

## HYPertext ALGORITHM IN JOURNALISM

Qumar Begniyazova,  
Karakalpak State University named after Berdakh

**Abstract:** The article identifies its specific features, such as technical, creative, and neurolinguistic programming, necessary for the creation of a holistic hypertext algorithm. The hypertext algorithm is characterized by these three principles, that is, it has creativity standards based primarily on its mechanical properties. These three principles are important in the preparation of hypertextual material. In particular, the technical algorithm of hypertext always requires at least two interconnected texts and a hyperlink. That is, in order for hypertext to be organized technically, the content of the material needs to be hyperlinked. As a result, the main text connects with material in a different location or time context. This is the main feature of the technical structure and function of hypertext. In addition, there is also a creative law of hypertext, in which the algorithm organized from the technical side is further perfected due to the author's personality, national values and professional skills.

**Key words:** hypertext, creativity algorithmization, algorithm, determinism, neurolinguistic programming, topic, content, internet sites, internet journalism.

### 1. Introduction and hypotheses

Every moving phenomenon in nature and society has its algorithm. An algorithm is understood as “a clear rule (program) that the actions used to solve certain problems are performed in the prescribed manner” (Algorithm. (2025)). It is considered a fundamental concept in cybernetics and mathematics.

In the Middle Ages, the rule that performs four arithmetic operations in a decimal number system was called an algorithm. The term has three characteristics, such as clarity (deterministic), clarity, and conclusion. It has varieties such as linear, branching, repetitive, and mixed (combined).

We also take into account the observation of this type of classification when creating a creative algorithm for hypertext in journalism. In the online encyclopedia [www.qamus.info](http://www.qamus.info), it is defined as...” a clear rule for solving a specific problem” Algorithm. (2024). In Russian dictionaries, it is referred to as “a system or task of operations performed sequentially to solve a problem” (Algorithm, 2024). “We need to write a separate book on this to describe all the subtleties of working with algorithms. We did not set ourselves the task of writing a book on natural language processing. In nature, there are some algorithms for different events, each of which is different from a psycholinguistic and evolutionary point of view” (Noam, 2018).

In general, it is a procedure used to solve or perform a problem. According to F.S. Gillis: “a strategy for the phased implementation of instructions aimed at solving a specific problem” (Alexander, Gillis, 2024).

DOI:  
<https://doi.org/10.62499/ijmcc.vi8.96>

Citation:  
Begniyazova, Qumar. 2025.  
Hypertext algorithm in  
journalism  
International Journal of Media  
and Communications in  
Central Asia. 8: 4-18

In science, first of all, G. Altshuller created the TRIZ concept as an excellent method of “creative algorithmization” (Altshuller, 1973). He lists the stages of creativity as “task selection, analysis, operational, synthetic”. Another scientist who conducted scientific research under the influence of this work concluded that “Creativity works based on a unique algorithm in any field” (Shinnikov, 2022). According to A.V. Antonov, “most of the elements of creative activity, carried out by a person easily and very easily, without thinking, with emotion, are carried out through certain algorithms” (Antonov, 2006). From this point of view, we can conclude the following: 1) any service is algorithmic; 2) The true service algorithm is not always recognized, that is, ...” a person intuitively performs several things.” Its ability to solve some problems leads to its automation” (Muminov, 2023). Therefore, a person carries out their professional activity using information-ordered algorithms.

On November 29, 2021, the Decree of the President of the Republic of Uzbekistan “On the development and constant strengthening of an algorithm for joint actions of forces and means of ministries and agencies engaged in maintaining public order, as well as holding mass events for the development of the public safety system in the Republic of Uzbekistan in 2022-2025” was published. This algorithm does not mean the equality of a word only for a number system but also reveals its polysemous category. In recent years, car-to-car connectivity has been increasing. On March 25, 2016, an article was published in the online version of “Kommersant” about the Vkontakte network creating an algorithmic news feed for its activities. In an interview with journalists, industry director Boris Dobrodeev noted that “creating its algorithm in the fight against the information burden” is an important method. According to him, the algorithmic news feed is already being used on Facebook, which is considered the world’s most popular social network.

