



SOCIO-PSYCHOLOGICAL FACTORS OF ORGANIZING MATERIAL ON INTERNATIONAL THEME

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Article history:	Abstract:
Received: 4 th October 2023 Accepted: 4 th November 2023 Published: 6 th December 2023	The article discusses the issues on the socio-psychological aspects of the activity of an international journalist. The factors of information perception of foreign audiences, evaluation and acceptance of the message were studied, the role of the time factor in foreign broadcasting, techniques for attracting and maintaining the attention of the audience, and reducing the psychological distance between the communicator country and foreign respondents were analyzed. The author substantiates the importance of the apperception factor based on specific examples, examines the impact of stable and temporary apperception on the effectiveness of the perception of international information, and reveals the role of the emotional richness of materials on international topics.

Keywords: Foreign broadcasting, international journalist, foreign audience, socio-psychological factors, influence, perception.

INTRODUCTION

In the modern period of increasing complexity of international relations and intensifying confrontation between individual states, socio-psychological processes determined by the activities of mass media acquire particular significance. These processes are especially relevant in the field of foreign policy activities, in particular in the field of foreign broadcasting.

Our knowledge of social psychology regarding international broadcasting is not yet complete enough. For example, socio-psychological criteria for the relationship between the various elements that make up the broadcasting system, criteria for the optimal dosing of information transmitted through international radio and television channels, and the genre correlation of materials have not yet been developed. The available information about ways to identify the awareness of a foreign audience, about ways to overcome various kinds of barriers that stand in the way between the international source of communication and the recipient is extremely fragmentary and sometimes contradictory. It is obvious that many other socio-psychological problems are still waiting to be solved and we will focus on them in this article.

MATERIALS AND METHODS

It is known that a person's ability to perceive and process information is not limitless, especially in our time, the age of high information technology and the so-called "information boom." The avalanche-like flow of messages addressed to a potential audience far exceeds the ability of the human psyche to process and assimilate even a small part of it. Hence, as the famous theorist of radio journalism Lyubosvetov (1999) rightly noted, there is a need for dosing information, its differentiation depending on the characteristics of different groups of people, their interests and needs. This is one of the reasons why journalism, especially in international broadcasting, must be relevant; they are justified only if they take into account the current psychological needs of the audience. Also important is a preliminary assessment of its reaction to certain messages, ideas about the permeability of existing barriers to information, such as, say, the audience's prejudices towards the source or certain attitudes that interfere with the correct perception of facts.

The role of the time factor in foreign broadcasting is significant. Speaking first due to the inherent efficiency of the media, an international journalist must keep in mind the assessments and opinions already formed among listeners, and the time of their emergence: a new opinion or a new assessment, formed recently, usually turns out to be more firmly assimilated. The absence of a definite opinion or assessment provides the journalist with an additional advantage in forming them.

It is necessary to take into account the patterns of attention to the information that is offered to the audience. Attention is the primary response to information and follows perception, understanding, evaluation,

acceptance of information. The task of attracting and maintaining attention is associated with activating the audience's interest in the intended message (Ismailova, 2000).

The meaning of attention does not need explanation and no information can be perceived, understood, or comprehended without it. And this means that the enormous expenditure of money and human labor to create and broadcast it is pointless and unjustified. Ignoring the problem of attention may result in a decrease in the effectiveness of radio broadcasting.

International journalists have accumulated extensive experience in attracting and maintaining audience attention. It should be bright, extraordinary and memorable. The ability to take a fresh look at long-familiar things, to find something interesting even in everyday events - all this also attracts the attention of listeners and keeps them glued to the radio.

