды» американской и российской тележурналистики: «слава» как понятие и психофеномен//Электронный научный журнал «Медиаскоп», №2. 2009.

CNN President Jonathan Klein.<sup>20</sup> But there is always a need for the institution of a TV presenter, because the public is interested in how the TV broadcaster conveys the event, his attitude, point of view on it. In this sense, the study developed the concept of improving and developing the institute of TV presenters, which includes the following points:

**first**, it is necessary to improve the mechanisms for selecting a TV Anchor, preparing him, selecting him for broadcasting and working on the screen. In this regard, it is necessary to study the experience of world news programs such as «ABC news», «NBC news», «CNN Newsroom», «BBC World news», «ZDF», «ARD», «France 24», «TG1», «Time», «Vesti», «Today», «Russia 24».

**secondly**, the National Media Council of Uzbekistan works in the country, which studies the TV audience, the same as the agency «TNS Russia», which determines the weekly rating of programs in Russia, including among foreign countries. It is necessary to establish cooperation with this council in order to effectively use the results of Internet sites that conduct online surveys.

**third**, the effectiveness of a TV Anchor depends not only on the level of his popularity among people, but also on how many viewers the program he hosts gathers. If the prestige of the TV presenter, which he has achieved in the course of his activity, does not ensure the audience visibility of the TV program, then it is desirable to open a completely new information program that meets the needs of the audience.

**fourth**, the TV communicator should have a serious approach to the incident, effectively use additional sources on the topic, express new views on the importance of the issue raised in the life of our people;

**fifth**, it is important to create an individual image for each TV broadcaster based on his distinctive qualities. An unusual approach and professional TV presenters contribute to the development of the TV channel, the formation of a favorable public opinion.

**sixth**, to establish the nominations among TV Anchors «The best TV presenter of an information program». According to the rating of the TV presenter, their worthy stimulation, which will serve to further improve the efficiency of work.

**seventh**, it is important to strengthen the level of propaganda of TV Anchors. Live communication, organizing creative meetings, and strengthening cooperation with media organizations can increase the

<sup>20</sup> Blum D/ Can you pick the Next Big News Star? If so, you're one up on CBS and ABC/ 2005//<http://nymag.com/nymetro/news/media/features/15199>

prestige of not only a TV presenter, but also a TV channel.

**eighth**, it is necessary to create textbooks and scientific literature in the Uzbek language on the specifics of the work of a TV broadcaster, the ability to work on the screen and in the studio, the laws of the creative process, the professional competencies of the presenter, his attitude to the message, his personal position, the formation of the image of a TV communicator and the image of a TV Anchor.

The paper uses specific examples to explain the components involved in the organization of the presenter's telecommunications (cognitive, affective, suggestive, conative), the role of the presenter in the formation and management of public consciousness, various aspects of live broadcasting with live broadcast, the activity of the addressee on the air. Based on the etymological analysis of the words «live broadcast» and «live broadcast», the first is classified with the case of broadcasting with or without a presenter, the second-according to the method chosen by the journalist as one of the methods of broadcasting the event outside the studio and transmitting information to the audience. Today, the main issues of the programs «Yangiliklar 24», «Axborot 24», «Zamon» and «Markaziy studiya» are broadcast live, which imposes a great responsibility on the presenters.

Direct communication is a constant reflection of the state of the presenter describing the situation. Naturally, here the addressee, using the subjective form of reflection, fully expresses his impressions and feelings, speaks on behalf of the first person, from his «I». In this situation, the presenter is required to be unique and unique in the language of the text description, intonation.

Based on this, the basic methods of achieving the efficiency of telecommunications are proposed. This includes: choosing

the right TV host for a TV program;

possession of the broadcaster in such professional competencies as professionalism, communication skills, creativity, initiative, development of intuition, social flexibility, responsibility;

live performance of the TV Anchor;

farewell words of the TV communicator.

Each of the above methods, in particular, the last method, is considered in the analysis of the program «Markaziy studiya» and «Yangi davr»:

**«Markaziy studiya»** – «We are always ready to justify your trust. Thank you for being with us. Take care of yourself. May your dignity and stature always be high.»

