



DEVELOPMENT TRENDS OF INTERNET JOURNALISM

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Annotation: It is argued that there are two perspectives on the penetration, recognition and use of the Internet as a media outlet. These are: the emergence of the Internet as a network that facilitates the work of the media in some way; Recognize the Internet as a modern profession using its speed after its development and see internet journalism separately from journalism.

Keywords: network, network journalism, online journalism, media.

The network, which allows the exchange of information in a short period of time, has become an integral part of our daily lives today.

If we look at the history of the emergence of the Internet, given that it is natural that there should be a cause and need for every invention, we know that it was based on politics. That is, after the events of World War II, the idea arose in the United States to create a network of documents, and in this regard, they turned to the corporation RAND. But scientists are doing different research and trying to put that idea into practice. Eventually they come to the conclusion that this is nothing more than a raw fantasy . Even after that, the effort for it will not stop.

On the way to networking, hopes are not dashed, on the contrary, research is intensified, and as a result, a prospective project research agency will be introduced, and this agency will be tasked with networking. As a result of research and tireless work, in 1969 a network of four universities in the United States was launched. His name was Arpanet, as it is now. Although the incident took place in December, it was 640 km in October this year. remote communication is established and the LOG signal is transmitted for the first time on this day. This was the first syllable of the word login. In this regard, October 29, 1969 is celebrated as the birthday of the Internet.

So many years have passed since then. The Internet, which has systematized and connected only 4 universities, connects any part of the world today.

Access to the Internet is now primarily used by people as libraries, information platforms, and the press. The UN General Assembly (La Rue, 2011) stated that "the use of the Internet is a necessary tool for the expression of one's views and for the exercise of one's rights." Through the Internet, people of different nationalities can come together, discuss, form a group. With this, public control, civic position, exchange of views will grow. And it allows us to express our cultural identity on a global scale as well.<sup>1</sup>

By definition, the Internet is a network of global computer systems for storing and transmitting information. The Internet is based on the World Wide Web (WWW) and other data transmission systems. During its development, as mentioned earlier, computers provide interconnection, gradually expanding in scope, and over time, mobile communications, satellites, cables, television, and journalism.

UIS. 2012. P. 25 - 27 Internet communication is considered to be the most optimal option today. Its possibilities are also vast. Given that a world is evolving with opportunities right now, we sometimes can't even imagine the next 5-10 years. With such a wide range of possibilities, speed, choice of place and time, the Internet has entered journalism. Incorporating all other areas of the industry, it has become a major source of information for the population. The past stage of development of the world media on the Internet allows to define Internet journalism as a separate type of information activity and to distinguish its specific features. The following should be recognized as specific features of the Internet as a media:

- that the network has a global scale;
- speed of data transmission;
- the decentralization of the work process ;
- it is open to all;
- it can be controlled by the user;
- it is economically convenient.

It is these aspects that characterize the audience. Among the concepts related to the Internet, we constantly refer to globalization, interactivity, decentralization, digitization, and speed. In the sense of web content, it is these concepts that reflect its characteristics. The information provided on the Internet does not fully meet the requirements of the Internet in the absence of these indicators. While globalism is explained by the fact that information and recipients of information have a global scale, interactivity, in turn, implies the existence of a two-way communication between the audience and the media. Hypertext, on the other hand, is a feature that does not exist in any other media, and represents the ability to access an unprecedented number of sources behind a single page. The quality of the archived resource of the web page is understood as the ability to get acquainted with the earlier data of the publication in digital form. It is these features that have led to an increase in the number of Internet users from year to year.

listing the stages of its principles, which are based on traditional journalism. Internet journalism has a priority as a platform that combines the uniqueness of these parts. That is, the text and image in the newspaper, the sound on the radio, the image on television, and the sound are all platforms. This, on the one hand, allows the theory to be put into practice quickly, and on the other hand, enhances the movement of the rest of the media to make a living.

It is argued that there are two perspectives on the penetration, recognition and use of the Internet as a media outlet. These are:

1. The emergence of the Internet as a network that facilitates the work of the media in some way;
2. Recognize the Internet as a modern profession using its speed after its development and see internet journalism separately from journalism.

Judging by the above two points, the internet is seen as a partner in journalism. Because it serves the purpose of delivering, transmitting, disseminating information for internet journalism. But we cannot say that internet journalism is separate from journalism. Because, as we said, the foundation still belongs to journalism.

It should be noted that many experts describe this type of media as "unconventional", as opposed to the usual (traditional) types (press, radio, TV). Others argue that interactivity is more pronounced in online journalism. The concepts of "on-line journalism", "new media", "on-line



media" are used in the work of Western researchers. As it is known, the lexical meaning of the concept is considered by experts as "Internet-media", "online media", "on-line media", "e-media", "electronic media", "network media", "web". The terms "media", "fourth media", "ye-media", "on-line-media" and so on are used. Accordingly, there are different definitions of online journalism: "interactive journalism", "Internet journalism", "e-journalism", "web journalism", "new journalism", "high-tech journalism", "cyber journalism", etc. concepts are contrasted with the term "traditional journalism". Interpreting the work of a journalist on the Internet with the concept of "network journalism" is a relatively technical definition, while compounds such as "cyberjournalism" have a unique approach and apply to specific publications on computers or technical topics.

Its potential can be a clear reason for the recognition of Internet activity as a journalistic activity. Although it operates on the basis of journalism, with its capabilities it serves as a major part of today. According to the researchers, "... the qualities that give it the status of the media are globalism, interactivity, multimedia and hypertext, which in turn affect not only the content of information resources, but also the processes of preparation, processing, storage and dissemination of information. It shows, "they say. Naturally, the multimedia, interactive and hypertext content of the network requires a unique, professional approach to the organization of information content. This is because logic, continuity, and technology are very different from traditional printed, television, and radio products. All this implies a certain specialization, taking into account the above-mentioned opportunities, as well as the structural and organizational specifics that give it the status of the media.

These features are also recognized by foreign scholars, and the media system of the Internet and its peculiarities as a separate part, such as hypertext, multimedia, interactivity, allow it to be called the fourth type of media, along with the press, radio and television.

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