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RAQAMLI  
TRANSFORMATSIYA**

XALQARO ILMIY-AMALIY  
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# ONLINE MEDIA PARTNERSHIP ECOSYSTEM: INNOVATIVE APPROACHES AND DIGITAL TRANSFORMATION

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## ONLINE MEDIA COLLABORATION ECOSYSTEM: INNOVATION AND DIGITAL TRANSFORMATION

**Annotation.** Proceedings of the International Scientific-Practical Conference «Online Media Collaboration Ecosystem: Innovation and Digital Transformation.» This collection features research papers from the international conference held on February 6, 2026, at UzJMC in Tashkent, Uzbekistan. The publication explores the integration of print, audiovisual, and digital media formats within the context of digital transformation. Key topics include the impact of Artificial Intelligence (AIGC) on journalistic ethics, global trends in media ecosystems, and innovative approaches to media management. The proceedings are intended for researchers, media professionals, academics, and students specializing in journalism and mass communications.

**Keywords:** digital transformation, media ecosystem, AI in journalism (AIGC), multimedia storytelling, collaboration

## ONLAYN MEDIA HAMKORLIK EKOTIZIMI; INNOVATSION YONDASHUVLAR VA RAQAMLI TRANSFORMATSIYA

**Annotatsiya.** “Onlayn media hamkorlik ekotizimi: innovatsion yondashuvlar va raqamli transformatsiya” mavzusidagi xalqaro ilmiy-amaliy konferensiya materiallari to‘plami. Mazkur to‘plamda 2026-yil 6-fevral kuni O‘zbekiston jurnalistika va ommaviy kommunikatsiyalar universitetida bo‘lib o‘tgan xalqaro konferensiya materiallari jamlangan. To‘plamdan o‘rin olgan maqolalarda raqamli transformatsiya sharoitida bosma, audiovizual va onlayn media integratsiyasi, sun‘iy intellektning (AIGC) jurnalistika etikasiga ta‘siri hamda zamonaviy media menejmenti masalalari tahlil qilingan. Nashr media sohasi mutaxassisleri, tadqiqotchilar, professor-o‘qituvchilar va talabalar uchun mo‘ljallangan.

**Kalit so‘zlar:** raqamli transformatsiya, media ekotizimi, jurnalistikada sun‘iy intellekt (AIGC), multimediaviy storitelling, kollaboratsiya.

## ЭКОСИСТЕМА СОТРУДНИЧЕСТВА ОНЛАЙН-МЕДИА: ИННОВАЦИОННЫЕ ПОДХОДЫ И ЦИФРОВАЯ ТРАНСФОРМАЦИЯ

**Аннотация.** Сборник материалов международной научно-практической конференции «Экосистема сотрудничества онлайн-медиа: инновационные подходы и цифровая трансформация». В настоящий сборник включены доклады и статьи участников международной конференции, состоявшейся 6 февраля 2026 года в Ташкенте (УзЖОКУ). Издание посвящено исследованию процессов интеграции традиционных и цифровых форматов СМИ, анализу глобальных трендов в национальной медиасистеме и внедрению искусственного интеллекта в журналистскую практику. Особое внимание уделено визуальному сторителлингу и международному опыту медиаменеджмента. Сборник представляет интерес для ученых, медиаэкспертов, практикующих журналистов и студентов факультетов коммуникаций.

**Ключевые слова:** цифровая трансформация, медиаэкосистема, ИИ в журналистике (AIGC), мультимедийный сторителлинг, коллаборация



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## GLOBAL PERSPECTIVE AND LOCAL PRACTICE: AIGC GOVERNANCE PARADIGM IN THE ONLINE MEDIA COLLABORATIVE ECOSYSTEM

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**Abstract:** The accelerated adoption of generative artificial intelligence is transforming journalism from linear workflows into data-driven, computational processes, diluting editorial oversight and blurring privacy and copyright boundaries. This article compares AIGC governance pathways in China, the United Kingdom and Kazakhstan, arguing that traditional news ethics must evolve to encompass source traceability, process explainability and outcome accountability.

**Keywords:** generative AI, AIGC, journalism ethics, algorithmic accountability, deepfakes, disclosure and traceability.

The rapid penetration of generative artificial intelligence (AIGC) is fundamentally changing the underlying logic of news production, shifting workflows from linear writing into computational pipelines in which algorithms increasingly co-produce, curate and personalise content (Diakopoulos, 2019). This transformation manifests differently across regions: Kazakhstani television media experimented with virtual anchors early on, Chinese organisations pioneered AI presenters and synthetic-anchor formats, and deepfakes and AI-synthesised images have repeatedly triggered fluctuations in public opinion during political and public events globally (Chesney & Citron, 2019; Paris & Donovan, 2019). These cross-regional phenomena indicate that new forms of ethical lapses are not isolated episodes but normalised challenges brought by AIGC — the intensification of information cocoons (Pariser, 2011), the amplification of algorithmic bias by training data and objective functions (Noble, 2018; Mittelstadt et al., 2016), the spread of low-cost yet highly realistic disinformation (Napoli, 2019), and systemic difficulties surrounding source disclosure, watermarking, explainability, and privacy and copyright boundaries.

