

## NEW PERSPECTIVES ON ONLINE JOURNALISM AND THE ROLE OF THE MEDIA

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**Abstract:** Today, Internet journalism is gaining importance in terms of rapid information dissemination, interaction with the audience, and wireless news delivery. This article examines the modern stages of development of Internet journalism, analyzes the important role of the media in this and highlights its place in society.

**Keywords:** Internet journalism, media, internet, Web 2.0, online platform.

The transition of mass media to digital format has created new conditions for the delivery and reception of messages. In this, the role of the Internet Web 2.0 in mass communication is incomparable. It is worth noting that the new appearance of the media and the signs of wireless information exchange are digital searches and interactive data transmission capabilities. This format has expanded the possibilities of broadcasting, created new forms and methods of transmitting information through multimedia content. We can see experimental types that include video, graphics, and interaction. The development of new media is working to further revitalize the work of journalists.

In fact, online journalism began with the advent of teletext technology, which allowed text messages and the simplest images to be transmitted to a television equipped with special settings. At the end of the 20th century, the need for a new type of journalism led to the development and spread of internet journalism. The delivery of content to the consumer through websites and applications created speed and convenience for the addressees. The online publication of events, news and announcements in progress, in text, video, audio and other interactive forms attracted the attention of the audience. The peculiarity of the Internet, the deployment of technical infrastructure without special devices, allows for the regular transmission of information to the public. A journalist working in an online publication (internet journalist), as a rule, does not feel the need for many of the equipment of traditional journalism. For example, special equipment for television and sound recording, printing. Online publications with traditional media formats operate primarily on the principle of digitization. The information is mainly delivered to online channels, even if it does not undergo the necessary editing and fact-checking control, and later an expanded version is prepared for offline channels; press, radio, television. The development strategy for the transition of journalism to digital formats includes several steps. First, before moving on to internet journalism, let's get acquainted with the history of the internet, in 1969 in the USA, the computer and defense ministries of all countries merged, and by 1973 other countries also joined, including England and Norway. The first online publications In 1993, major newspapers such as The New York Times and The Guardian began to launch their websites. By 2004, the emergence of platforms such as Facebook and Twitter in 2006 made a significant contribution to the development of online journalism. Content began to be enriched not only with text, but also with images, videos, and infographics. Visualization of news created conditions and opportunities for its effectiveness. In the 2000s, trends in online journalism began to take shape in Uzbekistan, and today it occupies an important place in the information sector of

our country. One of the first online platforms was UzReport (2001), and later sites such as Gazeta.uz and 12news.uz were opened. During this period, information resources mainly operated as channels providing official news and international news. Of course, due to the limited technological capabilities before the civilization of internet journalism, content on sites was often in plain text, meaning that multimedia and images were used to a limited extent. In the CIS countries, Russia In the 2010s, analysts noted that the trend of television viewers gradually switching to the You Tube platform on the wireless network was increasing. In our country, the rise of Internet journalism contributed to the emergence of new publications. For example, platforms such as 'Kun.uz', 'Daryo', 'Qalampir.uz' began operating. These sites focused on analytical materials and citizen journalism in delivering information. Using technological capabilities when posting news on the networks, they are improving the quality of visualization through video graphics and infographic editors (Adobe Illustrator, After Effects, Canva). Due to the interaction of social networks (Telegram, Instagram and Facebook), they began to occupy a prominent place in Internet journalism. Telegram channels have become a leading tool for faster news distribution. Due to the development of technology, the effectiveness of mobile content is increasing. Mobile content is digital content intended for owners of mobile devices. Various digital content, specially adapted or produced taking into account the technical capabilities of mobile devices, is created using wireless communication. Of course, it is no secret that the formation of this process is producing new types of online creators on various online media platforms. For example, we can take bloggers.

Internet journalism - allows you to transfer the content of mass media to a digital format using interactivity and transfer the content to any channel or site in the process of digitizing old media. As a result, news reaches its addressees without censorship on Internet networks. No technical actions are required from the author. Globalization No technical actions are required from the author. Globalization (Web-2) provides users with access to a large number of resources and the Internet. For journalists, due to the expansion of their audience and two-way interaction, news instantly spreads on new media networks. As M. Castel noted, "The type of communication associated with freedom of speech flourishes on the Internet... and, depending on each inclination, also an individual. Openness of information, freedom of publication, decentralized broadcasting, purposeful communication and joint creativity find their expression on the Internet" [3; 53]. News portals, online media, blogs, and other new media platforms allow users to express their opinions, comment, and rate publications. As an author, a journalist can create a "friendly" environment with his audience, which can help increase its number.

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