



MODERN INFORMATION SOURCES OF THE MEDIA

Khamida Mirsultanova,
Journalism and Mass Communications University of Uzbekistan

Abstract: In this article, the processes taking place in the world media space with modern information sources were studied. In this regard, the role of the Internet, which served as a means of rapid interactivity, communication exchange, and e-mail, electronic sites, and social media that appeared on its basis, as a modern source of information was clarified. We paid the attention to the stages of entry of modern information sources into the national mass media and the differences and similarities of public and private publications regarding access to online sources, how the development of the Internet affected the activities of traditional publications. As a result, an impartial assessment of the characteristics of national mass media in obtaining and providing information was made on the example of printed publications and Internet sites.

Key words: artificial intelligence, Cyborg, information sources, media, social media.

Introduction and hypothesis

«The integration of Eastern and Western countries into one network has caused the disappearance of the concepts of morning, afternoon, evening and night news to a certain extent. As Professor Y.N. Zasursky of the Faculty of Journalism of MSU said, the Earth has become a 24-hour society. The question of time has become a relative concept for Internet users» (Alimova, 2018). While the online space is adapting mass media and journalists to the process of convergence, it has enabled the audience to quickly receive information and act as a source in real space.

As a manifestation of the rational use of the Internet, electronic publications have appeared in the world. A. Nazaykin, doctor of philological sciences, said that mass media uses e-mail, sites, chats, forums, blogs and social networks to establish «media relations» with information sources. For example, it is also possible to conduct an interview by e-mail (Назайкин, 2020). Since such messages are stored in the network, they serve as a basis for conflicting situations with the source. Although blogs, forums and chats are an incentive for journalists to cover current topics, in practice they are not presented as official sources.

Methods and materials

Although official newspapers have websites and accounts on social networks, they rarely refer to electronic sources of information. German scientists S.Kapidzika, K.Neubergerb, F.Freik, S.Steiglitzdand and M.Mirbabai note that this is a natural process. That is, even if they provide various information, the indicator of providing reliable information required by the audience is low.

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The Internet is a valuable tool for choosing a topic idea, studying the opinions of witnesses, quickly gathering information, finding the contact information of the necessary people, and checking the facts immediately. However, most journalists limit themselves to hypertext without referring to excessive sources. This creates obstacles in communicating directly with the source and asking him questions (Kapidzica, 2022). Therefore, the Internet, in particular, social networks, serves as an auxiliary tool in finding a source of information and choosing a topic. «For this reason, the influential mass media do not use social networks as a source, and even if they do, they do not disclose it» (Kapidzica, 2022). However, as time goes by, it is becoming a trend in the experience of foreign mass media to use the comments and posts of officials, especially political scientists, on social networks. In particular, «The New York Times, The Washington Post use Twitter quotes effectively» (Kapidzica, 2022). Since the opinions expressed on the social network were written by the officials themselves, it is logical to refer to them clearly indicating the source. However, in accordance with professional ethics, it is necessary to obtain permission from the source.

The Internet is of great importance for mass media as a source of information due to space and time factors. «It is possible to prepare live short messages and video clips from the scene of an event and post them on a social network page in a few seconds, on par with live radio and TV broadcasts. This is especially useful when the media personnel did not have time to reach the place of the incident or did not get permission» (Alimova, 2018). In the era of globalization, journalists should not be restricted from the Internet, social networks, and mobile applications, but attention should be paid to the formation of information sorting skills, i.e., to increasing media literacy, to checking information – «factchecking». After all, it has been more than twenty years since the Internet, in particular, social networks, have mixed with printed publications in the world media space. Nigerian scholars N. Omowale and J. Okia cite that the prestigious British publication The Guardian opened a column called Mobile Alerts in 2002 and reported on politics, business and sports in it (Omowale, 2021).

Researchers M.Adamkolo, L.Ahmed, U.Salisu, and M.Ahmad positively evaluate the use of electronic sources as a source of information by print, radio and television, as the majority of information consumers are young people. Although there are negative consequences, online content is contributing to the development of the industry in setting the agenda (Adamkolo, 2021).

