



JOURNALIST'S SKILLS IN CREATING CONTENT IN NEW MEDIA

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<https://doi.org/10.5281/zenodo.11393613>

Abstract. In recent years, the media landscape in Uzbekistan has undergone significant transformation, with the emergence of new digital platforms and technologies revolutionizing how information is consumed and shared. In this evolving landscape, journalists play a crucial role in creating content for new media platforms, such as social media, websites, and digital publications. To effectively navigate this new terrain, journalists must possess a unique set of skills and competencies that enable them to engage with audiences in innovative and dynamic ways. In this article, we will explore the key skills that journalists in Uzbekistan need to excel in creating content in new media, as well as the challenges and opportunities they face in this rapidly changing environment.

Keywords: Journalists, new media platforms, technology, digital literacy skills, audience engagement, interaction, content production, distribution.

As Uzbekistan's media landscape continues to evolve, journalists play a crucial role in creating content for new media platforms. In recent years, there has been a notable shift towards digital and online journalism, with the rise of social media, websites, and digital publications becoming increasingly popular among audiences. Journalists in Uzbekistan now have the opportunity to reach wider audiences and engage with them in more interactive and dynamic ways through these new media channels [4].

The role of journalists in creating content in new media in Uzbekistan includes:

1. **Reporting:** Journalists continue to report on important news and events through various digital platforms. They cover a wide range of topics including politics, economy, culture, sports, and more, providing audiences with up-to-date information and analysis.
2. **Multimedia storytelling:** Journalists are increasingly incorporating multimedia elements such as videos, infographics, and interactive graphics into their storytelling. This allows for more engaging and immersive storytelling experiences for audiences.
3. **Social media engagement:** Journalists use social media platforms like Facebook, Twitter, and Instagram to share news updates, interact with audiences, and promote their stories. Social media has become an essential tool for journalists to connect with audiences and drive traffic to their content.





4. Audience engagement: Journalists in Uzbekistan are actively engaging with audiences through comments sections, polls, and other interactive features on digital platforms. This two-way communication helps journalists better understand their audience's interests and preferences.

5. Adaptability and innovation: Journalists must be adaptable and open to new technologies and trends in order to stay relevant in the fast-paced digital media landscape. They are expected to continually innovate and experiment with new storytelling formats and tools [2].

Challenges and opportunities for journalists in creating content in new media in Uzbekistan include:

1. Digital literacy: Some journalists may face challenges in adapting to new digital tools and platforms. Training and upskilling programs could help journalists improve their digital literacy skills.

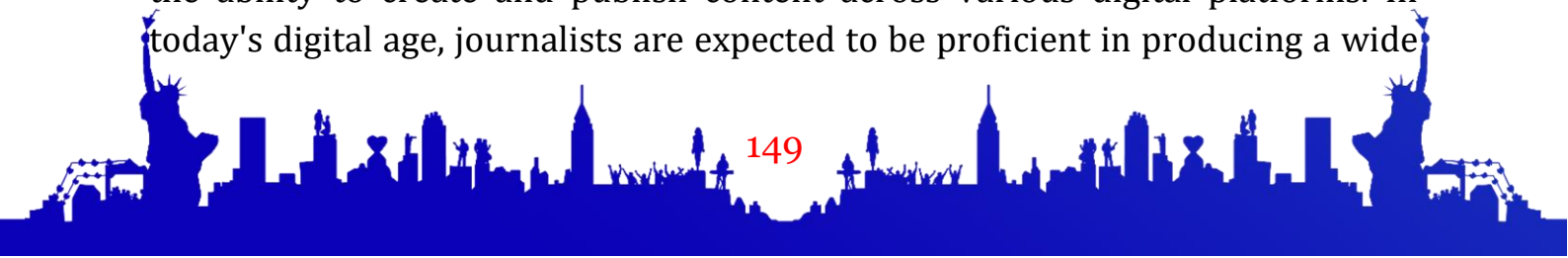
2. Censorship and freedom of speech: Journalists in Uzbekistan may encounter restrictions on freedom of speech and face censorship issues. Navigating these challenges while upholding journalistic standards can be a balancing act.