Broadcasting to foreign countries is always focused on reducing the psychological distance between oneself and the audience. These changes in distance are highly desirable, as they lead to the elimination of alienation, distrust, and skepticism that are possible during the first contact of a foreign listener with a source of information that is still unfamiliar to him. If the psychological barrier is eliminated, then the desired rapprochement of the positions of the radio station and listeners occurs, mutual understanding is achieved based on agreement on certain issues and views concerning various aspects of social reality. This is also manifested in the phenomenon of feedback - from the audience to the radio. A listener's address to the radio station with a letter, a critical or positive response, a request, or a proposal indicates the significant psychological closeness of the audience to the service, his interested attitude to what it does (Ismailova, 2000).

The contact of the source of information with its foreign audience occurs in certain social conditions that objectively exist for it, sometimes changing, which must be taken into account when preparing broadcasts abroad. The internal and psychological conditions for the listener's perception of information are also important, according to which the journalist, when addressing them, chooses either an emotional approach or gives preference to a rational method of evidence. These psychological conditions can also determine the subject matter of the material.

It should be borne in mind that due to the heterogeneity of the audience, virtually any information can cause not only a functional, but also a dysfunctional effect. That is why it is necessary to anticipate possible "boomerangs" in order to reduce their number to a minimum (Ismailova, 2000).

Improving the psychological conditions for listeners' perception of programs is facilitated by a feeling of familiarity and a habit of a particular source of communication. Therefore, international radio stations actively use techniques that promote the development and consolidation of listening habits. This is achieved by ensuring the stability of the programming grid, allowing the listener to habitually receive a particular program at a set time. It is known that a habit is one of the most stable properties of human behavior, and the conversion of a habit (changing an existing stereotype) is more difficult than its formation.

Practice shows that a radio station that has created a listener's habit of "owning itself", usually gets it for a long time, if it does not make any fundamental changes in the content and style of communication with it. Therefore, any changes to the program schedule, cancellation of a previously announced program, its shift to another time, not to mention a sharp turn in the broadcasting concept, are undesirable. In addition, an important role here is played by techniques that create the certainty of the "sound face" of the station, the specific coloring of its style, and the recognition of presenter-journalists at the microphone. In the minds of the audience, a group of people involved in radio broadcasting is usually personified into one or two images of announcers, journalists or commentators leading the program. This is one of the reasons for the popularity among listeners of such speakers of Uzbek foreign broadcasting are Shoista Kadyrova and Mamlakat Pulatova; journalists are Akhmadzhon Kasymov, Khodzhimurad Atakulov and others. On the BBC, music programs have been associated with their permanent presenter Seva Novgorodtsev for many years now. And today it is difficult to imagine the environmental programs of Deutsche Welle without Veronica Kijver (Ismailova, 2011).

There is no need to prove that the listener should be tuned in a certain way to perceive the proposed material. As Russian researcher V. Smirnov rightly noted, the efficiency of information perception increases significantly when a journalist with ethereal charm, authoritative, sincere, competent, able to captivate the audience, and with artistry in verbal communication, becomes the listener's guide in the chaos of events. He organizes the attention of listeners, first of all, with his personality.

A journalist needs to take into account the psychological characteristics of the perception process in his work. The most important of these features is the dependence of the creator of the program on the past experience of radio listeners, the stock of knowledge they have, the nature of their activity, on the conditions in which the information is perceived, as well as on the individual, social and psychological differences of people. Taken together, this dependence turns into a powerful subjective factor called apperception. The action of this factor, in fact, causes differences in the perception of the same information by different people.

Apperception can be stable or temporary. Stable apperception depends on personality traits, the objective position of the individual in society, acquired knowledge and shared beliefs. Stable apperception shows traces of long-term influences of the environment and culture of the people. Working, say, in the editorial office of a broadcaster for China, a journalist cannot ignore the spatial representations of Chinese radio listeners that are different, for example, than those of Europeans. Instead of the usual designations of the right and left sides, the Chinese will ask the interlocutor to move the vase to the south or move to the northern chair. In stable apperception, traces of long-term

ideological processing are also preserved, noticeably distorting the perception of information that differs in content from the usual flow of information.

