
FORECAST OF DEVELOPMENT OF PRINT MEDIA AND MEDIA LANDSCAPE IN UZBEKISTAN DURING THE YEARS OF INDEPENDENCE

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ABSTRACT

This article presents the changes in the theory and practice of Uzbek journalism, the general characteristics of the new media space. creative schools, traditions, concepts and ideas are analyzed based on concrete examples and sources in newspapers. This is explained by the differences between media theories and the activities of the media industry.

KEYWORDS: *Political, Social Institutions, Crossroads, Media Space, Digital Communication Rails, Interactions, Demographic, Publications.*

1. INTRODUCTION

At present, the modern media space in our country is experiencing new organizational and technological processes. As a result, many changes are taking place in the theory and practice of Uzbek journalism in the 21st century. As the head of our state said in his congratulatory message to the press and mass media on June 26 this year, "Like all political and social institutions in the country, journalism in Uzbekistan is undergoing a new process of formation in the modern era of digital technologies". [1]

Today, generations, creative schools, traditions, concepts and imaginations are being renewed. The age of the Internet is advancing its own requirements and rules. In such a difficult transition period, we need to acknowledge that our national journalism is facing unprecedented challenges and challenges, and think about overcoming them together.

At the same time, critical views on the media and our national journalism are being formed in various segments of the Uzbek media space. This can be seen from the fact that there is a big gap between media theories and the activities of the media industry. In addition, the role of digital media in modern human life and social development is becoming increasingly important. [2]

2. MAIN PART

Modern journalism and the media are in the process of historical transformation. As Denis McQueel, a well-known British sociologist and mass communication theorist, puts it, "The media is at the crossroads of three important forces - the heart of economics, politics and technology". In practice, these three forces have had a different impact on the development of the media in our country at different times. This is especially true in the coming decades - the introduction of new technologies, the emergence of a convergent environment. International research scholars such as Bredge van der Haak, Michael Parks, and Manuel Castels asked, "Why has traditional journalism faced a deep crisis?" trying to find an answer to the question. According to them, this "crisis" is due to the specific business model of traditional media. Because now everyone has the opportunity

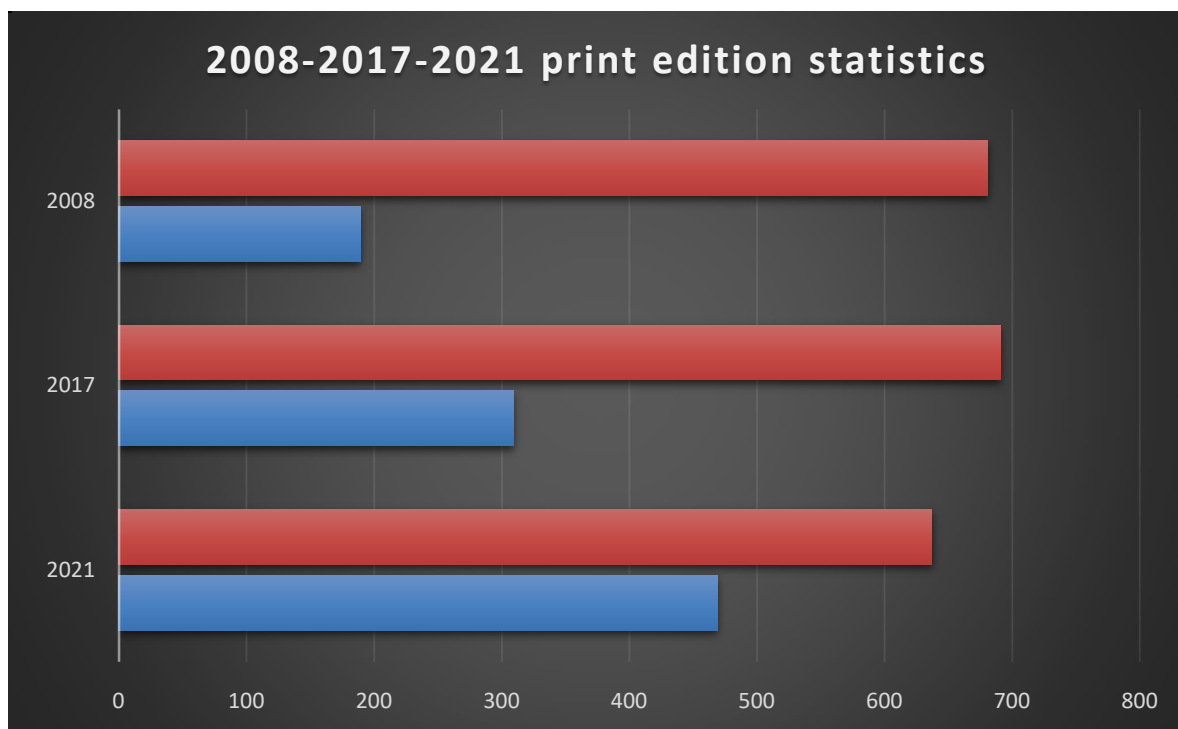
to get as much information as they want from any source. On top of that, they also provide all the information for free. The obligation of the population to pay for information is decreasing day by day. [3]

