

## **MULTIMEDIA TRENDS AND STAGES OF DEVELOPMENT IN ONLINE JOURNALISM**

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### **ABSTRACT**

*This article discusses the history, types, meaning, origin, and origins of the word multimedia. The article also discusses today's multimedia formats and programs. Multimedia trends in the article are analyzed in accordance with the nature of convergence, origin, current stages of development*

**KEYWORDS:** *Multimedia, News, Reportage, Podcast, Content, Advertising, Evolution, Banner.*

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### **1. INTRODUCTION**

The term multimedia, literally translated from Latin, means “many”, “means”, and basically means a combination of several formats in one content. This is exactly what most of today's publications, including sites such as kun.uz, daryo.uz, human.uz, habar.uz, xabardor.uz, operate in this context. In addition to various news, news or reportage genres provided on the sites, photos, video sources, additional hyperlinks, tags are added. Or there are several formats of visual, photo video and audio podcasts on the same topic.

Why is it that the content of the Internet, which was launched under the so-called "LOG" brand and was originally designed for military purposes, has become so perfect? The network, which was commissioned for public use in the late 80s, was used primarily for communicative purposes. But today, due to consumer demand and technical advances in science, content has expanded, formats and applications have expanded, and a tool that specializes in text and cipher transmission has become a composite resource center. That is, the process of integration in the global network has laid the foundation for excellent information content, covering all the functions and features of the media. This content, in turn, led to multimedia content.

### **2. MAIN PART**

If we look at the history of multimedia, it has its own path of development and stages of development in the field of journalism or information technology. In the 1960s and 1970s, the term multimedia was more often associated with various photos in newspapers and magazines, books, advertising banners, or text sheets sold in addition to a plate in art.

In 1993, American researcher Theodore Vogan first clarified the concept of multimedia and described its components. According to this description, the content consists of a set of text, graphics, sound, video, animation.

A number of other researchers point out that multimedia is a product of the creation and development of the Internet. In fact, the emergence or application of multimedia goes back to civilizations such as Rome and China, which were hotbeds of evolution and development far from history. In fact, humanity has been actively using multimedia elements and graphic drawings since the Stone Age, when it began to write on rock walls. We can see this in various historical archeological finds dating back to 2-3 thousand years BC. It is precisely in the various stone inscriptions of the Maya tribe that the use of photographs and symbols is considered to be the primary fundamental multimedia. The reason is that in the original structure of multimedia information, the exact text in different formats, shapes and symbols means that the user can explain it more clearly, attract his attention or give more information. For example, information in the form of text + photos on ancient papyrus papers served as a concept, albeit briefly, for most of the people who lived in this period and were illiterate.

All the research that has been done and done in this area goes back to the stages of development in the field of science. In general, multimedia journalism has served not only as a science, but also as a stepping stone to development and progress in all areas, as well as political and economic changes at different times.

In particular, the last 10 years have seen a sharp shift in all perspectives and concepts in the field of hardware multimedia. The advent of various large-capacity DVDs, CD-ROMs, and similar equivalent memories has made it possible to make wider use of visual and text elements in practice.

By the end of the twentieth century, the term and concept of multimedia was used in various fields and began to be promoted in a very wide range of fields. Now the scope of activity has expanded not only in the text but also in various other areas. For example, creating a design through multimedia sharp graphic images in engineering; content related to advanced multimedia tools in mobile communication; multimedia resources that allow to create a clear picture in the field of science; These include the state of multimedia, which improves content content in the media [1, p.35].

According to modern journalism trends, the process of enriching information not only in text format but also in various visual elements is in full swing. Most media outlets are trying to set up their own electronic format to reach a wider audience. So what is media convergence in the media? A legitimate question arises.

At an international conference in Russia on September 25-27, 2006, a number of scholars and researchers spoke extensively on media convergence in the media. According to Rostovsky, a conference participant, "... one of the first manifestations of convergence is that all means of traditional information in a single digital form, ie the computer's electronic platform and its activity in the international network - are called media convergence or mediamorphosis."

In the translation of the dictionary of terms "media education, media pedagogy, media literacy, information awareness", the word "media" in English means a common means of uniting television, radio, the press. However, the plural form of the root word "medium" in Latin is explained as "media" - a means of remote interaction and information carrier. The integration of different genres and media in the social network has led to their convergence in science. The root of this concept also comes from the Latin language - convergere - meaning "convergence", "convergence". E. V. Oleshko's textbook, *Convergent Journalism*, describes convergence as a process of integration in a system, the integration or overall structure of a single information resource of information and communication technologies.

This guarantees the effective interaction of more diverse media (radio, TV, press) in the media, ie the delivery of information in full format using modern technology. The Dictionary of Media and Communication defines the term as a means of combining and transmitting any information. This includes a set of systems for the organization of mass communications (newspapers, magazines, radio stations, websites, television channels).

In online journalism, too, traditional journalism has been collecting and disseminating information for centuries. But in this process, more attention is paid to enriching the information with various visual elements, attracting more audience attention.

