

THE NATURE AND CHARACTERISTICS OF BLOG FIELD AND JOURNALISM.

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Annotation. This article provides a systematic analysis of the content and current state of the blog industry. At the same time, the difference between the blog industry and today's traditional journalism is also calculated on a scientific basis, and to get feedback on the advantages and disadvantages of the blog industry.

Keywords: blog industry, structural analysis, traditional journalism, scientific foundations, production of the blog industry, advantages and disadvantages, feedback.

Introduction: A blog (from the English web log [1] - "web log") is a view of a website in which articles are written in chronological order. Most blogs publish news or comments on a specific topic; others serve as a personal online diary.¹

According to the Washington Profile, the first blog post was published in 1992 by T. Berens-Lee. In 1996, blogs spread to the general public.

In August 1999, San Francisco-based PYRA LABS launched Blogger. It was the first free blog service. was acquired by Blogger Google. In 2004, Apple sued the bloggers for spreading information about their new product, which had not yet been officially announced, but lost in the milk.

In 2006, a court ruled that bloggers also had the same rights as journalists.

Types of blogs

By type of authorship.

- Personal blog - one person is taken. (usually a blog owner).
- Symbolic blog - refers to an unknown person.
- Collective or social blog - run by a group of individuals based on information provided by the blog owner.

- Community blog - run by members of an organization.

According to multimedia types.

- Text blog - a project blog based on texts.
- Photo blog - a blog based on photos.
- Music blog - a blog based on music.
- Video blog - a blog based on video files.

Blog - 1. An online journal of events, an online diary, an online diary - a website, its regular entries consisting of online images or multimedia, which can be uploaded to reverse chronological sources, short descriptions and comments to foreign resources. The difference between a blog and a traditional diary is with the environment: blogs, resources, and the presence of readers who are unfamiliar with the public debate with the authors. 2. Personal sites consist mainly of the blog owner's personal rules and users' comments on these posts.²

Tips on blogging.

	Bloggging can be about ready-made forms of design. You may need a personal design or shape. ready-made forms are available on the Internet. These forms
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¹ <https://uz.wikipedia.org/wiki/Blog> Wikipedia, the free encyclopedia

² Muratova, Nozima. Media and information literacy in journalism: [Text] / N. Muratova, E. Grizl, D. Mirzakhmedova - Tashkent: Bactrian Press, 2019. - 112 p

Design	are helpful in projecting these innovations. Such forms can be obtained from about addresses. Some providers offer these forms, which can also be used. The design is evaluated by the ease of work of the blog author and users. For example, comparing the designs of the blogs http://blog.cer.uz/ and http://blog.olam.uz/
Content	First determine the blog topic and choose a name. About the fact that the title of the blog reflects his theme. For example, if the topic is about food, the blog can be called "food", or if it is about business, it can be called "business". The content of the blog should include a brief introduction, a story and an article posted on yangiliklar.net. It is recommended that information be written in simple and clear language. They can be illustrated by pictures. It is important to pay attention to spelling mistakes. About whether the image size is suitable for web pages. Blogs are valued for their exact content. Exact content blog performs user status. therefore, it is important to keep in mind that the information will be interesting and useful for you. For example, http://blog.cer.uz/ to get acquainted with the content of the blog
Copyright	Copyright belongs to the author of the blog. If there are several authors, they belong to them. To obtain a copyright, you can apply to the Patent Office under the Cabinet of Ministers of Uzbekistan. If the blog is based on information from other authors, the comment address should be provided.
Hosting	The blog needs an area on the Internet. You will need to send from the provider service for hosting. That is, it is a paid service. The Internet provider can provide hosting.
Advertising and activation	You can send for advertising from the blog. number author will have these capabilities. It is also possible to activate the blog. To do this, it is necessary to sort it on the systems. Nowadays bloggers work on the newspaper for hours. The number of readers of a newspaper depends on the circulation of the newspaper, and the number of readers of a blog depends on the number of its users. For example, the blog http://blog.olam.uz/ pays attention to advertising information.

A journal is a type of social activity in which the owners (owners-journalists) collect, analyze and disseminate social information through the production of information (press, radio, television, news agencies, etc.). Journalism is one of the social propaganda and agitation.³

The term journalism was originally used to refer to a set, and a journal to all periodicals.

Today, the term journalism refers to the product of journalism, a set of related professions, education in the field, and the field of science. Journalistic information activities include the press, radio, television, agencies, documentaries, and so on.

