

The Usage Of Politainment On Modern TV Channels

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OPEN ACCESS

**The American Journal of
Social Science And
Education Innovations**

JULY 2020

Page No.: 361-365

Volume-II Issue-VII

PUBLISHED: 31 JULY 2020

www.usajournalshub.com/index.php/tajssei

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Abstract

In spite of the fact that in the early 1990s, the disintegration of the Soviet Union and the emergence of independent states caused some economic, socio-political, and ideological problems, they did not lead to a decline in the demand for information. The confidence of most audience on the information broadcast on the TV was very high. At a time when the pace of lifestyle has increased, some stressful situations have been faced in the midst of economic problems, and psychological pressure has increased, the need for peace of mind and well-being has increased. As a result of the increase in information, the tendency to relax increases. The emergence of recreationalism in the press began to appear over time in other media, including television.

Entertainment programs on Uzbek television became popular in a short period. News-oriented TV channels have also introduced the most effective methods of preparing and directing information to the public. The emergence and application of the term "infotainment" began with the introduction of entertainment elements in information programs. In turn, politainment began to be used in socio-political programs. The article highlights views on the national experience in the use of politainment, a popular way of presenting socio-political topics in modern television journalism.

Keywords: television, recreation, entertainment, infotainment, politainment, talk show, political debate, stand-up show

Introduction

In the history of world journalism, the talk show genre, where recreationalism was evident, was one of the first to spread to Western Europe and Latin America as an element

of journalism by the 1970s, and gradually became an entertainment project. Politicians had emphasized that it was possible to communicate with people through talk shows, as early as the 1980s. This was the most effective, inexpensive, and convenient method of propaganda at the time. The talk show began to play the role of the most important platform in the structure of political communications. There are opportunities for propaganda and advertising through the show. The use of talk shows in the election process has been introduced. These face-to-face meetings were featured on local and national talk shows. Thus, a new genre that appeared on the screens quickly began to attract viewers. Sensing the popularity of the talk show, politicians took them into political events and turned them into their own weapons. In this way, politainment began to be widely used in socio-political television.

Materials and Methods

In the modern media system, socio-political broadcasting remains an important topic. Even the main time of TV channels in Russia and CIS countries, unlike commercial TV channels in the West, is programmed taking into account socio-political projects. The rating of news and political programs confirms the requirements of the viewer. For example, Russian scientist Y.I. Dolgova says that modern television broadcasting is extremely politicized: "In the spring of 2018, the political topic occupied 48% of prime time and before prime time on "Channel One", 60% on "Russia 1". Only 13% of the shows on NTV were devoted to politics. The authors engage in discussion using dialog formats with interactive elements.

On the eve of the election on March 19, 2018 in a completely new form of politainment for the Russian audience were provided with programs enriched with elements of political entertainment - political debates and stand-up shows, analysis and rap battles, details of events from the coordinators of the "National Public Monitoring" from different regions of Russia and comments of observers. Marina Kim, Dmitry Borisov (Channel One), Alexei Yaroshevsky (RT), Igor Vittel, Sangadji Tarbaev and Andrew Ndjogu and other celebrities acted as initiators of the Online Marathon.

On the eve of the Russian presidential election, leading politicians, political technologists, sociologists, parliamentary and public observers, Russian and foreign journalists, bloggers, Russian pop, film and sports stars discussed party proposals and political views in a tieless format. In addition, they expressed their attitudes and demonstrated active civic positions.

When it comes to large-scale projects on a socio-political topic, the following comment can be made. "Most of the talk show programs in the modern socio-political bloc are the product of a propensity for entertainment trends. Politainment-style presentations provide serious information in a relatively light and convenient way for viewers, but the way this content is presented casts doubt on the quality of political information and the public's confidence in such programs. "

The scholar also concludes that the political theme is not sufficiently clear to the audience. Therefore, there is very little scientific research on socio-political topics. The main reason for this is that because politics is about ideology, the authors do not touch on the subject for fear of unfounded accusations. The critical paradigm among researchers is taking on a traditional tone. Authors specializing in this topic show the remnants of the

previous system in television activity, cases of devotion to the old approaches. This direction is also relevant for modern applied journalism and journalism science. Another point should be noted: the issue of commercialization of the socio-political segment and its consequences. In the West, it is becoming more and more popular to present political issues in a sensational way, without deviating from the principles of impartiality, and thus to present the events to the public in an interesting way. This trend is a logical continuation of Western criticism, with a certain negative impact on the commercial socio-political segment. During the former Soviet era, there were many problems in this aspect, and the socio-political show was broadcast in a serious thematic form. This process lasted for almost 25 years in Uzbekistan after independence. Since 2016, when attitudes towards the media have changed, there has been a proliferation of socio-political material. However, there is almost no scientific research on the structure and functioning of the socio-political subject. This direction is of great practical and theoretical importance, allowing any country to develop new communication solutions in the political sphere and democratize the country.

