THE ISSUE OF CREATIVITY, CREATIVE THINKING, SKILL AND IMAGE IN THE WORK OF A TELEVISION JOURNALIST

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Abstract - This article discusses what a television journalist should be today, and the high and reliable demands placed on representatives of this field today. The article also contains quotes from the opinions and comments of national and foreign journalists based on scientific foundations.

Keywords: Image, Creative Thinking, Television Journalist, Camera, Portrait

A journalist is a person who seeks the truth, who risks his life for the truth. He is a warrior armed with paper and ink. He is a selfless person who pursues the truth, who stabs the chest of lies with the spear of words. His path is difficult, but holy. He does not walk, he runs. He does not remain silent, he speaks. Every line, every letter is born from his conscience.

Journalism is not an ordinary profession. It is a work of the heart, it is the light of the eye, it is the sorrow of the soul. In every article, a pain is hidden, in every sheet a truth is hidden. He brings to light situations that people have not seen or heard, he shouts out the truth that is silent. He not only sees events, but also feels them, lives them in his heart and puts them into words. He wakes up at dawn, but does not sleep. He writes at night, but does not get tired. He feels every color of life: he writes joy with a smile, sadness with a heartache. The world is reflected in his eyes, and the melody of life in his pen. A journalist is a mirror of society. He shows the pain of society, reveals its problems, shakes the human heart. He does not just write words, he revives events, makes people think, awakens. But not everyone can bear the burden of a journalist. Because this path is the path of self-sacrifice. On this path, words are weapons, and the pen is an arrow shot from the heart. A conscientious journalist is like a pen without words. His strength lies in honesty, courage, and loyalty to the truth. A journalist is the mouth, ear, and heart of this era. He fights with words, wins with truth. His life goes from page to page, but on each page there is a light for society. Therefore, I believe that a journalist is the heart of society. And the heart always beats. Therefore, a journalist always shouts the truth!

Today's time is overflowing with information. But not just any news is needed, but news that reaches the heart, that evokes thoughts. This is where the creative approach, unique vision, and creative thinking of a TV journalist are needed. Bringing an ordinary event to life, giving life to a fact, giving life to reality is creativity itself. A TV journalist is not a hand holding a camera, but a heart that can see the event. He sees the fact, feels it. He walks among people, lives with them, cries with them, laughs with them. It is this vitality and creativity that turns his work into art.

Creativity is as necessary for a TV journalist as breathing. Because every rare, ordinary event enters the heart of the viewer with a good image, unique editing and a passionate voice. It is at this moment that he becomes more of a spiritual motivator, a beacon guiding society than a news provider.

A person who can see the news happening in life, whose sense of novelty never fades, who is interested in the news he has seen and known, and who finds an inner desire and need to deliver that news to others in a full and interesting way, whether orally or in writing, and who constantly develops his skills in this regard, is called a journalist. It is also described in the books of our teacher KhurshidDo'stmuhammad entitled "Do you want to be a journalist?" What can a journalist actually give to society? Based on his profession, a journalist is always aware of the "pulse" of society. Many people enjoy what he writes and says, which means he is affected. Being affected means being influenced. It seems that a journalist has the power to bring a large number of citizens into a certain sphere of influence. This is both an honor and a responsibility. This in itself means that a journalist is a person with a profession that influences society, the consciousness, thinking, and worldview of its members. A journalist constantly speaks to the public, summarizing and revealing the views, perspectives, and intellectual potential of the people. A journalist constantly refreshes the atmosphere of the cultural and educational environment with his or her work. Another aspect is that no matter who a journalist is and how old he or she is, he or she still cannot say that he or she has just started working in the press. Because somewhere, someone believes exactly what he or she writes or says, and involuntarily considers him or her an advisor and friend. That is one of the powerful aspects of the press. The profession of journalism thus closely connects the journalist to society, he cannot separate

himself from society, he boils in the cauldron of society. He is a great power that contributes to harmonizing and balancing the interests, aspirations, and aspirations of not only himself, but also all members of society.

The famous Russian writer Leo Tolstoy has a wonderful saying: "In dealing with people, think not of your own benefit, but of the benefit of those people, and not of yourself, but of what others think of you!" Indeed, there is probably no more noble and honorable task for professionals working in the field of journalism. In the process of fulfilling this noble task, a unique image is created in the media and the journalists working in them, which are not similar to each other, do not repeat each other. In general, each object of our attention in the outside world has its own image. From a professional point of view, this can be a journalist, a politician or a pop star.

