

## Some Thoughts on the Work of a Radio Host

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### ABSTRACT

*The article describes the radio studios operating in Uzbekistan, the convergence in this area – the merging and interconnection of various communication channels, how this process is related to the Internet, social networks and podcasts, which require new approaches from radio host. Reviews are also given about the announcer and the radio host as common and distinctive features, image, figure, role and professionalism of the radio host in working with sound and improvisation. Another aspect is the idea that the evolution of radio broadcasting dates back to ancient times.*

**Keywords:** Radio, radiohost, voice, pause, broadcast, skill, communication.

### INTRODUCTION

A modern radio host should be not only a voice owner, but also a person who is able to adapt to technological changes, has extensive knowledge and is able to establish close communication with the listener. Convergence, professionalism, harmony of image determines the success of a radio host.

Nowadays, radio hosts are required not only to speak fluently, but also to communicate effectively with the audience, feel their needs and prepare a touching text. A radio host should also be able to make effective use of social media, podcasts, and digital platform capabilities. This makes radio hosting a more challenging and attractive profession.

There are aspects of convergence, professionalism, image and role related to skills in a radio host. Convergence is very important for modern radio hosts. In the media industry, convergence is the unification and interconnection of various communication channels, and in the radio industry, this process occurs through the Internet, social networks and podcasts. In addition, at present, the traditional method of broadcasting, that is, the unity of the director, cameraman, music editor, and radio host, has been abandoned, and all duties are assigned to the radio host. He should also be active on online platforms and know how to create audiovisual content.

If earlier announcers mainly demanded a pleasant voice, beautiful pronunciation and reading of the text in accordance with its content, now these requirements have changed to some extent for radio hosts. Currently, a radio host is required not only to deliver a text in accordance with its content, but also its effectiveness, focus on the audience and the result achieved in the communication process. Therefore, a modern radio host needs not only to improve his language and pronunciation skills, but also to study psychological and marketing aspects.

The traditions of speech culture, laid down by the first announcers of Uzbek radio and continued by the next generation, the resourcefulness and excellent manners of speech inherent in masters of words, were deeply assimilated by the pioneers. In our opinion, if we consider the evolution of radio broadcasting in the form of a speaker-master of words – host system, this is correct from a scientific point of view. However, looking back over several centuries, we can say that even in those days, there were people among the collective who expressed their opinions, promoted an idea, explained a certain policy, and possessed an uncanny ability to convince – preachers (Uzbek people called them as “Voizlar” and “Roviylar”), storytellers, and speakers. If there had been a microphone back then, they could (as they do now) have made the most of this opportunity. “Even in those days when people didn't know how to write in a more structured way, there were people related to this profession. Only they weren't called “announcers”. Preachers, speakers, declaimers, storytellers and messengers.”<sup>1</sup>

After all, there are many personalities in the history of mankind who have left their mark under the name of a preacher and speaker. Such masters of the word as Cicero, Gaius Julius Caesar, Quintilian, Aurelius Augustine, Hassan ibn Sabbah, Hussein Waiz Koshifi, Muhammad Rafik Waiz, Quraysh Saidi, Waiz Samarqandi, Khoja Muayyad Mehnagi, Mawlana Matemati, Mawlana Irshad, Hotam Asom, Muin Waiz, Jalaliddin Rumi, Ziyawudin Khan Eshon Babohanogly, they effectively used the power of the word, we can say that they followed the aphorism “when a person enjoys the sweetness of the word, he becomes a prisoner” and were very popular at the time.

Based on the same idea, we can say that the profession originated a long time ago as a branch of popular oratory and preaching art. Because the requirements for masters of the word, preachers, speakers are now being imposed on radio hosts.