## 2. Sources and research methods

In accordance with the methodology of scientific work, the following theoretical and empirical methods were used: theoretical (historical-comparison, analysis-synthesis, structural-typological), structural-functional-analytical methods were used.

As a theoretical and partially empirical source in the study, X. Noam, B. Robert (2018), F. Donchev (2021), G. Alshuller (1973), A. Antonov (2006), F. Muminov (2023), N. Sayidova (2020), O. Shilnikova (2008) and conclusions obtained as a result of general analysis of scientific articles and researches of foreign scientists were used. In particular, the work of X. Noam, B. Robert raised the issue of algorithmization of creativity, and the research of F.

Donshev analyzed the algorithmization system of creative activity. N. Sayidova classifies the types of algorithms in his scientific article. O. Shilnikova examines algorithmic features of “Tolstogo” magazine. F. Muminov analyzed the system of algorithmic rules in his scientific article.

In this section, we will try to create a clear rule about the creative nature of hypertext, its specific features. At the same time, we will consider the algorithm based on journalistic approaches and approaches in the field of hypertext, as well as the mechanisms for its creation. As a result, general laws of hypertext emergence and certain rules for its use in the field of mass media are created.

Today, there is no single detailed algorithm (similar to mathematics) in the hypertext creation laboratory of creativity. Because the phenomenon of hypertext is created based on general laws in journalism and the author’s individual approaches. In other words, ...”a systemic approach to the problem helps to understand the algorithms of creativity” (Donshev, 2001). Therefore, every journalist has their own skills and nature in writing material.

Human genesis is different. Due to stereotypes in society, creativity is perceived as transcendent. Such creativity is a service given to a person from above and not controlled. Under such conditions, it is much more difficult to create a precise detailed algorithm. Hypertext creativity is both a creative and a technical phenomenon. We believe that these two characteristics help to find its algorithm according to general laws. In this regard, when finding a hypertext algorithm, we divide it into three types: technical, creative, and neurolinguistic programming (NLP).

Currently, there is no single classification of algorithms in science. N.S. Sayidova believes that an algorithm is “a regularity solvable according to commands, which has linear, branched, and cyclical types” (Sayidova, 2020). In this section, the author focuses on issues created primarily based on computer and informatics technologies. However, in recent years, algorithms and their types have been increasingly used not only in the exact sciences, but also in the terminology of creative and humanities disciplines.

### 3. Main part. Discussion

Professor O.G. Shilnikova, in her article “Typological Algorithm of the “Tolstogo” Journal in Russia of the 19th-20th Centuries” (Shilnikova, 2008.) analyzes the patterns of creative and material writing of the type of media chosen as the object. In other words, the author considers the term “algorithm” as a mechanism for the interaction of various materials published in the journal and the formation of semantic connotations. It forms its types based on consistent requirements that must be met. Another source lists its types as “linear, branched, periodic, recursive, probabilistic, basic,

and auxiliary” (<https://blog.skillfactory.ru/glossary/algorithm/>). kabi turlari sanab o`tilgan. In our opinion, the aforementioned classifications are in the field of general theoretical exact sciences and do not correspond to the creative nature of hypertext. The technical, creative algorithm, and neuro-linguistic programming we propose will be helpful in solving the problem.

Technical algorithm. It depends on the mechanisms of electronic computers. In other words, it performs computational laws or code programs based on mathematics, cybernetics, and computer science. This is a phenomenon that has been formed to work only on the basis of special programs (but not in terms of performance). The hypertext transfer protocol is http, which provides a network protocol standard that network browsers and servers use to communicate. http is called a "non-native system." The technical algorithm of hypertext performs the function of transmitting other files within its structure. This is a specific standardized task used to solve the problem, through which hypertext is created.

