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The Types and Components of Image of The Tv Anchor In the Screen System

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Abstract: This article provides detailed information about the components that constitute the image of TV anchors within the television system. It analyzes the perspectives of TV presenters working on national, local, and international channels, as well as the ethical guidelines and examples related to the image of TV anchors. The article outlines the principles of image-making and the specific requirements for TV presenters on screen. It includes graphic examples and opinions from international researchers. Additionally, the article presents important statistics on the influence of a TV anchor's image on a show's ratings.

Keywords: TV Anchor, news program, image, audition, TV channel, screen.

Introduction: In the field of information and telecommunications, new techniques and modern equipment are continually being introduced, enhancing the preparation and quality of information programs to meet contemporary demands. News programs thrive and evolve based on factors such as speed, impartiality and accuracy.

Television has a unique ability to significantly influence the emotions, thoughts, and cultural behavior of people. It is noteworthy that television surpasses other media in terms of its impact. The extraordinary power of television is attributed to several factors:

- Colored imaginary: Psychologists confirm that a healthy person receives about 80 percent of information visually (Krillov. 2005,75).
- Ready-made images: Unlike reading text, viewers do not need to decode information when

watching TV programs.

- Visual and auditory vividness: With advancing technology, television offers enhanced visual experiences. The colour, sound, clarity of the image, and the sheer volume of content contribute to a more impactful viewer experience.
- Communicative capabilities of the TV presenter: The presenter's skills in communication significantly contribute to the medium's influence.

Today, the special features of television include an abundance of TV channels, the use of diverse methods of communication, a various methods of television communication, the variety of genres in TV shows, and numerous opportunities for creative implementation of various TV projects.

The image of a TV show is its visual representation. Due to the presence of 25 frames per second in a video recorder, the sequence of images can overwhelm the audience with information. Viewers cannot consciously halt this flow. The screen image is the secret of television's success; it is the primary path, a unique feature, a solution and key to the puzzle, as well as a means to penetrate the human mind.

The rich experience of a TV presenter in the screen system encompasses various aspects such as journalism, artistry, accessibility, facilitating engaging discussions with guests, and developing a connection with the viewer. These ideas are essential to the professional skills of a TV presenter. The inner world of the TV anchor encompasses all of this, which serves as an indication of their level of preparation. However, it is important to note that the originality of the TV presenter is not simply dependent on these variables. Once displayed on the screen, their visual appearance and physical actions are subject to evaluation. During the initial moments, spectators predominantly direct their attention towards the physical appearance of the presenter rather than their verbal communication. Facial expressions, hand gestures, and conduct within the studio are all observed. Makeup, haircut, and wardrobe are important factors in the communication process and have a significant impact on how viewers perceive someone. Frequently, spectators give greater importance to the speaker's smile, facial expressions, pronunciation, and communication style than to the actual content of their remarks. The initial stage of the process captures the viewer's attention through visual elements, stimulating their imagination. The subsequent stage entails evaluating the individual's intellectual ability, IQ, and degree of knowledge. The last phase assesses the presenter's unique image characteristics, such as innovation and creativity. Therefore, every phase has a role in shaping a

conclusive viewpoint, emphasizing the significance of visual presentation and bodily gestures in the process of communication. For novice individuals, understanding the image and its distinctive characteristics is of utmost importance. The audience anticipates the presenter to demonstrate affability, compassion, and straightforwardness. (Matveeva.2002, 116).

Brief information about the image: The word "image" comes from English, meaning the visual imagination that arises about an individual. The image is an expressive aspect of a person's appearance and a distinctive feature. This includes attire, dress culture, makeup, adornment, and hairstyle. Upbringing, erudition, and professionalism are key qualities that determine a TV presenter's image. The image is not a luxury but a means of communication. TV presenters create their own image to meet the viewers' needs based on the show's direction. An analysis of the image of the TV Anchors of the "Zamon" program shows that their appearance always aligns with the show's purpose and character. The term "image" is derived from the English language and refers to the visual representation or mental picture that is formed about a person. The image is a manifestation of a person's appearance and a distinguishing characteristic. This includes clothing, cultural norms around clothing, cosmetics, decoration, and hair styling. The image of a TV presenter is primarily determined by their upbringing, erudition, and professionalism. An image is not a frivolous indulgence but rather a method of conveying information. TV presenters strategically craft their own persona in order to cater to the specific preferences and expectations of the audience, taking into account the overall direction and objectives of the show. An examination of the portrayal of the TV anchors on the "Zamon" program reveals that their physical appearance consistently corresponds to the show's intended message and personality.