In modern parlance, a preacher is a professional speaker. The National Encyclopedia of Uzbekistan defines a preacher as “a public speaker, a person engaged in preaching, a professional speaker. The preachers had deep knowledge, high culture and special performing potential (beautiful and expressive voice, clear and precise pronunciation, knowledge of the leading languages for their time, etc).”<sup>2</sup>

This work on the art of preaching says: “The art of preaching is the art of public speaking, oratory; an art that occupies a broad public position as the main means of scientific and political discourse, debate, discussion, propaganda and agitation... The art of preaching has gained great social power in the past, having played an important role in the development of modern oratory.”<sup>3</sup>

The book of the scientist Mukhammadayukub Khomidov “lessons of public speaking”<sup>4</sup> says: “public speaking” or “oratory” are phrases that work side by side, one complements the other, and although science has its own history, representatives, and goals, information about science has reached us much less than in other sciences.” The author also provides information that the culture of speech as a separate doctrine developed in Ancient Rome and Athens, but there are suggestions that it originated earlier in Egypt, Assyria, Babylon and India. And it is precisely about the qualities that preachers have that he writes: “...Looking at people's faces,

they could notice their opinion and mood and did not lose sight of it during the sermon...”<sup>5</sup>

Our ancestor Alisher Navoi said about preachers: “...A preacher is someone who enters a congregation alone, and someone who enters it fully. He, in turn, orders but does not do it himself, his words will not be a work or benefit to anyone.”<sup>6</sup>

Nowadays, radio hosts must also have knowledge, thinking, beautiful speech, and resourcefulness during communication, that is, as A. Navoi points out, a person with a burdened language should get rid of it, and a person with an empty heart should be satisfied. Like preachers, radio hosts must have a beautiful and expressive voice, clear and precise pronunciation. It is advisable if he speaks not one, but at least two or three foreign languages.

We also described the preacher as a professional speaker. In the article by Candidate of Philological Sciences R. Jumaniyazov, “Public speaking and high knowledge are the main weapons of an employee”<sup>7</sup> “... it is not only an object of linguistic science, it is also the Science of logic, psychology, ethics, aesthetics, poetics, philosophy, thinking, sociology, political science and public science,” he explains. And he evaluates the speaker as “... The influence of their words is strong, more precisely, they are able to find and choose a living word, bind it to the human psyche and bind the listener with invisible threads.”

The seventh chapter of “Qobusnoma” is called “In an affirmation about being at a high level with masters of words”<sup>8</sup> and begins like this: “A person should be a speaker, a talker (master of words). But, oh child, be a master of words but don't be a liar.” Then the type, the inclinations, the front and back, the rules of pronunciation and listening of the word are described, and the master of words is advised: “... If you know the word and the craft, never spoil a single word, but describe it with one meaning so that it matches the description and does not burden the one who hears, otherwise no one will hear without proof and documentation of your words... Oh, child! if you're any kind of master of words, then keep to less than you know, so as not to become ignorant and illiterate during the speech. Know a lot, but say little, don't say much if you know little.” “...speak in

such a way that they would like it and that they would become lovers of your words...”.<sup>9</sup>

Nowadays, freedom and improvisation are also required from a person in front of a microphone. On this occasion, Sh. Yusupov writes in the textbook “the mastery of the radio host”<sup>10</sup>: “free communication, questions and answers... it requires tremendous responsibility, energy, enthusiasm and, most importantly, intellectual potential from the radio host...”.

The radio channels have always had exemplary and dedicated radio hosts. Not only could they host daily programs or their own original broadcasts, but their live coverage of state events was also in demand. For example, A. Abrorkhodzhaev’s reports from state events and his dialogues in the popular program Kamalak (rainbow) served as a school for many young radio hosts. The Russian “Business club” by A. Daminov made this journalist popular among listeners. Fans of B. Akhmedov’s radio play “Phonoloto” even called the broadcast from neighboring countries. The authors and radio hosts A. Buzrukova, Sh. Abdulimova, G. Davirova of the program “Evening Waves”, in which topical issues of our time were discussed. Later, they were joined by young journalists with both a radiophonic voice and talent. In this regard, scientist K. Ismailova writes:

“A significant part of thematic programs based on live dialogue is that they are effective and useful. Such programs as “Business Club”, “communication with the listener”, “direct communication” develop an attitude towards radio not only as a source of information, but also as a common and joint activity to solve pressing, vital problems. The audience directly participating in these programs is active all the time”.<sup>11</sup>

According to K. Ismailova, a radio host working on live TV should be experienced, be able to comment on something, and skillfully use his vocabulary. That’s not all. In interactive programs, you need to be prepared for any situation while the listener is on the air. In any case, it is important to get out of the situation assertively. Because the listener reacts according to the tone of voice, colored by the mood.

