

## THE ROLE OF SITES IN THE DEVELOPMENT OF ONLINE JOURNALISM .

*Azim Akhtamov Halim oglu*

Student of the Uzbek University of Journalism and Mass Communications

[axtamovazim034@gmail.com](mailto:axtamovazim034@gmail.com)

**Annotation:** *About the role of online journalism today, its origins, the rapidity of online journalism from other media, how convenient and opportunities it is for the new generation.*

**Keywords:** *internet, online journalism, social networks, digital journalism, internet journalist.*

**Introduction:** ARPANET, the world's most widely used network, appeared in the mid-1960s for military purposes, and this technology led to the advent of the Internet in later years. Today, the Internet technology, which is the basis of the communication network, continues to have an impact on every industry. This network, especially in the field of journalism, has made a significant contribution to its development. Its application in journalism has influenced news sites, analytical and critical articles, and online reporting.<sup>1</sup>

Later, all traditional media outlets try to increase the number of subscribers by switching to the site system, and develop alternative portals that fit the name of many publications. For people who are interested in quick learning, memorizing information in one go, online journalism is starting to seem interesting to all ages, young and old in society. Websites that can work in tandem with mobile phones, tablets and computers in particular are attracting the attention of all users. Users will be able to take advantage of the news provided through the mobile app, and the social news published in this way will start to arouse everyone's interest. They will then share the news via Facebook and Twitter platforms. At this point, there is bound to be competition on both platforms. So far, the platforms are updating their version and inventing innovations to be able to use interesting tools. Sometimes this process leads to inconsistencies between the content and the image presented. In particular, competition between websites is still ongoing. This is a very good process. Because where there is competition, there will be development.

News can be criticized or discussed through comments, comments posted on social media. This process indicates that an influencing factor is emerging in humans. However, the presence of anonymous accounts leads to the omission of some immoral comments. In this case, the relationship of online journalism with social networks is discussed, and the application of online journalism in accordance with ethical norms is explained.

**Research Analysis:** The Internet is part of the world's communication network of computers. In other words, the lines of communication we make from home to the telephone are a system of technical means consisting of millions of computers reaching the most remote device in the world. The Internet is a very wide network and it is a network that can find information in every field.<sup>2</sup>

The Internet has the potential to connect thousands of academic and commercial networks, as well as government and non-government networks. The information in it is formatted as a template. Services such as email are also available on the Internet. Online journalism has the ability to quickly reach a large portion of the population and many regions. It is therefore radically different from

<sup>1</sup>When the Internet appeared - network history and when Internet Day is celebrated. Who invented the Internet? And why? In what year it was invented. Source: <https://dialogue-irk.ru/uz/basic-tools/kogda-poyavilsya-internet-istoriya-seti-i-kogda-otmechaetsya-den/>

<sup>2</sup> [http://meninternet.narod.ru/internet\\_haqida.htm](http://meninternet.narod.ru/internet_haqida.htm)

traditional media. Due to advanced communication technologies, the Internet has overtaken traditional media. It has made online journalism the most accessible medium. Internet technology has changed the infrastructure of journalism. The Internet is a highly interactive, hypertext, and synchronized tool that can use the method of data transfer on its own. It can broadcast audio, video and text together. In short, the Internet is an open, audience-activating environment for everyone to visit and watch, a hybrid medium that encompasses every facet of radio, television, and newspaper.