This is why audiences likely to turn to newspapers and even television as a source of information. Naturally, where there are a lot of customers, readers, viewers, Internet users are advertising "runs away".

Newspapers and magazines published in our country, like other media outlets, have undergone significant changes in recent years. Not all of these changes are resolved in a favor of print media. But at the same time, most of them have become an integral part of the era and society and have been meeting the needs of students in some way. Modern developments in print media are, first of all, in the process of active use of the latest technologies.

As noted in the congratulatory message of the President to the head of the industry, there are more than 1,893 media outlets in the country. According to the website of the Creative Union of Journalists of Uzbekistan, only a handful of newspapers are currently published in more than ten thousand copies. Most newspapers in the regions number less than a thousand. This shows that they are only working to the detriment.

The discovery of an alternative approach allows us to describe media systems as "different social systems", "information storms". In modern media, the process of hybridization is taking place. These include interactions, various pages on social media and intervention of observers. For example, it is possible to post a PDF version of a newspaper in the Internet. Just as publications such as «Marifat» and «Darakchi» provide mobile applications to their customers, other newspapers can provide their readers with the next issue quickly, efficiently, cheaply and conveniently through the mobile application. Therefore, it is important that a particular publication takes into account the socio-demographic characteristics of their readers, as well as technological trends.



The diagram also shows that the number of newspapers are declined from year to year. The number of magazines are growing. However, the most of these magazines are industry and network publications.

Many experts believe that the difference of newspapers to their traditions can lead to the departure of regular customers. However, modern publishing now refers primarily to websites that provide access to media products (or create it through comments, blogs, authoring columns, etc.) with a high degree of interactivity. New media platforms (websites) include websites, iPad versions of magazines and newspapers, mobile (for smartphones) and various other applications, 3G TV, mp3 players, info screens, media screens. [4]

Under the influence of the main features of the new era (fierce competition, variability, globalization of information, digitalization), the role and content of the media is changing dramatically. In particular, the main features of the press have changed. The media is becoming more and more universal. It has history and interactive features. Technological innovations are opening up new opportunities (digital photo, video, audio, etc.) for the audience to receive content. Modern models of the press are being developed and put into practice. It is turning the media in to means of public relations, an institution of citizen self-government.

Now it is the press that employs employers of all ages. Creative teams of editors are being reduced. It is forced to combine different positions. Newspapers are losing ground in advertising market. The average age of employers in regional print media is approaching retirement age. This is leading to trends such as determination and flexibility in making of decision. That is why many newspapers are full of interviews of the same format, materials that do not comply with the rules of the genre, the usual reports.

The rapid spread of new forms of communication (internet, mobile content) is squeezing print media out of the advertising market. Some publications have left the paper version and remain only internet platform.

Competitions in the form of social order or state grant are held to support the activities of print media. Funds are located from the fond of an organization (Ministry of Internal Affairs, Ministry of Health, Ministry of Justice, etc.) for the social order. Most publications are unaware of such incentives. What they know is that they are developing a media project and gaining market share. In some cases, publications could not participate in the competition due to low funding. The reason of that there are a lot of reports to be completed. It should be noted that the money spend for television is much higher than the grants for publications. A similar view is observed among some "giant" and ordinary publications. Some journalists are protesting to it. [5]

According to last years report of the Agency for Information and Mass Communications on the state of the media in Uzbekistan, the market of print media in the country is in deep crisis. The activity of subscribers of print publications has sharply decreased. As a result, the "Vecherniy Tashkent" (Tashkent Evening) and Young Akademik magazines were closed down.

It is also possible to talk about forms of cooperation between the media and the authorities. The media is being forced to follow the "rules of the game" set by the authorities. Ironing certain topics leaves no choice but to politically self-censor. On the one hand, the media operates in an environment of political pluralism in society and free competition in the information market. On the other hand, they are highly dependent on the authorities, i.e. they become to enterprise the authorities. Publication pages are often filled with official documents, reports, template interviews. This can be found in the pages of more socio-political newspapers.

