Description, history and origins of content analysis analysis in online journalism

M. Nurutdinova
teacher of the International Islamic Academy
D. Rizayeva
Teacher of the University of Journalism and Mass Communications of Uzbekistan

Abstract

This article explores the unique content analysis in the analysis of journalistic content. The history, development factors and uniqueness of mediametric analysis are revealed. The practice of content learning is also covered in case studies.

Keywords: content, analysis, strategy, research, programming.

Content analysis (sontent analysis) is a standard research method in the field of English content analysis. It is also mentioned as a way of studying text composition and communicative correspondence. The analysis is mainly based on the theme of the idea and the composition of the text. The main purpose of the analysis is to positively grow and improve the activity of online content, various analyzes are carried out. New strategies and proposals are developed based on content analysis in order to study quality indicators. Based on the results of the analysis, various problems and main shortcomings are identified, and necessary strategies are developed.

Depending on the content and format of the text, it can be analyzed on the basis of various programs or logical mediametric evaluation based on its general content.

Current content analysis techniques are becoming increasingly popular, especially in the age of globalization. Technical analysis of the text has been carried out for a certain period of time. In this, specially adapted programs are widely used. But prior to these programs, the practice of content analysis existed historically. We can give several theoretical examples of this. For example, most printing houses in Sweden in the 18th century had a special team that studied the quality and content of books [1] However, the full content analysis methodology belongs to US scientists (B. Matthew, A. Tenney), and according to their developed methodology, a special analysis method was invented in the 30s. It is known in history as a special methodological method of mediametric evaluation of contents of the 19th century. The practice of learning content is actually a simple and intuitive phenomenon. When studying texts, our partial understanding of their content, content, and various components to varying degrees is also a part of analysis. The main task of the methods of content analysis is focused on increasing the effectiveness of the text based on the integration of this ideological logic.

The practice of text analysis exists not only in journalism, but also in politics, economics, and a number of other fields. But in each field, the methods of its application and implementation are different. For example, G. Lasswell developed a technique for analyzing all published sources during World War II. According to its methodology, the main practice of propagandizing texts was studied. Or more statistical practice steps are taken into account in the analysis of economic content. That is, to summarize our opinion, each analysis is carried out based on the originality of this field.

Another interesting fact!

In 1952, the American researcher B. Berlson developed 17 main ideas of text analysis. That is:

- ✓ Study of communication processes in society;
- ✓ Mutual comparison of different communication tools;
- ✓ Comparison of media interaction;
- ✓ Use of various propaganda methods;
- ✓ The degree of connection between the object and the subject;
- ✓ Authenticity of propaganda methods;

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[1] https://ru.wikipedia.org/

✓ It includes several components, such as determining the psychological state of individuals and groups.

Based on these analyses, hundreds of different analyzes were performed.

1. So content analysis is an ancient method of information analysis. Historically, the development trend of existing content analysis methods can be distinguished based on three stages:

2. 1. The period of the late 30s and early 20th century. In this period, the composition of documents of a certain political significance was studied.

3. 2. G. Lasswell and B. Analysis methods based on Berlson's theory. It has been used in practice since the 50s of the 20th century.

4. 3. From the end of the 20th century until the development of the Internet global network, an example can be automated software content analysis[2].

It should be noted that, according to some theoretical sources, the practice of content analysis also came from the activities of the USA in the analysis of press releases. According to this practice, press publications are consistently studied and their periodic development trends are formed. For example, D. Wilcox analyzed more than 240 newspaper publications and developed a strategy for their development in various ways. That is:

• Military news;
• Political news;
• International news;
• Economic news;
• Literary correspondence;
• Divided into comments and letters.

In 1926 D. Willi developed 3 criteria during the analysis of the press release of "Viloyat Gazetalari":

1. Subject criteria; thematic and ideological coherence based on the politics, economics, literature, etc. reflected in the text.

2. Format criterion; this is mostly explained by the genre or genre of the text.

3. Idea criterion; ideological coherence based on existing processes in society.

This study by a number of other American researchers [3] Another group was based on practical work. That is, the content study should be applied to all general press publications, not focusing only on specific publications. It is important that mediametric studies, which are usually specialized in the study of a certain publication or content, have a formula of universal comparison. The most basic analyzes should give the most accurate conclusions. The reason is that it is impossible to develop a specific plan based on general information.

Based on various demands and proposals, new methods of analysis regarding the development of the press have been invented. 49 categories were included in the main analysis, from the internal system to the policy of foreign relations.

By the beginning of the 20s and 30s, all studies were studied in general theory and applied in practice as sociological directions. In particular, political campaigning began to be widely used in pre-election campaigns.

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[2] https://studfile.net/preview/3494907/page:53/

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The methods of studying content for other national security purposes, including intelligence, have also been refined.

Although content analysis has been adapted to different processes and eras as a historical practice, it has become the most popular method in media research, especially in the analysis of the Internet global network. The need to use this method quickly became even more acute during the period of more ideological struggles and propaganda.

To date, the study of this type of texts is the basis of sociological observations and various scientific studies. Studying the texts or observing the content of a particular mass media is very useful in assessing the general atmosphere of existing trends and in developing universal models.

American scientist F. in sociological direction. Znanetsky and William Thomas's five-volume study The Polish Peasant in Europe and the United States (1918-1921) laid the empirical ground for mediametric analysis.

Thematic content analysis is often used in the media, sociology, marketing and psychology. It allows you to highlight popular topics, establish the relationship between them and the current patterns. In contrast to the qualitative analysis of content based on numbers, there are connections and relationships between topics. Often this type of analysis is used before investigative journalism, scientific research and other important tasks. Imagine that you are researching advertising integrations. You've found that speakers and writers often talk about payback and virality. To fully cover the topic and prepare high-quality analytics, you need to devote time to the knowledge sections of this topic.

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