Creative algorithm. This is an algorithm that does not correspond to the nature of the technique, but rather contradicts it. Because it is impossible to program creativity in advance or put it into certain frames and derive the laws of journalistic activity on this basis. An electronic machine performs extremely complex tasks at a very high speed on a large scale. But we can't conclude that this machine can't think linearly. It also has the ability to think linearly based on standard human-induced commands. A person understands any topic through their heart, their heart, and writes material according to its non-standard commands. Therefore, a mechanical and creative algorithm is directly related to special commands that influence it and provide control. The creative algorithm also analyzes the social situation by measuring the author's emotions. In technology, it evaluates an event based on standard digital, code-based commands. Therefore, the hypertext algorithm created by the journalist does not correspond to mechanics, and we believe that considering it as a creative algorithm justifies itself at every step. From this perspective, it is appropriate to call this process an algorithm.

Neurolinguistic programming (NLP): It should be noted that the algorithm also has a certain degree of neuro-linguistic programming capability. It depends on how the journalist uses that algorithm. If a Karakalpak journalist copies a message from Russian or American websites in his publication based on the “rewriting” trend, this will lead to the transformation of his platform into a foreign website service. In this case, as a result of such neurolinguistic influence, the internet audience of Karakalpakstan is formed on the basis of Russian or English values, national

interests, and its neurolinguistic influence is observed. Therefore, as a pressing issue today, journalists in online media need to obtain only factual and accurate information from foreign sites, evaluate and describe them based on the interests of the national state. Neuro-linguistic programming, on the other hand, is a type of propaganda that has survived its time and has been discontinued. However, it should be noted that in the practice of using hypertext, the sphere of influence of the neurolinguistic program is observed. For example, such a neurolinguistic programming algorithm is also used in the practice of some internet sites. On April 23, 2024, the website [www.daryo.uz](http://www.daryo.uz) published a message that “in China, a woman abducted an 11-year-old girl to raise her son as an “ideal” husband.” He hypertextualized the material “China mother and son, 27, jailed for kidnap of stranger girl, 11, they wanted as “perfect” wife after child’s family rejected advances” in the South China Morning Post. If we compare the two materials, we can see the interconnectedness of its content, theme, composition, and style of presentation. The practice of translating and publishing material through the rewrite trend can also be found in the practice of websites in Karakalpakstan.

As we noted at the beginning of the paragraph, the word algorithm originated primarily as a practice of mechanical and mathematical calculation. Subsequently, it became a huge law in human history. Currently, the term “algorithm” is also used to refer to patterns that repeat in human life. Based on this, we need to describe the algorithm of the creative process with scientific theories and practical examples. We believe that this will help to further improve the quality of journalistic service and creative skills. In our opinion, the results of our study of the mechanical and creative algorithm of hypertext in journalism, considered in our scientific research, in a special aspect, are not in vain.

At first glance, creativity seems to be a divine phenomenon. However, it is an algorithm that includes several factors. Even theories about the existence of general subordinate and consistent rules and algorithms of creativity are not absent in science (Donchev, 2021). This theory lists the following criteria for a creative algorithm:

a) creativity. This is an event related to the author’s approach to the event.

b) directing to the result. This approach, a unique journalistic style, aims to achieve the desired result by directing experience towards the goal.

c) system. The journalist’s adherence to certain requirements and rules of practice and theory in the process of creating material.

We also agree with the scientist’s theoretical definition and support the idea that creativity has an algorithm.

The influence of the technical algorithm of hypertext is more noticeable in the media, especially online journalism. The phenomenon of hypertext is created using a special HTTP protocol, the basis of which is special code programming. In addition, we can consider texts whose composition is created through hypersiltems as a technical algorithm. Because there are laws, programs, and rules that must be executed in a specific order in order to technically create hypertext. The rules used to solve such a problem constitute the algorithm.

Today, the technical appearance of the hypertext algorithm also affects the materials published on websites. Under the influence of algorithmic hypnosis, the number of structurally, semantically, and genreally identical “rewriting” materials is increasing day by day. To be more precise, the site’s editorial offices are presenting algorithmic content created under the influence of artificial intelligence to the audience. In turn, students are forced to accept this type of algorithmic reference article, regardless of time and space. In particular, foreign websites use platforms that write special news in their practice. They specialize in writing messages based on keywords or commands given to the platform. For example: the “Wordsmith Automated Insights” platform, used by the “Associated Press” agency, is a platform that prepares reports and news in all editorial information genres. Materials written under the influence of such artificial intelligence have a hypertextual appearance, and their appearance as a source on other websites ensures its globalization around the world.