Consequently, reform in journalism ethics is imperative. The contemporary meaning of truth, fairness, responsibility and public interest in an algorithmic society must be reaffirmed (Kovach & Rosenstiel, 2014); competencies should centre on identification, verification and governance so that practitioners can use AI tools while making ethical judgments that are explainable and accountable; and processes must integrate disclosure and labelling of generated content, algorithmic transparency, data compliance and clear accountability chains into both training and editorial standards.

The present study adopts a qualitative comparative approach — multiple case comparisons, interpretive textual analysis and process tracing — to examine the evolution of journalistic ethics as the focus has shifted from textual accuracy to process and system ethics under AIGC integration. Three institutional pathways from 2018 to 2025 are juxtaposed: mainland China, characterised by rigid laws and platform accountability interfaces; the United Kingdom, represented by the BBC public-media system with soft-law governance and narrative transparency; and Kazakhstan, demonstrating an evolutionary trajectory of emerging applications and institutionalised fact-checking. Evidence is drawn from regulations on deepfakes and generative AI, AI usage guidelines from public media, platform policies for synthetic content, and fact-checking records of AIGC incidents, with triangulation throughout.

The Chinese model is characterised by a strong coupling between legal mandates and technical implementation, establishing a strict compliance loop through mandatory regulation. The Provisions on the Administration of Deep Synthesis of Internet Information Services, implemented in 2023, require service providers to apply dual labelling to generated content — explicit labels such as text prompts together with implicit watermarking via embedded metadata. These standards were further clarified in the 2025 Measures for the Identification of Artificial Intelligence Generated Synthetic Content, which require retaining the generation tool name and timestamp in metadata to ensure traceability. Platforms such as Douyin and WeChat operate as gatekeepers, using automated systems to label suspected AI-generated videos and penalising non-disclosing creators through traffic reduction or account suspension, producing rapid industry-wide compliance (People's Daily Research Institute, 2024).

The British model relies on the public-media tradition represented by the BBC and emphasises the maintenance of audience trust through narrative transparency. The BBC's Generative AI Usage

Guidelines, updated in 2025, establish clear boundaries: generative AI is prohibited for gathering news facts and writing core reports, in order to prevent hallucinations from contaminating information sources, but is permitted for auxiliary tasks such as subtitle generation, translation, transcription and formatting. To address deepfakes, the corporation launched the BBC Verify brand, focused on open-source intelligence verification (Silverman, 2014), and in AI-involving reports demystifies the process through a sidebar labelled “How we reported this,” which clarifies the tools used, the rationale for specific AI models and the manual verification steps taken — an approach consistent with long-standing arguments that journalistic authority in a digital environment is built through collaborative, visible verification (Hermida, 2012).

As a representative of a transitional country, Kazakhstan exhibits a pattern in which application precedes governance. As early as 2020, the business news channel Atameken Business launched the virtual anchor i-Sanj — a relatively radical move that signalled the willingness of emerging markets to use AI for cost reduction. i-Sanj broadcasts financial news around the clock and updates charts automatically from data streams, an early example of human–machine symbiosis in Central Asia. On the governance side, in 2025 the Center for Countering Disinformation was incorporated into the Central Communications Service under the President, actively monitoring synthetic content rather than waiting for reports and regularly publishing authoritative debunking reports — a national debunking hub combined with media distribution that proved effective against transnational disinformation campaigns, broadly consistent with UNESCO’s framework for journalism education against information disorder (UNESCO, 2018; Reuters Institute for the Study of Journalism, 2024).

The comparison reveals that a baseline consensus has formed across countries regarding disclosure labelling, traceability verification and correction remedies, yet distribution-side ethics remain a shared global shortcoming. A minimum common workflow adaptable across contexts is therefore proposed, covering five core links: disclosure, traceability, correction, re-disclosure and compliance. By translating ethical principles into specific processes and metrics in line with international guidance on AI ethics (Floridi & Cowls, 2019; UNESCO, 2021), the journalism industry can rebuild an institutional balance between high efficiency and high risk in the AIGC era, ensuring that technological dividends are not gained at the expense of public credibility. Future research should focus on quantitative validation of distribution-side metrics and the establishment of multilingual and multimodal authenticity-detection baselines, providing more solid empirical support for the governance efficacy of process ethics.

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## FROM VERIFICATION TO VULNERABILITY: NEWSROOM CHALLENGES IN THE ERA OF AI-GENERATED DEEPPAKES

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**Abstract:** The study investigates how Pakistani journalists conceptualise, detect and respond to AI-generated deepfakes and misinformation during sourcing, verification and reporting. Drawing on semi-structured interviews with working journalists and the Technology Acceptance Model, it identifies context-dependent obstacles and coping strategies, proposing newsroom policies, targeted training and human–AI hybrid verification frameworks for Pakistan’s media ecosystem.

**Keywords:** AI-generated deepfakes, misinformation, Pakistani journalism, news verification, technology acceptance model, content authentication, disinformation.

AI-generated deepfakes have intensified Pakistan’s already fragile information environment, making it cheaper and easier to produce convincing fabricated images, videos and audio that circulate at scale on social media (Chesney & Citron, 2019; Paris & Donovan, 2019). A recent fabricated interview circulated as featuring Imran Khan’s sister criticising the Army Chief was publicly denied by Sky News as a deepfake, illustrating how rapidly synthetic media can shape public perception during national crises. Such content erodes public trust and undermines the gatekeeping role of journalists (Beauvais, 2022; Lazer et al., 2018; Mir & Siddiqui, 2022). Yet the conceptualisation of fake news, deepfakes and AI-driven misinformation by Pakistani journalists — and the ways they understand, interpret and respond to these phenomena — remains underexplored compared with the Western context, even though AI-generated content is already prevalent across Pakistani media (Malik & Latif, 2022; Ul Haq, 2024).

