



## EVOLUTION OF SPIRITUAL AND EDUCATIONAL BROADCASTING ON NATIONAL RADIO

Xonnaeva Uljamol Quzimurodovna

Senior Lecturer of the Department of International and Audiovisual Journalism at  
the University of Journalism and Mass Communications of Uzbekistan

### **Abstract:**

This article provides information on the evolution, development and stages of development of spiritual and educational broadcasts on national radio. Issues such as coordinating the activities of state bodies, non-governmental organizations and working (expert) groups in the main areas of spiritual and educational work in our country were considered.

**Keywords:** national radio, spiritual-educational, ideological education, educational program, technology, innovation, journalism, mass communications.

Throughout the history of the National Radio, spiritual and educational broadcasting has been one of the important directions of program policy. In the early days of radio, at the beginning of the 20th century, spiritual and educational programs were among the few broadcast formats. At that time, the national radio played an important role in the development of public education and culture. During the Soviet Union, the national radio began to broadcast educational programs that became a mandatory part of school education. The methods of propaganda and ideological education were actively used in these programs.

After the collapse of the Soviet Union and transition to a democratic system, spiritual and educational broadcasts on the national radio took on a colorful tone. New broadcast formats such as talk shows and debates emerged, allowing listeners to receive information and education on a wider range of topics. In addition, new technologies such as internet streaming and podcasts have been actively used in national radio, which has made it possible to use more spiritual and educational programs. At the moment, the republican radio continues to develop and expand its spiritual and educational broadcasts. Contemporary programs cover a wide range of topics such as science, culture, religion, philosophy, psychology, and more. Radio continues to actively use new technologies and innovations to deliver its programs to a wider audience. The content and form of radio programs have also changed.

The first steps towards spiritual and educational broadcasts on national radio were taken in the 1920s. At that time, radio was a new and unique means of mass





communication, and its use in the transmission of spiritual and educational content was clearly visible. However, in these early years broadcasts were limited and focused mainly on religious topics.

Things began to change in the 1930s, with more programs in science, philosophy, art, and literature. During this period, programs such as "Philosophical Corner", "World of Science", "Musical Nights" were created.

In the 1950s, a new program format - telecasts - was introduced, which made it possible to further expand the range of content. The middle of the 20th century is also marked by a growing interest in spirituality and mysticism, which is reflected in new radio programming projects. Science and enlightenment were widely covered in philosophical, religious, educational and spiritual programs. In the following decades, spiritual and educational broadcasts were developed and improved on the radio of the republic. Various thematic blocks such as philosophy, religion, science and art were more clearly distinguished. New programs aimed at the youth audience, various educational projects were created.

Currently, cultural and educational broadcasts on the republican radio remain popular and continue to develop. Important trends include the integration of new technologies such as webcasts and podcasts, as well as an emphasis on cross-cultural communication and multicultural topics.

## **LITERATURE ANALYSIS**

Spiritual and educational broadcasts on Republican Radio cover various topics, from philosophy and religion to science and art. In order to conduct a literary analysis of such programs, several main aspects can be distinguished.

The first important aspect is the selection of literary works to be considered in the program. As a rule, these are classic works of literature such as novels, short stories, short stories and poems. It should be taken into account that the choice of the work should be reasonable and it should have a clear spiritual and educational value.

The second aspect is the approach to the analysis of the work. Program providers can use a variety of methods and approaches to analyze the literature. Some may focus on the historical and social content of the work, while others may focus on form and style.

It is important that the approach is consistent and related to the topic of the transfer.

The third aspect is the target audience of the program. Spiritual and educational broadcasts on Republican Radio can be aimed at different levels of listeners, including schoolchildren, students, professionals and the general public. It is important to take into account the level of knowledge and interests of the audience so that the analysis of the work is convenient and understandable.





The fourth aspect is the use of various musical and sound effects in transmission in order to strengthen the emotional component of the analysis of the work. Such effects can include music tracks, nature sounds, audio quotes and other audio elements.

