

**THE ROLE OF RADIO BROADCASTS IN THE DEVELOPMENT OF READING  
AMONG THE POPULATION**

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**Abstract:** This article discusses the role of radio broadcasting in the development of reading among the population. The article also talks about the analytical results of broadcasting programs aimed at improving the culture of reading among young people through "Mahalla" radio.

**Keywords:** radio, journalist, program, network, listeners, reading, broadcasting, literature.

Today, one of the important tasks facing radio journalists is to increase the volume and level of literary-artistic, educational and spiritual broadcasts on "Uzbekistan" radio. That's when the radio's position of popularity, relevance and wide distribution will remain in its original strength. And radio is a convenient and cheap, timely and effective source of information that works around the clock. The first program of Radio Respublika airs every two to three hours, and Radio "Mahalla" airs every half hour with the latest news. In addition, you can always listen to the radio, whether you are at home or on the road, in the field or in the pasture, in the service office or at the machine. This is why the role and importance of radio in social life is increasing today.

In Uzbekistan, great attention has been paid to the development of the radio sector, which is considered an important branch of mass media, and in recent years, wide opportunities have been created for the creation of the organizational and legal foundations of the network, the formation of a modern material and technical base, and for journalists to work and create freely. "Delivery of fast and reliable information to the population, comprehensive reflection of the democratic reforms implemented in our country" [1] is one of the urgent issues. In this regard, it is important to carry out scientific researches in such directions as the establishment of radio and broadcasting activities, its material and technical condition, the issue of radio journalist personnel, and the process of covering the population with radio.

Radio and television play a big role in our lives today. After all, through their various shows and broadcasts, we get to know about world events, increase our consciousness. At the same time, radio and television programs serve to enrich our culture and spirituality. Therefore, in our independent country, great attention is paid to the development of radio and television networks and strengthening of their material and technical basis. At the same time, efforts are being made to train TV and radio journalists, improve their professional skills, and bring the quality and content of programs to the level of modern requirements.

Through Republican radio, we are informed about the scientific and technical achievements of social, political and economic processes not only in society, but also in the whole world. In addition, republican radio broadcasts many broadcasting programs aimed at developing the worldview of the population and its spiritual consciousness. In particular, it is certainly positive that programs on the development of reading are being broadcasted on "Mahalla" radio. An example of our idea is the "Radio Kitab" program, which is broadcasted every day at 21:30 on the "Mahalla" radio channel. In this broadcast, works related to a certain category will be read and broadcast figuratively. This broadcast is very interesting for the listener, as if the heroes of the work appear before our eyes one after another. But in this case, the role of the singer must be great, and it is required to be able to penetrate the heart of the listener through the words. In particular, excerpts from unique masterpieces of Uzbek and world literature will be read and broadcast during the broadcast. At the end of the broadcast time, a conclusion will be made to a certain part of the work, and the listeners will be informed that the continuation will be read out in tomorrow's broadcast.

The meaning of this program is that the listener listens to the radio again to find out the continuation of the work, as if listening to a fairy tale as a child. This will greatly help to improve the literacy of the works for a person who is busy with certain tasks during the day.

A number of other reading programs have been organized by Mahalla Radio, which has a large following, one of which is "Adabiyot Gulshan", which is broadcast every Sunday at 12:40 PM. Literary scholars are invited to this broadcast, and they will express their opinions about the subtle aspects of our literature, the art of words in literature, and the possibilities of the Uzbek language. This broadcast has a deep content and essence and has many listeners. Because in the broadcast, the works of Navoi, Babur, Atoyi, Mashrab, Fuzuli, Lutfi and many other classic representatives of our literature will be analyzed. In particular, in the life and scientific heritage of Navoi, special attention is paid to the aspects that contribute to the formation of feelings such as nationalism, humanity, integrity, correctness and knowledge, which are disappearing in our social lifestyle today. The purpose of this broadcast is to create a passion for books, knowledge, and especially literature in the hearts of the growing young generation. Because literature is the most effective means of encouraging a person to spiritual perfection.

Another interesting broadcast on the development of reading through this radio channel is called "The Book and the Future". The broadcast airs every Saturday at 4:40 PM. Although the weekly program of the "Book and Future" broadcast is prepared in a different way compared to other broadcast programs, the goal is the same - to develop the culture of reading among young people, to encourage them to read books and research. For example, if a specific work is analyzed in one travel program, spiritualists are invited to give their advice on what a person can achieve by developing reading skills in other programs. In another program, the best and most perfect works of a certain field and their content are shared by experts. Another broadcast aimed at developing the culture of reading among the population is called "The Pleasure of Reading", which is broadcast on Wednesdays at 22:00. This broadcast also has a unique aspect, in which various interviews and quizzes are held on the issues of reading not only books, but also newspapers and magazines [2].

It is impossible to imagine the society we live in today without science and technology and mass media. But no matter how fast time continues to grow, we must always remember that science and thought lie under this speed. Knowledge and thinking are acquired through reading, studying and research. For this reason, efforts are being made to develop literacy in all areas today. The above-mentioned opinions and arguments are an example of how radio is fully fulfilling its role as an important and convenient propaganda tool. Because it is not surprising that a certain layer of the society is making the current attitude towards books and libraries more positive and active.

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