Online journalism is a media term that means only covering news over the Internet. Internet newspapers, unlike newspapers, do not reach the reader as a print publication. There is no clear time limit on the broadcast of news on the Internet, such as television journalism. At the same time, the exchange of information in online journalism has been intensifying recently. The impact of online journalism between journalism and social media is palpable.<sup>3</sup>

Online journalism has emerged as a new generation information system. This is because in the traditional broadcasting process, news texts and visual materials once transferred to a computer during the electronic typing and page layout design phase did not require much modification. On the contrary, they have proven that they can be published directly on the Internet. Online journalism is also referred to in some sources as "internet journalism" or "electronic journalism." Basically, in online journalism, a journalist's purpose does not change. But the methods used to collect, prepare, and publish news have changed dramatically. Today, the introduction of the internet and digital technologies has left traditional journalism behind. At the same time, the Internet has created a unique new dynamics of journalism. This new type of journalism, called online or online journalism, differs from traditional journalism in the following ways :

- Very fast delivery of news and constant updating of news;
- Stay up to date and use news 24 hours a day;
- use of audio, graphic and image files on the basis of multimedia;
- Easy access and storage of archive news;
- interaction with the student, acceptance of ideas and feedback;
- Easy access to background information by providing links to news-related websites;
- Find a variety of news that is not included in other media.

According to research, online journalism has been studied over four periods. According to the results of the first phase of research, in order to develop content for the creation of online journalism, they plan to prepare news in the traditional media and post them on the Internet.

The second period began in 1996, when journalists began posting original news in line with specialized online publications.

The third period begins in 1997. During this period, journalists began to create several news portals on the Internet. It is now a fourth-period environment, featuring news and photos and videos. This process led to the emergence of citizen journalism.

Examples of online journalism that are unique to each of these four eras are currently being tracked and used every second on your mobile phone or laptop. Perhaps you are also reading the information I have written over the internet right now.

Today, online journalism has undergone a radical change. If we look at any news platform, we can have unlimited sources of information by visiting the website and using the information on it. Institutions and organizations provide convenience to journalists with official information and reports

<sup>3</sup> <https://moluch.ru/archive/311/70321/> As a new phenomenon in multimedia longrid internet journalism

through their official websites and channels. In addition, by going through the email list on the official website, subscribers can expect a response to comments and information. As a result of such discussions, journalists become more professional in how they interpret the news.

An online journalist is accustomed to watching news only online. Because he has adapted to modernity and learned to save time. He doesn't rush to the press stores to find out exactly what happened to the scandal somewhere. Or the mirror world will not wait for that information to come out. It instantly accesses websites on the internet and can find the information you are looking for.

In general, by now everyone is using the website. At the same time, the news transmission system is much more developed. In online journalism, news is prepared in accordance with the content. Thus, subscribers are at the forefront in terms of quickly grasping the news at the same time, saving time. In the print media, however, customers search page-by-page for the information they want to see. At this point, other news will come out as well.

News is a big difference between the internet and print media. Online journalism encompasses all the features found in print and television media, with a small investment. It is becoming more and more widespread all over the world and is perceived as a new phenomenon of mass communication. Internet journalism allows you to interact with your subscribers.

The current level of use of online journalism and the number of media outlets that apply to it is increasing. This indicates that the demand for online journalism will increase in the near future. The ever-increasing flow of information in online communication technology, which has a communicative nature, requires every journalist to study this field perfectly.

**Conclusion:** Over the past decade, media theorists and practitioners have struggled to develop the optimal option for delivering media content in both creative and economic terms. In this regard, there are issues of widespread and continuous use of new communication technologies, further improvement of online content in the dissemination of information to the public, expanding the scope of facts and providing it in a language that everyone can understand. This has led to the emergence of new modern trends in journalism.

History is a great teacher. It provides information on every front and clearly reminds you of the origins and shortcomings of each industry. He says online resources and even online alternatives to the media have not always been relevant to online media. Therefore, it is necessary to draw conclusions from the past and strive to keep pace with the times.

## References:

1. Kasimova N. Online journalism - textbook. T., Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan Uzbek State University of World Languages. Tashkent - 2019.
2. Muratova N. \_ F. \_ Internet journalism: yesterday and today . // UzInfoKom №2, 2005 , February
3. Rashidova DK The formation of Internet journalism and the specifics of the Internet as a global media. Phil. fn dis. avt. T., 2002.
4. Muratova NF New perspectives on convergence and modern journalism. // Uzbek Press №3, 2005, May-June.