

Great Ways to Attract More Audiences Live (On French Radio Advertising Texts)

Jurayeva Maksuda Mukhammadovna

Associate professor, PhD French Philology Department Bukhara State University

Abdurahmonova Matluba Mahmud qizi

Student of Bukhara State University

ABSTRACT

This article discusses the language used in French radio texts, the target audience, formal or informal style, and ways to attract more listeners to live broadcasts. Radio is one of the most immediate ways to reach your audience. Listeners can count on the radio as a "right now" source for news and information. As radio shows are airing, listeners are able to hear it in real-time, as broadcasters provide them with entertainment, news, and current information.

ARTICLE INFO

Article history:

Received 17 Oct 2024

Received in revised form
18 Oct 2024

Accepted 19 Nov 2024

Keywords: airwaves,
audience, script, ad copy, main
idea, question and answer,
idea, quiz.

Hosting by Innovatus Publishing Co. All rights reserved. © 2024

Introduction

Radio France covers not only France but also other French-speaking countries, including Belgium, Switzerland, Congo and many more. French radio texts have their own lexical and grammatical rules. It plays an important role in highlighting the problems in the country's culture, history and society.

Radio shows use topics of interest, news, music, interviews and many other formats. French radio also often uses interactive formats to enhance communication and connect with listeners. French radio covers information on culture and literature, social issues, politics and many other topics.

France distributes advertising on the airwaves in accordance with the regulatory framework aimed at maintaining the listening quality of radio antennas. This mode of advertising allows to guarantee the differentiation of public services of commercialized antennas.

Methods

Radio advertising texts are an effective way for businesses to promote their products or services. However, it is important to consider several techniques when writing successful radio advertising scripts:

1. Finding the target audience:

Determining the target audience is essential when designing radio ads. To develop an effective advertising strategy for a product or service, you must be able to answer the following questions:

Who is the recipient of your product or service? What segment of the population do you want to attract with your advertisement? These questions help you know who you're talking to, allowing you to choose the right tone and vocabulary.

2. Observance of simplicity.

Typically, a radio ad lasts 30 to 60 seconds. But in reality, it only takes you a few minutes to hook a

listener before they give up or start listening to something else. That's why the first five seconds are so important. Creating an immediate identification with what you're saying is critical to listeners continuing to listen to your radio ad. The goal is not to make the ad copy too complicated. It's important not to overload your audience with too much information in a short amount of time, as they may have difficulty digesting it. If there is too much information, they can lose focus, so avoid the following.

Using a few characters and voices that speak very quickly with complex or technical vocabulary, make sure to convey important information without adding extraneous techniques. If we want the audience to remember important information, we need to focus on them. The easier it is to understand the advertising text, the more effective it is.

The methods of organizing French radio texts are based on the following basic principles and approaches:

Each radio program focuses on a specific topic, such as politics, culture, music or science, based on the interests of the listeners. Texts are usually divided into three parts:

- Introduction: Introduction to the topic, defining the main ideas.
- The main part: Expanding on the topic through detailed coverage, research, interviews or discussions.
- Summary: Note down the main points and results, ask questions from the audience or refer to future programs.

Radio has adapted to changing technologies and consumer trends. Radio is now accessible through laptops, computers, phones, and even smart speakers. Listeners can tune into their favorite radio stations whenever they want, through whatever device works best for them. Radio listeners do not need to set aside a specific time to be at a certain location, like other media types, which makes radio even more user-friendly.

Trends in technology and marketing continue to evolve and grow over time, but radio has withstood the test of time. As new media and forms of marketing come about, radio remains one of the most effective ways to reach an audience due to its portability and its adaptability. For instance, during the current COVID-19 crisis, on-air radio talent have been able to pivot by live streaming their shows from their homes. This allows our talent to continue to connect with their listeners, and provide a calming oasis, away from the barrage of negative stories, while still providing important messages and information.

Radio can be one-on-one and personal with listeners. Shows with call-in segments give listeners an opportunity to be involved and to be heard. Contests reward listeners for their loyalty and increase their interest in the radio station. Polls allow listeners to see how other listeners feel about things as well. Social media presence provides a space for personalized interaction with the stations and their on-air personalities.