METHODOLOGY

To achieve the goals and objectives, the following research methods will be used:

Content analysis: This involves studying news programs featuring various TV presenters to identify the image projected.

Polls and interviews: Surveys and interviews will be conducted with viewers to assess their perceptions and the influence of TV presenters on their opinions.

Content analysis: Another aspect involves studying the communication strategies of TV presenters and their impact on shaping public opinion.

Comparative analysis: This includes comparing the

impact of different TV presenters on the audience and evaluating their roles in news programs.

MATERIAL AND METHODS

Russian researcher P. Gurevich, in his work "The Adventures of the Image", equated the concepts of "image" and "personification," viewing these two concepts as synonymous. According to Gurevich, a TV presenter should not consciously seek a specific image but should instead focus on their natural state. He argues that while you may believe you are working successfully on your image, the teleaudience perceives and notices your authenticity. Gurevich states, "One of the factors contributing to success is the image of the TV presenter arising from their natural state" (Gurevich.1991,54).

Experienced television professionals emphasize that a TV presenter should not overly emphasize their physical appearance on screen. This sentiment is echoed in the book "Basics of Television Journalism," which asserts that a TV program's success relies primarily on the internal qualities, talent, professional training, and knowledge of the TV presenter rather than just their external appearance (Bagirov. 1987, 75). Svetlana Sorokina, a TV Anchor on the Russian TV channel's information program "Вести," compares a TV presenter on screen to a model on stage, emphasizing the importance of presenting the results of work rather than focusing solely on appearance (Bourdon. 2000, 531–556). In today's context, a TV presenter is not merely a model but an influencer shaping the audience's opinions, worldview, and introducing innovations. While some TV Anchors may read a prepared script, their role goes beyond acknowledging the work of editors; they must be active speakers contributing to important decisions within the creative team. Khushnoza Makhmudova, the TV Anchor of the program "Yangi Davr," supports this perspective, emphasizing the need to skillfully convey novelty rather than focusing on modeling behavior (Brodzka. 2007).

It is essential to distinguish between the concepts of "image" and "figure." A figure represents a person's general characteristics influenced by time, history, and social factors, while an image is consciously crafted to enhance external appeal and achieve specific goals. For TV presenters, working on their image is part of their professional development and enhances their communicative competence.

Many imagemakers argue that in order for a TV presenter to look attractive, the following qualities must be embodied:

- o healthy appearance;
- o beautiful face look;
- o attractive hair;
- o cypress stem;
- o white and flat teeth;
- o pleasant sound;
- o expressive actions;
- o mind, thinking;
- o reliability (Cameron. 2014, 400-419).

Psychological studies show that in most cases, our initial impressions are influenced by appearance. Therefore, a TV presenter's appearance remains memorable to viewers, influencing their perception of the presenter's credibility and attractiveness (Gearhart. 2014, 243–259). Consequently, mastering the art of self-presentation and emphasizing professional qualities are crucial for a TV presenter's success, especially in captivating the audience's attention.

The main factor of success in the profession of a TV presenter is the ability to appeal to the public. Not all startups have an image consultant. They are required to deeply master the technology of self-presentation, to pay attention to the attention of the audience to professional qualities. This technology helps to have a realistic mechanism that effectively affects the audience. V. M. Shepel's "Imidologia" emphasizes that creating a unique, compelling image motivates individuals to continually improve themselves and eliminate barriers to becoming leaders or stars. External beauty is not a prerequisite for creating a personal image; rather, expressing inner potential and aiming to please others can unlock one's mental capabilities. TV Anchors like Shakhnoza Usmonova from "Yangi Davr" exemplify this approach by focusing on their communication skills and professionalism rather than relying solely on physical appearance (Spilleyn. 1996, 54). The image of the TV Anchor of the "Axborot 24" program, Khulkar Borieva, should also be recognized. Moderate make up gives beauty and sophistication to her face (Spilleyn. 1996, 147). The TV presenter does not annoy the audience with his appearance.

