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### MEDIA CONVERGENCE AS A FACTOR IN RE-FORMING THE JOURNALISTS TRAINING SYSTEM

#### ANNOTATION

This article provides an overview of the current state of journalist training in Uzbekistan and experiences gained in this regard. With the advancement of information technologies, changes in national journalism education, analysis of the requirements for the development of the industry and the educational system will be undertaken in the article.

The concept of media convergence, the attempt to explain through the scientific and theoretical perspectives of increasing the importance of this phenomenon in journalistic practice and education will be covered. The development of Internet journalism also shapes new types of activities in the field of information, including blogging, citizen journalism, freelance journalism, as well as the emergence of online journalism, and, finally, the need for journalists and PR men who would work in these industries. It is also emphasized that interactive journalism is developing in the Internet, with a wider range of possibilities, the popularity of mobile communication and the development of social networks, increasing the role of the population in the dissemination of information – and the need for updating the education. Internet journalists graduated from specialized faculties need more knowledge and experience than the population, and they should meet the needs of the population in the global media and traditional media outlets fast and qualitatively. In this regard, the article highlights the importance to further improve the national educational system, by providing examples of international experiences and models of qualified journalist cadres who meet the information age requirements. The author

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### МЕДИАКОНВЕРГЕНЦИЯ ЖУРНАЛИСТ КАДРЛАР ТАЙЁРЛАШ ТИЗИМИНИ ҚАЙТА ШАКЛЛАНТИРИШ ОМИЛИ СИФАТИДА

#### АННОТАЦИЯ

Мақолада Ўзбекистонда журналист кадрлар тайёрлашнинг ҳозирги ҳолати, бу борада тўпланган тажрибалар келтирилади. Ахборот асри технологиялари ривожланиши билан миллий журналистика таълимида юз бераётган ўзгаришлар, давлат раҳбарияти томонидан соҳага ва таълим тизимини ривожлантириш учун қўйилаётган талаблар таҳлил қилинади.

Медиаконвергенция тушунчасининг тавсифи ва таснифи, журналистик амалиётда ва таълимда мазкур тушунчанинг аҳамияти ошиб бораётганлиги илмий-назарий қарашлар орқали очиб беришга ҳаракат қилинган. Интернет журналистика тараққиёти ахборот соҳасида янги фаолият турлари ва журналистика кўринишларини ҳам шакллантиргани, блогерлик ва блогсоҳа, фуқаролик журналистикаси, фриланс журналистика каби янги соҳалар бевосита онлайн журналистика таркибида ривож топаётгани, пировардида, мазкур тармоқларда эркин ижод қиладиган журналистлар, пиарменларга эҳтиёж ортиб бораётгани таъкидланади. Интерактив журналистика интернет маконида янада кенгрок имкониятларга эга бўлган ҳолда тараққий этаётгани, мобиль алоқаларнинг оммалашиши ва ижтимоий тармоқларнинг тараққиёти аҳолининг ахборот олиш ва тарқатишдаги ролини кучайтираётгани – таълимда ҳам янгилашлар олиб бориш зарурлигини кўрсатиши айтиб ўтилади. Интернет журналистлари бу борада аҳолидан кўра кўпроқ билим ва тажрибага эга бўлишлари, аҳолининг глобал тармоқда ва анъанавий ОАВ каналларида ах-

offers recommendations on the use of information technology in modern journalism and the formation of professional skills in digital media and Internet journalism in students. Methods and tools for introducing information communication and Internet technologies into educational models and lesson processes should be directly linked to modern requirements, and the importance of journalistic education worldwide is rapidly changing.

**Key words:** media convergence, divergence, qualified journalist cadres, digital media, Internet journalism, journalistic education, globalization, multimedia tools, mass communication, education models.

боротга бўлган эҳтиёжини тезкор ва сифатли тарзда қондиришлари талаб этилади. Шу асосда мақолада ахборот даври талабларига мос малакали журналист кадрлар тайёрлашнинг хорижий тажриба ва моделларидан мисоллар келтириш орқали миллий таълим тизимини янада яхшилаш зарурлиги асослаб берилди. Замонавий журналистик таълимда ахборот технологияларининг қўлланишининг таълим самарадорлигига ва талабларда рақамли медиатехнологиялар ва Интернет журналистикада ижод қилиш бўйича касбий малакаларни шакллантириб бориш бўйича хулосалар берилган. Таълим моделлари ва дарс жараёнларига ахборот-коммуникация ва интернет технологияларини жорий этишнинг усул ва воситалари бевосита замон талабларидан келиб чиқиши лозимлиги, журналистик таълим бутун дунё миқёсида тез суръатларда ўзгариб, янгиланиб бораётганини таҳлил этиш асосий мақсадлардан бири сифатида қаралган.