**«Yangi davr»** – «This was the latest information. Stay on the “Yoshlar” TV channel, as more interesting TV shows are waiting for you. After

our program, your attention is given to the program «Block Post». May this week be auspicious and blessed for you. See you again at “Yoshlar”. Be healthy».

American star Barbara Walters ended her part of the issue with these words:

«If you watched us today with curiosity, then tomorrow you will watch with different beliefs».

The study of many empirical sources shows that a number of leading news programs lack basic journalistic knowledge (skills of working with the text, finding interesting topics and adapting them to the needs of the audience, communication skills) and professional competencies. Against this background, it is important to improve the quality of direct communication in information programs, for which it is necessary to strengthen the professional skills of TV Anchors; pay great attention to all aspects of broadcasting news television programs. The communicator's speech should be rich and smooth, the pronunciation should meet the requirements of the norms of the literary language, the ability to clearly express thoughts in live communication; effectively use the experience of researchers and competitors and apply it in their work.

## CONCLUSION

Based on the results of the research conducted in the dissertation work, the following conclusions were made:

1. Several stages of the evolution of the TV Anchor's activity are revealed, which are reflected in the speaker's activity. Today, the presenter of a news TV program is tasked with personifying information, and it is through his image that the audience should maintain interest in the program.
2. The viewer usually connects the transmitted information with the personality of the TV Anchor, on the basis of which he draws conclusions about the reliability, importance, and relevance of the information. The confidence and naturalness of the presenter in front of the TV camera is given by his active creative position, the desire to achieve the goal set for himself.
3. Presenters can include their “I” in the role on the TV screen. They host a TV show based on their experience, intelligence, and temperament. The ability to transmit information based on a unique approach can be seen on the air of TV communicators. However, the self-confidence of some presenters, their arrogance is the reason for the distance of the audience from themselves.
4. TV addressees try to create their own image, their own style. The style of broadcasting, gestures, behavior of TV broadcasters allow you to determine their personal qualities, to discover their individual

characteristics. But in some cases, the functions of news programs limit the creative capabilities and abilities of the presenters. Despite the fact that communicators try to show their capabilities, sometimes their attitude and position to the topic raised are not noticed.

5. The activity of the screen image requires knowledge, openness, compliance with the norms of the literary language, expressiveness, correct use of phrases, clear and free pronunciation of words, high professionalism, personal experience and qualities.

6. The content and tone of the information can be understood by looking at the TV presenter's facial expression. Hand gestures, head and body movements have the ability to enhance and sometimes replace the speech of a TV Anchor. Verbal behavior (proven behavior with words) helps to make the TV presenter's speech expressive and memorable.

7. The role, skill, position, influence on the audience of a TV presenter in a news program is closely related to the rating of the TV show and the host, whether the audience believes him or not.

As part of the study, when studying the activities of leading television news programs of state and non-state TV channels, it was noted that there are some problems in this area:

**first**, many issues related to the training of a TV Anchor are not fully studied from a theoretical point of view, in practice, there are contradictions in the requirements for the activities of representatives of this profession. This is due to the fact that the necessary methodological tools for achieving the intended goal have not been developed.

**secondly**, the TV Anchor is required to fill in the acquired knowledge, quickly make decisions and eliminate problems, adapt to social relations (work in a team, eliminate conflict situations that arise with colleagues). It turned out that some TV broadcasters do not have such qualities, there is an insufficient level of their professional training in live broadcasting.

**third**, it is necessary to develop the system of higher education in our country in a specific situation related to the training and retraining of creative television personnel. The lack of educational literature, educational standards and uniform requirements for TV presenters and journalists negatively affects the quality of TV education.

**fourth**, most TV broadcasters are not related to journalism. From this point of view, when selecting TV presenters for a news TV program, it is recommended to choose them from universities specializing in journalism.

**fifth**, today the presenter is required to have a high level of screen training, intellectual and professional skills. There is a big difference between the presenters of our national television news programs

and the activities of the leading major foreign TV companies, such as Larry King, Barbara Walters, Oprah Winfrey, Phil Donahue or Russian TV Anchors in the recruitment, training and broadcast management systems.

