

THE ROLE OF MEDIA TECHNOLOGIES IN THE DEVELOPMENT OF JOURNALS, RADIO AND TELEVISION

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Annotatsiya: Mazkur maqolada ommaviy axborot vositalarining asosiy turlari - jurnal, radio va televideniyeining kelib chiqishi, rivojlanish bosqichlari hamda ularning jamiyat hayotidagi oʻrni ilmiy-uslubiy jihatdan tahlil qilinadi. Har bir axborot vositasining texnologik asoslari, tarixiy taraqqiyoti va tasnifiy xususiyatlari yoritiladi.

Kalit soʻzlar: ommaviy axborot vositalari, jurnal, radio, televideniye, davriy nashr, elektromagnit toʻlqin, elektron televideniye.

Аннотация: В данной статье представлен научно-методологический анализ основных типов средств массовой информации — журналов, радио и телевидения, их происхождения, этапов развития и роли в обществе. Рассмотрены технологические основы, историческое развитие и классификационные особенности каждого вида СМИ.

Ключевые слова: средства массовой информации, журнал, радио, телевидение, периодическое издание, электромагнитная волна, электронное телевидение.

Abstract: This article provides a scientific and methodological analysis of the main types of mass media - magazines, radio and television, their origins, stages of development, and their role in society. The technological foundations, historical development, and classification features of each media are covered.

Keywords: mass media, magazine, radio, television, periodical, electromagnetic wave, electronic television.

Mass media (MM) is one of the important factors in the development of society, playing a major role in disseminating information to the general public, shaping public opinion, and ensuring cultural and educational development. The historical development of the media has been closely linked to technological advancement, encompassing stages from print publications to radio and television.

The term “journal” is derived from the French word “journal”, meaning a printed periodical publication. A journal is a periodical publication with regular columns, containing articles, reports and works in the fields of socio-political, scientific, industrial, cultural and literary-artistic subjects[3].

Magazines are classified according to the following criteria:

1. **By frequency** - weekly, monthly or bimonthly magazines (a daily magazine publication does not exist).

2. **By format** - according to size, design and print format.

3. **By subject matter** - socio-political, scientific, literary, children's, technical, medical, etc.

4. **By style of presentation** — academic, popular science, journalistic, or literary.

The journal, as a print media outlet, is distinguished by its ability to provide in-depth analytical material and offers its audience systematic, well-founded information.

Radio (from the Latin radio – ‘I shine’, radius – ‘ray’) is a wireless technology for transmitting information using electromagnetic waves. The theoretical and practical foundations of radio communication were established in the late 19th century[2].

In 1895, the invention of the practical radio receiver by A. S. Popov marked the beginning of radio invention. This invention made it possible to transmit information over long distances swiftly.

Radio remains the cheapest and most widespread medium to date. Radio waves reach almost every part of the Earth's surface. Today, more than 35,000 radio stations operate worldwide, demonstrating radio's popularity.

Radio has advantages such as speed, wide coverage, relative technical simplicity and cost-effectiveness[5].

For this reason, radio has long served as one of the main sources of information.

Television (from the Greek tele – ‘distance’ and the Latin video – ‘to see’) is a system for transmitting and receiving moving images and sound at a distance. Television was developed on the basis of advances in the fields of radio communications, electronics and optics.

In 1907, Boris Rosing theoretically demonstrated that it was possible to capture an image using an electron tube. This tube had originally been developed by the German physicist K. Braun. Rosing succeeded in capturing the image as a stationary point.

In 1933, Russian émigré Vladimir Zworykin demonstrated the iconoscope – a transmitting electron tube – in the United States. He is generally recognised as the founder of electronic television. At the same time, Soviet scientist S. Kataev also independently developed a transmitting tube.

At the end of 1936, the first practical electronic television was developed at the RCA laboratory under the leadership of Zvorikin. In 1939, RCA unveiled the RCS TT-5 model, intended for mass production. This television featured a 5-inch screen and a wooden cabinet.

The first television broadcast in the Soviet Union took place on 29 April 1931. From 1 October 1931, television broadcasts began to be transmitted regularly. Initially, because television sets were not widespread, the programmes were watched collectively in designated venues[1].

On 15 November 1934 the first sound television programme was broadcast. For a long time there was only one channel – the first programme. During the Second World War television broadcasting was suspended and resumed after the war. In 1960, a second channel was launched[5].

The journal, radio and television reflect the historical stages of development of mass media. The journal is a printed analytical source of information, radio is a swift and comprehensive means of communication, and television has emerged as the most influential mass medium, combining image and sound.

As a result of technological progress, these tools have been perfected and now form the basis of digital media systems. Their development history clearly demonstrates the intrinsic link between humanity's need for information and scientific and technological progress.

The influence of magazines, radio and television on students' didactic upbringing is immense; magazines foster students' thinking and develop their independent reading and analytical skills. Scientific and educational articles broaden their worldview. Listening to the radio enhances cultural awareness and develops speech and communication skills. Educational broadcasts help to consolidate knowledge. Television, on the other hand, conveys information in an easy and engaging manner based on the principle of visual presentation. Educational programmes enrich students' imagination and increase their motivation[4].

Mass media are an important factor in the development of society, and each of them occupies a distinctive place in the students' didactic upbringing. When used correctly and purposefully, newspapers, radio and television serve to raise the young generation's level of knowledge, worldview and spiritual maturity.

Adabiyotlar ro'yxati

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