Fact-checkers distinguish deepfakes from other visual disinformation: decontextualisation places authentic images in deceptive contexts, cheap fakes involve traditional edits that alter meaning, and deepfakes use machine learning to fabricate hyper-realistic synthetic media (Weikmann & Lecheler, 2023, 2024). The wider category of information disorder — mis-, dis- and mal-information — has been mapped by Wardle and Derakhshan (2017), while UNESCO has framed pandemic-era distortion as an infodemic and a disinfodemic of intersecting truthful overload and deliberate falsehood (Posetti & Bontcheva, 2020; UNESCO, 2020). In Pakistan, weak gatekeeping is aggravated by financial precarity, platform-driven sourcing through WhatsApp and social media, and low digital literacy; few outlets maintain formal fact-checking guidelines, dedicated tools or ethical standards specific to deepfakes (Jamil, 2021; Jamil & Appiah-Adjei, 2020). Environmental and conflict reporters note limited use of fact-checkers, citing perceived bias and lack of local resources (Ejaz et al., 2022).

Globally, web-based deepfake detectors and visual-verification tools — InVid, Google Lens, CheckPhish, reverse image search — enable non-experts to test suspicious material without specialised software (Cazzamatta & Sarisakaloğlu, 2025; Tulga, 2024). Yet in Pakistan these resources are aspirational: mainstream newsrooms lack training and infrastructure, smaller outlets cannot afford proprietary software, and journalists rely on general fact-checking heuristics or human intelligence rather than dedicated OSINT or deepfake-detection workflows (Jamil, 2021; Shin & Lee, 2022).

Against this backdrop, the present study examines how Pakistani journalists source and verify news in an era shaped by AI-generated deepfakes, asking how they conceptualise fake news, misinformation, disinformation, mal-information and deepfakes, and how they determine intent behind misleading or manipulated content. Five semi-structured online interviews (40–55 minutes) were conducted in January 2025 with experienced reporters and editors from The News International, 24 News, Roznama Doraha, 92 News HD and HUM News — outlets covering Urdu- and English-language print and broadcast media. Purposive sampling targeted professionals directly responsible for verification and editorial decisions. Interviews were audio-recorded with consent and transcribed verbatim. The interview guide and analysis were structured around the Technology Acceptance Model (TAM), focusing on perceived usefulness (PU) and perceived ease of use (PEOU) of AI tools, with thematic analysis applied to the transcripts and participant anonymity preserved through numeric codes.

Findings indicate that perceived usefulness drives AI adoption for speed and initial detection, but is qualified by distrust in accuracy and concerns about geopolitical bias. Journalists reported that AI “saves a lot of time” and can flag visual manipulation through watermarks or metadata patterns, yet warned that AI “cannot be trusted completely”. One participant described how, during Banyan-e-Marsoos, AI tools helped trace dogfight clips related to the Pakistan–India conflict that were ultimately found to have been filmed in Indonesia or Malaysia rather than the subcontinent. Multiple respondents flagged the Western and Indian-centric framing of AI-generated content on sensitive topics such as Kashmir and terrorism, noting that “AI mostly focuses on the West” and rarely surfaces non-Western sources — a bias that erodes PU when reporting on contested regional issues.

Perceived ease of use was high — journalists described AI tools as accessible through mobile applications — but training gaps and the absence of newsroom AI policy turned this accessibility into a vulnerability vector. Daily use was largely confined to translation, transcription and pattern flagging rather than structured deepfake verification, and several respondents stressed that human judgment and cross-source validation remained indispensable: “AI helps by analysing patterns and inconsistencies, but ultimately human judgment is needed.” Resource constraints compounded the problem: journalists reported shrinking newsroom budgets, layoffs, lack of digital-journalism equipment and absence of formal training, all of which favour manual workarounds over advanced AI verification.

Taken together, the interviews reveal a shift from verification to vulnerability in Pakistani newsrooms: AI is simultaneously a potential verification partner and a source of newsroom risk, shaped by resource limitations, training deficits and embedded biases in available tools. Mitigating these risks requires multi-level intervention — newsroom policies that limit and document AI use, in-house training on open-source detection tools, regulatory support through journalist unions to access official data, and partnerships with technology providers to develop locally relevant AI models. Future research should examine longitudinal adoption of AI after training, the accuracy of deepfake detection in Pakistani contexts, and the development of hybrid human–AI verification workflows suited to resource-constrained media systems (Nanz et al., 2025; Raemy et al., 2025).

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## COVERAGE OF GENDER-SENSITIVE TOPICS IN CHINESE SOCIAL MEDIA: A STUDY OF WOMEN'S RIGHTS DISCOURSE

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**Abstract:** This study examines how women's rights discourse circulates on Chinese social media through stand-up comedy and podcasts. Using qualitative content analysis, it shows how short-form clips fragment gender experiences into polarising labels, while long-form podcasts preserve context and enable re-narration, revealing the structuring role of platform and format.