In the article of the [www.daryo.uz](http://www.daryo.uz) website published on February 15, 2024, “Joe Biden has the authority to send millions of shells to Ukraine tomorrow,” there is a reference to Forbes magazine. AI “Joe Biden could send millions of artillery shells to Ukraine, for free, tomorrow. And it’s perfectly legal” was created based on the “Narrative Science” platform. The practice of writing such algorithmic material is frequently encountered in leading foreign online publications. Special news platforms are also used on media sites such as “Washington Post,” “Los Angeles Times,” “The Washington Post,” “Le Monde,” “Daily Metropolis,” “The Guardian.” Due to the capabilities of hypertext, the re-publication of this type of material, written using computer algorithms, on other websites linked through links, is causing a further expansion of its influence and reading indicators. In the editorial offices of leading websites in our republic, the influence of such technical materials is more often encountered in global news. Such an effect is not observed in materials of local importance. In this regard, we believe it is necessary to assess the genre significance of the technical algorithm. We have witnessed that its influence is particularly strong in information genres

such as news and reporting. That is, in the process of creating a hypertext, the influence of the material from another source, given as a reference, is observed. As a result, not only content, but also genre, structural closeness, and interaction are observed in the content interconnected through hypersylthemes. For example, the message “Accident between buses on Route 69 and Cobalt in Tashkent” published in the February 20, 2024 issue of the website [www.gazeta.uz](http://www.gazeta.uz) is connected to the material “Information on the accident with a Yutong bus in the Yakkasaray district” at the address [t.me/ubdd\\_uz](https://t.me/ubdd_uz) of the Traffic Safety Department. Let`s compare the similarities and differences between the main source and the site materials linked by link.

**Table 1. Similarities and differences between between the main source and the site materials**

Material address	Official channel of the Road Traffic Safety Department - <a href="https://t.me/ubdd_uz">t.me/ubdd_uz</a>	<a href="http://www.gazeta.uz">www.gazeta.uz</a> website
Material link	<a href="https://www.gazeta.uz/uz/2024/02/20/bus-accident/">https://www.gazeta.uz/uz/2024/02/20/bus-accident/</a>	<a href="https://t.me/ubdd_uz/18011">https://t.me/ubdd_uz/18011</a>
Genre	News	News
Structure	Topic Lid Main part Additional note	Topic Introduction Main part Conclusion
Content	Similar	Similar
Language, stylistic peculiarities	Publicistic style	Formal and publicistic style

As shown in the table above, the genre, structural, content, linguistic and stylistic interactions of combined materials were studied through links. The influence of genre, style, and content on the content provided by the main source was observed. They differed from each other only in their structural features. For example, in [https://t.me/ubdd\\_uz/18011](https://t.me/ubdd_uz/18011) the composition of traditional journalism was used, and in <https://www.gazeta.uz/uz/2024/02/20/bus-accident/> we witnessed the use of the material writing structure used in the practice of online journalism. We will also consider this analysis based on the comparative method using the example of websites in Karakalpakstan.

**Table 2. Analysis on the comparative method of websites in Karakalpakstan**

<b>Material address</b>	www.gazeta.uz website	www.gazeta.uz website
<b>Material link</b>	<a href="https://www.gazeta.uz/uz/2024/02/20/nukus/">https://www.gazeta.uz/uz/2024/02/20/nukus/</a>	<a href="https://t.me/kruzuz/33459">https://t.me/kruzuz/33459</a>
<b>Genre</b>	News	News
<b>Structure</b>	Topic Lid Main part Additional note	Topic Lid Main part Conclusion
<b>Content</b>	Similar	Similar
<b>Language, stylistic peculiarities</b>	Publicistic style	Publicistic style

In the content of [www.kruzuz.uz](http://www.kruzuz.uz), which links to the material on the website [www.gazeta.uz](http://www.gazeta.uz) through a hyperlink, the influence of the mechanistic algorithm of hypertext is particularly evident. The material “Flights from Nukus to Istanbul are launched” published in the internet publication [www.kruzuz.uz](http://www.kruzuz.uz) is identical in terms of title, structure, genre, methods of presentation and style with the content “Flights from Nukus to Istanbul” on the website [www.gazeta.uz](http://www.gazeta.uz). We observed this situation in the practice of other sites in the region. Therefore, it was found that the influence of the mechanistic algorithm of hypertext is relatively stronger on sites in Karakalpakstan.