Results and discussion

The Internet «opened a new page in expanding the scope of journalistic topics, searching for new sources, and finding role models for the audience» (Social, 2012). According to the 26th issue of newspaper O‘zbekiston adabiyoti va san’ati, newspapers, radio and television started using Internet information from 1997. As a result, the need of editorial offices for world news was partially satisfied (Meliboyev, 1997). For example, in 2000, foreign news in Hurriyat newspaper was initially transmitted based on various news reports and information from the BBC radio (Hurriyat), but since 2002, it started using Internet materials (Tolaganov, 2002). Ma’rifat newspaper referred to such information in its 2003 issues. «It gave a thousand times more effective result than traditional documents» (Enlightenment). In particular, it became possible to download photos and videos related to the incident on the other side of the world via the Internet. Naturally, in the first five years of 2000, this practice entered radio and television. N. Muratova, a candidate of philological sciences, notes that the emergence of online content has become an effective solution to the problem of sending a special correspondent abroad for television (Myratova, 2011).

Scholar N.Muratova mentions that the first online publications appeared in Uzbekistan in 2002 and developed rapidly in 2005 (Myratova, 2011), while Doctor of Philology B.Alimov notes that such publications appeared in 2007 (Alimov, 2018). Due to the rapid transmission of news by electronic publications, the audience, including most journalists, get to know the latest news through it.

«Today, journalists also turn to the websites of organizations to get information. This is a smart solution to save time and additional resources. Most importantly, there are contact information of the information service, ready press releases, archival materials, necessary photos» (Назайкин, 2020). Since what is shown on the site is official information, the work productivity of journalists who are looking for information will increase. The official page of the organization in the social network combines the features of e-mail and website. That is, unlike the site, it is possible to exchange electronic documents. For example, on the official website of Customs Committee under the Ministry of Economy and Finance of the Republic of Uzbekistan, a separate web page named «For mass media» has been created. Information service activities, accreditation of media representatives, review of requests for information, press releases, joint publications, classification of information on the activities of customs authorities, heroic customs officers, information on the history of customs are mentioned in it. (Department). However, for most private businesses, it is

more convenient to create a page in social networks with «live» users than to create a website. Media representatives preparing a special article will be able to download photos from this page. For example, as of April 16, 2023, 1,702 followers were registered on the Instagram page of Customs Committee under the Ministry of Economy and Finance of the Republic of Uzbekistan. To date, 646 archival photo and video data related to the activities of the committee have been published. It is noteworthy that they also contain official information for journalists and bloggers. In particular, on September 10, 2022, a photo was posted about the X (tenth) all-around competition between customs service cynologists of the CIS countries on September 12-17 at the National Cynology Center at the State Customs Committee.

G. Alimova, doctor of philosophy in philological sciences, explains that social networks can be a source of information for mass media as follows: «sometimes journalists fill traditional mass media with news from social networks», and in some cases, on the contrary, they use traditional media they use as an additional resource. Famous blogger Anton Nosik says about this: «We will not get news from Twitter either today or 10 years from now. Mass media take them from social networks and deliver them to us. That is why they are media. Twitter and Facebook will continue to be a source of raw material for work» (Alimova, 2018).

Previously, print publications used letters to the editor to communicate with the audience, but online publications have switched to using crowdsourcing technology (crowd – «public» and sourcing – «resource use»). Interactivity has led to the rapid development of electronic mass media, in particular, the creation of a live space for effective communication with the audience. Gradually, newspapers and magazines, integrated into the processes taking place in the world media world, also organized electronic communication with their audience. Support from this technology, first of all, in the field of life (business, social life, politics), as well as in journalism as a solution to a problem (product and content creation, voting, search for solutions, polling, support service) lanned. «Crowdsourcing technology has been proven in practice to provide a number of conveniences to the mass media:

- establishing information exchange;
- getting valuable personnel;
- to have enough information about the object when writing a review;
- collecting different approaches to a certain problem;
- obtaining information in emergency situations» (Витвинчук, 2017). «It is also important that the author's right to the created information belongs not only to the journalist, but also to the team that participated in the collection of information»

(Xolmatova, 2021). Information about sources and witnesses (anonymous sources are kept secret) should be indicated. After all, it is impossible to claim absolute authorship here. Otherwise, there will be an objection on the other side.