In the process of digitization, publications are changing their appearance in accordance with the changing forms and methods of information consumption. Newspaper pages are processed on the

basis of modern layout principles. For example, the newspaper “Milliy Tiklanish”. Editors are actively working on the Internet. It creates its own groups on social media, posts local news on it and raises issues even holds online conferences.

Social networks and bloggers are competing with dozens of official publications. Their rapid development has exposed the weaknesses of the traditional audience. This, in turn, captured a portion of the press audience. First of all, these changes apply not only to the technological aspect of the press, but also content too.

Today, the main source of news and social service platforms are online communities that are focused on public pages and claim to develop the same geographic and information space. Now, most of the editorial staff promotes their publications using social media accounts.

In addition to publishing news and reviews, newspaper websites also collect databases (telephone directories, transportation schedules, government decisions, historical and cultural information). In the process of developing the content of the publication, the order of work of the editors is also changing. However, digital media projects are not always profitable. The lack of media projects in this area also proves this. Social media groups and electronic media do not always replace newspapers and magazines. It can only fill them, expand their audience [6].

Recently, many editors are using QR codes. For example, “Yangi Uzbekiston”, “Xalq sozi”, “Pravda Vostoka”, “Narodnoe slovo”, “Uzbekiston ovozi”, “Mahalla”, “Nuroniy”, “Zarafshon”, “Dustlik bayrogi”, “Fergana Haqiqati” and others are used to this technology effectively. The state-owned newspapers were put up for sale, and some of the site's reporters took the time to “play the flute.” Some editors-in-chief, who could not remain silent about the situation, denied them on social media. At such times, we saw a lack of solidarity among journalists. As if the newspapers were dependent on the government, to put it bluntly, the publications were shown to be sucking the budget. Is that really so? More precisely, “Is the newspaper's activity at the discretion of the editors?” the question had to be asked. These sites would have helped their colleague take a different approach to the issue and directed the state towards the problem.

In world’s practice, there is an attempt to preserve print media at the expense of free newspapers. Nowadays, when voluntary taxes have been introduced to support the media, we have claims that we do not need a newspaper. The Washington Post, the Chicago Tribune, the Chicago Sun-Times, and The Dallas Morning News have not been left out of the idea. They are trying to beat competitors and return young people to newspaper reading by distributing newspapers free of charge. In addition, finding new advertising partners is an important task in attracting young audiences.

Here are the main trends that determine the development of foreign publications, especially modern American media, and inevitably affect the whole world. They are as follows: First, focus on algorithms and data. That is, a key component of any modern media news section is an indicator of the audience accessing the sites, which revolves around the live screen. In any case, newspapers pay less attention to numbers than letters [7].

Some editors review all of these numbers, process it, and hire specialized analysts to shape the legislation. For example, they give advice that the title is better or that the material has no effect, so the author can be fired.

Second, there are emerging people in editorial offices whose main task is to engage a wide audience. True, some editors are still entrusting this task to journalists in the old order. But gradually, though, it is becoming clear to everyone that this is no longer enough. The Washington Post employs dozens of experts to reach a wider audience. Their main task is to provide journalists with tips on how to present story plots on social media or how to respond to sarcastic and abusive comments. American media managers have realized that engaging readers is the most important

problem for modern media, and that only good analysis and content can solve it. This analysis requires “selling” the content and engaging in active communication with its consumer.

Similar needs have led to the emergence of new formats. For example, USA Today is even videotaping its production meetings. He then posts this video to the networks at the same time as the material. The editorial thus demonstrates transparency in decision-making and attracts thousands of critical readers (viewers).

Third, the labor market is increasingly appreciating those who have their own personal audience. U.S. newspapers no longer need "golden pen" owners (they are so many). When billionaire Jeff Bezos, a well-known internet entrepreneur and founder of amazon.com, bought The Washington Post in 2013, one of the changes he made was to hire people who had no experience in journalism but had tens of thousands of subscribers on social media. The newspaper's audience immediately grew at the expense of these small audiences [8, p.15].

Emilio Garcia-Ruys, managing editor of The Washington Post, asked, "Who would you choose if your newspaper had a choice of hiring a 'golden pen' or a 'digital guy' with 6,000 to 7,000 Twitter followers?" The U.S. labor market is already full of "golden pen" owners. We need to expand our digital audience. ”

3. CONCLUSION

In conclusion, our newspapers lack in-depth analytical materials. The uniformity of genres, the lack of problematic, analytical, critical materials that affect the interests of the authorities, as well as the low professionalism of journalists, the quality of printing, the erratic publication of newspapers alienate the audience.

Therefore, it is very important that the press finds its place in the new media environment, is an important segment of the market, and becomes a bridge between the government and society.

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