The face is the most expressive part of the TV presenter's image. Creating a pleasant facial expression is one of the most important issues for a TV presenter is one. The main factors that solve this problem are:

- facial skin hygiene
- professional make up
- the shape of the eye and its colour (light brown make up makes the eye look big and natural.)
- dresses. The TV presenter of the informational

program should choose serious, that is, classic style suits. Experts recommend wearing a V-shaped blouse, a suit, and hair buns if the starter is short. If the neck is long, blouses with a high collar will make the TV image look healthy. The colour of the clothes should match the colour of the body and hair of the TV Anchor. The colour of the studio is also taken into account when choosing a dress. If the colour of the studio is blue, the TV presenter should not choose a dress of this colour. Stylists give the following advice to male TV presenters when choosing a suit: more suits in blue, black, light brown, and ties should be in harmony with the colour of these suits.

Journalists are expected to possess a diverse range of knowledge and skills across various genres. This includes understanding audience psychology, typical reactions, prevailing trends, power dynamics, and adeptness at adapting to social and political environments. They should also be well-versed in the country they cover, encompassing its history, literature, arts, sciences, and current affairs. Additionally, addressing contemporary issues, utilizing effective presentation techniques, and employing persuasive argumentation are essential skills. Language proficiency is crucial, especially when presenting materials tailored for foreign audiences, adhering to the language designated by state programs.

A female TV Anchor who wears jewelry shows that she has refined taste and culture and looks attractive. It is desirable that these ornaments should be simple and elegant and not distract attention. In Germany, female TV presenters are not allowed to wear different kinds of jewelry during the broadcast. The goal is not to interrupt the essence and continuity of communication. In fact, there should be standards in the clothes, decorations, and jewelry of the TV presenter of the informational program. There is a saying: you are welcomed by your clothes, you are watched by your mind. In the case of an information provider, this is a massive, multi-million encounter. This is a unique process, because the addressee does not meet the TV image directly, but sees its image on the screen. Navbakhor Karimova, the senior editor of "O'zbekiston 24" TV channel, expressed the following thoughts about her image: "I am very demanding about my appearance. I avoid brightly coloured clothes and make-up as much as possible. These should not come first when communicating to your audience".

The appearance of some businesswomen may not be compatible with their intelligence and talent. In this regard, there is no risk in entrusting them with responsible work. When Yekaterina Andreeva was recommended to TV Anchor the Russian information

program "Время", the director-in-chief of the central TV channel was against it. When the reporter of "Настоящее" magazine asked this beautiful woman whether appearance is important in your profession, she answered: "My appearance prevented me from becoming the TV Anchor of Channel 1. For a long time, many people could not take me seriously to TV Anchor an informative program. In fact, the TV presenter's appearance should be neutral: it should not be too ugly and beautiful, because the lack of visibility will not be noticed, and a beautiful appearance will distract the audience from receiving information" (Andreeva.2008). Yekaterina Andreeva has a unique movement, a meaningful facial expression and the ability to improvise on the spot. According to him, any person with a graceful and flawless appearance has 7 qualities: broad outlook, power, naturalness, simplicity, self-confidence, patience and wealth serve as a guarantee of success.

It's preferable that they appear pleasant, with well-defined facial features and without visible imperfections. Factors such as eye color and body weight can also, impact how they appear on screen. For instance, individuals with blue eyes may not visually translate as well on camera, and heavier individuals may appear fuller due to technical aspects like camera angles and lighting. Studies indicate that individuals can appear up to 5 kg heavier on screen compared to their actual weight (Meltzer. 2010, 135), highlighting the technical nuances that influence a presenter's on-screen appearance:

- The shot exaggerates the TV presenter's age.
- In the studio, if the lighting is not set up correctly, a beautiful introduction in front of the camera can look ugly on the screen. Or, on the contrary, using lights and make up to hide the defects on his face, to make him attractive, is often found in the experience.
- The display of the image on the screen in a close up, rather than a general or medium one, serves to make it more expressive.
- The TV presenter's jacket and suit should not be black and white with small checks, as it will look washed out on the screen. Such an image is a "brack".