In addition to influencing the views, worldviews and perspectives of the media, newsmakers also emphasize the need to adhere to modern media principles and the conditions of media democracy. They believe that a successful politician should be a star who understands the entertainment industry, not an official.

The need to entertain and sell politics in the form of entertainment has given rise to a new format for presenting political information - "politainment". Researchers understand this phenomenon, which is related to the political entertainment industry, as a strategic form or a type of political communication designed to publicly support public policy through a political show. Donald Trump has also used this strategy successfully.

The introduction of entertainment formats and politainment into the mass media directs political topics to human emotions. According to scientists, the use of emotional factors affects the subconsciousness. It reveals new thoughts, desires and wishes. Therefore, developed Western society makes extensive use of politainment.

Speaking about Uzbekistan, it was mentioned above that the socio-political issue has been neglected on national TV channels for 25 years. The only exception is the electoral process. The talk show "Elections - a mirror of democracy" on the preparation and conduct of elections to the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan and regional, district and city Councils of People's Deputies, which took place in late 2009, was aired regularly. The talk shows were prepared by journalists such as Feruza Muhammadjanova, Madamin Safarov, Ikrom Choriev. These experiments were also used in previous elections.

At present, the reforms being carried out on the basis of the Action Strategy on the five priority areas of the country's development, put forward by the President of the Republic of Uzbekistan, are continuing in an integrated, step-by-step and consistent manner. The directions of reform outlined in it complement each other. For example, it is difficult to imagine the construction and democratization of the state and society without ensuring freedom of choice. In this sense, the important political process that took place on December 22, 2019 - the elections to the Legislative Chamber of the Oliy Majlis, regional, district and city Councils of People's Deputies plays an important role in implementing the programmatic tasks of democratic reform and strategic development for

the near and long term.

Issues such as high-level organization of the election campaign, increasing the activity of parties, the use of new political technologies, ensuring the participation of journalists were clearly visible in the current political process. Election-related programs such as "Election 2019" (author Sohibjon Alijonov), "Comment +" (author Nilufar Jumaeva) began to be broadcast. Especially on the eve of the elections, the talk show "Democratic Debate", which was organized with the participation of 5 political parties in Uzbekistan, was unexpected for many and at the same time rich in various comments. Five political parties participated in the live television debate for the first time.

Results and Discussion

The debate, initiated by the National Association of Electronic Mass Media of Uzbekistan, was broadcast on "Sevimli" and "Mening Yurtim" channels. During the debate, which lasted about an hour and a half, party leaders were questioned on stage. This platform was a great opportunity for parties to "advertise" themselves. It is known from national experience that the information genres of television journalism were widely used in election propaganda. In the previous elections, on a certain day of the week, each party explained the essence of its election program to the general public, conducted a campaign. Although talk shows were organized on a certain day of the week, they did not cause any extraordinary noise. The debates in the 2019 elections are causing discussions on social media.

In recent years, the step taken by President Shavkat Mirziyoyev to free journalism has been reflected in the political process - the elections. Media representatives involved in the political event questioned, pondered, stunned party leaders within the election platform, forcing them to seriously worry about future plans. The talk show used modern technological innovation and creative intrigue. However, in the first issue of the "Democratic Debate" the audience was not satisfied with some party leaders. Journalists and bloggers were not satisfied with the answers to their questions. In the debate, which lasted almost two months, the population determined the position of the parties on issues that plagued them. If information on practical work has been planned for the next 5 years. In the practice of news journalism, the terms "symbolism", "political theater", and "politainment" have become as common in political journalism as "infotainment", which embodies information and entertainment elements. Russian scientists - M. N. Volodina, M. V. Dedyukova's article on political media and media politics in modern Germany makes a special comment on the term. Although the term "politainment" is common abroad, the term is rarely used in national practice. In essence, politainment includes two words - "politics" and "infotainment". In turn, the participation of parties in the election debates was a clear example of politainment, and during this period the population watched and enjoyed shows that expressed different views. Another name for politainment can be called "political theater". This is mainly related to the idea of "demonstrating" a political movement. At the heart of both events is political entertainment, which can also be seen as a serious form of communication designed to support government policy through a political show that embraces political types and forms.

Conclusion

In conclusion, today's socio-political shows are operating in a completely different environment than in the past. The media system, which envisages various forms of ownership, requires a new approach. Given the current availability of state and non-state TV channels, a competitive environment is also emerging.

When presenting socio-political topics on state TV channels, there are signs of political television journalism that have survived for decades - a phenomenon of hidden censorship and silence. These characteristics are explained by the state's dependence on television, government support, and lack of economic independence. With the exception of some projects, including the International Press Club, political journalism on state channels has not been able to move beyond a serious format. "Sevimli" and "MY5" TV channels are appearing in a new format, making effective use of political content in political programs. Unfortunately, political journalism in the true sense of the word is not yet fully manifested.

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