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CULTURAL GLOBALIZATION AND TELEVISION

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Abstract: This article analyzes the impact of talk shows on the formation of young people's consciousness, worldview, and social values. It examines the role of talk shows as sources of information and means of mass communication, as well as the factors through which they exert both positive and negative influences on young people's spirituality, patterns of thinking, and behavior. The article also develops proposals and recommendations for improving the content of talk shows in the contemporary media environment and enhancing their educational significance.

Keywords: talk show, youth, mass communication, media influence, public opinion, worldview, spirituality, information space.

In the context of today's globalization, mass media, and television in particular, have become an important force influencing public consciousness, young people's worldviews, and the formation of social relations. Under the conditions of the New Uzbekistan, the preservation of national culture, the strengthening of spiritual values, and, at the same time, living in harmony with modern development are becoming increasingly important. In this process, it is essential to analyze from a scholarly perspective the social function, spiritual significance, and impact on audiences of talk shows broadcast on television channels.

President of the Republic of Uzbekistan Sh.M. Mirziyoyev has emphasized in almost every speech that the time has come to transform the activities of Uzbekistan's mass media and that avoiding one-sidedness when raising pressing problems is a



demand of the times. In particular, at a video-conference meeting on March 30, 2017, criticizing the activities of the National Television and Radio Company of Uzbekistan, he stated: “The time for slogans is over. Television should present critical and analytical materials. People should look forward to these television programs. We need to change our programs.” Thus, a course toward liberalization was officially announced.

In recent years, talk shows such as “Fikr.uz,” “Munozara Maydoni” (Youth Television Channel), “Xalqaro Press-klub” (UzReport TV, National Television), “Munosabat,” “Biz Uchun” (Uzbekistan), “Ochiqchasiga Gaplashamiz” (Mening Yurtim), and “Odamlar Orasida” (Sevimli TV) have attracted the attention of a broad audience. The talk shows “Fikr.uz” and “Munozara Maydoni” are aimed at young audiences and contribute to raising their legal and spiritual culture. Unlike traditional talk shows, “Xalqaro Press-klub” is produced in the form of a large-scale press conference. The program is significant because it introduced a new format to television—an open live dialogue and question-and-answer environment. “Munosabat” is regarded as the first social and political talk show in Uzbekistan and has maintained its influence for a long period.

The talk show “Munosabat” is significant because its efforts to address problems accumulated in various fields are built around lively conversations and debates with the audience. Various issues are actively discussed among the guests invited to the program. The host, Q. A’zam, does not provide ready-made solutions. Instead, together with the studio audience, he searches for ways to resolve the problems. In the new media environment, officials responsible for state authority and administration have been given opportunities to report to the public and exchange views with experts and journalists. [1]

It should be noted that the talk-show genre is also presented to viewers through non-governmental television channels. Programs such as “Odamlar Orasida” (Sevimli)



and “Ochiqchasiga Gaplashamiz” (Mening Yurtim) address such topics as family relations, child upbringing, women’s destinies, and social justice. The talk shows “Odamlar Orasida” (Sevimli) and “Ochiqchasiga Gaplashamiz” (Mening Yurtim) have begun to discuss the problems of vulnerable groups whose concerns and hardships society had previously been reluctant to address openly.

At first glance, such topics appear to serve the purpose of openly discussing pressing problems in society. However, there is another aspect to the issue. In some cases, these talk shows demonstrate a tendency toward excessive public exposure of private life, heightened emotional dramatization, and the presentation of conflicts as a source of ratings.

Under conditions of cultural globalization, media products are not merely means of transmitting information; they also function as cultural mechanisms that promote particular lifestyles and values. In his theory of cultural imperialism, American scholar Herbert Schiller argued that the values of one nation can be introduced into other societies through mass media. From this perspective, it can be observed that some formats of local talk shows are also taking shape under the influence of external media models. In particular, scenarios based on conflict and emotional intensity resemble the characteristics of “rating content” widely used in the Western media industry. This tendency is also entering Uzbekistan’s television space. It can be observed especially clearly on non-governmental television channels such as “Sevimli,” “Milliy,” and “Zo‘r.”

The program “Gapirmasak Bo‘lmaydi” discusses various problems existing in society before the public. These discussions are built around scenarios based on conflict and emotional tension. In particular, the program uses this approach so that the social and everyday topics it raises penetrate viewers’ emotions more deeply and remain in their memory for a longer period. At times, however, the program also



comes into conflict with concepts characteristic of the national mentality, such as respect for elders, esteem for younger people, and the inviolability of the family.

The program "Yangi Hayot," by contrast, contains elements aimed at finding solutions to social problems, providing practical assistance to people, and supporting individuals facing difficulties in life. This is an important feature demonstrating television's social responsibility. Nevertheless, even in such formats, if elements of dramatization become excessive, there is a risk that the educational purpose will become secondary. Media scholar Neil Postman, in his concept of the "Age of Entertainment," emphasized that even serious issues in society are increasingly being transformed into spectacles. This phenomenon can also be observed in some local talk shows.

At the same time, it would be one-sided to assess globalization as an entirely negative process. Modern television also performs positive functions, such as developing a culture of open dialogue, bringing previously hidden social problems into public discussion, and protecting human rights. Some social issues that were previously kept within closed environments are now finding solutions through public discussion. For example, open conversations about violence against women, problems in child upbringing, or the consequences of divorce can have a certain educational significance.

However, in this process it is necessary to preserve national ethical standards, aesthetic taste, and cultural responsibility. As Abu Nasr al-Farabi emphasized, human perfection is complemented by moral education. Television has become one of the most powerful means of education today. Therefore, every program broadcast should be assessed not only from the perspective of ratings but also in terms of its spiritual impact. "As in cinema, in television too, the image, the main object of the program, is the human figure. On television, the human being becomes the principal medium through which thoughts and ideas are expressed."[2] Therefore, those creating and



reflecting on screen should always remember that the human being is the sole bearer of the program's content and emotions.

Uzbek national culture has traditionally been based on such values as respect for elders, affection toward younger people, the sanctity of the family, hospitality, and tolerance. Therefore, in talk shows, it is appropriate to prioritize a culture of compromise rather than conflict; an educational solution rather than confrontation; and respect for human dignity rather than humiliation. It should not be forgotten that television is a school of example for young people. Every image and every relationship presented on screen is perceived in the viewer's consciousness as a certain social norm.

In conclusion, in today's media environment, talk shows have become not merely an entertainment genre but an important social institution influencing the spiritual life of society. Today, in order to increase the social productivity of Uzbek television, it is important to comprehensively study the demands and needs of audiences; ensure that scholarly research encompasses the economic, social, and aesthetic functions of television programs; and continuously and systematically disseminate specialists' views and rating results in mass media. [3] Therefore, when shaping broadcasting policy on national television channels, it is important to take into account global media trends while also relying on the cultural memory, national mentality, and spiritual values of the Uzbek people.

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Source notes

[1] Rakhmatullayeva I.N. The New Era: The Reflection of National and Spiritual Renewal on Uzbek Television. Tashkent. p. 10. https://uza.uz/posts/593637

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