**Keywords:** gender-sensitive topics, women's rights, Chinese social media, stand-up comedy, podcasts, platformisation, media representation.

In contemporary Chinese social media, gender issues are entering the public sphere through lived experience rather than policy or news. They are voiced on stand-up stages, in podcasts and through short video clips, repeatedly edited, shared and contested. Compared with traditional reporting, this content is emotional and personal, which makes it both more relatable and more vulnerable to transformation during circulation (McHugh, 2016). Stand-up comedy captures attention with humour and satire; podcasts preserve context through extended dialogue. Each format reshapes public understanding of gender, so women's rights are not merely discussed online but continually reconstructed.

This study draws on gender studies and communication theory to examine that process. Beauvoir's (2011) framing of woman as the "Other" helps explain why women's experiences are interpreted from external positions, while Tuchman's (1978) concept of the symbolic annihilation of women shows how mass media omit, trivialise or condemn women's experiences. Banet-Weiser (2018) and Gill (2007) situate these dynamics within popular feminism and popular misogyny in commercial media cultures, and Zillmann (2000) clarifies how humour mediates contentious social material. The study employs qualitative content analysis of stand-up performances by Yang Li, programmes hosted by Lu Yu, and Siwen Podcasts over the past three years, focusing on sustained expression rather than isolated incidents.

On Chinese platforms, women's rights are rarely articulated through institutional language. They surface as emotional accounts of intimate relationships, the workplace and everyday evaluation. Yang Li's line that men can be "so ordinary yet so confident" began as an observation about gender experience but, once circulated, was compressed into the label *puxinnan* — "ordinary yet confident man" — detached from its original context and turned into a portable symbol. Online comments rarely engaged with the underlying experience; instead they judged stance: "She is insulting all men," "She speaks the truth." Gender experience was rapidly translated into a value opposition.

This shift sharpened when Yang Li appeared in a Double Eleven promotion for an e-commerce platform. Calls to boycott, refund and cancel memberships followed, the brand issued an apology and the collaboration ended. Liao (2024) describes such episodes as the platformisation of misogyny: a configuration in which design features, certification systems and algorithmic curation manufacture and amplify gendered backlash within China's state-market nexus. A critical discourse analysis of Yang Li's routines reaches a related conclusion — the platform context turns controversial feminist speech into commodified material for emotional projection (Wang & Zhao, 2025). Within this logic, gender discourse shifts from "what women feel in interactions" to "whether such expressions should exist."

Format shapes the interpretation as much as content does. Stand-up clips on short-video platforms favour the most emotionally intense fragments. Yang Li's full set — with set-up, pauses and self-deprecation — circulates as a single punchline, which audiences encounter as a viewpoint to judge rather than an experience to understand. Comments therefore cluster around extreme positions: "too far," "speaking the truth," "insulting men." Podcasts work differently. When Lu Yu revisits past controversies in long-form audio, she reconstructs the emotional state, the situation and the evolution of her own thinking. Listeners respond with "I can see why she felt that way" rather than "Is she right or wrong." Research on women-centred podcasts in China shows a similar pattern: sustained sonic spaces allow feminist discourses to be developed and tested outside the

logic of viral confrontation (Yang & Kavka, 2025).

Platform mechanisms intensify this contrast. Interaction metrics treat heated engagement as evidence of value, so emotionally charged gender content is promoted more widely; trending sections frame topics as conflict before users encounter the original material; comment-sorting elevates the most provocative replies, training newcomers to take positions rather than add information. Editing, subtitling and reaction videos turn gender disputes into satirical material for emotional consumption. Platform governance — restrictions, deletions, suspensions, apologies — is then read as “taking sides,” which sustains polarisation. Gender issues do not naturally radicalise online; they are more easily radicalised under these conditions.

After polarised circulation, gender topics may enter a phase of re-narration. The mechanism is rarely a single rebuttal; it is the cumulative effect of stable, long-form expression. Lu Yu has not publicly defended herself against mocking labels such as “Really?” or “I don’t believe it”; she has instead maintained a steadier rhythm of expression in later programmes and podcast narratives, allowing audiences to see her thought process and articulation of experience across time. Public perception shifts not because of one response but because she becomes visible anew. A similar pattern is observable among female stand-up comedians and podcasters whose continued production rewrites isolated incidents into enduring themes — the specific situations, feelings and choices women face in real life.

Within China’s social media landscape, gender-sensitive topics are not presented in stable form. They are pulled apart, compressed and re-narrated across different structures. Discourse becomes contentious not only because opinions differ but because platform logic flattens complex experience into expressions of attitude. Yet gender discourse does not have to remain in conflict. Through long-form narration and consistent practice, lived experience reclaims space for understanding. Platform mechanisms amplify confrontation, but they also leave room for repair when expressions endure. When gender experiences can be consistently narrated rather than remembered only through controversy, gender issues move from trending events to public understanding — the ongoing generation of gender discourse in digital environments rather than its endpoint.

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## GLOBALIZATION AND DIGITAL TRANSFORMATION IN JOURNALISM

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**Abstract:** Globalisation and digital transformation have changed journalism, with information flowing across borders instantaneously and social media, artificial intelligence and mobile platforms changing newsroom routines. The rise of speed, interactivity and public participation has been accompanied with misinformation, economic instability and ethical problems, especially in India's emerging media ecosystem.

