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PROFESSIONAL SKILLS OF RADIO JOURNALISTS IN INFORMATION BROADCASTING: A CASE STUDY OF OVOZI TOJIK RADIO

Abstract. *Radio journalism remains one of the most influential forms of mass communication due to its ability to provide timely and accessible information to diverse audiences. The effectiveness of radio broadcasting largely depends on the professional skills of journalists in collecting, verifying, editing, and presenting information. This study examines the role of journalistic mastery in radio information programs through an analysis of Ovozi Tojik Radio. The research explores the relationship between journalistic facts, information genres, and professional competence in radio journalism. Special attention is given to news headlines, information structure, editing techniques, the use of numerical data, and audience engagement strategies. The findings demonstrate that concise language, effective genre selection, accurate fact presentation, and professional editing significantly enhance the communicative effectiveness of radio news. The study concludes that journalistic mastery remains a fundamental factor in ensuring objectivity, credibility, and audience trust in contemporary radio broadcasting.*

Keywords: *Radio journalism, journalistic skills, information genres, radio news, broadcasting, news editing, media communication, information programs, journalistic fact, Ovozi Tojik Radio.*

INTRODUCTION

Journalism serves as a fundamental institution for informing society about political, economic, social, and cultural developments. Within journalism, information genres perform the essential function of delivering factual, timely, and accurate reports to the public. The journalistic fact represents the primary unit of information, reflecting objective reality and providing audiences with reliable knowledge about significant events and phenomena.

From a theoretical perspective, journalistic professionalism is determined by the journalist's ability to identify, verify, analyze, and communicate facts effectively. According to Lazutina (2001), journalistic mastery is a key factor that ensures the quality and credibility of information. Similarly, Kim (2004) emphasizes that professional competence enhances the reliability, objectivity, and communicative efficiency of journalistic content. Journalistic skills also carry significant social responsibility because media messages influence public opinion and social consciousness.

The concept of genre occupies an important place in journalism theory. Genres provide structural and stylistic frameworks through which information is communicated. News reports, interviews, analytical articles, and reports differ according to their purposes and methods of presenting reality. Genres facilitate the organization of information, maintain coherence between content and form, and improve communication effectiveness (Usmonov, 2005). Consequently, facts, journalistic mastery, and genres constitute interconnected components that shape both the theoretical and practical foundations of journalism.

The relationship between genre and fact has been discussed extensively by journalism scholars. Gulov (2012) argues that the significance of facts varies depending on the genre. In some genres, such as news reporting, facts themselves constitute the primary value, whereas in analytical genres, the interpretation and analysis of facts become more important. This perspective highlights the necessity of professional skills in selecting and presenting information according to the requirements of specific genres.

Radio journalism presents unique challenges and opportunities. Smirnov (2002) defines a genre as a method of preparing materials to solve a particular creative task. Usmonov (2005) describes genre as a framework that organizes facts and ideas into a coherent form. According to Sa'dulloev and Gulov (2010), genres present facts and events in an engaging and diverse manner while also adding aesthetic value to information. Murodov (2011) further defines genre as a recurring form that reflects events, processes, situations, and social realities.

METHODS

This research employs a qualitative methodology based on content analysis and comparative analysis. The study combines theoretical literature on journalism and practical examples drawn from the information programs of Ovozi Tojik Radio. The

analysis focuses on journalistic facts, genre selection, headline construction, editing techniques, and audience engagement strategies (Smirnov, 2002; Tertichny, 2013).

RESULTS

The analysis demonstrates that journalistic mastery is closely associated with the effective use of facts and genres. Scholars generally agree that genres function as mechanisms through which journalists communicate facts to audiences (Gulov, 2012; Usmonov, 2005).

Historically, journalism scholars classified approximately 15–18 genres into three major categories: informational, analytical, and artistic-publicistic genres. Contemporary media developments have expanded this classification. Smirnov (2002) identifies twenty-three radio journalism genres, while Tertichny (2013) recognizes as many as forty-two genres, including surveys, rankings, predictions, announcements, and obituaries.

The rapid development of information technologies during the late twentieth and early twenty-first centuries has encouraged journalists to experiment with new forms of information presentation. Modern radio broadcasts increasingly employ concise thematic headlines to capture audience attention. According to Khojazod (2015), new genres emerge from existing genres in response to changing social and technological conditions. Their primary purpose is to influence public thought and emotions.

The study reveals that radio information genres can be divided into two broad groups. The first includes radio chronicles, radio news reports, and summaries characterized by minimal use of supplementary audio elements. The second includes radio statements, radio commentaries, radio conversations, and radio reports, which make greater use of sound effects and expressive techniques (Sa'dulloev & Gulov, 2010).

DISCUSSION

The findings confirm that professional journalistic skills remain essential despite technological advancements in media production. Modern digital tools have significantly improved the technical quality of radio broadcasting; however, technology cannot replace fundamental journalistic competencies (Khojazod, 2015).

The relationship between facts, genres, and professional skills remains central to effective communication. Facts provide the substance of journalism, genres provide structure, and professional skills ensure successful delivery (Lazutina, 2001). Weakness in any of these areas reduces the overall effectiveness of information programs.

The analysis of Ovozi Tojik Radio highlights several principles of effective radio journalism. First, information must be delivered quickly and accurately. Second, language should be concise and accessible. Third, the organization of information is crucial because journalists should prioritize facts according to their significance and audience relevance (Kim, 2004).

CONCLUSION

The research demonstrates that concise language, fact-centered reporting, effective headline construction, and strategic information organization significantly improve audience engagement and comprehension. The experience of Ovozi Tojik Radio illustrates how professional journalistic practices contribute to successful broadcasting and public trust (Smirnov, 2002; Tertichny, 2013).

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