**Калит сўзлар:** медиаконвергенция, дивергенция, малакали журналист кадрлар, рақамли медиатехнологиялар, интернет журналистика, журналистик таълим, глобаллашув, мультимедиа воситалари, оммавий коммуникация, таълим моделлари.

## INTRODUCTION

The revolution in the information and communication industry has transformed the world at a rapid pace, and provides mankind with new solutions and opportunities in the field of vital activity. These historically significant processes, in turn, have had an impact on the media and journalism education. The 21st century is the age of information technology development.

Today, journalists are trained at four higher educational institutions of the country – Uzbekistan National University, Uzbekistan State World Languages University, Uzbekistan Journalism and Mass Communication University and Karakalpak State University. These higher educational institutions also work to build students' practical skills by providing them with theoretical knowledge, qualifying practice, and opening up seminars or organizing different workshops. But we should admit that today's journalistic practice is at the forefront of a major change. As a result of the development of the Internet and digital technologies, the information age and the globalization of information technologies, Public Relations and mass media systems are developing. As a result, new networks such as online journalism, blogging, social media platforms appeared. Traditional journalism is transforming. Journalists' activities also have both universalization and specialization processes. All these processes require the radical renewal of journalistic education and

the introduction of new educational models that meet modern requirements.

The Decree of the President of the Republic of Uzbekistan Sh.M.Mirziyoev as of May 24, 2018 "On the Establishment of Journalism and Mass Communication University of Uzbekistan" as a prerequisite for the development of journalism education and functioning of the university, can be the fundamentals for developing journalism sphere, its features, scientific-theoretical, philosophical-aesthetic principles, providing training of highly qualified journalist cadres according to the national and international standards, deeply mastering modern media technologies; creation of educational and methodical literature on relevant areas and specialties, taking into account the achievements of our country in the field of mass communication and journalism, the experience of educational institutions of foreign countries and the needs and requirements of mass media in the regions, as well as modern information technologies and distance learning in the educational process. Besides this, implementing new methods is also useful [The Decree of the President, 2018].

In this regard, it can be said that nowadays the introduction of modern information and communication technologies and interactive teaching methods in the journalistic education, consistent study of the most important achievements of foreign experience, increases the effectiveness of educational system in this field.

## LITERATURE REVIEW

Although creative and pedagogical approaches to the quality, problems, and teaching methods of the journalism in our country have been studied in a number of academic publications, articles and theses of scholars of our country, the requirements for organizing of junior education in the context of media convergence, new journalistic approaches to teaching processes research has not been carried out. This topic is partly officially covered by many articles and journalistic evaluations published in our country.

It should be noted that in the current information age, a number of Russian experts and neighboring Kazakhstan scholars have also examined issues such as modern teaching methods for journalists, requirements for teachers, technology required in pedagogical processes, and joint training sessions with production organizations and consumer media. At the same time, research on this topic has been carried out in the far and near abroad. In particular, I.A.Fateev, a Russian journalist, wrote: "Journalists' Choice of Russia: Theory, History, Modern Practice", A.Kalmykov "Internet Journalism in Media System: Formation, Development, Professionalization", monograph V.S.Helemendnka "Union of pen, microphone, camera", E.L.Vartanova's "Collaborating Convergence of Mass Media?", A.G.Kachkaeva's editorial entitled " Journalism and convergence: why and how traditional media turn into multimedia", "Media convergence and multimedia journalism" (compiler S.Balmaeva). However, recent emerging information technologies are not fully covered by newer forms of online journalism and the peculiarities of their advancement in scientific research and literature. Moreover, great experience has been accumulated in the UK, the US and Germany.

There are many teaching aids, scientific publications on Internet journalism and multimedia journalism in Uzbekistan. Candidate of philological sciences, associate professors N.Kosimova, N.Muratova, D.Rashidova have published a number of publications on theoretical and practical issues of Internet journalism. These resources can

serve as an important source of training for Internet journalists today. In particular, Nargis Kasymova's "The Basics of Internet Journalism", Sh.Kudratkhodjaev's "Use of the Internet in Journalist's Activity". "Internet: creation, history, security issues", D. Rashidova and N. Muratova's "Internet journalism", D. Rashidova's "Information technology and interactive Internet journalism", "Internet in Uzbekistan: opportunities and challenges" are the main resources for teaching students on Internet technologies. The themes widely analyzed in these manuals are connected with Internet technologies and online platforms such as history of the subject, development stages, Internet journalism genres, traditional and online media, news websites, filling out and designing a site content, etc.

Journalism education is the use of scientific and methodological tools such as comparisons, analysis, synthesis, case-study, and research in this field, because journalism education is closely related to the activities of the national and foreign media, the structure and features of editorial offices, the state of the media, fields and channels. Besides this, experimentation and observation on the theory and practice of journalism education abroad also have been beneficial during this research. These methods were used in this research.