Based on the analysis, conclusions and scientific results, the following suggestions and recommendations were made regarding the role, position, language audiovisual image, television image, communication with the audience, and the skill of presenting information:

1. In most cases, the TV audience wants the presenter to be pleasant to them and have a positive impact on their lives, as well as on the spiritual life of society. TV Anchors, on the contrary, often do not understand the acceptable aspects of the implementation of this activity, limit themselves to the role of a «professional communicator» and reduce the role of a «distributor of spirituality and enlightenment». For television, it is necessary not only to determine the degree of popularity of the addressee, but also to organize creative meetings, interviews and forums in the «telecommunicator-TV audience» chain in live communication. These are the mechanisms for studying the audience's perception of a TV presenter.

2. It is recommended to be a multimedia presenter, that is, to take a direct part in the editorial work on creating a news program, to write an outline, to broadcast, to work as a reporter, to prepare reports, to edit TV stories, to post the most interesting materials on the Internet.

3. The growth and development of professional skills of TV Anchors should be a priority for the modernization of the TV company within the framework of the personnel qualification program. In order to develop the professional skills of the addressee, it is necessary to promote the popularization of the unique culture of the country, introduce restrictions on the use of foreign terms that have an alternative in the state language, and differentiate approaches to different types of TV broadcasters.

4. Achieving a variety of ways to conduct a news program gives a unique program, so for each presenter it is necessary to work hard on their style and show character traits. It is desirable that each TV Anchor develop their own individual and unique image, define their own method of writing eyeliner, increase the vocabulary of the program and avoid tautology. Each presenter, having his own pen and appearance, is required to remember the national interests, as well as knowledge of the history of the nation, the spirituality of the people, the national mentality.

5. In order to attract the attention of the TV audience, it is necessary to establish activities as leading representatives of other nationalities who speak

the Uzbek language, as well as conduct certification of TV Anchors working in the specified period, and organize the exchange of experience in foreign information programs.

6. Presenters of the news programs «Ahborot 24» and «Yangi davr» should constantly develop their professional competencies and pay great attention to their image. At the same time, it is necessary to ensure their direct participation in the preparation of the program, the compilation of the layout, to ensure that the broadcast is conducted by communicators who have deep knowledge of journalism, all spheres, international politics and have their own political views. In the information program «Toshkent 24», it is necessary to review the composition of the presenters, to abandon the inlay, to change the design of the studio and the way of presenting information.

7. It is recommended that in the information program «Markaziy studiya» presenters pay serious attention to the layout, know professional ethics, transmit comprehensively verified data, observe human qualities in the broadcasting process-do not put your «I» in the first place, regularly broadcast high-quality stories and videos that raise the morale of viewers, lead to good, increase their interest in life, mobilize them to work. In the information program «Zamon», the hosts should not get too hung up on video journalism, to increase the rating of the program, it is necessary to reduce the number of unpleasant messages that negatively affect the human psyche.

8. The selection of TV Anchors of the news program is carried out on the basis of a competition with the condition of having a higher education, as well as training for at least two months for applicants who have passed the competition; it is necessary to develop and implement an introductory instruction of the profession that reflects the established requirements;

9. Since the news TV program is intended for a wide audience, the age range of TV presenters is preferably from 35 to 55 years.

10. It is recommended to develop methods of training TV Anchors in universities specializing in journalism, to teach students the culture of speech, the art of communication, to promote professional technology that encompasses the culture of broadcasting, the ethics of the profession, as well as the essence of the professional competence of the TV Anchor and the principles of his activity, to bring theoretical ideas about the profession of the presenter to a practical level, to organize in-depth study of the preferred aspects of international standards in these faculties;

11. The concepts that make up the audience's perception, such as the audiovisual image, skills, position, and image of a TV broadcaster, are important

to teach at any stage of professional education. The use of scientific and theoretical conclusions when choosing a strategy for creating their image by students studying in the specialty «TV Journalism», in acquiring the imagination and theoretical basis of knowledge of the presenter's skills, in improving the skills of working in the studio, in the ability to make decisions on the problems of the presenter's skills leads to the achievement of this goal. The results of the study should be used in the process of selecting TV Anchors, training and the correct direction of their daily activities.

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