The radio host must speak in a language that is understandable to the listeners. This means that the language of radio is close to the language of the masses. However, saying anything just to make the audience understand is also not good. Each word has its own load, its own level, its own meaning. It is important not to forget about this and to weigh each word on the intelligence scale, and then speak. Therefore, every person who wants to fully master the profession of a radio host should regularly read, study and draw their own conclusions from any situation that occurred on the air. Then it lays the foundation for a very large experimental school.

Each radio studio, striving to make a name for itself among the masses, will impose requirements and rules on its radio hosts, on the basis of which employees will be selected. Organizes auditions. Special attention is paid to the applicant's voice, pronunciation, worldview, originality of thoughts, Communication culture, stress, humor, reactions to difficult situations and knowledge of computer technology.

If an applicant for a radio host has a beautiful voice, fluent speech, and minor imperfections, it is easy to correct this with special exercises with the help of mentors. In addition, specialized literature on the industry helps.

Opening the on-air microphone, the radio host should feel the audience with different potential and understand well that this moment is irreversible. It is necessary not only to pronounce words clearly, but also to breathe properly, maintain pauses and play pauses in place, without mixing dialects, and observe the norms of the Uzbek literary language. It's good if this trait is natural. Otherwise, the radio host will need further research to correct these shortcomings. For the same reason, casting, that is, the radio channels announcing the competition, give the candidate a probation period to improve his diction and articulation if he has a beautiful timbre of voice.

At this point, let's comment on the Play Pause. A play pause is a pause between words and phrases, just like a pause. A play pause, smaller in size than a pause, is used to focus attention on the desired word or phrase, convey emotions, enhance the impact in speech, and in some cases, breathing.

Radio hosts recommend that the radio host reread the text over and over again, even if it was prepared by himself. This is necessary primarily in order to suppress the excitement that arises in front of the microphone, and, moreover, to feel the energy of the text. In addition, it is also necessary to identify overused or misused words that may occur in the text.

The smile of the radio host working in the studio should be noticeable when he speaks. Because a smile makes a person more attractive, open and gentle. This state is vividly felt by the sound.

However, a person may not always be in the same mood. Sometimes you can walk around all day in a nervous mood. Radio hostess Kh. Boltaeva, who is known as “the radio host who always speaks with a smile”, says it's very easy. The lips are shaped into a smile and it should stay that way for up to one minute. It is then that there is elation not only in the voice, but also in the mood. Because the appearance of facial muscles in the form of a smile causes the brain to communicate that a person is happy. As a result, the body begins to produce mood-boosting endorphins. Endorphins are hormones produced by the human body that reduce pain, anxiety, and improve mood.

From a medical point of view, it has also been proven that the appearance of facial muscles in the form of a smile can tell the brain that a person is happy.

Phoniatrician G. Ulezko notes in his methodological manual entitled “Гигиена голоса” (Voice Hygiene)<sup>12</sup> that “the voice is a means of communication through which various subtle emotional experiences such as joy, pain, fear, anger, excitement and danger can be reflected. Complex neural connections control the vocal function, a violation of this control leads to a violation of the voice.” he writes, confirming that the group of professionals working with sound also includes radio and television announcers.