### DATA ANALYSIS

In the twentieth century, the media gained enormous opportunities through information technology. For instance, the evolution of printing technology has led to the spread of books, newspapers and magazines in millions of copies. When the radio was discovered at the end of the XIX century, information was first transmitted to consumers in electronic format. Since 1969, the Internet has become a fast and easy access to digital media resources.

Because of the rapid flow of information and ideas in the world we live in, media has become an important, decisive force in the country's development. Electronic media has become an important part of not only news and ideas, but also the fastest setting of justice in society, the awareness of the rights of the population, and the study of citizenship. In this process, it is important how the information reaches consumers. If we consider the news that become obsolete has no value, then the importance of information technology will increase.

The globalization of information changes the world very rapidly, and gives new solutions and opportunities to the uncertainty of its vital activity. The information revolution that has emerged as a result of the accelerated development of new information and communication technologies and mass media techniques has become a major source of radical changes in political, economic, socio-cultural backgrounds. The emergence of global information networks such as the Internet has seriously changed traditional economics and business, and the convergence process has swept technological, economic, and legal boundaries. These processes, which have important historical significance, have also influenced media outlets. Today, any user on the Internet may have access to textual, visual, and audio information. This is not only a data sending, but it's such a scene that the video and audio have become a continuation of the text. Speaking about multimedia here, it is permissible to state another convergence concept. At the same time, the borders between traditional media have

disappeared, and a new era has begun in the journalistic, press and media circles. The current socio-political, intellectual, and ideological processes around the globe during the modern information technologies are, of course, reflecting both the world and Uzbek national mass media. It is difficult to imagine modern mass media, without digital media and the Internet.

"The growing globalization of the global media space requires rapid and consistent response to media and media events. Training of highly qualified personnel in this area remains a priority for higher educational institutions. Contemporary development associated with globalization, science, and social life has led to two trends in journalistic education: tendency to universalism and its specialization" [Nurmatov A., 2013].

In the context of journalistic and educational development, formation and broadbanding of online journalism in our country necessitates a careful study of convergence and divergence in online television as its component. This is because the increasing demand for online media is growing, and the demand for professionals who work professionally is increasing. Scientific-theoretical and practical analysis of the development of online television by means of a thorough analysis of the existing online journalism system, development of suggestions and recommendations is a factor determining the relevance of the work.

"Modern technological achievements are not only an effective search for information, but also an opportunity to disseminate it in the world. At present, globalization of information in the news market is accompanied by an increase of international competition, the emergence of mass media, free exchange of communication technologies, and an informational system that seeks to have absolute control over the world information space. New technologies that have been used in media activities require the technical and analytical skills to be fully mastered during younger staff training" [Mirsoatova M., 2013].

In order to develop the national online journalism sector, it will be necessary to pay special attention to the training of cadres, which can effectively operate in this area, in order to ensure that the national web sites of the media are maintained at the most prominent media outlets of the world.

Discussing the national model of journalism training and its problems, journalist and scientist Sanobar Zhumanova wrote the following:

"So far, the material and technical base of higher educational institutions has not created the necessary conditions for training qualified journalist cadres. At the new university, taking into account the achievements of our country in the field of mass communication and journalism, the experience of educational institutions of foreign countries and the needs and requirements of the mass media in the regions, creation of educational literature on relevant areas and specialties, as well as the modern information technologies and these problems can be solved if the introduction of distance learning is implemented" [Zhumanova S., 2018].

If we apply to the higher educational system of countries such as the United States, Great Britain, Germany, Japan, India, we will see that they pay special attention to training in the field of mass communication. The term "Mass communication" has a broader concept than "Journalism", which includes, among other media outlets, public relations such as information services, advertising agencies etc. The most re-

markable aspect of this is the emphasis on specialist training in this field, not only on the quality of media training, but also on educating the audience how to access techniques and technologies.

Particular attention is paid to the fact that part of the classroom teaching in the field of mass communications in Germany focuses on the preparation of information materials, the reporting and the editorial, and the second part – on the forms and methods of direct public presentation. At the same time, during the classroom sessions one will be able to prepare information material on a particular topic and get information about how to fill in with a text, a photo or video material, use the technical capabilities of any media to prepare information material, specific training requirements for online journalism, and direct afternoon sessions, information services, promotion in advertising agencies.

Attempts to develop skills of students in the field of mass communication, such as designing publications, broadcasting audio and video materials, preparing news stories, advertising scripts, scenarios.

These skills make it possible for freelancers to operate not only in one media, but also in all media channels, especially in Internet journalism.

At the same time, the use of technology requires media professionals to be universal, as well as be able to give recommendations for specialization in coverage of topics. Journalists need to work professionally in any direction, regardless of their presence in the Internet or other traditional media, and only then they will improve the quality of materials provided by the media.

