

Theoretical and Methodological Foundations of Verbal and Visual Communications

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ABSTRACT

The article examines the characteristics and essence of verbal and visual communication, the model of television communication, the fact that the visual feature of television increases its impact and the effectiveness of the communication effect is felt. Television does not deny the written word or the spoken word. This tool: a) to create an image; b) to fill the image; v) to establish contact with the viewer-listener; g) is intended to serve to reveal the concept of television broadcasting. It is stated that the analysis of the means of communicative expression of television, which creates its product as an audiovisual art, helps to study the object in detail.

Keywords: Verbal and visual expressions, telecommunications, communicator, communicant.

INTRODUCTION

Television is one of the great inventions of the 20th century, and as a main type of audiovisual communication, it has been delivering products on various topics to its audience for years. If we pay attention to the past, first the television was a technical means of transmitting the image over a distance, and then it was a mass media. Its colorful world and the creative team elevated the technical tool to the level of art, and the visualization of media content in modern conditions has accelerated. Today's audience has a wide range of opportunities to get the necessary

information. Therefore, journalists are trying to present information as close as possible to the needs of the addressee. As a communicative means, television shows reality on the screen, becomes the subjective reality of a person, and creates a state of communication. S. Gerasimova noted, "The features of telecommunications are characterized by direct communication in different places at the same time. The transmission of a message in the form of sound and a moving image is a characteristic quality of the television". Internet journalism has also applied this uniqueness in its activities. The influence of the verbal and visual components in a hugely competitive field, the two directions are determined for integration of communicative load. At present, the information and communication process is increasing, and the tools of communication are being improved. Each tool of communication has its style and capabilities in information delivery. Television as a mass communication tool, transmits information to a large audience using verbal and visual communication elements. A communicative connection is established between the viewer and the communicator (a media representative who wants to provide information and an expert invited to the studio). A correspondent receives information through visual and verbal communication. The word communication comes from the Latin *communicatio* – message, transmission; "communicare" means "to talk, to communicate, to inform".

Communication as a meaningful process of interaction can be called a mechanism for the existence and development of relations between people. The transfer and broadcasting of any experience create an exchange of ideas in society. At the same time, television is not limited to providing information but also ensures the participation of society in the socio-economic, political, legal, spiritual, and cultural life.

MATERIALS AND METHODS

Canadian philologist M. McLuhan divides the means of communication into "hot" and "cold" and characterizes them as follows: A hot instrument expands one sense to "high

resolution". A high level of accuracy is a state of completeness of information, images, pictures, and photos which are perceived from a visual point of view. Cold media is described as "low-fidelity" and includes speech, text, and artwork. They form a partial image in the reader's mind". According to McLuhan's theory, books, newspapers and magazines are "hot" media, because they are intended for high-level reasoning, and television is served as "cold" media. "While "hot instruments" are characterized by low levels of audience participation, "cold instruments" are characterized by high levels of audience participation or fill a gap. One of the important factors of television in a social society is to transfer information to people and to increase communicative efficiency. "Television is not just a virtual world that creates relationships with real life that occupy the human mind more. It is better to note that, television is a new environment for many people, it shapes not only public opinion, but it interferes with its genetics or influences the mentality of people". In a world of visual mastery, television does not just convey information it also influences lifestyles. According to the German sociologist Nicolas Luhmann idea: "Communication is not a service process or only a means to achieve certain goals, but it serves as a primary social process that forms the human condition, and change their world". Today, anyone can participate as a transmitter of information through communication technologies.

In ensuring the effectiveness of television communication, the means of visual expression in television content provide complex audiovisual stimulation. In this process, television performs such functions as information and distribution, cultural and educational, entertainment, and the formation of public opinion. Communication, which appeared as a concept at the beginning of the 20th century, is based on a certain model in its implementation and is accepted by the addressee. The number of information channels has expanded the capabilities of the receiver, and it gave a chance to watch and record the program at any time. This process is called the transition of the audience from mass to segmented. In a certain social context, the

communicator and the recipient enter into an individual relationship.

The main elements in the process of social communication are defined as follows (see Fig. 1):

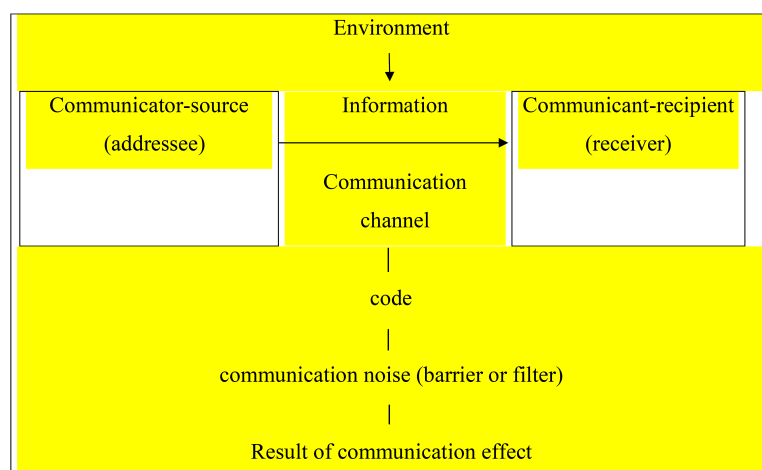


Figure 1. *The model of social communication*

This scheme of communication in the form of a model applies not only to television, but also to such areas as radio, press, and Internet journalism.