The way a television show is structured greatly influences the audience's perception of the TV host as a reliable source of official information. If this image is not maintained, it can damage the presenter's and the news program's reputations, which will impact how people view the TV station as a whole. The longevity of TV shows on a single channel is frequently threatened in today's media environment by a number of issues. These could include low monthly salary, management's displeasure with the presenter's performance, or aspirations to become more well-known by switching to

stations with bigger viewership. Presenters frequently switch between shows and channels in these situations. For instance, Nodira Boynazarova began her career as a TV presenter on the "Poytaxt" program at "Toshkent" TV channel, later anchoring the "Yangi Davr" program on "Yoshlar" TV channel, and currently delivers news on the "Zamon" program at "Sevimli" TV channel. Presenters of non-state news programs like Sarvar Bakhadirov, Amirkhan Umarov, and Jakhangir Olimov are known for adhering to the principles of upholding the channel's image.

In this regard, today's TV presenter should be a role model for young people and for viewers of different ages in general – it is the demand of the times. It has a huge task of not only providing information, but also expressing the cultural and educational level of the nation. "Keep the honor and prestige of the journalistic profession, the respect of the people, fulfill your duty with sincerity and faith, with purity and honesty... Always be able to see the future, look ahead, aspire, and search tirelessly (Pozdnyakov. 1996, 12).

Because every country is different, there are needs for TV hosts. For example, things that are normal in Europe might not be normal in our culture, while things that are normal in our culture might be seen as cloaked in mystery in other places. Since aesthetics dominate local TV news, some people believe that attractive faces belong on the broadcast. It is feasible to "force" the audience to listen by grabbing their attention with that television image. Nozim Mominov, director of the TV channel "O'zbekiston tarixi," feels that although there isn't always shocking news in local newscasts, attractive TV hosts should be on the air to capture viewers' attention to the content being given. However, we believe that content takes a backseat if the spectator is preoccupied with the presentation's exterior. The audience gets diverted from their interpretation of the material by the stunning appearance of the news program's TV presenter. In actuality, standards for the usage of jewelry, clothes, decorations, and makeup are established by television demand. Both the clothing and the amount of makeup should be kept to a minimum. The majority of TV viewers, it may be concluded from observations and analysis, prefer more male announcers to read the text. Because the audience focuses primarily on a female announcer's looks, including her hair, clothes, and jewelry, when she comes on TV. Consequently, it makes sense that male TV presenters host major television programs.

News anchors' television personas are significant in China. Their attire, demeanor, and manner all emphasize simplicity. It is the responsibility of image makers to provide TV presenters a more sophisticated,

appealing, and distinctive look. Every news program has a unique message, studio layout, and anchor delivery style, all of which cannot be replicated. The TV channel hosts a sewing session where the presenters sew their outfits. All necessary equipment and items used in the studio are made under the television company's name, including the label on the microphone. The "Zamon" program also considers image, from the teletext paper used by TV presenters to the studio layout. They display orange, the TV channel's emblematic color.

An educational program centered on the studio's design uses a "Introductory frame" approach. the surroundings in which the designer works. Any potential for innovative innovation is diminished by an antiquated and ugly studio. Generally speaking, the studio's modern, hi-tech interior design, which is sleek and uncomplicated, embodies the show's image. Presenters on "Yangi davr" are infusing this show with a unique energy as they work in a new studio decorated in the TV channel's emblematic color, green. The information program's name should be one or two words that are short, easy to remember, and uncomplicated in order to convey a positive image. Actually, deciding on a name is when the picture starts. To persuade the viewers of the informative program's uniqueness, modernity, relevance, and adaptability to society, a fresh perspective on the subject of hats and caps should be sensed in the program's name. The fact that the visuals and music on these hats and caps vividly and clearly represent the news program's message makes the TV image unique.

We think that the idea of an individual brand may coexist with the idea of an image. Ultimately, the television channel's individual brand is its visual brand, which is its trade mark. The individual brand is regarded as a media product that is utilized in the creation of the TV channel product. The TV host's ability to give a large number of informational shows simultaneously, his area of expertise, and upholding his reputation all play a part in his ability to become a unique brand. As a minor component of the production, the TV presenter's image is a necessary component of the TV product market and generates revenue. The goal of the teleimage is to grab the audience's interest while remaining distinctive and unforgettable. The broadcaster will profit more if the image draws in more viewers. This was the television image's first purpose.

The TV picture provides a basic idea of the TV channel to the viewer. The science of image creation demands a sophisticated methodology. An entrepreneur who is fascinated with appearances needs to study media, psychology, design, and even human physiology. A well-chosen image can facilitate effective communication with the audience. English scientist Sam Black believes

that the clarity of thought, high organizational skills, rich imagination and careful intelligence, impartiality, the capacity to understand another person's point of view, attentiveness to the events around them, diligence, and the highest level of enthusiasm for independent and creative work are the excellent qualities and unique image of the TV presenter (Meltzer. 2010,201).