It should be noted that the development of Internet journalism has also shaped new types of activities in the field of mass communication. In particular, blogging social media, and various new types of journalism are developing. Interactive journalism is developing in the Internet with a wider potential. Promotion of mobile communication and the development of social networks are increasing the role of the population in the dissemination of information. Internet journalists need more knowledge and experience than the population, and they should meet the needs of the population in the global media and traditional media channels in a fast and qualified way.

It should not be forgotten that, as the Globalization and the Information Revolution processes go on, future Internet journalism will continue to evolve, and Internet journalists will be increasingly in demand. Therefore, it is crucial to emphasize the importance of teaching journalism faculties today in the basics of mass communication, updating the technical basis and training of Internet journalists, based on their language teaching and technical capacities. The graduates of this course should serve to meet the needs of the labor market in online journalism and PR. They will need to learn the skills of working on modern information technology and their programming skills in the lower stages, to form knowledge and skills in the field of media work at higher levels, and in the field of journalistic creativity, because the texts, photos, audio and video materials prepared for the global network, as well as the quality of the material, should be available in the formats and sizes to online media.

Sanjar Sadik, one of the Uzbek scholars, wrote in his work on the Basics of Radio journalism: "Internet journalism has also captured the printed text as well as

the live radio commentary on the live broadcasting on television." [Sadik S., 2010].

To do that, the specialist also needs some software knowledge.

"As the greatest achievements of the 21st century, global media can be said to be globalization, transition to digital technology and the Internet ... Naturally, the media has become one of the first in the vast virtual world. So online magazines were created" [Muminov F., 2005].

Convergence is one of the major impetuses for the radical renewal of the media. This concept represents a mix of different media outlets that are united in one mass communication channel. Technology convergence makes it possible for the public to communicate information through various information channels: cable, satellite TV, cellular communication, mobile communications, etc. It also creates universal online media that combines text, radio, and television. As a result, the audience will also be able to access information from different formats and formats that are based on evidence or information from a topic or an event.

In the journalistic practice, convergence is shown in several ways:

1. The convergence of the prepared journalistic material – every piece of material prepared by the journalist will consist of a text, video, audio, and transmissions in all media channels.

2. The convergence of journalists. Journalist prepares materials using multimedia tools. It needs to have sufficient knowledge of skills and abilities to make sensitive information for all types of media.

3. Convergence of the information market. The unification of the media with telecommunications and IT-technologies has brought together new participants in the information market: satellite channels, Internet TV, computer companies, Internet providers.

In the context of convergence, multimedia, networking services, computer technology, and dual-use technologies are integrated into one communication channel. This article can change not only the media system, but also the news media about it [Dadakhonov A., 2016].

In such a situation, the demand for journalistic cadres, which can be used efficiently and rapidly in journalistic creativity, and which collects and processes information materials with the use of the latest information and communication technologies, meets the requirements of time. A. Nurmatov, a prominent Uzbek scientist, notes: "It is now very important to cultivate universal journalists who can write news, take interviews, shoot images and videos, and prepare materials for publishing or broadcasting" [Nurmatov A., 2013].

## CONCLUSION

The age of information is becoming a new form of online journalism and traditional media activities, in the spirit of mutual competition between them. Today, the rapid development of journalism, including civil journalism, blogging, interactive journalism, and journalism, is changing the form and methods of journalistic education. In the context of digital media development and competition growth, it is crucial for national and international experiences to study modern models of journalists' training.

As the most important factor for the reorganization of the journalist training

system, the Media convergence has reached the following conclusions:

1. Media convergence in the journalistic practice provides the staff with the preparation of information materials for all types of media channels.

2. The convergent editorials are becoming more and more popular in the advancement of Internet journalism, the media web-sites and news online media.

3. Formation of all types of information materials such as a text, a photo, audio and video materials, info graphics and animation in online media and editors remain a cornerstone of effective journalistic competitions in the information market.

4. In the age of information, there is a growing need for qualified reporters to develop convergent materials, and this has encouraged journalism training institutions to review their curricula. At present, the curriculum of all faculties is being taught in one or more subjects about Internet journalism.

5. The development of social networking platforms and blogging, and the active involvement of students to digital technologies and the Internet requires the immediate reconsideration of content of a number of subjects.

In general, the study of national and foreign educational models, methods and technologies of journalism training and the new approach to journalistic cadres, which can be operated in accordance with the principles of rapid and modern journalism at the modern times in the modern era in which the age of information and digital media develop, and sharp competition between domestic and foreign media and applying their prize to practice is not only of journalistic higher education, but also of journalism and mass communication's most urgent tasks. For example, journalistic education is a crucial component of the development of this field and determines its future. While the information age demands the broad application of information technology in the community, the need for deep knowledge and skills in this area is growing. Especially important is the role of online journalist personnel in protecting the country from external aggression and filling the national Internet segment.

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