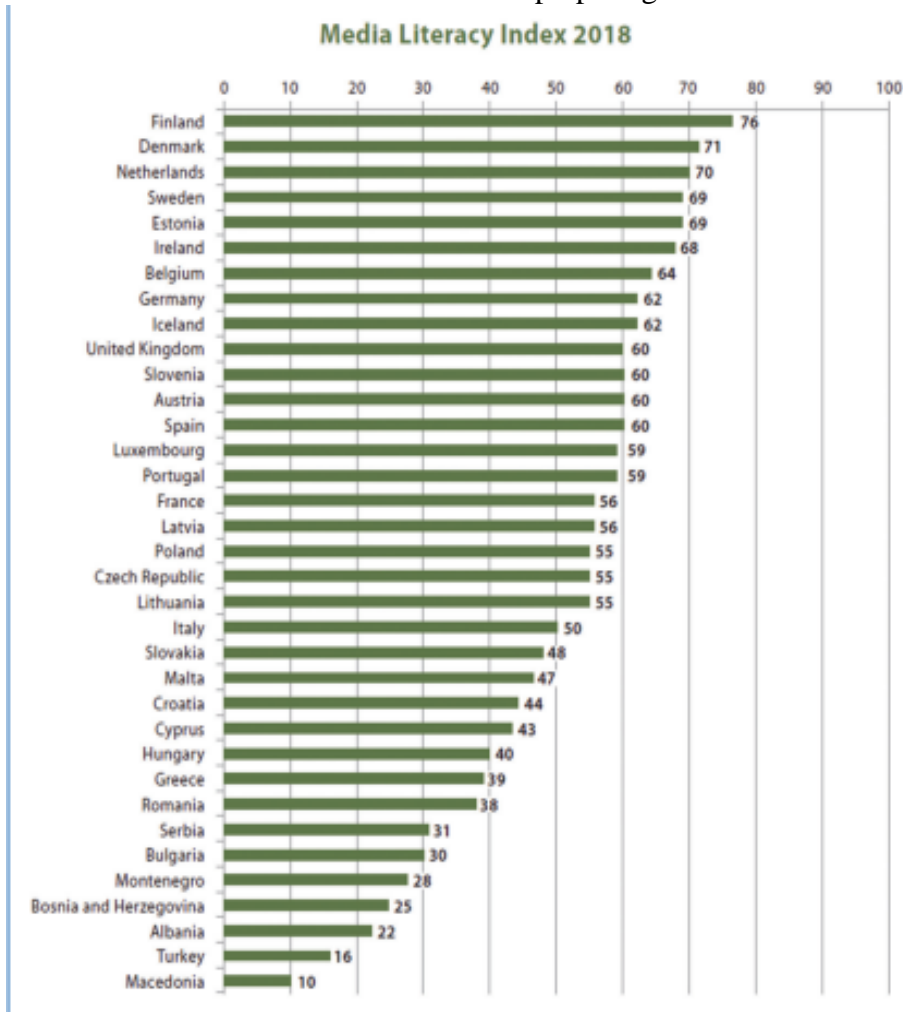
The media in the system of journalism relies on daily social and special, important issues, from the interpretation of social issues and from scientific works. Information in the system of journalism operates at a certain frequency and speed in its activities.

³ <https://qomus.info/encyclopedia/cat-j/jurnalistika-uz/> QOMUS.INFO Letter J Journalism

An article on the main uses, freedom of access to information, quality of education, trust between employees and electronic participation was posted on yangiliklar.net..⁴

The journal is skeptical of any information that is managed by any of the professions that are managed by the professors, and seeks to capture this information from multiple sources. It should also be able to communicate with everyone.

I was not strong, but there was pressure. Often I get a call from the event I attended, from the organizations I went to for interviews, when I got back to work. The leader laughs, "What else have I come for?" When my questions tortured the officials, or when I felt that something was wrong, I repeatedly asked them not to see the material I was preparing.⁵



However, they say that the analysis of the TV channels I work for is done in full impartiality, with the preparation of material that does not deviate from the content. One of the last broadcasts was to confirm the material that we had to give to the press secretary of the organization and inform him that we had achieved good health. This incident was also widely discussed on social media. I aired

⁴ In the new media literacy index for 2018, stability in relation to “post-reality” and its predictors demanded a sense of ocean, Marin Lessensky said.

⁵ <https://xs.uz/uzkr/post/hammasi-oldingi-holiga-qajtishiga-ishonmajman-ishongim-kelmajdi-zhurnalistlar-bugungi-zhurnalistika-haqida> Yulduz Olimova - Journalist of "My Country" TV channel:

the material on the same day for the approval of the officials of the organization where I work. I have not met others.

As I watch today, I find that journalists are afraid. There is a lack of real critical, analytical material. Some journalists act like they're out of date. This is unfortunate. Is it not the first application of events and happenings in society, the production that takes place, the objective production of the legislation that is being abolished. Another important issue is the qualification of journalists, I think it is necessary to constantly search for and improve the skills of people working in this field.

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