Finally, the fifth aspect is the use of interactive methods, such as discussing the work with experts or the audience via broadcast, answering questions from the audience, and other forms of feedback.

Literary analysis of spiritual and educational programs on Republican radio allows to determine the main directions and characteristics of this type of program. Let's look at several examples of such transmissions and their analysis.

One of the spiritual and educational programs on the Republic Radio is "World Religions". This program discusses various religious traditions and their impact on culture and society. Analysis of this program shows that it is aimed at a wide audience and is an attempt to create a dialogue between different religious traditions and cultures. This broadcast uses the method of comparative analysis, which makes it possible to identify commonalities and differences between different religious traditions.

Another popular program is "Radio book". Classic works of literature are read in this program. The analysis of this program shows that it has an educational nature and is aimed at expanding the cultural outlook of the listeners. This program uses a meditative reading method, which allows the listener to study the work in depth and get maximum pleasure from reading. "Philosophical Questions" is also broadcast on Republican Radio. This program discusses philosophical and ethical issues. The analysis of this program shows that it is aimed at an intellectual audience and is an attempt to create a dialogue between different philosophical orientations. This program uses a dialogue method that allows you to identify different points of view on the issues under consideration.

From the literary analysis, it can be concluded that the spiritual and educational broadcasts on the radio of the republic are intended for a wide audience and are aimed at expanding the cultural outlook of the listeners and raising their spirituality.

## **RESEARCH METHODOLOGY**

The methodology of researching spiritual and educational broadcasts on Republican radio should be comprehensive and include various approaches and methods.

Dividing the spiritual development of the Uzbek people into historical stages:

1. The archaic and early Zoroastrian period of our national spirituality (from the oldest period - 4th century BC).





2. Pre-Islamic stage of religious-ideological pluralism (early 15th century BC - until 111 AD).
3. The spread and flourishing of Islamic civilization in Central Asia (beginnings of V111-X111 centuries)
4. Reawakening and rise of our national spirituality during the period of Amir Temur and the Timurids (last quarter of X111th century - beginning of XV1st century)
5. The complete settlement of traditional society and the decline of our spirituality (second half of the 15th century - first half of the 11th century)
6. Colonialism and the new renaissance stage in the development of our national culture (the second half of the 11th century - the 20s of the 20th century).
7. Spirituality of the Soviet era (30-80s of XX century)
8. Spirituality of the period of independence (from September 1991 to 2022)

First of all, it is necessary to analyze the content of the broadcasts in order to determine which topics are studied, what methods are used in the broadcasts, and what are their main goals and objectives. To do this, you can use the method of analyzing the text and content of programs.

Second, you need to study the audience that listens to these programs. It helps to understand the level of knowledge and interests of the existing audience, how they perceive the content of the programs.

To do this, you can conduct surveys and blitz interviews among the audience.

Third, methods of sociological and cultural analysis can be used to identify the social and cultural context in which these broadcasts operate. It determines what role they play in society and how they are perceived by the public.

Fourthly, from the methods of comparative analysis, it is possible to determine the similarities and differences between spiritual and educational programs on the radio. This helps to understand how these programs fit into the general landscape of spiritual and educational broadcasting on the radio and how they differ from other forms.

Finally, peer review techniques can be used to obtain feedback from spiritual and educational experts. This will help determine whether these programs meet high quality standards and how their content and format can be improved.

Thus, the methodology of researching spiritual and educational programs on the republican radio should be comprehensive and include various approaches and methods, which will allow to have a complete idea of how these broadcasts affect the listeners, and how to improve their quality and effectiveness.

The methodology of researching spiritual and educational broadcasts on Republican radio may include the following stages:





**Determination of the purpose of the research:** it is necessary to clearly formulate the purpose of the research, based on the relevance of the research, to determine the questions that need to be answered.