**Keywords:** globalisation, digital change, journalism, social media, India, disinformation, audience involvement.

Two of the key influences shaping modern journalism are globalization and digitalization. Globalisation has contributed to the flow of information, media practices and professional standards across national borders. Digital technologies, such as mobile reporting applications, high-speed internet, artificial intelligence (AI) and social media platforms, have transformed the production and dissemination of news. News no longer travels in a linear fashion from reporter to audience: it moves through digital networks in which journalists and citizens are both contributors. Social media enables for immediate reporting and multimedia technologies make stories more compelling with visuals, data graphics and interactive features. These changes have increased journalistic efficiency and boosted audience engagement, but they also pose significant hurdles — misinformation travels fast, platform algorithms determine editorial prominence, and economic viability is dubious. These challenges are particularly salient in India, where digital use is on the rise but digital gaps still exist.

News organisations have embraced multimedia storytelling and audience-centred techniques due to globalisation and the digital competition and journalism has become borderless as global digital flows shape newsroom routines (Franklin, 2016). Lower technology obstacles have enabled digital acceptance in emerging nations, and global digital networks are increasingly aiding economic and communication development across the Global South (Arora, 2019). But technology also strengthens current social conditions. Without digital literacy and social reforms to accommodate it, disparities will expand rather than reduce (Toyama, 2015).

Aadhaar, UPI, DigiLocker, e-KYC – India's Digital Public Infrastructure has boosted digital access and innovation across all sectors, indirectly supporting journalism by improving information systems and access to data (Mukherjee & Joshi, 2025; Raju et al., 2017). Digital reforms in public sectors and municipal administration in India have also ushered in more openness and data-driven government, which requires journalists to reorient their reporting practices to a more information-rich environment (Pandey & Chaudhary, 2023; Parkar & Tawa Lama, 2023). Exposure to worldwide standards has driven fact-checking, data journalism and multimedia storytelling; today's newsrooms operate in a global information market and must constantly adapt to technology.

In this altered context media increasingly works as a networked profession, which is influenced by global digital ecosystems, blurring the boundaries between journalists and audiences more and more (Deuze, 2017). Social media is both a source of reporting and a distribution platform, mobile journalism enables immediate content production anywhere, and AI tools are available to help with transcription, translation, data analysis and basic content generation. Multimedia storytelling, mixing video, graphics and interactive features, has become a core part of digital reporting, with people also sharing, commenting on and occasionally co-creating news content. Digital journalism is increasingly responsive to measurements of audience interaction, with platforms and analytics impacting editorial decisions in ways that can privilege click-driven themes over civic value (Boczkowski et al., 2017). News selection and customisation are shaped by algorithmic technologies, disrupting traditional editorial authority (Carlson, 2018) and shifting power away from human editors towards the platform system with an opaque rating rationale.

The journalistic duties are changing in nature. Today, reporters are managing cross-platform publication, interpreting data, and engaging with audiences online. Old habits are falling away,

digital skills are in high demand, and ongoing training is vital to maintain professional standards. The analysis presented here is triangulated from academic literature, media reports and policy papers to evaluate the role of digital and global factors on the Indian journalism. Furthermore, publishers themselves have become reliant on worldwide platforms for distribution and revenue, establishing unequal power relations between news companies and intermediaries (Nielsen & Ganter, 2018). The rapidity of digital reporting also carries the risk of mistakes and disinformation. Data extraction and algorithmic surveillance endanger the privacy and trust in digital media (Zuboff, 2019). For journalism to sustain credibility, rigorous ethical standards and regulatory regimes are needed to meet these prerequisites.

Globalisation and digitisation have created a sea change in the Indian journalism. Digital platforms have enabled faster, more interactive and global news production. Technologies like social media, mobile reporting and AI enhance productivity and audience involvement. The investigation reveals that globalisation has a beneficial impact on digital journalism by promoting the use of technology and global standards, while digital technologies are transforming the production and delivery of news and increasing accessibility. But misinformation, privacy dangers, algorithmic impact and economic pressures are still important issues. To safeguard the democratic function of journalism, the Indian media organisations will have to pay attention to ethics, transparency and inclusiveness besides investment in digital literacy, professional development and regulatory assistance. In the digital age, media may continue to build public trust by balancing innovation with accountability.

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## ARTIFICIAL INTELLIGENCE AND THE FUTURE OF JOURNALISM EDUCATION IN THE GLOBAL SOUTH: OPPORTUNITIES, INEQUALITIES, AND PEDAGOGICAL ADAPTATION

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**Abstract:** Artificial intelligence is revolutionizing journalism education globally. But schools in the Global South have infrastructural, pedagogical and policy challenges. The study deals with curriculum transformation, institutional hurdles and low-cost adaptable models for responsible AI integration, providing context-sensitive options for equitable and sustainable journalism education reform.

**Keywords:** artificial intelligence, education, Global South, journalism education, curriculum reform, pedagogy, educational inequality.

