

CHANGE OF THE FORMAT OF RUSSIAN-SPEAKING MEDIA OF UZBEKISTAN

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Resume: This article talks about changes in the format of the Russian-language media in Uzbekistan. During the years of independence, the attitude towards the media has changed radically. From the very beginning, measures were taken to create their legal foundations, in the past years, especially over the past 10 years, large-scale measures were taken to liberalize the media and ensure freedom of thought. First of all, I would like to note the creation of a legislative base that meets international standards and ensures the development of the media.

Key words: format, standard, character, laws, change, information, means.

To date, more than 10 legislative acts have been adopted aimed at the development of the media, as well as their fruitful activity. This work is continuous and continuous. For example, one can cite the following laws adopted by parliament of the Republic of Uzbekistan: "On the Mass Media", "On the Protection of Journalistic Activities", "On the Principles and Guarantees of Freedom of Information", "On Advertising", "On Copyright and Related rights "and others in the law on mass media speaks of the inadmissibility of censorship: "In the Republic of Uzbekistan, censorship of the mass media is not allowed. Nobody has the right to demand preliminary approval of published messages or materials, as well as changes in the text or their complete removal from the press (broadcast). "

Article 4 of the Law "On Informatization" State policy in the field of informatization is aimed at creating a national information system, taking into account modern global trends in the development and improvement of information resources, information technologies and information systems.

The main directions of state policy in the field of informatization are: implementation of the constitutional rights of everyone to freely receive and disseminate information, ensure access to information resources; software products; support and stimulation of entrepreneurship, creation of favorable conditions for attracting investments; training and advanced training of personnel, stimulating scientific creation of a single information space

The Republic of Uzbekistan on the basis of information systems of state bodies, sectoral and territorial information systems, as well as information systems of legal entities and individuals; creation of conditions for access to international information networks and the world information network Internet; formation of state information resources, creation and development of information systems, ensuring their compatibility and interaction; organization of production of modern means of information technology; assistance in the formation of the market of information resources, services and information technologies; stimulating the development of production research.

According to article 67 of the Constitution of Uzbekistan, the media are free and operate in accordance with the law. And in article 29 it is determined that everyone has the right to freedom of thought, speech and belief; everyone has the right to seek, receive and disseminate any information, except for those directed against the existing constitutional order and other

restrictions provided for by law. The laws define the responsibility of officials of state bodies, institutions, organizations for the implementation of censorship, pressure on journalists, interference in their professional activities. The legal foundations were created for the free activity of the media. The Information Center and the National Press Club, established under the Office of the President of the Republic of Uzbekistan, help the media financially. In accordance with the resolution of the Cabinet of Ministers of the republic in August 1996, a socio-political fund was created for democratization and support of the media. According to the Decree of the President of the Republic of May 7, 1997 "On measures to enhance the role of television and radio in the social development of Uzbekistan", the State Committee on Television and Radio Broadcasting was transformed into the Television and Radio Company of Uzbekistan with territorial offices in the field.

These measures gave a significant impetus to democratization and improvement of the activities of the TV and radio company in the field of studying the public's need for objective and truthful information, as well as broadly informing the population and the foreign public about the democratic reforms being carried out in Uzbekistan.

You can also highlight the Resolutions of the Cabinet of Ministers of the Republic of Uzbekistan "On improving the system of training and retraining of journalistic personnel" dated February 26, 1999 and "On the state program for the training and retraining of personnel in the field of mass media" dated August 7, 2006, which served as an important basis for the development of national journalism.

Article 67 of the Constitution of the Republic of Uzbekistan states: "The mass media are free and operate in accordance with the law. They are duly responsible for the accuracy of information. Censorship is not allowed. "

Based on the content of print media in Uzbekistan, it can be concluded that the country has changed positively in comparison with newspapers 20 years ago. If earlier large articles about ideology and politics were printed on the pages of newspapers, now their place is taken by short news, in particular, about foreign countries, their economies, politics and sports. Despite this, articles are not always readable, analytical, and interesting. One-sided articles written with apprehension can be found in newspapers.