**Analysis of the existing work on this topic:** it is necessary to review the literature and research on spiritual-educational broadcasts on Republican Radio. It allows to identify the most pressing problems in the field.

**Sample Definition:** The range of broadcasts to be studied should be defined. It can be a specific time period or a specific block of programs. It is also important to determine the criteria for selecting programs.

**Data collection:** Data must be collected on the selected sample. This can be recording of broadcasts, analysis of program texts, audience survey, etc.

**Data Analysis:** You need to analyze the data collected in the previous step. This may include qualitative and/or quantitative analysis, statistical processing of data, analysis of program texts, etc.

**Interpretation of the results:** At this stage, conclusions should be drawn based on the data analysis. It is important to answer the questions asked in the first stage of the research.

**Discussion of the results:** it is necessary to discuss the obtained results, evaluate their importance, make recommendations for further improvement of spiritual and educational broadcasts on the republican radio.

It should be taken into account that the research methodology may depend on the purpose of the research and the available resources and may be modified depending on these factors.

## **ANALYSIS AND RESULTS**

Radio has become one of the cheapest and most convenient forms of entertainment. By the 1930s, 60% of the American population had a radio in their home, and approximately 1.5 million cars already had a radio installed.

The primary source of radio reaching listeners was to stimulate the imagination. Use of sound effects, pleasant and charming voices were some of the elements that attracted the listeners. As a result, programs for children and housewives began to appear, inspired by stories and original music for listeners.

Radio also becomes a commercial element. In 1922, WAF station in New York made the first transmission of a commercial advertisement by American Telephone and Telegraph. However, in the early 1930s, it was common to use the space for advertising and business promotion. During this time, an analysis of "rating systems" was also carried out to assess the popularity of shows. Many companies, such as the National





Association of Advertisers and the Cooperative Analysis of Broadcasting, have developed the modality of calls to interview the public over the phone and ask about their preferences and appreciation for their programs.

The idea of wireless communication was preceded by the invention of "radio" with experiments with "wireless telegraphy" using inductive and capacitive induction and transmission underground, even by water and even by air, and from the 1830s, it was also installed on railways. James Clerk Maxwell demonstrated the propagation of electromagnetic waves through space in a theoretical and mathematical form in 1864. Perhaps the first intentional transmission of a signal by electromagnetic waves was carried out in an experiment by David Edward Hughes around 1880, although it was considered induction at the time. In 1888, Heinrich Rudolf Hertz was able to clearly prove electromagnetic waves transmitted through air in an experiment that confirmed Maxwell's theory.

The educational implementation of educational programs on the National Radio may include the following elements:

**Choice of content and program format.** It is necessary to choose topics and materials that will interest the listeners and satisfy their needs for information and spiritual development. It is also important to choose the most convenient format for the audience to perceive.

**Creation and preparation of programs.** It is important to properly organize the process of creating programs, including writing scripts, selecting materials and guests, dubbing and editing. In addition, it is necessary to monitor the recording quality and the sound design of the programs.

**Broadcast schedule.** The broadcast schedule should be convenient for listeners, taking into account their habits and listening time. It is also important to organize the shows by day and time so that they cover different topics and interests of the viewers.

**Program promotion.** It is necessary to promote programs on radio and other platforms to attract the maximum number of listeners. To do this, you can use various marketing tools, such as social networks, advertising and promotions.

**Evaluating the effectiveness of programs.** It is important to evaluate the effectiveness of programs, collect feedback from listeners, study listening statistics and other broadcasts. This helps to improve the programs and meet the needs of the listeners.

**Contacts with experts and partners.** Creative cooperation with experts and partners helps to improve the quality of programs and attract new audiences. Experts provide professional advice and suggestions. And partners can help promote and finance different ideas in programs.





In general, the practical aspects of spiritual-educational broadcasts on national radio include many elements related to the contest.