The fact that social networks are a means of effective communication with the audience has led to the transition of traditional publications to electronic format. According to Associate Professor N. Muratova, as a result of the activation of Internet media after 2005, most printed publications created their own websites, and online broadcasting of radio and TV programs began (Mypatova, 2011). However, the limited number of newspaper pages, the fact that some editors are used to working in the old format, and the existence of internal and external censors have created a gap between printed newspapers, especially political publications, and their electronic format. Different approaches were observed regarding the text of the message and the reference to information sources. For example, let's say that in some part of the country, an extraordinary event happened that was interesting for the society. Naturally, this news is posted on social networks by those who witnessed the incident. It is natural that Internet journalists also get information about emergency events from them. One category of journalists communicates with the original source and enriches the story based on additional information, while the second category of journalists shows the original source and transmits the message without changing the text in order to achieve speed. But this is not always the way to use the resource.

The reason is that when the information is obtained from a secondary source, it should be compared with the original source, and when it is obtained by chance, it should be checked through at least three sources. Print publications, because they lag behind electronic media in the transmission of news, take the topic of the day from them and cover the event in detail. The advantage of electronic publications is explained by the wide possibilities of hypertext and high interactivity. After all, prioritizing the interests of the audience on the Internet increases the activity of online newspapers. This is due to the fact that the process of contacting information sources is different between printed publications and their website.

The sharp increase in the number of private publications in the information market has led to the diversity of the topics covered and the specialization of the mass media. They attracted the attention of the audience through interesting topics, sensational events, criticism of politics, unique design. While private publications and independent websites are making effective use of blogs, wikis, podcasts, forums, website channels and groups, and news from social networks, state publications fear their lack

of credibility. President Sh.Mirziyoyev held a video selector meeting with representatives of Oliy Majlis chambers, political parties and the Ecological Movement of Uzbekistan, Даракчи, Tasvir, Sugdiyona newspapers, which we usually know as «entertainment publications», are not only light - its circulation is increasing because it comprehensively covers popular talk, at the same time, important life issues, for example, communal services, prices in the markets, medicine, transport issues, entrepreneurship. Why can't party publications compete with them? This appeal of the head of the state shows that he has established an effective communication with the audience without referring to the dogmas of private publications that serve «PR». In particular, the article published in the 2021 issue of Даракчи newspaper «Why did the former internal affairs officer in Fergana raise his hand to the doctor?» In the article with the title, the reaction to the incident spread on social networks was expressed (Даракчи). Topics of interest to the public are presented in almost every issue of the newspaper under the columns «In the center of discussions» and «In our country». Also, answering the questions sent by Telegram along with the letters to the editorial office on religion, health, legal and other topics with the participation of experts shows that the newspaper uses electronic information sources effectively (Даракчи).

Following the last three-year issues of Yangi O'zbekiston, Hurriyat and Даракчи newspapers, we found that the three newspapers have different approaches to the use of photos. It became known that Даракчи is active in publishing photos taken from social networks, Hurriyat only rarely uses images related to the topic, and Yangi O'zbekiston newspaper shows only photos taken from official sites as sources. The difference in the use of photos by newspapers is primarily based on the form of its ownership. Although the use of official information sources by state publications ensures the reliability of information, it limits the diversity of information. For this reason, we positively evaluate the fact that political newspapers turn to various sources of information, in particular, to social networks that are updated with the latest information. The availability of authenticating photos using special programs does not leave room for various concerns.

