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THE INFLUENCE OF AESTHETICS AND INFORMATION IN AUDIOVISUAL JOURNALISM

Abstract: This article analyzes the issue of aesthetics and the impact of information in audiovisual journalism, the impact of audiovisual media elements (video, images, sound, graphics) on the presentation of information and the public consciousness. The article discusses the perception of information through aesthetic possibilities, its connection with the audience, as well as how audiovisual formats can enhance the essence of the message or, conversely, manipulate information. The article aims to discuss the role of image and sound in audiovisual journalism, their place in information exchange and audience coverage, as well as to show how news can be disseminated more easily and effectively through aesthetic images.

Keywords: Audiovisual journalism, Aesthetics, Information impact, Video and image, Sound and graphics, Journalistic information, Aesthetic images, Mass media, Audiovisual communication

Introduction: Today, audiovisual journalism, that is, the presentation of information through video, image, sound and other visual elements, has become a central and integral part of the media. This type of journalism, expanding further with the development of technologies and digital platforms, plays an important role in delivering news quickly and effectively. One of the main characteristics of audiovisual content is its power to influence people's minds and emotions. Visual and auditory elements not only help to disseminate news to the masses, but also shape how the audience perceives and understands the information, and even what information it pays attention to.

Aesthetics, that is, the formation of information through images, colors, composition and sound, increases the impact of the information presented in journalism. Through aesthetic aspects, audiovisual materials, in addition to conveying a message, create special emotions in the audience, allowing them to experience information more deeply. At the same time, this type of journalism, in addition to accurately and precisely delivering information, also creates the opportunity to manipulate it and direct the audience to a certain opinion. In this article, we will try to analyze the influence of aesthetics and information in audiovisual journalism, how they are interconnected, and the role of information in this process.

Main part: Audiovisual journalism involves not only delivering news and information in a timely manner, but also creating aesthetic forms of this information and establishing effective communication with the audience. Aesthetics helps to make information understandable and effective through the structure of audiovisual materials, the harmony of images and sounds, colors and composition. For example, presenting a news story in a video through images and sound, instead of just text, can significantly change the way an audience perceives the information.

To enhance the impact of information, aesthetics not only provide content, but also create opportunities to focus the viewer's attention, arouse emotions, and emphasize important aspects. For example, in a documentary or report, the dramatic impact of events can be shown through colors and sounds, which significantly changes the audience's attitude to the event.

In audiovisual journalism, two main elements - image and sound - play a major role in interacting with each other, enhancing the content of information and influencing the audience. Images and videos have the ability to visually engage the audience with information, while at the same time making it easier to understand or influence a particular topic. On the other hand, sound (sounds, music, voice-overs) plays an important role in setting the emotional color of information and connecting the viewer with the information.

The interplay between audiovisual materials, such as the combination of colors and sounds, is an effective way to create an audience's feelings about the message. Through these elements, the content of the content is conveyed to the public not only logically, but also emotionally. For example, in a report about a war, dark colors and muted sounds can immerse the audience in a heavy and dramatic atmosphere, which enhances the gravity and impact of the event.

However, through aesthetics and audiovisual elements, information is not only consciously received, but also creates the opportunity for manipulation. Journalists can sometimes manipulate the emotions of the audience with the help of images and sounds, presenting altered or slightly manipulative information. For example, the images or sounds of an event can prompt the audience to a specific thought or explain a certain point of view to them.

To better understand this process, you can see how images and sounds are manipulated, for example, in the news or on television and social networks. Thus, aesthetics and audiovisual elements not only determine the form of information, but also affect how it is received in a particular social or political context.

It is also necessary to think about how the aesthetics of audiovisual journalism should be responsible for the dissemination of information. Journalists are responsible not only for the accuracy of information, but also for its aesthetic aspect. Their main goal is to present the news in a clear and honest way, without distorting the essence of the information. At the same time, aesthetic opportunities help to better connect with the audience and ensure faster reception of information.

Analysis and results: Audiovisual journalism today needs to learn not only how to convey news quickly and effectively, but also how to influence the audience, taking into account their aesthetic aspects. Aesthetics, especially through images, colors, sound and video, play an important role in increasing the impact of information. For example, each color has its own psychological effect. Red often symbolizes danger, anger or power, while blue symbolizes peace, trust and tranquility. The use of such colors enhances the emotional impact of audiovisual material. Journalists, taking into account the psychological effect of such aesthetics, use color and images to enhance the dramatic or emotional perspective of a particular message. Sound also plays a large role in audiovisual content. As another example, in a video about war, noisy sounds and high-pitched music can clearly convey the gravity of the event, even though the images of the event evoke other emotions. Such audiovisual strategies help to control the extent to which the message and its structure are understandable and emotionally affecting to the audience.