The main trend of modern media is the rejection of print and the transition to the Internet space, where there is an opportunity to receive feedback from the reader, organize a discussion between readers, and receive requests for new topics. One of the fundamental differences between electronic media and the rest is that their "validity" period is incomparably longer. An article, once published on the Internet, will regularly catch the eye of the reader with this or that request, thus it does not fall out of the information space, like, for example, an article published in a journal.

For 9 months since the beginning of the year, AIMK sent 90 submissions and warnings to the media. About 20 letters for violations were received by state channels, private Zo'r TV and Sevimli - 7 and 5, respectively. Newspapers and magazines were warned 29 times, and online publications 22 times. For 9 months from the beginning of the year, the Agency for Information and Mass Communications sent 90 submissions and warnings to television and radio channels, print and Internet publications, follows from the statement of AIMK. "To date, AIMK is limited to official warnings about cases of offenses committed by the emerging independent media, and still does not apply any other measures in its competence," the agency said and stressed that in world practice, violations are considered by the court with imposition of fines or suspension of activity. The agency works with 1,777 information subjects.

In 2019, 150 submissions and alerts were sent: 75 TV and radio channels, 65 to periodicals and 10 to Internet sites. For 9 months from the beginning of this year, only 90 submissions and warnings were sent. Television and radio channels received 39 such letters, in particular, 20 of them were TV channels of the National TV and Radio Company of Uzbekistan, 7 - Zo'rTV, and 5 more - Sevimli. 29 warnings were sent to newspapers and magazines - one by one to the newspapers Ishonch, Sugdiyona, Bekazhon Plus, the Teatr magazine and others.

The websites received 22 submissions and warnings - three in Effect.uz, two each in Nova24.uz, Qalampir.uz and Repost.uz, and so on. The agency clarified that they limited themselves to verbal warnings in cases of "dissemination of fake and unverified or contrary to the law" information by certain media outlets due to a moratorium on checking business entities and bringing them to justice in a pandemic, as well as "some difficulties in obtaining and verifying information." It is also noted that during this time not a single media outlet was brought to administrative, financial or criminal liability.

"However, this temporary approach does not mean that no action will be taken against offenders. AIMK informs that the information subjects who did not draw the correct conclusions and do not comply with the relevant requirements may be subject to measures established by law," the agency emphasized. AIMK also stated that, within its competence, it pays attention to the protection of journalists whose rights have been violated.

"This year alone, on the facts of resistance, unreasonable interrogation in connection with the dissemination of information regarding about ten journalists and bloggers, written demands and appeals for immediate termination were sent to the Council of Ministers of Karakalpakstan, the General Prosecutor's Office, the Ministry of Internal Affairs, the Supreme Court and the khokimiyat of the Fergana region. obstruction of journalistic activities, bringing to justice the perpetrators and preventing repeated cases," the agency said.

Modern Internet media can be roughly divided into two large groups: electronic versions of offline publications and directly online media that do not come out in a traditional format. In the first case, journalistic publications can be:

An independent work program, additional services, content and updates in real time.

Abbreviated publication of article announcements from future or past issues.

The second type of sites is divided into several types:

By the level of organization: professional and amateur.

By genre: news, newspapers and magazines with mixed content.

By frequency of release: daily, weekly, etc. By the type of audience: for a wide range of readers and specialized.

By the way of working with materials: creating material or collecting it from other resources (aggregators).

Features of online media

The fundamental feature of the Internet is the diversity and simplicity of forms of communication between people: e-mail, letters, messages on social networks, chats. It can be carried out with a different number of people and in all possible formats: text, multimedia, etc. The second distinguishing feature is its high-speed distribution and the absence of borders. Events taking place on one continent reach another within seconds. All this has an impact on journalistic publications, making them completely different from traditional ones.

Benefits of online media

Availability. Information becomes outdated very quickly, and the network gives the fastest access to its updating on an almost constant basis. At the same time, the circle of users is very wide.

Feedback. Get instant feedback from the audience. In a regular magazine or newspaper, letters and complaints from readers go slowly and can get lost.

Possibility of studying and analyzing target audience. Collection of statistics from the site (how many people, at what time and from what devices they enter, which sections), surveys conducted via e-mail.

The electronic format allows you to create archives and articles of any size.