3. Monetization: With the shift towards digital media, journalists and media outlets may face challenges in monetizing their content. Finding sustainable business models and revenue streams is crucial for the long-term viability of journalism in Uzbekistan.

4. Reach and impact: New media platforms provide journalists with the opportunity to reach wider audiences and have a greater impact. By creating compelling and engaging content, journalists can leverage these platforms to amplify their voice and contribute to public discourse in Uzbekistan [1].

Overall, journalists in Uzbekistan play an important role in creating content for new media platforms, shaping public opinion, and driving conversations on a wide array of issues. In navigating the challenges and harnessing the opportunities of the digital age, journalists can continue to serve as trusted sources of information and play a vital role in the evolving media landscape of Uzbekistan.

Digital literacy and technology skills have become indispensable for journalists in the modern media landscape. With the digital revolution transforming the way news is created, disseminated, and consumed, journalists must possess a diverse set of skills to navigate this dynamic environment effectively. One significant reason why digital literacy is crucial for journalists is the ability to create and publish content across various digital platforms. In today's digital age, journalists are expected to be proficient in producing a wide





range of content formats, from written articles to multimedia stories and videos. They need to be adept at utilizing digital tools and platforms to share their content with a global audience and engage with readers on social media. Moreover, digital literacy plays a vital role in enhancing journalists' research and fact-checking capabilities. With a wealth of information available online, journalists must possess the skills to sift through vast amounts of data, verify sources, and ensure the accuracy of their reporting. By leveraging digital tools such as search engines, databases, and online archives, journalists can conduct thorough research and provide credible, well-informed journalism to their audience [3].

Additionally, the rise of data journalism underscores the importance of technology skills in the field of journalism. Journalists who are proficient in data analysis and visualization can uncover compelling stories hidden within complex datasets and present them in a visually engaging format. By mastering data visualization tools, coding languages, and statistical software, journalists can enhance the depth and impact of their reporting in an increasingly data-driven world. Furthermore, digital literacy is essential for journalists to engage with their audience effectively. Platforms like social media provide journalists with a direct channel to interact with readers, respond to feedback, and cultivate a loyal following. By understanding how to leverage digital platforms for audience engagement, journalists can build a community around their work, foster meaningful dialogues, and increase the impact of their reporting. In a rapidly evolving media landscape, adaptability and innovation are key skills that journalists must cultivate.

By embracing new technologies, experimenting with innovative storytelling formats, and staying abreast of industry trends, journalists can stay relevant and competitive in an ever-changing digital environment. Digital literacy empowers journalists to explore new creative possibilities, implement novel strategies for audience engagement, and navigate the challenges and opportunities brought about by technological advancements. Overall, digital literacy and technology skills are fundamental for journalists to thrive in today's media landscape. By equipping themselves with these essential skills, journalists can produce high-quality, engaging content, foster meaningful connections with their audience, and fulfill their role as trusted sources of information in the digital age. Embracing digital literacy not only enriches the practice of journalism but also positions journalists to adapt and innovate amidst the evolving media landscape.





Adapting to new media platforms presents a myriad of challenges for journalists in today's rapidly evolving digital landscape. From acquiring and mastering technology and digital literacy skills to engaging with audiences in real-time, journalists must overcome various obstacles to thrive in the digital age. One of the primary challenges faced by journalists is the need to keep pace with advancements in technology and digital literacy skills. The ever-changing digital landscape requires journalists to be proficient in using a wide array of digital tools, social media platforms, content management systems, and multimedia storytelling techniques. Staying current with technology trends and continuously upgrading their digital skills is essential for journalists to effectively produce and distribute content on new media platforms. Another significant challenge for journalists adapting to new media platforms is audience engagement and interaction. With the rise of social media and real-time communication channels, journalists are expected to actively engage with their audience, respond to feedback, and participate in discussions about their reporting. Building a loyal and engaged audience requires journalists to invest time and effort in cultivating relationships with their readers, fostering dialogues, and strategically navigating social media interactions [5].