In general, the influence of the mechanistic algorithm of hypertext is more often observed in information genres in internet journalism. When the text, which is the primary source, is transformed into another context or assimilated (through links), the probability of its influence automatically increases depending on the genre, structural, content, and sequence of presentation. As a result, the audience will be forced to accept content with a mechanistic algorithm. In analytical genres, the range of influence of this type of algorithm is not very noticeable. Because the author not only describes the event, but also analyzes and compares the details. It should be noted that the materials written in artistic journalistic genres are not mechanical algorithms.

In our view, the creative algorithm has two major factors:

The first is the identity of the nation, its way of life and values. Every journalist should work on the basis of such a program, find its algorithm and think and create in this direction. Then the



journalist will have fulfilled his main task based on the creative algorithm. This task consists of serving one's Motherland faithfully, respecting its traditions and values, educating a wide audience and the growing younger generation in the spirit of patriotism. This task was clearly defined in the speeches of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev. In a broad sense, this factor is linked to universal human and national approaches. A journalist should not go against universal values in order to protect his people. It is necessary to praise one's nation beyond its limits and not to oppose it to others. It consists of a correct assessment of national values and an objective characterization of them. The harmony of universal humanity and equality of national values finds its reflection in the work of such a journalist.

The second factor is the journalist's personality and creativity. Every journalist's creativity and style should not be similar to other reporters. In other words, a journalist should have their own algorithms in terms of revealing the content of the event related to the topic, the structural features of the work, the language and style. These algorithms define the journalist's "handprint" in a broad sense. As a result, the audience does not understand who wrote the material when reading it, but recognizes that it is the work of T. Kaipbergenov, I. Yusupov, T. Jumamuratov, O. Abdurakhmanov or Sh. Usnatdinov based on the method and description. Of course, this is the result of a proprietary algorithm. This rule applies not only to individuals, but also to publications. For example, it is not difficult to distinguish between the materials of [www.kun.uz](http://www.kun.uz), [www.qalampir.uz](http://www.qalampir.uz), [www.kknews.uz](http://www.kknews.uz), [www.kar24.uz](http://www.kar24.uz). However, each of them is written through unique creative algorithms.

The concept of "creative algorithm" typically refers to a set of rules or procedures used to create creative results through computer programs. It is used in fields such as art, literature, design, and journalism. Therefore, in this type of algorithm, we understand the influence of special programs on creativity and the patterns that serve to increase its effectiveness. Furthermore, we can assess the "creative algorithm" of hypertext as generally accepted standard rules for its creation and application.

Thus, hypertext is a phenomenon that combines one or more references and other texts related to the topic in space and time. It is performed using a computer protocol. Its purpose is to provide a source for the text or to expand it by referring to a message in another context that corresponds to the context. In our opinion, the creative algorithm of hypertext is a clear rule for solving the following three main problems:

1. stating the source of information;
2. linking texts related to the topic to the content using

links;

3. convergence with texts of the same content or similar to the same theme (content, structural, genre, stylistic, etc.). The three issues mentioned above are directly related to the creation algorithm of hypertext, and the author often uses it to show the source of information, give references and attach other material on the website related to the topic. Interaction in intercontent communication arises on the basis of three main issues.

In the Internet segment, a journalist often performs the following actions in a clear order in the practice of using hypertext:

- seek information on the subject from sources;
- write material based on this source;
- in the context, a reference is made to the website where the information was received and shown its address;
- hyperscribe by referring to another material published on a website corresponding to the content of the topic.

As a result, hypertext is created. Similar actions used to solve the hypertext problem are performed in a specific order. We will try to further strengthen this scientific opinion with the help of practical examples. For example, on February 17, 2024, on the website [www.gazeta.uz](http://www.gazeta.uz), the article “Another Uzbek woman accused of human trafficking was arrested in Turkey” was posted. In it, the journalist cited the official channel of the Embassy of Uzbekistan in Istanbul as a source.