In the context of typological differentiation and specialization, the fundamentals of the ideas of "style" and "image" can be revealed while simultaneously preparing beginners. According to Pozdnyakov (1996), "the unique creative content of his personality" defines a TV presenter's style. Because of this, not everyone can develop their own style; yet, it is always simpler to adopt the mannerisms and techniques of others. "Always have your own reading style", renowned announcer Dilorom Umarova advised her students as she gave them hands-on instruction in singing. She explained to the audience that they should not assume he is "reading like so-and-so TV anchor or announcer and copying someone else's style".

It is worth mentioning that the artistic medium is determined by the TV presenter's image. It aids in the television image's ability to communicate effectively its message to the audience. Presenters on modern TV are portrayed as role models that viewers should strive to emulate. His flawless performance and admirable conduct elevate the viewer's moral standards, perspective, and inner world. The core of TV Anchor Nodir Sobirov's creative effort is creating a screen image for the show "Axborot 24." In the process of speaking with the audience, he attempts to accomplish his primary objectives as the addressee. He does well as a TV presenter because of his modesty, expertise, self-assurance, and ability to convey news in three languages.

A person's ability to form an image reflects both their spirituality and their flair. It is a person's solid, positive image in addition to their "Axborot 24." According to the publication "Sado," one of the most crucial prerequisites and fundamental guidelines for international TV stations is that the TV presenter's image must fit the program. It is important to note at this point that the show varies based on its genre and direction, which has an impact on the TV anchor's

reputation. For instance, showcasing a TV presenter's elegance and beauty in a news broadcast doesn't have to be done to divert viewers. In the same way, a serious-looking journalist should not conduct the top ten songs.

There are various misconceptions about what it takes to be a TV news anchor, which have an impact on his reputation. For instance, a newscaster should appear serious in both their appearance and their demeanor, maintain a formal, forceful demeanor, and refrain from grinning while speaking. It is well known that the TV host delivers the message to the viewers according to the subject. If he reads the news about the unpleasant incident while grinning, it will appear really odd. We disagree with the assumption, nevertheless, that a TV presenter should only have a serious appearance. Dildora Rustamova used to deliver messages in a rigorous tone when working on the "Axborot 24" software. She would only wear traditional clothing, such as a jacket, suit, and blouse. Her actions in the "Zamon" program right now are seen in a totally different light: she has loose hair, wears various suits and outfits, and always greets and bids farewell with a grin.

RESULTS

In the scientific work "The TV Anchor in the television system: the evolution of his activity and communication features" (Zohidova. 2021, 58-71) wrote the stereotype that the TV presenter of the information program is not young is put forward. It can be seen in the form of young TV presenters that non-governmental news programs "Zamon" and "Markaziy studiya" do not follow this. The TV presenters of the informational programs of the state TV channels – "Axborot 24", "Yangi davr", "Toshkent 24" are also getting "younger". In our opinion, it is not right that the show should only be TV Anchor by young TV presenters or older TV presenters. Through the program intended for a wide audience, not only social topics, but also very serious issues of state importance, international politics are broadcasted. Having these messages delivered by a professional TV presenter with extensive life experience helps to enhance the image of the show.

The age specification(2023) of the TV presenters of informational programs of state and non-state TV channels were comparatively analyzed (see diagram 5)