At a time when television, radio, and the press are conveying information in the form of text, images, and audio, the Internet has added multimedia, integration, and interactive connectivity. That is, it represents the structural principle of the information provided in the network. But not all the information on the websites is flooded with multimedia. There are many websites that work in electronic format in the form of text [2, p.7].

According to researchers, the development of multimedia on the Internet took place in the following order:

- 1) The first wave - in the first wave, the use of press texts with various images, pictures, television programs and broadcast photo effects has become a tradition.
- 2) The second wave - the mass development of Internet browsers, for example, the transition of printed text to electronic format and the transfer of large amounts of graphics, audio and video materials to interactive mass consumption.
- 3) In the third wave, the mobilization of very large amounts of data, the mixing of different formats, robot journalism, immersive technology and other types of data changes under the influence of man-made factors. These include the transformation of major news agencies into online journalism [3, p.28].

Multimedia hardware is a set of various hardware and software that allows you to enter data into a computer using audio, video, graphics, text, animation. Multimedia technologies, on the other hand, consist mainly of two components. These are hardware and software tools.

Hardware:

- Video cards;
- Sound (sound cards);
- TV tuners;
- Graphic accelerators are also software;

Software tools:

- Multimedia applications (interactive courses, games, encyclopedic applications);

Software development applications:

- Graphic creation and editing editor;
- Sound file editor;
- Software for creating and editing hypertext;
- Includes video editing and image editor.

Multimedia devices also include hardware software that processes text, audio, and video. It includes manipulators, information carriers and storage devices, tools specialized in image processing, and content for writing and storing data. All multimedia devices are connected to each other using special software. [4]

We mentioned that multimedia will include text, audio and video. Various text editing programs include Soft Maker Free Office, Microsoft Office Word Viewer, Microsoft Office Excel Viewer, Edit Pad Lite, Abi Word, Libre Office.

Software tools for image viewing and editing include Pixel image editor, Picasa, PixBuilder Photo Editor, Fo2Pix ArtMaster, ACDSee, Adobe Photoshop, Corel Photo-Paint, Paint Shop Pro, Microsoft Picture, Visualizer Photo Studio, Paint.NET, Movavi Photo Editor.

Multimedia audio editing tools require a sound card or an audio adapter (adapter is a device that transmits data from a source to a computer). Programs require installation of such applications (paid format or free service) as SOUND BOOSTER, HEAR, FX SOUND ENHANCER, AUDIO AMPLIFIER, POWER MIXER, SRS AUDIO SANDBOX, VOLUME2.

A special video card required to adapt video images that are part of multimedia to a computer or network Necessary software to check and run the video card AIDA64 Extreme Edition, MSI Afterburner, GeForce Experience, FurMark, 3DMark, GPU-Z, Video Memory Stress Test, Unigine Heaven Benchmark.

Examples of video image editing applications are Movavi Video Suite, AVS Video Editor, Movavi Video Editor, Adobe Premiere Pro, Pinnacle Studio, Sony Vegas Pro.

In short, the field of journalism, which has developed over the centuries, has been transformed and renewed as the media in various forms. Later, under the influence of the technological factor, it gained completely new frontiers and a wide audience. In any case, it can be said that the essence of the industry's primary task - the collection and transmission of information - has retained its originality. The essence is that the task of informing and informing the media about its authenticity, whether it is the press or the Internet, is always at the forefront. [5]

The field of online journalism or online journalism is part of today's most modern phenomenon. Why exactly today? The reason is that any information, photo, video or graphic element on the Internet can be displayed as a complete media. Visual information can have a whole meaning, either individually or collectively. It can be seen that the demand for various visual photo video information in the network has increased significantly in recent years.

The daily number of searches to search for or get acquainted with multimedia information is more than 145 million. In short, online journalism is a communication platform that allows you to get the perfect information through a variety of means of information exchange. The Internet and the media today can be seen as the foundation that shakes civilization. [6]

### **3. CONCLUSION**

Thanks to technological tools, traditional journalism in turn has laid the groundwork for another modern phenomenon, online journalism. It is this direction that has been widely recognized as a de jure field. In turn, online journalism has paved the way for a number of other modern new directions and trends. These include cyber journalism, robot journalism, drone journalism and multimedia. In all the modern directions mentioned above, the task of disseminating information to the public, as in traditional journalism, prevails. Unlike other types of online journalism, the audience can also participate as a disseminator. In addition, due to the speed of publication of information, intermediaries (editor, censor, editor, editor-in-chief) were eliminated and replaced by the creator's own "I". Agility and popularity have emerged as the main trends in online journalism. Who first publishes the information determines the value of the information. The second key factor is the task of attracting the attention of the audience (keeping the number of audiences in the main content). This means enriching the existing information in the form of

hypertext with various videos, photos and presenting it in a perfect format. Enriching information with jeweler's skill in a variety of formats and directions has given rise to a variety of new directions and genres.

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