The presentation of information through audiovisual journalism creates its own cognitive and emotional effects. On the one hand, images and videos allow the fastest and most effective delivery of information. By nature, people perceive visual information quickly and clearly. With the help of images, it is possible to convey important information in a very short time, which, unlike text journalism, significantly increases the audience's reaction to the information.

However, visual or audio materials alone may not be enough to attract the audience. Therefore, audiovisual journalism effectively uses both elements. The combination of image and sound, for example, with the help of sound effects and music, enhances the cognitive and emotional impact of events. This, in turn, can change the audience's perception of a particular event.

As an example, let's take a report that reflects a war or a natural disaster. If the video images capture the full and vividness of the event, and the sounds enhance the drama, the audience will not only see the details of the event, but also connect with it emotionally. Such a combination allows for the complete and impressive delivery of information.

Aesthetics and the impact of audiovisual elements, unfortunately, are used not only by the media to accurately and accurately report news, but also to manipulate it. Journalists and media producers can change the audience's perception by enhancing the emotional impact of the content. The aesthetic aspects of audiovisual materials, including images, colors, sounds, and montages, are used to reinforce a particular idea or point of view.

For example, on social media or in news programs, one aspect of an event can be shown unchanged, but through montage, images can be inserted into different contexts for the same event. The same video of an event can create two different emotional effects if the images or sounds are manipulated. This process creates the opportunity to persuade the audience to a certain opinion or influence them to the message.

Therefore, audiovisual journalism must focus on ethics and maintaining the truth of information. When editing and editing, journalists and media professionals must feel their responsibility to ensure that the news is not manipulated. With the development of new information technologies, this responsibility becomes even more important.

Given the uniqueness and aesthetic power of the presentation of information through audiovisual journalism, such materials have a great influence on the formation of social and political opinions on a global scale. For example, the way the media portray events through film, documentaries or advertising can influence the audience in this way.

This influence can sometimes lead to the dissemination of information that is not entirely true or manipulated. When aesthetic aspects, for example, are used to confirm or refute a certain idea through images or sound, how they are presented determines how the audience perceives the truth. At the same time, this process can sometimes lead to serious information distortions or social manipulations.

Audiovisual journalism is of great importance not only in presenting information, but also in how it is developed aesthetically. Aesthetics, the combination of images, sounds and colors significantly increases the impact of information, but such elements can also be used to manipulate the audience or convey information that is far from the truth. Therefore, journalists and media organizations need to feel responsible for maintaining the truth of information, as well as influencing through aesthetic elements.

Audiovisual journalism is a process of understanding the relationship between aesthetics and information, making content more effective and impactful. The harmony of images and sounds requires that information is not only visual or auditory, but also emotional and mental states of people are taken into account in the dissemination of information. At the same time, this process requires journalists to present information in a clear and factual manner, without manipulation.

Summary: Audiovisual journalism has become one of the most popular and influential media today. This type of journalism allows not only to convey information quickly and effectively, but also to enhance the impact of information through aesthetics. The combination of visual and auditory elements, for example, with the help of images, colors, sounds and music, allows you to shape the emotions of the audience and convey events more effectively. This approach changes the cognitive and emotional perception of information, which significantly shapes the audience's attitude to events.

At the same time, there are also possibilities for manipulating aesthetics and audiovisual materials. Journalists and media producers sometimes use visual and auditory elements to manipulate certain information, to direct the audience to a certain opinion. These situations pose a serious threat to the truthfulness of information and the responsibility of the media. The use of aesthetics in manipulation makes the need to ensure the truthfulness and objectivity of information in journalism even more important.

As discussed in the article, audiovisual journalism demonstrates that aesthetics is a powerful tool not only for conveying information clearly and quickly, but also for connecting the audience with the information. Well-designed audiovisual materials, for example, with the help of images and sounds, allow for the communication of information in a deeper and more impressive way. However, this process increases the responsibility of journalists and media organizations to maintain the truth of information, since the fine line between aesthetics and manipulation can lead to changes in many social and political effects.

It follows that audiovisual journalism and its aesthetic impact require journalists and media organizations to convey information honestly and accurately, as well as to respect the consciousness of the audience without manipulating its opinion. The interrelationship of aesthetics and information, indeed, plays an important role in journalism and places a strong responsibility on every journalist in the production of media products. Therefore, it is very important to manage this process on the basis of ethics and accuracy of information.

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