That is, on February 16, 2024 <https://t.me/istanbul2020Boshkonsulxona/1752> the article “It is the turn of “Ms. Monya.”” was the main author of the information and served as a source for the site reporter.

The reference practice in picture 4.3.1 was implemented in this way. Then, a comment was given on another material published on the website [www.gazeta.uz](http://www.gazeta.uz), which corresponds to the content of the topic, and the direction was indicated: “At the same time, it was reported that 8 citizens of Uzbekistan who were wanted internationally, in particular, N. Mirkhanova, known as “Madame Klod,” was arrested in Turkey.”

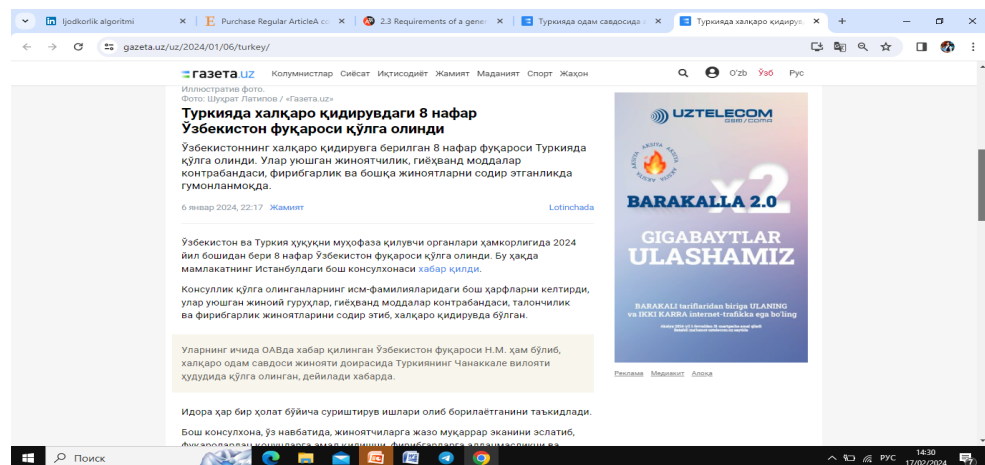
The tendency to combine other material corresponding to the content of the topic is becoming a frequent phenomenon in online journalism. In the practice of many websites in Uzbekistan, a description pattern is used in phrases such as “remember or mention as an appendix, for reference,” which are given through hypersyllabic expressions. It is also a new theoretical rule of hypertext, concerning the material structure. As an experiment, we analyzed the structural impact of this hypertext in the materials published on January 7, 2024, on three sites.

**Table 3. Impact of hypertext**

Website name	qalampir.uz	Gazeta.uz	Kar24.uz
Total amount of materials	18	8	7
Amount of materials with additional link information	14	3	2

The study found that the experience of websites in the national segment uses a model for expressing additional information through links. It is particularly common in the practice of publications such as [www.qalampir.uz](http://www.qalampir.uz) and [www.gazeta.uz](http://www.gazeta.uz). As shown in the table, [www.qalampir.uz](http://www.qalampir.uz) often uses this new trend of linking to content. We did not see this on the website [www.kun.uz](http://www.kun.uz).

Therefore, attaching thematic content to the same site as a reminder indicates the uniqueness of hypertext content.



Picture 1. Thematic content from web site "Gazeta.uz"

#### 4. Reference material provided in the form of a note

In the online publications we observed in Karakalpakstan, we can see that this situation is developing in a different way.

27.12.2023 y. [www.kruz.uz](http://www.kruz.uz): "Candidates for school principals will now be trained in management courses." The process of creating this hypertext content was carried out in the manner described above. The author provided a link to the source on the topic.

However, it does not contain an app that corresponds to the topic used on leading Uzbek-language websites, in other words, it does not provide a direction to the material on another publication platform, in other words, and there is no reminder. This can be directly attributed to the lack or lack of information resources on topics on Karakalpak websites. Therefore, we can introduce a trend of referencing the main actions used to create hypertext, using material from another direction as an addition. They are

considered general established patterns in journalism.