Artificial intelligence (AI) technologies are increasingly being integrated into contemporary media, from automated news writing and algorithmic curation to generative systems and data analytics tools. As newsroom practices evolve, journalism education faces mounting pressure to adapt curricula and pedagogical approaches to prepare students for an AI-mediated media environment. However, the pace of change varies greatly across different regions of the world. While some institutions in technologically advanced contexts have begun to embed AI literacy and data-driven reporting into formal curricula, as evidenced by systematic reviews of journalism programmes in Turkey (Babacan et al., 2025) and Spain (Tejedor et al., 2024), many in the Global South continue to grapple with infrastructural constraints, uneven access to digital technology, funding limitations and gaps in faculty training, all of which pose challenges to curriculum reform and threaten to exacerbate existing educational inequalities (Knutsson & Lindberg, 2012).

The growing role of AI in journalism has led to an academic debate on changing professional competences and educational needs, with data literacy, algorithmic awareness and knowledge of automated content production identified as basic elements of contemporary journalism programmes (Babacan et al., 2025; Tejedor et al., 2024). Journalism education is thus slowly moving in the direction of combining technology and analytical skills and traditional reporting methods. Yet, much of the existing material is based in technologically advanced environments where institutional resources and digital infrastructure support experimentation with AI-driven pedagogies. Scholars studying higher education in poor regions point out that such models cannot be implemented without changes, as infrastructure limitations, financial restrictions and unequal access to technology configure educational possibilities differently in the Global South (Espartinez, 2025).

Even research in the area of professional education reveals that successful AI integration is not just about technology but about pedagogical preparedness and institutional support. Faculty members will have to find their way in new positions in teaching, research and administration as AI tools become part of the curriculum, and well-structured professional development is repeatedly cited as the crucial aspect in whether integration will be successful (Spathopoulou et al., 2025). Ethical concerns about misinformation, authorship, and algorithmic bias also cloud educators' readiness to employ AI technologies, and new literature increasingly points to the potential that uneven technology usage may exacerbate educational inequities. Hence adaptive and affordable techniques with a focus on critical AI literacy and contextual relevance are often recommended as more viable paths for resource-constrained institutions including those in Pakistan.

The present study utilizes a qualitative narrative review methodology that is appropriate to examine novel and cross-disciplinary trends such as AI integration in journalism education. Peer-reviewed journal articles, policy reports, and interdisciplinary studies from the fields of journalism, education, and technology were selected based on their relevance to AI in education, curriculum development, institutional readiness, and Global South contexts and thematically analyzed. The analysis was structured around six themes: AI's impact on journalistic skills, curriculum models, institutional and technological barriers, faculty readiness, agile and affordable alternatives, and ethical and regulatory considerations.

The findings indicate that AI skills, such as data literacy, algorithmic awareness and AI-

assisted reporting, are increasingly perceived as relevant in journalism education, but their implementation is patchy and often dependent on individual faculty efforts rather than institutional planning. Institutional barriers persist: limited infrastructure, the absence of clear AI governance policies, and financial constraints hamper systematic adoption. Faculty readiness is a key challenge, with many instructors having general digital skills but lacking pedagogical training to integrate AI meaningfully (Calonge et al., 2022). Cautious adoption is also motivated by ethical concerns around academic honesty, data privacy and algorithmic prejudice. Simultaneously, flexible and low-cost methods – open educational resources, blended learning and project-based assignments employing accessible AI tools – offer practical routes for inclusive integration (Miranda et al., 2025).

**Opportunities and Risks of AI for Journalism Education** It facilitates curriculum modernisation and tighter correspondence to industry practices, but unequal implementation may entrench institutional and geographical differences. In Global South contexts, the importation of technologically intensive models, without adaptation, may not prove helpful. A better sustainable route for curriculum reform would be to emphasize critical AI literacy, ethical reasoning, and locally grounded applications. Curriculum reform should combine core AI literacy with an emphasis on critical engagement rather than advanced programming; faculty development initiatives through structured training and interdisciplinary collaboration should facilitate pedagogical change; and institutions should develop internal AI policies that address ethics, assessment integrity and responsible use. Open-source tools, project-based learning and blended teaching models are low-cost techniques that should be promoted. Equity measures should guarantee that students with inadequate digital resources are adequately supported so that educational gaps are not widened.

Sustainable reform in Global South journalism education needs context-sensitive curriculum design, faculty capacity building and ethical governance and inclusive pedagogical practices. Responsible integration is key to ensuring that technology innovation supports rather than exacerbates existing educational inequalities, and that journalism graduates in resource-poor settings are equipped to interact critically and ethically with an AI-mediated media environment.

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## ARTIFICIAL INTELLIGENCE IN JOURNALISM: OPPORTUNITIES AND THREATS

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**Abstract:** Artificial Intelligence is revolutionising modern journalism, automating processes such as data analysis, transcribing, trend identification and fact-checking, enabling speedier and customized news delivery. There are still challenges of bias, misinformation, transparency gaps, hazards of inaccuracy and job displacement. Ethical responsibility and human editorial judgment are still key to credibility and public trust.

**Keywords:** artificial intelligence, journalism, automation, media ethics, disinformation, newsroom technology.

The past decade has been one of fast technological change for journalism, with digital platforms, real-time reporting and data-driven narrative transforming the way news is produced and consumed. Artificial intelligence (AI) has been a major driver of this revolution, helping with tasks such as automated content creation, data analysis, transcription of interviews, trend identification and tailored suggestions. Such tools increase the efficiency of newsrooms and enable journalists to concentrate on investigative and creative tasks instead of regular routines (Diakopoulos, 2020). However, the increasing use of AI also brings questions around transparency, credibility, ethical responsibility and the changing role of journalists (Beckett, 2019).