As the English researcher E. Sampson said, "Your personal image is your picture. You cannot not have an image. Whether you want it or not, what you show others, that is what they see. Look at your image as an advertisement. The picture (external appearance) advertises the inner world. The external image, on the other hand, presents the values, skills, and abilities it advertises." The term "image" is derived from the Latin word "Image," and when translated into Uzbek, it means appearance, figure, character, reputation, and influence. This word is used in English to mean the image, appearance, reputation, and popularity of a leader, businessman, or artist. In addition, there are a number of definitions of the term "image" in the literature, which are interpreted differently by experts. In particular, G.G. Pochepsov, in his book "Imigelogiya", defines the concept of "image" as follows, depending on the areas in which it is used: "Image is a set of characteristic features of a sign consisting of form and content, which is a means of communication with the public consciousness and a product of conscious activity."

"Image is a phenomenon, process or state of affairs, created by qualified image makers, in the understanding of the public," says Bruce. V.M. Shepel, in his definition, states that "Image is a wonderful tool for facilitating our communication, a magnifying glass for better understanding the personal qualities of people."

It can be seen from the definitions that most authors, when interpreting the concept of "Image," pay more attention to the appearance of a person, to the fact that he attracts many people with his appearance for a certain period of time and in a certain place. The term image, when translated from English, is closer to the usual Uzbek concept of "Image". Image is also a mental image of consciousness, such as a reflection of reality, which is a specially modeled and purposeful "Reflection of the Image", that is, a reflection of an image created by specialists on the basis of certain realities. This is not a mirror, but rather a mirror.

According to G.G. Pochepsov, the image reflects the "I" of a person. He sees the image as a "Collected Text" and considers it a communicative unit through which it is possible to work with the public imagination. In the symbolism of the image, its essence has a non-verbal nature. This is not a text in the proper sense of the word "Collected" or "Spread", but an emotional-figurative "Letter".

It is known that all specific manifestations of the image must interact with the system of representations existing in the audience's mind, its impact on the psyche is planned in advance. The main task of specialists is to search for the possibilities of technical implementation of the characteristics of the "image construction" model - verbal, sound, visual, synthetic, in the sphere of reality. Some authors consider the image to be a means of psychological influence and a mechanism for manipulating the human mind. However, the point here is not about the nature of the image, but about the functional possibilities of its use. According to N. Golyadkin, "If the market is flooded with hundreds, thousands of similar, close to each other or homogeneous products of competing firms, the task of advertising is to distinguish them from others in a certain sense using the image." The image is created by emotional perception and is a non-standard and incomplete image that is quite simple to remember, but leaves room for reflection, standing between expectations and reality. This image must somehow correspond to the advertised object - otherwise it will not be trusted and it will lose its authority.

Television is considered a powerful communication factor that affects the psyche of people of different ages and shapes their worldview. Also, this mass media has its own characteristics of communication, in which the presenter plays the main role. He establishes a dialogue with the viewer, addresses him as if imagining the audience in front of him, and has a positive effect on his mood. The effectiveness of establishing telecommunication with the mass audience is determined precisely by the image of the presenter. In the early years of television, serious attention was paid to the issue of training experienced creative staff. At that time, the question of who had the right to address the audience was raised, and the most suitable employees who could cope with this task were selected. Great responsibility was assigned to announcers and presenters who addressed a wide audience. Particular importance was attached to their abilities to inspire respect and trust in the viewer. These issues are still relevant today, and high demands are placed on presenters. Because they are

watched by almost the entire country, and the words spoken on screen can have a strong impact on the minds and views of the viewer.

The image of a TV presenter is a natural element of the television product market. As part of the production, it brings financial income. The task of the television image is to attract the attention of the viewer, to be unique, unique and memorable. The more the image attracts the audience, the more the television company benefits. This is the essence of the television image. Therefore, the image of the presenter plays an important role on television.

Thus, "It is not so difficult to create an ideal portrait of a TV presenter. He should be handsome, elegant, able to behave freely, able to listen and ask the necessary questions, that is, be able to conduct a conversation. He should not forget that hundreds of thousands of viewers are watching this conversation, but at the same time have the ability to address this huge audience and a small group of people. Communication with them should occur at a high level of trust. He must know the topic and the problems of the program well enough, not to draw attention to himself for a long time, and be able to speak concisely and clearly."

In conclusion, the image of a TV presenter, issues of language and style in his work are of great importance in the formation of an image and high skill. Because in addition to the ability to be a presenter, his level of literacy is also reflected in language and style.

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