Furthermore, journalists face challenges in producing and distributing content across multiple new media platforms. The shift towards multimedia storytelling demands journalists to create diverse visual content, including videos, infographics, and interactive graphics, in addition to traditional text-based reporting. Adapting content for various digital channels and optimizing distribution strategies to reach a wider audience poses a significant challenge for journalists embracing new media platforms. Monetization and sustainability are also critical challenges for journalists in the digital age. With the decline of traditional advertising revenue and the shift towards digital platforms, journalists must explore alternative sources of income to sustain their careers in journalism. Navigating ethical considerations and maintaining journalistic integrity while monetizing content through sponsored partnerships, subscriptions, or crowdfunding presents a complex balancing act for journalists navigating new media platforms.

Additionally, data privacy and security concerns pose challenges for journalists using new media platforms to report and distribute content. Ensuring the confidentiality of sources, protecting sensitive information, and safeguarding against data breaches and online threats require journalists to adhere to strict ethical guidelines and best practices for handling data securely.





In conclusion, journalists face a multitude of challenges in adapting to new media platforms and engaging with audiences in innovative ways. By addressing these challenges, mastering digital tools effectively, and navigating the complexities of the digital landscape, journalists can enhance their reporting, reach a broader audience, and make a meaningful impact in the digital age. Embracing these challenges as opportunities for growth and innovation is essential for journalists to succeed in the ever-evolving world of new media platforms.

Strategies for enhancing journalist's skills in new media content creation

Training and Professional Development: Journalists can enhance their skills in new media content creation by participating in workshops, online courses, conferences, and other professional development opportunities focused on digital storytelling, multimedia production, social media engagement, and data journalism. They can also seek mentorship and guidance from experienced journalists and digital media practitioners to learn best practices and emerging trends in the industry. **Experimentation and Practice:** Journalists can improve their skills in new media content creation by experimenting with different formats, styles, and platforms. They can practice creating various types of content, such as videos, podcasts, infographics, interactive graphics, and live streams, to diversify their storytelling abilities and engage with audiences in innovative ways. By testing new tools and techniques, journalists can refine their skills and develop a unique voice in the digital landscape. **Collaboration and Networking:** Journalists can collaborate with other media professionals, including videographers, graphic designers, data analysts, and social media specialists, to enhance their skills in new media content creation. By working on cross-functional teams and projects, journalists can learn from experts in different disciplines, share knowledge and resources, and produce high-quality multimedia content that resonates with audiences.

Networking with industry peers and building partnerships with media organizations can also provide opportunities for skill-building and professional growth in the digital space. **Feedback and Reflection:** Journalists can seek feedback and constructive criticism on their new media content creation from colleagues, mentors, editors, and audiences. By receiving input on their work and reflecting on their strengths and areas for improvement, journalists can refine their storytelling techniques, enhance their visual and editorial skills, and adapt to changing audience preferences. Incorporating feedback into their creative process can help journalists produce more compelling and impactful





content for new media platforms. Continuous Learning and Adaptation: Journalists can stay ahead of the curve in new media content creation by staying informed about industry trends, technological advancements, and audience behavior. They can follow digital media publications, attend webinars and conferences, participate in online communities, and subscribe to newsletters and podcasts that cover topics related to digital journalism and storytelling. By staying curious, flexible, and open to experimentation, journalists can adapt to new tools and platforms, refine their skills, and elevate their storytelling in the ever-evolving digital landscape.

Conclusion. In conclusion, the new media landscape presents a wealth of opportunities for collaboration and partnerships that can benefit journalists, content creators, and media organizations. By working together with other industry stakeholders, journalists can expand their reach, engage new audiences, access innovative tools and resources, and produce more impactful and relevant content.

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