The problems of online media include:

There are too many of them. This leads to serious competition.

Over-saturation with materials. You have to try to get the person's attention.

Risk of false posting when using User Generated Content.

Initially, there were difficulties in defining online media. It was unclear whether they were the entire Internet or just certain sites. In 2011, a law was adopted stating that the media is a resource that is regularly updated and registered with government agencies.

Internet media audience

Along with the growth in the number of electronic publications, the number of their readers is also growing. According to a 2014 Yandex study, every fourth inhabitant of Uzbekistan visits news sites at least once a month. Almost half of the visitors at that time used only one source, a quarter - 2-3 sources. The composition of the audience depends on the direction of the publications. For example, 80% of regular subscribers to automotive and sports resources are men, and daily newspapers are most often viewed by people over 45.

There are many opportunities for studying target audience: its behavior, quantity, reaction to articles and other indicators. For example:

YandexMetrica. Google Analytics. Mediametric.Liveinternet

The development of online media began at the end of the last century, when the Internet became more widespread. The emergence of a new format has changed journalism over time, making it more interactive, maximizing the speed of feedback from readers. Traditional editions have also acquired online versions, making them more accessible to users. The media continues to change. New tools are emerging, the requirements of subscribers are being transformed. The audience is also changing. It is growing, and now people of all ages are becoming visitors to information sites.

In our information age, Internet journalism has appeared and is improving in the media as a new type of journalism, since over time the possibilities of the Internet are developing.

Today, everyone who uses a personal computer can create media accessible to other users, since there is no need to use special technical equipment. This method of transferring information is a qualitatively new cultural phenomenon that forms the information space of every person. Internet media nowadays have a huge audience, as well as ample opportunities to influence it. It is in this connection that the study of their features remains a very relevant and topical topic.

First of all, we should turn to the definition of online media. Having studied various interpretations of this concept, one can come to the conclusion that this term does not have a single definition, like many others, it is interpreted in various ways, subject to the subjective assessment of a specific author. Thus, it seems possible to formulate a definition of this concept based on our own understanding.

Internet media name certain sites that are visited by a relatively large number of people, these sites are constantly updated, they provide their reader and / or viewer with exactly the information that they consider socially significant.

This definition is confirmed by O.I. Molchanova, she writes: "Internet media are large sites visited by a relatively large number of people, which are updated several times a day and provide exactly those journalistic products that are socially significant."

Internet media have a number of indisputable advantages in relation to traditional media, among which, first of all, we can single out multimedia, personalization, interactivity, absence of intermediaries.

Multimedia, that is, the ability of the Internet to combine both visual or sound and print ways of providing information.

Personalization, in other words, the Internet provides the necessary information at various levels of interest of individuals or groups of people. That is, the delivery of certain information is provided according to the preferences of the user through various sources of personalized search, subscription to the newsletter of updates by e-mail, as well as in accordance with the subscription to various cable TV channels.

Interactivity implies some kind of dialogue with the user in the form of feedback through forums, comments, e-mail, chats and conferences.

The absence of intermediaries is due to the fact that Internet users can directly contact a particular person without any interference and / or manipulation of the media.

As for the stylistic features of online media, a number of significant differences from traditional types of journalism can also be distinguished. These include differences in genre, size and style of article and heading, hypertextuality, reuse of information.

Differences by genre: Internet media are classified according to their belonging to a particular genre into analytical, informational and, rarely used, artistic and publicistic.

Size and style of the article and heading: Internet media use short texts with the most saturated content to attract and retain the user's attention, while the heading is the most loaded part of the article from the point of view of meaning.

Hypertextuality: Internet media have the ability to use hyperlinks - links to any other documents or sources posted on the network.

Reuse of information: Internet media differ from traditional forms of media in the ability to reach them at any time of the day.

In addition to the above features, Internet media also have the following distinctive features that do not require decoding and additional explanation of functionality. These include: availability, unlimited volume of editions, efficiency, the ability to create archives, unlimited geographic coverage, as well as their low cost.