In addition, the Russian scientist I. Novikova writes in her methodological guide “Hygiene of the Voice of Pop Singing”<sup>13</sup> that a person who uses his sound devices in his profession should sing, this is a kind of training for the voice. He believes that singing not only warms up the muscles of the vocal apparatus, but also prepares the whole body from a mental point of view, awakens the emotional sphere, generates creative imagination,

establishes a complex process of sound formation, coordinates the movements of many muscles, strengthens conditioned reflexes arising from constant exercise, promotes creative concentration of attention.

Mastering this process helps to cope with the psychological difficulties that arise in the brain before or during speech, arising in professional activities.

In addition, there are “golden rules” on state-owned radio channels, which arose from the experience of announcers, masters of words, and radio hosts, and are formed orally and accumulated:

- Do not eat salty foods such as sunflower seeds or kurut.
- Do not use more than 6 words in one sentence.
- Radio is not a newspaper.
- Reread the text 3 times.
- Beware of humor on the air.
- Keep reminding about the time and the weather.
- While sitting in front of the microphone, remember that there is only the “present” and the “future”.
- Avoid the template.

Why did they include these recommendations, which have become the rule? If you eat something salty before the broadcast, such as sunflower seeds or kurut, the salivary glands secrete a lot, which makes difficulties with the pronunciation. If a sentence consists of 6 words, it becomes easier to understand and explain, becoming more complicated as the number increases.

It's true that radio is not a Newspaper. It is better to fill the airwaves with sound materials rather than text. This opinion is confirmed by Professor Yu. Khamdamov: “A reporter who is well versed in the art of storytelling and expression can achieve more results with his story than with a television story.”<sup>14</sup>

The advantages of rereading a text 3 times are the first reading for familiarization, the second reading for understanding, and the third reading for editing.

You need to be extremely careful with humor on the air. Because the audience can misunderstand and accept in every sense. The best condition on the air is sincerity and friendliness.

Avoiding the template also determines how wide the radio host's world of thought is. If the radio host, having learned the same rules, is able to fully express his vocabulary, speech culture and emotional experiences with the help of his voice, this is primarily the success of the radio channel.

The following professional qualities are important for a radio host:

- Diction and public speaking skills - speak clearly and fluently, intelligibly convey the content to the audience.
- The ability to improvise is a way out of uncomfortable situations, a quick and worthy response on the air.
- Information literacy - using the right sources and avoiding fake news.
- Working with the listener - knowing his interests and needs.

Image and figure define the personal and professional face of a radio host. The image of a radio host is not limited only by his appearance, but is determined by the timbre of his voice, style, presentation and originality.

In our opinion, the time has come to summarize and put into writing these and similar rules that were spoken among radio teams, and print them out in the form of a guide for radio hosts.

These and similar problems can be solved by organizing special speech exercises for radio hosts, pronunciation training and improvisation skills improvement. In this regard, the need to develop the science of rhetoric is particularly acute.

## CONCLUSION

We live in a world of information, in a world of innovative technologies, and surrounded by enormous opportunities. Every day, even hour after hour, there are different events, a huge exchange of information. A modern person, especially one who considers himself a journalist, needs to keep up with the times, be able to justify his opinion and speak meaningfully. Allowing speech defects is a completely inexcusable situation, especially for a person standing in front of a microphone.

For effective functioning in the modern information and media space, it is necessary to establish a system of teaching rhetoric, which belongs to the number of philological disciplines, includes speech culture and forms communicative competencies not only for students studying radio and television, but also for all young people studying journalism and other humanitarian disciplines.

The science of rhetoric serves not only for the development of public speaking skills, but also for the formation of such important skills as the construction of affective and logical speech, free public speaking, the correct application of communication strategies and effective performances in modern mass media. Especially in the context of the development of digital technologies and new media platforms, this knowledge is becoming increasingly relevant for journalists and representatives of the field of mass communications.

In addition, with the help of the science of rhetoric, students develop such important aspects as the development of critical thinking skills, information analysis, effective use of argumentation methods and retention of audience attention in public speeches. This, in turn, contributes to improving the effectiveness of the media, improving the quality and responsiveness of journalistic materials, as well as adapting media products to the needs of the audience.

#### NOTES

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