Practical aspects of spiritual and educational broadcasting on national radio include:

- Selection of content and program format. This is an important aspect that determines the success of spiritual and educational broadcasts. It is necessary to choose topics that will be of interest to a wide audience, as well as a program format that is most effective in imparting knowledge and information.
- Conducting audience research. Research helps you understand which topics and program formats are most interesting to different audience groups, and based on that, choose content for broadcasting.
- Organizing the work of editors and speakers. It is important to form a team of specialists who can deliver high-quality broadcasts, as well as monitor and analyze the effectiveness of spiritual and educational programs.
- Development of marketing strategies. To attract a larger audience, it is necessary to develop marketing strategies, conduct advertising campaigns on radio and other communication channels.
- Use of modern technologies. It is necessary to use modern technologies to improve the quality of voice and content transmission, as well as to expand the audience through online broadcasting.
- Cooperation with professional organizations and experts. Cooperation with experts in the field of spirituality and enlightenment allows to create better content and increase the trust of listeners.
- Efficiency symbol. It is necessary to regularly evaluate the effectiveness of spiritual and educational broadcasts on the radio of the republic in order to correct the broadcasts and broadcast format in time.

In general, spiritual and educational broadcasts on national radio are an important tool for educating and enlightening the society, and its practical aspects should be based on professionalism and innovation.

## CONCLUSION

During the years of independence in Uzbekistan, the stages of scientific study and development of spirituality can be divided into two big periods - from 1991 to 2016 and the second period starting with the Strategy of Actions after 2017. The first period, in turn, consists of various sub-stages. For example, the initial recovery and transition phase from 1991 to 2000. At this stage, new ideological-ideological, social-political, legal foundations of our spirituality were created. 2000-2016 was a stage of development on new bases - reforms and new experiences in public education, health,





science, culture, mass media and humanitarian spheres of social life. In the first stage, among the ideological-ideological foundations of our national spiritual revival, first of all, political and legal foundations were created. State symbols have been approved. In 1992 and later, the Constitution of Uzbekistan, "On Education", "On Freedom of Religion and Religious Organizations", "On Public Organizations", "On Mass Media", "On Political Parties" and other laws were adopted. Multi-partyism, ideological pluralism has been established. Some laws were improved and new ones were adopted taking into account practical experience, the level of preparation of the population's consciousness, and the requirements of the times. Discussions, opinions, lectures and interviews of the first president I. Karimov regarding the "National Personnel Training Program", the idea and ideology of national independence took place at this stage. The main service of the first stage is the realization of national identity, when national pride rises to a new level of quality, when communist fanaticism is denied, and the path of secular development is strengthened.

The summary of spiritual-educational broadcasts on National Radio may vary depending on the specific program. But in general, such programs often cover a wide range of topics related to spirituality, religion, ethics, philosophy, history, and culture. Such programs can also be theoretical, where experts and specialists share their knowledge and opinions on current issues. They talk about their own methods and methods of achieving spiritual development and well-being, they can learn the opinion of the audience.

As part of cultural and educational broadcasts on the national radio, you can listen to literary analysis of texts, interviews with spiritual leaders, stories about spiritual journeys, comments on the history of religions, and many other topics. In general, the purpose of such broadcasts is to expand the worldview and develop the spirituality of listeners, to provide them with information and tools to better understand themselves and the world around them.

The summary of spiritual-educational broadcasts on national radio may vary depending on the specific content and topic of the program. However, the following elements are common to such transmissions:

Addressing spiritual and cultural values such as religion, philosophy, art, science and history. Reports of relevant experts and officials who share their knowledge and experiences with the audience. Discussion of current and important topics related to spiritual and cultural development. Special attention is paid to ethical issues, spirituality and the education of tolerance. Often, the programs have an element of self-development and personal growth, which allows the listeners not only to gain new knowledge, but also to apply it in their lives. Often, the programs also have musical







compositions that match the theme. In general, spiritual and educational programs on the National Radio are aimed at enriching and developing listeners spiritually, culturally and intellectually.

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