Despite the fact that it is the youngest source of information, the popularity of Internet media is growing, regularly increasing its audience by millions of people. The main advantage of this tool is the ability to form an individual information portfolio. In other words, each user chooses the news he wants to know about. This is a unique feature that cannot be implemented in print or traditional news coverage. These are the advantages. Internet media doesn't end there. The benefits of the global network are numerous, the source writes. If you ask a representative of the younger generation about the advantages of Internet media, then most likely about other sources of information, more traditional - television or already "bearded" radio, he will respond as "the last century" or, to be more precise, old school. The large audience of the Internet is only getting

younger, which means that the demand for this kind of media is only growing, which cannot be said about TV.

Statistics show that most of the listeners and viewers of the mass media have switched to the side of the Internet media. What attracts the audience? Awareness 24/7. News appears much faster on the Internet than on TV news broadcasts. It's all about the full-scale distribution of the network, which means that virtual media inform the population at any time of the day or night. It is also important to mention the fact of "people's" correspondents who broadcast the stories to the network online.

Lack of informational noise. In other words, the person chooses the content himself, excluding the abundance of uninteresting news. Extensive subject matter.

There are news on the Internet for every taste. Internet media are so diverse that you can find information resources even on very narrow topics. Continuous development. Virtual media does not stand still.

One of the trends is the constant search for users. And precisely because Internet media are available on any platform and gadget, their audience is constantly growing. Availability. Do you remember how television began? How many neighbors gathered around the screens of one TV for the whole house? Awareness was the privilege rather than the norm.

Today, Internet media is available to everyone. The absence of this resource indicates rather a reluctance or inability to use it. Moreover, you can read the news even when you are hundreds of kilometers away from home, for example, while on a business trip or vacation. Support for unique phenomena. Virtual media contribute to the preservation and promotion of unique phenomena, languages or cultures. A successfully launched resource can help the development of long-forgotten original things. Access to all information. The Internet allows you to store news of a decade or even a century ago, providing free access to them.

Freedom of speech. Internet media, unlike other sources, are not tied to censorship, which allows them to broadcast the most truthful news, give publicity to hidden facts or comment on controversial events. Moreover, the owners of online news resources often provide users with the opportunity for feedback, which creates a unique type of communication. Efficiency. Forms of advertising in traditional media are limited. When was the last time you saw a sensationally creative and effective ad in a newspaper or TV program?

Internet marketers use the virtual space 100%, resorting to full digitalization: these are YouTube channels, online radio and video TV channels, mobile and applications, print sites. An absolute replacement for other media.

On the Internet, you can study analytical materials, listen to online radio, read entertaining articles and watch the current news feed, which completely replaces newspapers, radio, magazines and television.

Minuses.

If the Internet media were absolutely flawless, then the need for other types of media would simply disappear. Since television, press and even radio are still alive today, it makes you wonder how good the Internet is as a news resource.

Uncertainty. The first and, perhaps, the main drawback of this type of media. You can never be 100% sure of the reliability of the published news. Perhaps what was taken at face value was nothing more than a duck, a blowout, spam, or bought news. This flaw refers to the yellow press. However, it is easier with print media in this regard. The reader most often knows which publication is living off the truly incorrect news.

Censorship. Restrictions may affect conflicting events, the occurrence of which may provoke an aggressive attitude of users towards the authorities. This can be seen especially clearly in moments of high-profile incidents, disasters and crises, when real numbers can be hidden or altered. **Propaganda.** The other side of censorship. News on the web can put direct pressure on users, making it difficult for the audience to objectively perceive the real facts.

Reactivity at the expense of proactivity. Unfortunately, most of the audience is interested in loud sensations, scandals and disclosures, which greatly affects the quality content of Internet media.

Violation of individual rights. This shortcoming follows from the previous point and mainly public people suffer from this. Online media can publish secret news or rumors that undermine the credibility of famous people. Because of this, the public becomes a kind of mediator, evaluating what a person, perhaps, would prefer not to advertise. This is the main imperfection of the legal regulation of Internet media activities.

Spontaneity. Remember, the time for news or other TV programs is strictly limited. The program is allocated a specific number of minutes, which in general regulates our use of the TV. Whereas the browsing of Internet portals is not controlled at all. Without noticing it, we can spend all our free time on the network, most of which will be spent on news garbage.

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