The communicator source generates information and sends it through symbols.

The communication code determines the order of information, the rules for its selection, compatibility, and arrangement of message symbols.

The communication channel includes material resources which carry information (here, we can include natural channels, including voice timbre and artificial channels, i.e. newspapers, electronic channels - radio, television).

Information is provided through these channels, and it consists of signs (non-verbal signs, pictures, music, words and texts, various genres of literature, journalism, public relations) and context (situation, factor) that affect the understanding of the content of the message.

The communicator-receiver receives and re-perceives information. The less noise that interferes with the assimilation of information, the more the communicative effect will be efficient.

E. G. Bagirov also mentions the model of television communication in his theory of television research.

According to the scientist's concept, the participants of the telecommunication process are the communicator, information, technical channel, and receiver. In this situation, there is a "response" between the receiver (recipient) and the communicator. The communicator performs encoding by transmitting information, and then the audience re-perceives (decodes) the received text. Internoise (noise) causes interruption of information in the response process. The author shows technical causes as a factor affecting noise, adding certain contradictions between the addressee and the addresser: the structure of an individual's personality, the structure of social relations, and the structure of communication links. Emphasizes that the structure of an individual's personality is one of the important factors in the selection and re-perception of information and it justifies the following elements of influence: a) trust, faith, values, and certain instructions; b) competence (knowledge), skill, and creativity; c) needs, interests, and motives.

Communication models recommended by scientific researchers are not free from stereotypes. By studying their experience, it is advisable to develop a communication model for the field of general journalism and apply it in this field. Conducting sociological research on a large scale reminds us of the necessity of studying aesthetic views, artistic synthesis, images, and words displayed at the level of the screen (large or small, monitor and wide screen at home) with the possibilities of electronic technology. At this stage, it was emphasized that there is no model for achieving full communication with the viewer.

RESULT AND DISCUSSION

The characteristics of verbal and visual communication are reflected in the aesthetics of television journalism, the

preparation and broadcasting of television programs. Visual communication is the transmission of information through video and images, which includes the use of video images, photographs, and graphics. The visual material must be of high quality, clear, and appropriate to the topic to support the journalists' speech and help the audience to better understand the story. "Sometimes the visual element is more effective than the content in the human mind. Content is forgotten faster than an image in the mind". Therefore, the visual system acts more actively than the auditory system. A journalist who chooses a topic and presents his work in visual form analyzes data and evaluates it based on facts. V. E. Shevchenko defines the role of visual communications in all spheres as "90% of visual (photo, picture, infographic) messages expressed by text (phrases describing the image) are placed on social networks". The interpretation of the author-journalist, who owns modern technical means, is an important part of the impact on the audience through audiovisual resources.

Verbal communication is the transfer of information through words and speech, which is carried out through the speech of presenters and journalists in television journalism. Its content contains news, interviews, reports, reviews, and others. "Verbal communication is based on three important factors: verbal behavior, verbal relations, and speech act. The term "speech relations" is a synonym of the term "verbal communication". Both of these concepts mean two-way relations of people in the process of communication". The word in speech relations facilitates the reception of the image on the screen, deepens the effect, expands the boundaries of the frame, and makes the audience think. Researchers divide speech activities directed at the audience into such types as speaking - giving information through oral speech, hearing - receiving speech with sound signals, writing - creating text with speech signs, and reading - understanding the text, and understanding its meaning with graphic signs. In verbal communication, adherence to the language norms of the speech culture, logical consistency, and accuracy in pronunciation serve for successful communication.

Non-verbal communication is the exchange of information without words and consists of actions and gestures. It also includes an intercom, music, and various alarms. Along with the audio and visual expression on the TV, the participant's movements, facial expressions, and gestures are not ignored in the information exchange. In the receiving of audio and visual information, the characteristics of kinesthetic (perception of information through smell, taste, touch, and sight) communication also play an important role.

A balance between the usage of expression and the content of the material is required in the preparation of television production. The quality indicator of telework depends on the relationship between the verbal and visual components and the skills of the journalist. In scientific sources, the composition of the means of visual expression is shown in different ways, but they all serve to fulfill the function of television. N. Goryunova in the book "Artistic and Expressive Means of the Screen" emphasizes that the image on the screen is built on the principle of visual sound. He also mentions about the means of expression are combined in one frame to influence the audience through verbal and pictorial elements at the same time. According to this idea, he identifies three groups of expressive means:

1. Tools that ensure the plasticity of the frame (color, light, plan, perspective, effects);
2. Tools that provide dynamics (installation technique and timing);
3. A means of providing a sound image (sound, music, noise, silence).