Evidence across the sector suggests that AI technologies – natural language processing, machine learning and automated content generation – are increasingly incorporated in newsroom operations and transform editorial workflows by speeding verification, translation and data extraction (Diakopoulos, 2020). Automated journalism minimizes time-consuming repetitive tasks and is suitable for producing structured articles such as sport summaries and financial reports with impressive speed and accuracy, giving journalists the opportunity to focus more on interpretation and investigation (Graefe et al., 2018). Algorithmic systems are increasingly used to generate data-heavy articles – stock reports, weather analyses, election updates – and provide opportunities for scaling in areas that have previously been underserved due to resource limitations, but they are heavily dependent on the quality of the input data and can produce factual errors, biased outputs and limited nuance when reporting on complex, context-sensitive topics (Dörr, 2016). AI also bolsters data journalism by helping with the processing of massive datasets and evidence-based storytelling, and hence newsroom capacity to cover policy, economics and public health (Lewis, 2015; Lewis & Westlund, 2015).

AI-powered automation is changing the nature of newsroom work and the definition of what constitutes journalistic work. Automation decreases the costs of production and accelerates news production, but also raises problems about authenticity, transparency and trust, with possible risks related to machine-generated bias, diminished editorial oversight and the potential devaluation of human expertise (Carlson, 2015). News bots and automated accounts increase coverage and offer instant updates during breaking-news events but result in accountability gaps: if an AI makes a mistake or amplifies misinformation, who is accountable is not clear, signaling the need for transparency standards, audit trails and human oversight (Lokot & Diakopoulos, 2016). The legal and ethical aspects of the integration of AI in journalism – copyright, data protection, algorithmic discrimination, editorial decision-making on platforms – necessitate explicit governance structures to assure compliance and avoid potentially detrimental biases (Helberger et al., 2020).

Personalised feeds and recommendation algorithms that personalize news according to individual interests have revolutionized audience engagement (Marconi & Siegman, 2017). Personalisation increases relevance and engagement but risks creating filter bubbles that limit exposure to diverse perspectives and encourage polarisation; algorithmic transparency and diversity-aware recommendation systems are needed if news recommenders are to support rather than undermine democratic discourse (Helberger, 2019). The increased use of AI to promote content, automatically transcribe and detect misinformation in newsrooms around the world also raises issues around data privacy, opaque algorithmic decision-making and the potential for AI to perpetuate misinformation without appropriate oversight (Beckett, 2019).

The study involves a document analysis of academic literature and industry publications on AI in journalism. Sources are analysed thematically to discover repeating trends regarding newsroom efficiency, transparency, labour shifts and algorithmic bias. The findings suggest AI could significantly increase productivity in newsrooms by taking care of repetitive tasks such as transcription, data organisation and basic content creation, allowing journalists to focus on investigative reporting, creative storytelling and critical analysis that require human judgement and ethical reasoning. But the speed and breadth of AI also pose risks: biased or inadequate training data can generate inaccurate or unfair content, and mistakes can quickly go viral without appropriate oversight. AI adoption is transforming how newsrooms operate, decreasing the demand for routine reporting jobs and increasing the need for data analysis skills, digital tools and investigative techniques — raising concerns about job losses, particularly at entry level, and underscoring the importance of continuous training and reskilling. While personalisation increases relevance, it limits exposure to varied opinions, which is why transparency and human editorial engagement are crucial for maintaining public trust.”

The analysis gives rise to three propositions. “Firstly, AI can speed up newsroom operations and make them more efficient, but the more automation there is the more it can undermine editorial transparency, with audiences asking how algorithms make decisions and whether human oversight remains strong. Second, AI cuts down on routine reporting and transforms newsroom functions, with the need for analytical and investigative skills rising while automation takes care of the easier tasks. Third, the quality of the training data is critical to the quality of AI-generated news. If the data sets are biased or incomplete, the content will be erroneous or unfair. Careful selection of data is therefore necessary for fairness and accuracy in journalism.

AI is revolutionizing journalism with faster, data-driven reporting and improved audience interaction but also raising ethical issues of transparency, prejudice, jobs and public confidence. AI is changing the nature of jobs in newsrooms, requiring higher-level skills and relying on the quality of data to ensure accurate and impartial reporting. AI is an aid to journalists, not a substitute. With robust ethical rules, openness and continual professional growth, AI can help to strengthen journalistic practice and support reliable, fair and trustworthy news in the digital era.

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## MEDIA STRATEGIES FOR BUILDING SOCIAL IMMUNITY TO RADICALISM IN THE DIGITAL COMMUNICATION ENVIRONMENT

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**Abstract:** The article examines contemporary media strategies for building social immunity to radicalism in the digital communication environment. It discusses the preventive potential of online media, social platforms and digital journalism in countering radical ideologies, and argues that effective strategies must combine professional journalism, media literacy and ethical responsibility to ensure sustainable resistance to radicalisation.