Temporary apperception arises due to the action of situational factors - an important political event and the expectation of its further development, the level and direction of current public sentiment, the influence of others, etc. The practice of foreign broadcasting must take into account both types of apperception. Inattention to one of them (most often this occurs with temporary apperception) leads to a sharp decrease in the effectiveness of information impact and the audience turns to other sources of communication.

Perception has some characteristic properties. For example, constancy, which is expressed in its relative stability when conditions change. Another, no less important property of perception is selectivity. Even when listening to a radio program, the listener does not delve into its content, does not perceive its meaning, unless it truly interests him. Due to the effect of selectivity of perception, he can skip those fragments of it that do not correspond to his interests, tastes or contradict his already formed ideas.

The heterogeneity of information material included in the program of the broadcast day on international radio, its thematic, genre and stylistic diversity creates certain difficulties for the listener's perception. He is not always able to cover all the information offered to him even in one issue. A proven means of overcoming this difficulty is to organize information material into headings, broadcast blocks, and programs. Moreover, taking into account the information needs and interests of foreign recipients when developing headings and arranging blocks also helps maintain and strengthen contact with the audience. But here, too, tact and measure are needed. As an analysis of the programs of the world's leading foreign broadcasting services has shown, the effectiveness of a radio station and its rating among listeners is determined not by the number of headings, or even by the variety of topics, but by the correspondence of the focus of these headings to the needs of the audience.

The theoretical and practical significance of the study of perception in relation to the work of foreign broadcasting cannot be overestimated. In practice, it helps to best solve problems related to organizing information for listeners. "Capturing" the audience is possible only if the peculiarities of perception and the environment in which it occurs are fully taken into account (Ismailova, 2000).

Methods of presenting materials such as alternating programs and their fragments that are diverse in nature, emphasizing their most striking details, repetitions with variations, reminders, etc. also work to maintain the attention of the audience and its interest in the messages being transmitted.

The process of information influence does not end with the perception of the transmitted material. Perception is followed by understanding, although in the actual process they are not separated. In order to ensure that the audience understands the message, the journalist must know what the people he is addressing know about the issue and what their experience is.

Thus, the first condition that ensures understanding is the journalist's confidence that the concepts with which he operates are known to his audience. Otherwise, it risks causing either misunderstanding or misunderstanding. We must not forget that understanding is based on temporary connections inherent in a person's past experience and represents the actualization of these connections in new circumstances.

In a journalistic report, something is always polemically affirmed or denied. The understanding of such a message is psychologically designed to achieve agreement among the audience. Otherwise, it will be "rejected" by the consciousness of the listeners, without even reaching the stage of full understanding.

Understanding as a process is a complex mental activity, as a result of which the essential nature of phenomena, objects of the surrounding world, their connections and relationships is revealed. Psychologically, understanding brings a feeling of satisfaction by the very fact of its appearance, it contributes to the emergence of various emotions.

Understanding is characterized by depth, clarity, completeness of understanding of a fact or phenomenon, and the validity of the conclusion. Each of these properties complements the others. The incompleteness of the manifestation of any of them in the real process of understanding reduces the effectiveness of journalistic speeches. Based on understanding, what is commonly called conviction arises, i.e. the highest degree of personal consciousness, indicating a person's complete confidence in the truth of the information received. Conviction serves as the basis for creating in listeners a certain value orientation, a stable position on a particular issue.

An equally important role is played by the emotional richness of material on international topics, because it is not for nothing that such concepts as "memory of the heart" and "memory of the soul" exist. The impact on foreign audiences is usually exerted by emotionally brightly colored speech, rich in images and metaphors, also characterized by clarity and distinctness of pronunciation, correct intonation, and competent placement of accents.

CONCLUSION

In conclusion, the concept of efficiency in its most general form means the relationship of the goals of an activity to the final result obtained. One of the means of increasing the effectiveness of radio broadcasting to foreign countries, it seems to us is to harmonize the content of programs and messages, not only with the goals of influencing the audience, but also with their mental needs.

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