The criteria units of this group give a chance to ensure the communicativeness of the television image and to fill the work of a communicator-journalist with audiovisual elements, and at the same time, it serves to satisfy the information needs of the recipient.

In this sphere, the researcher Yu. A. Oganosova divides the means of visual expression of television content into visual and auditory groups and gives the following classification:

Visual means include the composition of the frame (view, planning size, landscape, color, light, capacity, etc.) and editing (tempo, montage duration, playback speed, use of effects). Listening aids are divided into verbal and non-verbal parts. The verbal tool includes the text, its syntactic structure, and phraseological turns, and the non-verbal tool includes sound (inter sound) and music. The analysis of the means of communicative expression of television, which creates its product, helps to study the object in detail.

Based on the study of the theory and practice of telejournalism, and its object, we present the means of communication and mass information transmission of television in the following scheme:

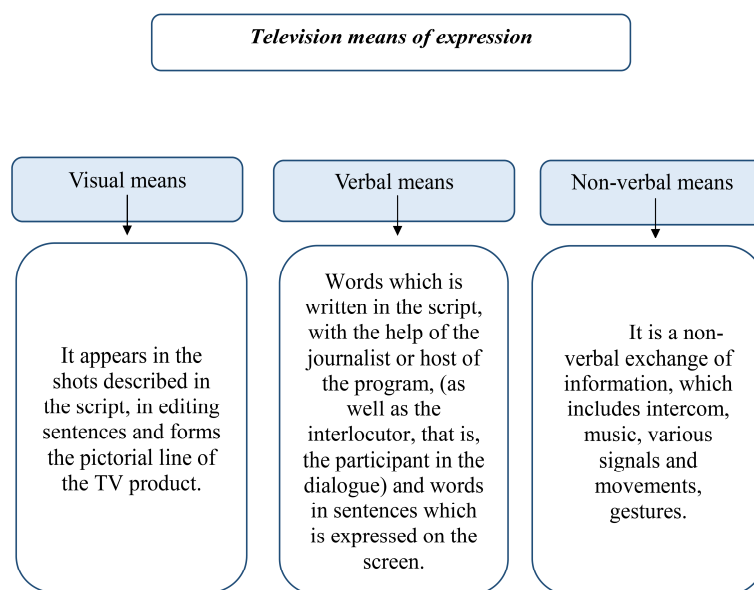


Figure 2. *Television means of expression*

Representatives of the field of television journalism visualize information with visual, verbal, and non-verbal means G. G. Pocheptsov defined communication as “the process of recording verbal information into non-verbal and vice versa from non-

verbal to verbal".The visual feature of television increases its impact, and the effect of communication becomes noticeable.

Anatoliy Lunacharsky emphasizes the impact of your image by stating that "an image without sound is much stronger than an impression made by sound without an image". The writer Utkir Hashimov expressed his opinion that "The word is a great weapon. A big weapon has a big responsibility". Professor, Doctor of Philology A. Rasulov states, "To go deep into the property of the world is to climb towards the peak of artistry. Saying more with less is an indicator of artistry, a display of talent. In the beginning, there was a sacred law in the art of words: an artist must be a master of words.The opinions of scientists about images and words are considered one of the important factors in the combination of means of expression, which have unlimited possibilities and combinations for a TV journalist. Television does not refuse the written word or the spoken word. This tool is supposed to serve a) to create an image, b) to fill the image, c) to establish a connection with the viewer-listener, and d) to open the concept of the show.

Television as an art combines the possibilities of literature, theatre, radio, cinema, visual arts, and photography.Advances in technology have led to further improvements in picture and sound quality, resulting in digital television.Television studios have an electronic opportunity to show the image efficiently, beautifully, and clearly - as in life. Professor Svetlana Urazova says that "this technological innovation aims to make every person's feelings and emotional state permanent. This process also serves to ensure that images and symbols which take place in our social consciousness". By this, she describes the characteristics of early digital television products. The technology of transmission of image and sound using digital signals transmits high-quality video content to the consumer. In this sphere, it is necessary to define the methodological foundations of television research, to cover scientific concepts, and it is necessary to gradually study the improvement of electronic equipment as a means of expression.

CONCLUSION

Commenting on the development of the digital revolution, Professor E. Vartanova suggests that “perhaps in a few years the concept of “television content” will disappear and the concept of “(digital) media content” will remain. However, this innovation in the field of technology meant further expansion of the creative possibilities of television. In the context of audiovisual culture, television does not lose stability, but the consumer turns to tools such as computers, mobile communications, and tablets to receive information from the virtual world. When we think about yesterday’s television evaluating screen culture and a comprehensive study of television viewing it made to the digital revolution puts on the agenda and the theoretical basis.

In short, in telejournalism, information transmission through visual communication components is more effective than verbal communication. Conveying information with images and emotions helps the audience to create an idea about the events, and learn more about the impact of the topic on the person, as well as on the society. However, the abundance and lack of context in visual aids can weaken the content of the information. Therefore, maintaining harmony and balance of visual means of expression requires experience and skill from the journalist.

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