Today, the phenomenon of hypertext is an integral part of online journalism. It has become a recurring rule in the work of journalists, such as indicating the source of the material, further expanding the context with multimedia elements, and intertextual communication.

Along with the advantages of mechanical and creative algorithms, there are also drawbacks. Currently, there is an algorithmic hypnosis of interconnected materials. For example, in contexts combined with the help of links, genre, structural, and semantic influences are more common. This situation leads to the development of a “rewriting” trend in mass media. As a result, the number of similar materials in the segment increases. There is no individual approach to the material, no methodological specificity of the journalist. In turn, the audience will also be forced to accept standard materials. This can cause the reader to get “stuck” with the content.

In general, without an algorithm, there is no specific process of life. This applies to all types of creativity. There are three algorithms for hypertext: mechanistic, neurolinguistic, and creative. First and foremost, the creation of hypertext is influenced by its mechanical algorithm. Because a journalist fulfills conditions such as automatically linking to hypertext content, using one of its internal, external, or textual forms.

A mechanical algorithm is a system of special programs and code protocols that make up hypertext. With its help, hypertext with hyper symbols is created based on the http protocol. In online journalism, the effects of the mechanistic algorithm of hypertext were observed in several practical examples. Then the author’s individual nature opens the way for the use of another creative algorithm.

Neurolinguistic programming stems from the journalist’s inattentiveness and ignorance, lack of self-improvement. This has a negative impact on the prestige of journalism in society. Therefore, journalists and every editorial office should not allow it.

In our point of view, the creative algorithm of hypertext is the effect of texts attached to the text created by special programs using other links. And in the creative algorithm of hypertext, the applicable laws of its application in journalistic practice or the interaction of semantic, genre, structural materials were determined. The sequence of specific rules used to solve the hypertext problem was considered

## **5. Conclusion and recommendations**

To sum up, firstly hypertext is a phenomenon that has both a mechanical and a creative algorithm at the same time. This

phenomenon has an impact on internet journalism based on these two approaches.

Secondly, its creative algorithm is based on the individual approach of each author to the problem, there are also laws that unite creativity on a general scale.

Thirdly, the algorithm itself does not transform the author into a creator and does not allow them to write a work overnight. But with it, we simplify the solution of the problem and simplify the achievement of results.

Fifthly, an algorithm is an invisible structural part of life, and when you see and understand it, you can make it easier to live.

#### References:

Algoritm. (2025) Vikipediya. URL: <https://uz.wikipedia.org/wiki/Algoritm>, Date of application: 20.01.2025.

Algoritm. (2024). National Encyclopedia of Uzbekistan. URL: <https://qomus.info/encyclopedia/cat-a/algoritm-uz/> Date of application: 23.06.2024.

Algoritm. (2024). Skillfactory media. URL: <https://blog.skillfactory.ru/glossary/algoritm/>, Date of application: 15.08.2024.

Alexander, S., Gillis, M. (2024). What is algorithm? URL: <https://www.techtarget.com/whatis/definition/algorithm>, Date of application: 13.07.2024.

Альтшуллер, Г. (1965). Алгоритм изобретения! Он повышает к.п.д. творческого процесса. Техничко-экон. знания: Приложение к «Экономической газете. Москва Вып. 27(41). URL: <https://www.altshuller.ru/triz/triz022.asp>, Дата обращения: 13.07.2024. 03.11.2022.

Антонов, А. (2006). Системный анализ. Учеб. для вузов. 2-е. изд. Высшая школа. Москва. 9.

Сайидова, Н. (2020). Теория алгоритмов. Учебное пособие. Дурдана. Бухара. 25.

Добродеев, Б. (2016). VK подтвердила, что скоро запустит алгоритмическую ленту новостей. Коммерсант. URL: <https://hi-tech.mail.ru/news/vk-algorithm/> Дата обращения: 25.03.2016.

Дончев, Ф. (2021). Без границы. Системный подход и алгоритмы творчества. Хабр. URL: <https://habr.com/ru/articles/564970/> Дата обращения: 27.0.2021.

