

# Methods of Strengthening The “Personal Principle” In Modern Radio Journalism

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**Abstract:** This study examines the role of the "personal principle" in modern radio journalism, emphasizing the influence of a journalist's authorial presence in broadcasting. The research aims to analyze methods for enhancing journalistic impact through expressive techniques, personal narratives, and audience engagement strategies. Using a qualitative and analytical approach, the study reviews various radio formats, evaluating the effectiveness of personalized storytelling and vocal techniques. The findings suggest that integrating the journalist's personality into broadcasts enhances listener engagement, enriches content delivery, and strengthens the connection between the journalist and the audience.

**Keywords:** Radio Journalism, Personification, Broadcast, Author, Impact, Techniques, Audience.

## Introduction

Modern radio broadcasting is experiencing a complex socio-political period. In the context of globalization, commercialization, and media convergence, it urgently requires a strategic direction for its further development. In an era where infotainment and low-quality, commercially driven programs dominate, addressing the issues of educational and socially significant content, defining the role of journalism in today's radio, and identifying the factors influencing its successful functioning are of vital public importance.

## Methodology

Zubko and Klyuev (2020) describe modern radio journalism as a “highly personalized and creatively oriented form of radio journalism works that address society’s most pressing issues and phenomena, characterized by evaluative, expressive, appealing, and biased properties”. Murzina and Karpov (2021) emphasize that “the journalistic style of radio communication is primarily characterized by its informational and influencing functions, with the latter having dominant importance”. In our view, radio journalism has its unique specificity, which we define as a type of creative activity that implies particular substantive and vocal personalization, the actualization of significant social processes, and is

distinguished by its unique properties of imagery and expressiveness (Ismailova, 2022). Thus, it can be concluded that the author's position regarding societal phenomena and events is crucial in radio journalism (Turkmani, 2024).

The content of any journalistic material on the radio (its structure, style, language, and tone) directly or indirectly conveys information about the author's persona. As Prokhorov (1984) aptly noted: "The journalist's 'self' is the organizing principle of the work, reflected in it as a complex and unique unity of traits—a combination of artist and researcher who is sensitive to social processes, concerned about what troubles contemporaries, and fighting for truth, goodness, and justice, striving to create an accurate picture of life in people's minds".

In the Soviet era, the journalist's "self" was not particularly encouraged. Journalists were primarily seen as official representatives of editorial offices, serving as mere recorders of selected events rather than as researchers of pressing issues and social characters. Consequently, materials often lacked depth, and the protagonists of radio programs would read pre-prepared and rehearsed texts. Reflecting on that period, renowned journalist Galperin (1971) wrote: "We were faceless at that time. Correspondents' names were never mentioned. We were not even allowed to say 'I saw.' It had to be 'we saw,' as if everyone could see and feel the same".

Today, journalists in Uzbekistan face new challenges driven by societal development delving deeper into reality, portraying contemporary individuals in detail. These challenges demand broader life coverage, deeper exploration of the human inner world, and a thorough study of their multifaceted connections with the surrounding world. Today's journalist must also exhibit a more active civic position, which underscores the growing role of authorial personification and the "personal element."

The nature and degree of the journalist's personality manifestation in modern journalistic programs depend on the author's individuality, the material, the working conditions, the genre guidelines they follow, and their level of expertise. Analysis of journalistic programs on state and non-state channels in Uzbekistan shows that if a journalist merely records facts or skims the surface of events, the subjects of their reports end up appearing shallow and uninteresting. Without the author's emotional investment or personal perspective on the issue at hand, such programs tend to appear dull, impersonal, and fail to engage listeners (Suza, 2019).

## Result and Discussion

The nature and extent of the journalist's personality in radio publicism also depend on the genre. In historical-biographical radio essays, the author is usually distanced from the event by time. In contrast, in problem-oriented or travel radio essays, they are participants or eyewitnesses of the events. In historical-biographical radio essays, official documents, letters, memoirs, and similar sources serve as information. Here, the journalist presents events through others' perceptions. Consequently, the author's personality manifests at a more general level through the selection of facts, literary presentation, and the use of sound effects. For example, in a special broadcast on the channel "Yoshlar" dedicated to Alisher

Navoi's birthday, the author employed an unconventional method. Drawing from various biographical works and literary studies about the great thinker, they staged a virtual "meeting" with the poet, transforming the documentary foundation into an artistic form.

In a voice reverberating as though from a distance, enhanced by reverb effects, Alisher Navoi (skillfully performed by Abzal Rafikov) spoke about his era, interests, and creative pursuits. This technique proved successful: narrated by "Navoi" himself, the distant past became clearer to modern listeners. The journalist, familiar with the material, tactfully and organically guided the audience to understand the complexities of the historical period that nurtured the great thinker (Zhang, 2023).

The effective inclusion of historical documents statements by Abdurahman Jami, quotes from Fariduddin Attar's philosophical works, and fragments of Navoi's own poetry not only enhanced the material's credibility but also facilitated better comprehension. It is also worth noting the practice of having invited actors read journalistic texts on national radio channels. While both "authorial" and "non-authorial" models have their merits, analysis of radio programs suggests that when actors read the text, they often fail to convey the author's emotions and personal engagement. However, such programs usually feature well-crafted literary texts, enriched by the artistic performance.

The acoustic nature of journalistic radio programs, designed for auditory perception, demands professional skills from journalists, such as understanding the psychology of speech communication, leading conversations effectively, and utilizing sound expressiveness (Wang, 2022).

The preparation of radio publicism materials often involves in-the-moment decision-making by journalists during recordings. This requires adaptability, tact, and other qualities dictated by the journalist's active position and growing role as an author. Tasks in radio publicism necessitate an in-depth exploration of the subject's world. The nature of a journalist's interaction with their subject significantly impacts the emotional and substantive outcomes of the program. For example, during the preparation of a radio essay about the Soviet-era singer Luiza Zakirova, initial attempts to engage her in the studio led to routine responses. However, mentioning her famous performances with her brother Batyr Zakirov sparked vivid and emotional memories, transforming the tone of the conversation and enriching the program's quality.

The ability to identify and highlight episodes that reveal a subject's character deeply is essential for journalists. Dramatic situations or past emotional experiences often lead subjects to relive them during the broadcast, enhancing the program's tone.

Analysis of Uzbek public radio programs reveals that non-studio recordings often create more relaxed and engaging interactions. Studio settings, in contrast, can make subjects appear more reserved, which may detract from the program's authenticity.

## Conclusion

To conclude, in recent years, there has been a significant rise in the personalization of information in radio journalism, with many journalists delivering their own texts. While this enhances the authenticity and emotional resonance of programs, it also requires greater

expressive and artistic skills from journalists. The author's presence in radio journalism serves as a key tool for deeper character development and the depiction of social issues. Through the journalist's ideological and creative perspectives, contemporary radio journalism reflects distinctive features of the past, present, and future.

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