In contrast to the traditional format, the site of all three publications uses social networks as a source. For example, on the website of Yangi O'zbekiston newspaper, «8 mln. from a woman living in Kiziltepa district. an extortionist who demanded money was caught» (Qiziltepa), «A comment was made on the news that a stranger was stealing a young child» (Begona), «A reaction was given to the news about the division of students into three groups»

(OTM), «He beat a disabled child The nanny was exposed» (Nogiron), «Mice droppings came out of the purchased bread» (Seller) social networks were used as a source of information.

It is desirable for traditional publications to cover original news, not topics that are constantly circulating on social networks. Also, checking and critically analyzing messages received from social networks is the most important condition for preparing quality content. As an example, let's take the coverage by the local media of the earthquakes that occurred in Turkey and Syria on February 6 of this year. The public followed the latest news through photos and videos circulating on Internet sites and social networks. Some local TV channels also used them during their broadcasts. Kun.uz publication, which prefers to cover the event through electronic sources, also used the photos posted by the mayor of Darija on Facebook (Turkey). As for the traditional media, the newspaper Toshkent oqshomi in its February 10, 2023 issue covered the events in Turkey on page 1 and added comments from social networks. Даракчи newspaper commented on the incident on February 16 in an article entitled «The earthquake that gave us a «signal». However, the newspaper Yangi O'zbekiston was limited to political information in the five issues published after the earthquake. Even if he does not refer to social networks as a source of information, it should be positively evaluated that he uses QR-code technology effectively. The reason is that if the newspaper reader does not want to read the interview in text form, he will watch it in video format by scanning the code. This increases the objectivity of the message delivered to the audience. Although the newspaper's print version does not cover the earthquake damage, its website has information about it. Importantly, none of the news was taken from official foreign news sites, not from social media. This indicates that the site pays serious attention to information verification.

The introduction of artificial intelligence into the media has also created the basis for the search for automated sources of information. In the last decade, large editorial offices have been using its capabilities to prepare financial reports, write sports news, and forecast the weather. In particular, the Bloomberg agency uses the Cyborg program (Грубеп). Associated Press prepared 3,700 news stories in three months of 2019 (Peiser). AP experts say that artificial intelligence saves 20 percent of a journalist's time spent on searching for information and analyzing facts. Due to the time saved, journalists pay more attention to storytelling (detailing of the event) (Богатырёва, 2019). In particular, an automated program created in China for creating text leaves behind even the fastest journalist. He wrote a 300-word message for the Daily Metropolis Daily in 1 second. At present, processes

related to artificial intelligence are being carried out very slowly in the practice of national journalism. In this regard, only «drone journalism» is giving some guidance.

Conclusions

The main obstacle to the use of electronic resources is the phenomenon related to their verification. Uzbek scientists N. Muratova, N. Toshpolatova and G. Alimova conduct research on avoiding false news and increasing information literacy, and pay attention to the use of social networks as a source of information for the national mass media. As a result, they found out that official websites are using the social network Facebook as a source of information. However, scientists emphasize that they cannot be an official tool. To this, the users of social networks refer to the fact that they are extremely subjective, that is, they express their personal attitude on the basis of emotions, they approach it according to their mood (Muratova, 2020). In addition, the journalist must warn the source that he is attaching an opinion expressed on a social network. It is not possible to get permission from every user. For this reason, it is recommended to take a picture — «screenshot» of the opinions expressed in the chat using a mobile device. On the one hand, screenshots taken from social networks serve to express public opinion, on the other hand, they can cause conflicting situations regarding working with the source. For this reason, it is advisable for the journalist to be careful when showing the user's personal information.

It is so important for journalists to be able to choose the source of information and to be able to sort the information, as well as to raise the current topic. Today, the fact that professionalism is measured by new criteria, in particular, fast, reliable, eventful, complete delivery of information, is causing discussions. Presenting the desired topic in an interesting way and feeling responsible for the source requires the journalist to be media literate. In a word, mass media that want to create quality content in the information market should turn to reliable sources of information.

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About the authors:

MIRSULTANOVA Khamida Alisher kizi — PhD, headteacher, Journalism and Mass Communications University of Uzbekistan (Uzbekistan, 100027, Tashkent, Yunusabad district, Kiyot massif, 88), hamidau@mail.ru