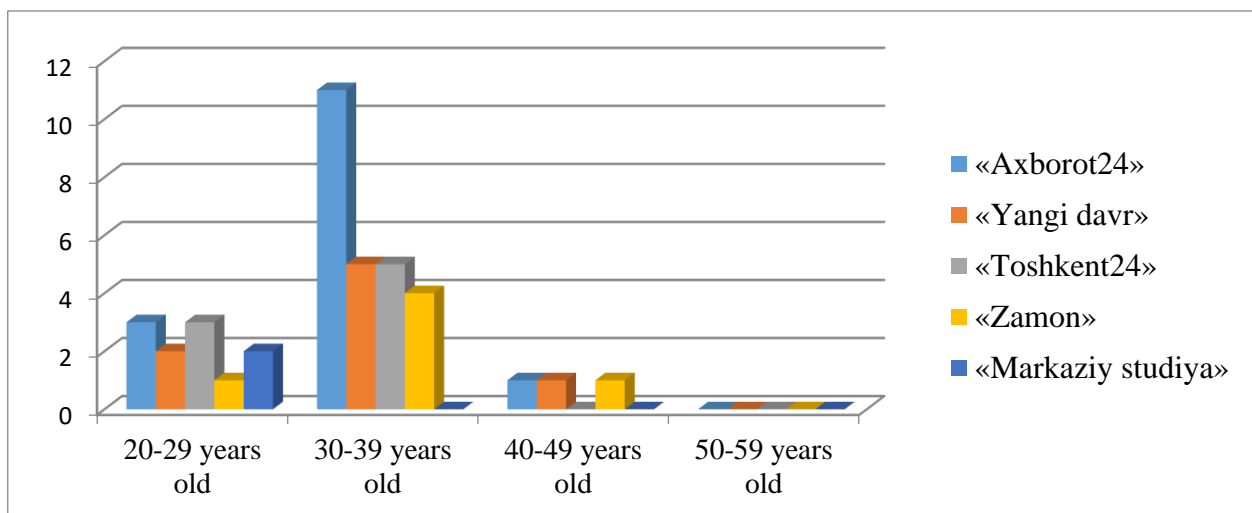


Diagram 5

According to the results of the diagram presented above, the age of most of the starters is above 30, including 35% in the age range of 20-29 years, 60% in the age range of 30-39 years, and 5% in the age range

of 40-49 years. There are no starters in the 50-59 age range. As a comparative analysis, we cite the TV presenters(2023) of news programs of US and Chinese TV channels (see diagram 6):

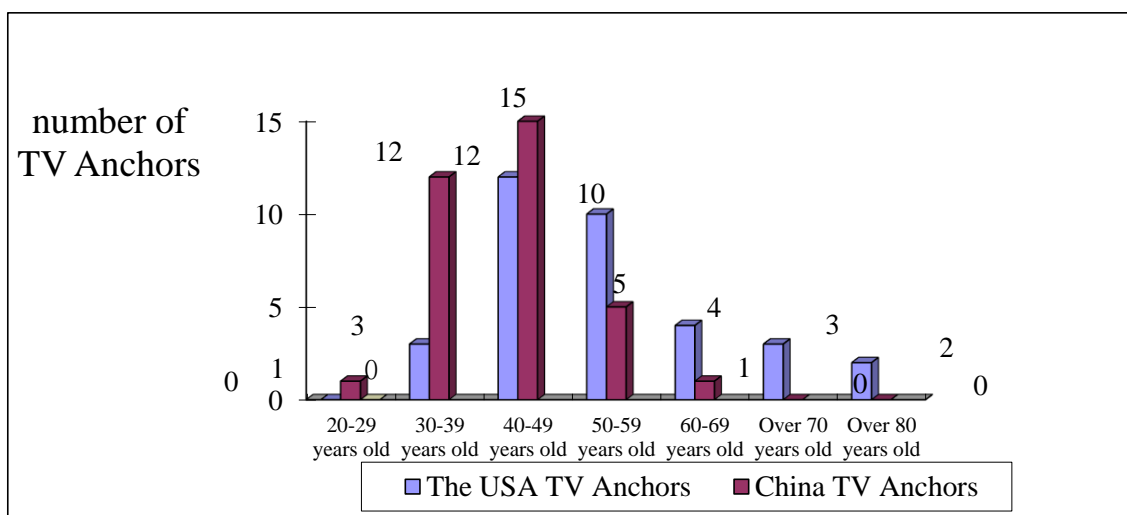


Diagram 6

According to the statistic, Chinese TV presenters tend to be younger than their American counterparts. The mean age of television presenters in the People's Republic of China (PRC) is 42, whereas the mean age of television anchors in the United States (US) is 53.

The content analysis of figures 1 and 2 reveals a substantial disparity in the ages of national and foreign information program leaders.

Another common belief is that a news anchor should refrain from displaying their emotions. Naturally, the genre entails specific constraints. From our perspective, given the wide range of news coverage, the television host is entitled to challenge this caricature. For instance, it is inconceivable to avoid

reading the news regarding the triumph of our athletes and the esteemed accolades achieved by our national filmmakers in the realm of movies. Simultaneously, we can discern a sense of national pride conveyed by the countenance and intonation of the television hosts across a wide range of shows such as "Axborot 24", "Yangi davr", "Toshkent 24", and "Zamon" when reporting on the grandiose occasions commemorating the independence celebration.

