

TELEVISION

Egamberdiyeva Iroda

the teacher of

*Andijan State Institute of Foreign
Languages. Matkarimova Odina the
student of Andijan State Institute of
Foreign Languages, 303-group*

Annotation: *Television has played a vital role in the development of society. Television has changed the societies of the world so much that one cannot ignore its importance. When we talk to our grandparents or great-grandparents about life before Television, they will tell us that they used to listen to the radio and read newspapers and books.*

Television today has become an important part of every house. It is the source of information, entertainment and education. Television has become an important tool in transmitting cultural values. Television has been able to shape cultural and public opinion.

The only problem with old traditional media was that it took time to reach people, like print media, it took years to influence the culture, but with television, the impact was instantaneous.

Key words: *Technology, history, century, newspapers, mass media.*

INTRODUCTION

Television has become a crucial part of our lives now. It not only impacts our social life but also our educational life. Just as newspapers and computers are significant modes of communication, Television also counts as one. With a television, you can connect to the world outside. Moreover, it is also important in influencing our personal and public lives. However, with the benefits, there are also some disadvantages. Thus, it must be consumed within a limit. This television essay will elaborate on the same points.

Invention of television. Television can influence the behaviour of an individual in a society. Since the 1930's when television broadcasting began its only priority was to inform and entertain our society.

Television was not invented by one person or overnight. Many experiments were done on the development of Television. The first discovery was made in 1873, the discovery of the "Photoelectric selenium effect" by Willoughby Smith [1;76]. Nipkow disk, also known as scanning disk, was invented 11 years later, which allowed the invention of mechanic television. It was famous in the 1930s. Many other scientists were making inventions in the development of television John Baird from Scotland also conducted several experiments and succeeded in the invention of Television [4;32].

Television has changed since it was invented. It has changed in many ways. More importantly, technologically it has made progress over the years. Many inventors knew

that Television has a great future. The other major change in Television is that it is the main Centre of people's culture now.

When Television was invented, many people had this question about what will be the influence of Television on society. Information was conveyed to those people who were willing to absorb it. There were different ways through which information was transmitted within a culture before the invention of Television. Print media was the source of information (books and newspapers), but Television has played a major role in the development of society, and it continues to influence people.

Importance of Television. Television is definitely one of the most important electronic devices with a screen. It helps us in receiving information. Further, we also get entertained by it and get rid of boredom.

Most importantly, it plays a significant role in distributing news and information. News channels are a great source of information about the current happenings in the world. Similarly, television programs also teach us a lot of things.

For instance, we learn about the rich civilizations and historical sketches via historical channels. Similarly, when we are alone, it acts as a great source of entertainment. In addition, we also get to learn about many cooking recipes. Television helps us raise the capacity of our minds. You can learn a trick or two from it to solve your daily problems. It also instils creativity in people. Further, watching information channels equip us with facts and concepts. There are also motivation programs on television. They serve as inspiration for many to achieve success in a number of fields. Apart from that, we also get laughter therapy from television [2;99].

Watching comedy shows and movies allow us to laugh freely. On the other hand, people who are religious and spiritual also benefit from it. They get access to spiritual and religious messages to nourish their souls.

The Role of TV in our Life. TV is one of the best inventions the man has ever made. We are beginning to forget what the world was without TV. Everybody knows what a great force TV is in the world today. Thanks to TV we get a great amount of information. It gives wonderful possibilities for education. It enriches our intellect. We also become better informed by watching documentaries, science programmes, discussions and by learning the most important issues of the day.

TV gives an opportunity to see the best actors, sport matches, to meet famous people. TV brings the world to our room. We see people in our country and in other lands and learn about their customs, occupations, traditions, problems. We become cultured people by learning more of the arts. Television helps us to relax after a hard day's work, so we can then cope better with the next day's work. Besides, there is a considerable amount of TV programmes: News, different talk-shows, TV games, concerts and variety shows, sport programmes, feature films, serials and so on and so forth. They are of great entertainment value and provide useful topics for conversation. A lot of these programmes are very popular. For example, News deal with political and social problems of modern

society. Their aim is to give analysis of the problems and show different view points. They are concerned with the country's national events, the most topical political problems of the day. Musical Review presents songs, pop groups, folk songs. It is very popular with TV viewers. Thus, we can say that TV is a great force which attracts millions of people to the screens [3;64].

But tastes differ. Some people are against TV. They say that TV is doing a lot of harm. It occupies a lot of free time. People used to have hobbies, to meet with friends, to go to the cinema or theatre, to read books, to listen to music. Nowadays many people sit watching TV hour by hour. They don't read books, they don't do sports, they begin to forget the art of conversation. Watching TV for a long time may lead to poor health and ruin eye-sight. But nobody makes you watch TV for hours. You can simply switch off your TV-set. But nobody can deny the fact, that TV is a great force in the world today.

CONCLUSION

To conclude the television article, while television has numerous benefits, it also comes with its fair share of disadvantages. Thus, we must ensure that our children create the perfect balance between watching TV and doing other things. This way, they can get the best of both worlds. We say that without any doubt television had affected us and shaped the way of our thinking and behaving. The programs, dramas and advertisement these days are not promoting our religion, culture and social values. It is promoting offensiveness among the people and ways of fulfilling materialistic desires. It has affected our perception, thinking and believing.

Most affected is our cultural values which are changing due to television. Television should promote the cultural identity of any religion, nation, tribe or a clan. We cannot stop the influence of television on our life's, culture and society, but we can stop ourselves from such things that are affecting our culture and society in the wrong manner. There was a time when television was playing a vital role in shaping people's attitudes and creating awareness about culture and social values, but that time is long gone.

REFERENCES:

1. Anjum, H., Sep 15, 2013 . Impact of Television on Culture.
2. Essays, U., May 2017. Television & Cultural Change.
3. Essay, U., November 2018. Television Plays a Positive Role in Society.
4. Matheson, D., 2005. Media Discourses. 1st ed. s.l.:Bell & Bain Ltd, Glasgow.
5. Poepsel, M., n.d. Media, Society, Culture and You. Rebus Community platform ed. s.l.:Apple iBooks platform.

INTERNET RESOURCES:

<https://www.toppr.com/guides/essays/essay-on-television>

<https://catchenglish.ru/teksty/teksty-srednej-slozhnosti/tv.html>

<https://assignmentpoint.com/importance-of-television-in-our-life/>

<https://www.linkedin.com/pulse/role-television-socio-cultural-development-society-umair-asif>