Муминов, Ф. (2023). Валюта власти. Монография. Ташкент. Ideal press. 96.

Ноам, Х., Роберт, Б. (2018). Человек говорящий. Эволюция и язык. Санкт-Петербург. Питер. 304.

Щинников, А. (2022). Триз или Тота? Теория общего творческого алгоритма. URL: <https://dzen.ru/a/Y4EfrdHWaUHR3ubp> Дата обращения: 19.02.2022.

Шильникова, О. (2008). Типологический алгоритм «Толстого» журнала в России XIX-XX веков. Вестник ВолГУ, Серия 8. Вып. 7. 65.



### About the author:

BEGNIYAZOVA Qumar — associate professor of the Department of Journalism of Karakalpak State University named after Berdak, doctor of philosophy (PhD) in philological sciences, associate professor, qumar-101@mail.ru

## JURNALISTIKADA GIPERMANT ALGORITMI

**Annotatsiya:** Maqolada yaxlit gipermatn algoritmini yaratish uchun zarur bo'lgan texnik, ijodiy va neyrolingvistik dasturlash kabi uning o'ziga xos xususiyatlari aniqlangan. Gipermatn algoritmi ana shu uch qonuniyat bilan tavsiflanadi, ya'ni u birinchi navbatda mexanik xususiyatlarga asoslangan standartlariga ega. Gipermatnli material tayyorlashda bu uch tamoyil muhim ahamiyatga ega. Xususan, gipermatnning texnik algoritmi har doim kamida ikkita o'zaro bog'langan matn va giperhavolaning mavjudligini talab qiladi, ya'ni, gipermatn texnik jihatdan tartibga solinishi uchun material mazmuni giperhavolalar bilan bog'langan bo'lishi kerak. Natijada, asosiy matn boshqa makon yoki vaqt kontekstidagi material bilan bog'lanadi. Bu gipermatnning texnik tuzilishi va funksiyasining asosiy xususiyatidir. Bundan tashqari, gipermatnning ijodiy qonuniyati ham mavjud bo'lib, unda texnik nuqtai nazardan tuzilgan algoritm muallifning shaxsiyati, milliy qadriyatlari va kasbiy mahorati tufayli yanada takomillashtiriladi.

**Kalit so'zlar:** gipermatn, ijodni algoritmlash, algoritm, determinizm, neyrolingvistik dasturlash, mavzu, kontent, internet saytlari, internet jurnalistika.

### Muallif haqida:

BEGNIYAZOVA Qumar — Berdaq nomidagi Qoraqalpoq davlat universiteti jurnalistika kafedراسи dotsenti, filologiya fanlari bo'yicha falsafa doktori (PhD), qumar-101@mail.ru.

## ГИПЕРТЕКСТОВЫЙ АЛГОРИТМ В ЖУРНАЛИСТИКЕ

**Аннотация:** В статье выявлены его специфические особенности, такие как техническое, творческое и нейролингвистическое программирование, необходимые для создания целостного гипертекстового алгоритма. Алгоритм гипертекста характеризуется этими тремя принципами, то есть он имеет стандарты креативности, основанные прежде всего на его механических свойствах. Эти три принципа важны при подготовке гипертекстового материала. В частности, технический алгоритм гипертекста всегда требует наличия как минимум двух связанных между собой текстов и гиперссылки. То есть, чтобы гипертекст был организован технически, содержание материала должно быть связано гиперссылками. В результате основной текст связан с материалом из другого места или временного контекста. Это основная особенность технической структуры и функции гипертекста. Кроме того, существует еще и творческий закон гипертекста, в котором организованный с технической стороны алгоритм дополнительно совершенствуется за счет личности автора, национальных ценностей и профессиональных качеств

**Ключевые слова:** гипертекст, алгоритмизация творчества, алгоритм, детерминизм, нейролингвистическое программирование, тема, контент, интернет-сайты, интернет-журналистика.

**Об авторах:**

БЕГНИЯЗОВА Кумар — доцент кафедры журналистики  
Каракалпакского государственного университета имени Бердаха,  
доктор философских наук (PhD) филологических наук, доцент,  
qumar-101@mail.ru.