Opinions also exist on the advantages of a TV presenter possessing a higher level of education. From this perspective, we present statistical data regarding the educational level of TV shows, as shown in diagram 7 (2023).

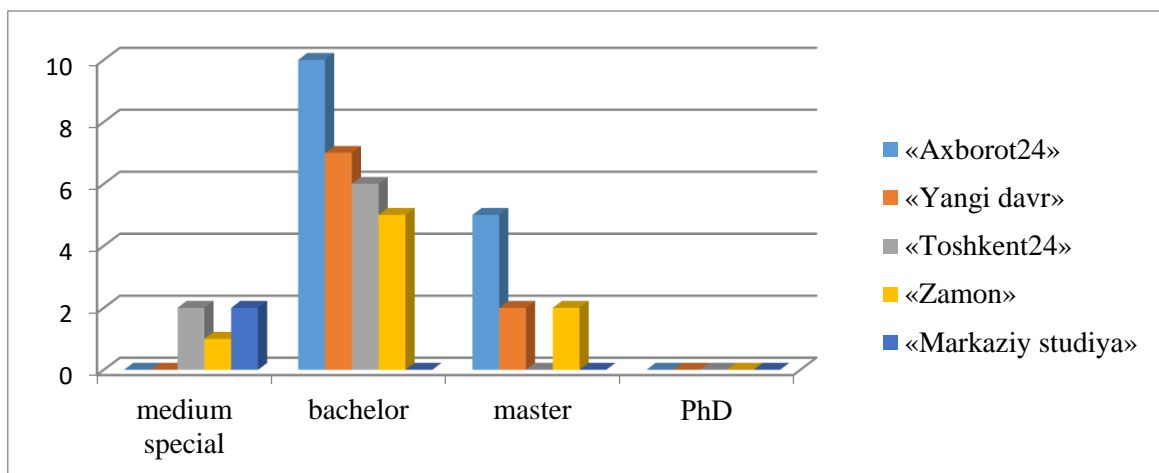


Diagram 7

Based on the findings depicted in the picture, the predominant proportion of TV presenters possess a bachelor's degree. This includes 15% who have completed secondary specialized education, 60% who have pursued incomplete higher education, and 25% who have attained a higher education degree. Evidently, individuals without a bachelor's degree are currently taking the lead. However, it is possible to discern a distinction between them and telecommunicators who have completed their education at a university, acquired expertise in journalism, broadcasting, speech etiquette, and professional ethics.

CONCLUSION

The definition of a televangelist encompasses a wide range of aspects and is subject to certain criteria related to audiovisual qualities. Meeting the demands of a discerning audience and creating high-quality content is a challenging task in today's day of abundant information. The written text also mirrors the appearance of the initiator. Professional skills can be assessed based on the curriculum. Consequently, each television presenter with journalistic aptitude endeavors to develop their own unique writing style. For instance, when multiple artists who have written about the same subject, the content of their work may be same, but the method in which it is presented varies. An individual highlights a concept to captivate the audience's attention towards their intended message, another individual commences the program with an enlightening anecdote, and yet another individual places significant emphasis on the ending.

The TV Anchor's distinctive style enables a robust link to be formed between the viewer and the television. Some respondents are familiar with individuals such as Jamshid Umrzakov, Nodir Sobirov, Dildora Rustamova, Jahongir Olimov, Arevat Grigoryan, and Amirkhan Umarov. However, they express a greater interest in

the activities of news program TV presenters from the Russian TV channel. These presenters include Yekaterina Andreeva, Maksim Sharafutdinov, Vladimir Solovlev, Dmitry Kiselyov, and Olga Skabeeva. One of the primary factors contributing to this phenomenon is the distinct style and image that these Russian TV presenters possess, coupled with their meticulous preparation for the programs they host.

According to the research findings, the image of the TV presenter in a TV news show holds significant importance for the viewer in terms of professional qualifications, appearance, behavior, and unique features that influence the audience. An optimistic portrayal of a telecommunicator enables the individual to effectively sway the audience and accomplish professional objectives. Ultimately, the national TV program's approach of treating the show as if it were the author's own, with a strong emphasis on image, effectively boosts the viewership.

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