Radio gives listeners the opportunity to engage with a program or personality in ways other media platforms cannot. And, many times, radio can spark introspection and conversation with those around them.

Radio is one of the most trusted sources for entertainment, news, and information in America. It's important to remember that listeners trust radio because it's live, local, and listener-focused. Radio personalities become trusted friends. They're sources of information that can be counted on with up to date local news and information that matters to them, along with their favorite music.

On-air personalities curate the conversations, content, music, and culture that are important and relevant to the everyday life of their audiences. This trust between the on-air talent and their listeners can be comforting and valuable during a time of crisis. This bond can bring a sense of security and normalcy during a time of uncertainty. There's a transference of that trust to sponsors and advertisers in that environment.

Results

Interesting and exciting facts, stories and examples are presented to engage the audience. This ensures that the material is remembered. Questions, quizzes, or various interactive formats are added to enhance engagement with listeners. The language used in French radio texts must be of high quality and

comprehensible, as well as suitable for the target audience. Either a formal style or an informal style can be chosen, depending on the program material, the topic, and the age group and education level of the audience. Content can be improved by getting feedback from listeners, conducting question-and-answer sessions with them, and learning from their opinions. It allows the use of interactive methods in the composition of texts, for example, allows the audience to express their opinions or share their experiences. The consistency of voice and tone is also very important. Each text needs the right choice of tone, for example, serious news or entertainment topics may have different approaches. And the integration of music, sound effects or other audio materials adds extra interest to the program and focuses the attention of the listeners on the target audience, the language used in the French radio texts. A specific plan and scenario is prepared for each program or segment. This ensures an efficient and logical flow. All these help to organize the texts of the French radio and serve to create programs that interest, inform and entertain the listeners.

Conclusion

In conclusion, it is very effective to invite experts from various fields, artists or interesting people, to give new knowledge to the audience and to provide information about current trends. Through these approaches, we believe that French radio texts can be made more effective and interesting for listeners.

References:

1. Abdullaev F. Til qanday rivojlanadi? – Toshkent: Fan, 1972.
2. Balli Sh. "Précis de Stylistique" (1905)
3. Mukhammadovna, Jurayeva Maksuda. "Media relations in french discourse." MIDDLE EUROPEAN SCIENTIFIC BULLETIN ISSN (2021): 2694-9970.
4. Maqsuda, Jurayeva. "Yozma matbuot diskursining funktsional xususiyatlari." Ilm sarchashmalari 6 (2021).
5. Muhammadovna, Jurayeva Maqsuda. "MATBUOT VA IJTIMOIIY NUTQ." (2023).
6. Жўраева, М. (2022). POUR UNE ANALYSE FONCTIONNELLE ET DISCURSIVE DES TITRES DE LA PRESSE FRANCAISE. Educational Research in Universal Sciences, 1(7), 422-428.
7. Hojiyeva, G. (2022). ЛЕКСИКО-СЕМАНТИЧЕСКИЕ ОСОБЕННОСТИ ПЕРЕВОДА ЯЗЫКОВЫХ ЕДИНИЦ ИСКУССТВ (на примере французского и узбекского языков). ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz), 19(19).
8. N.B.Kuldashova. (2023). LE TERME ET LA TERMINOLOGIE. Innovative development in educational activities, 2(6), 41–52.
9. Жўраева, М. (2023). ГАЗЕТА ВА УНИНГ САРЛАВҲАЛАРИДАГИ ЎЗИГА ХОС ХУСУСИЯТЛАР. GOLDEN BRAIN, 1(7), 87-95.
10. Shakhnoza, T. "Expression of Averbial Sentence in Uzbek and French." *Pindus Journal of Culture, Literature, and ELT 2.5* (2022): 133-138.
11. Shakhnoza, Tuyboeva. "Learning the Polysemy of the French Noun " Souris" and the Verb " Battre"." *Central Asian Journal of Literature, Philosophy and Culture* 3.6 (2022): 75-79.