**Keywords:** media strategies, social immunity, radicalism, digital communication, preventive media, media literacy.

Digital transformation has profoundly reshaped contemporary communication processes, redefining the role of media in society and expanding their influence on public consciousness. Online platforms, social media and algorithm-driven information systems have become central spaces where social meanings are constructed, negotiated and contested, and radical ideologies increasingly rely on digital channels to disseminate narratives, recruit supporters and normalise extremist worldviews. Traditional approaches based on legal and security measures have proven insufficient against ideologically driven threats that operate through discourse, symbolism and emotional appeal, which has shifted scholarly attention toward preventive communication strategies and the concept of social immunity — society's capacity to resist destructive ideological influences through shared values, critical awareness and stable communicative practices.

Social immunity refers to society's collective capacity to resist destructive ideological influences and maintain cohesion under ideological pressure. Unlike individual psychological resilience, it is formed through shared values, stable norms, communicative practices and collective experience, developing gradually within the public sphere where meanings are produced and reinforced through interaction between social actors. From a communication perspective, social immunity is closely linked to the structure and quality of public discourse, the credibility of information sources and the symbolic environment in which social reality is constructed: media mediate between events and their social interpretation, and through framing, agenda-setting and narrative construction shape the cognitive patterns that influence public reactions to radical ideas (McQuail, 2010). Media-oriented social immunity emerges when alternative narratives based on pluralism, dialogue and critical reflection are consistently reproduced in the public sphere, so media do not merely transmit counter-information but actively shape interpretative frameworks that reduce the appeal of radical worldviews (Castells, 2009). Cultural approaches add that social immunity is embedded in collective memory and identity: when media discourse reinforces inclusive identities and democratic values, it strengthens society's resistance to ideological fragmentation and polarisation (Hall, 1997).

The digital communication environment simultaneously increases the risks of radicalisation and expands opportunities for preventive communication. Algorithm-driven personalisation encourages selective exposure and traps users in closed informational environments where radical narratives gain strength by offering simplified explanations and emotionally charged interpretations of complex social issues (Sunstein, 2017). The speed and scale of digital dissemination allow radical content to circulate rapidly across geographical and cultural boundaries, often outpacing verification and editorial control and creating favourable conditions for misinformation, symbolic manipulation and emotional mobilisation; visual and multimedia formats intensify this persuasive potential (Conway, 2017). At the same time, interactive formats, participatory journalism and dialogical engagement enable counter-narratives that promote pluralism, social inclusion and ethical reflection. Whether digital media weaken or strengthen social immunity depends crucially on audience media literacy — the skills needed to evaluate sources, recognise manipulative techniques and interpret information within broader social contexts, which functions as a protective filter against radical narratives (Potter, 2016).

Media strategies for strengthening social immunity require a systematic, preventive orientation rather than a reactive response to specific extremist manifestations. A key strategic shift is from confrontation-based narratives to preventive and resilience-oriented communication:

excessive focus on radical actors, violent events or sensational details may unintentionally amplify extremist visibility, whereas an emphasis on social cohesion, civic values and inclusive identities reduces the symbolic appeal of radical ideologies, and narrative framing is decisive in whether media coverage contributes to radicalisation or fosters ideological resistance (Aly et al., 2017). Professional journalistic standards — accuracy, contextualisation and ethical responsibility — are critical when addressing extremism: journalists must avoid simplistic causal explanations and binary “us versus them” oppositions, since analytical depth and contextual reporting reduce the emotional manipulation that radical narratives exploit (Schmid, 2013).

Digital storytelling formats offer additional preventive resources. Long-form journalism, multimedia narratives and interactive content enable deeper audience engagement and reflective consumption, and are especially effective in presenting personal testimonies and alternative perspectives that humanise social groups often targeted by radical ideologies; combined with ethical standards, such storytelling counteracts dehumanisation and fosters empathy as a core component of social immunity. Equally important is the role of media institutions in sustaining participatory dialogue, since social immunity is not formed through one-way communication but through ongoing interaction between media, experts, civil society and audiences; platforms that facilitate discussion, moderation and expert commentary contribute to critical public discourse and reduce the appeal of closed ideological communities (Wardle & Derakhshan, 2017). Media strategies for building social immunity should therefore be understood as an integrated system combining professional ethics, narrative responsibility, audience engagement and digital innovation, in which media act not as observers of radicalisation processes but as active agents of social resilience.

Social immunity in the digital communication environment is best conceptualised not as a spontaneous reaction to extremist threats but as a stable system of values, interpretative frameworks and communicative practices formed through consistent media influence. Algorithmic personalisation, rapid information circulation and emotionalised content create favourable conditions for radical narratives, yet these same characteristics can strengthen ideological resilience through responsible framing, ethical journalism and audience-oriented strategies. The findings can inform media policies, journalistic guidelines and educational programmes focused on countering radicalisation and enhancing information security in the digital age.

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## ALGORITMIK DAVRDA JURNALISTIKA: TEZKORLIK VA ISHONCH INQIROZI

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**Annotatsiya:** Tezida algoritmik texnologiyalar ta'sirida shakllanayotgan zamonaviy jurnalistika muammolari ko'rib chiqilgan. Raqamli platformalar, ijtimoiy tarmoqlar va sun'iy intellekt tezkorlikni oshirgan bo'lsa-da, axborot sifati va auditoriya ishonchini xavf ostiga qo'yimoqda. Tezlik va ishonch o'rtasidagi muvozanat, faktcheking va media savodxonlikning roli tahlil qilingan.

**Kalit so'zlar:** algoritim, raqamli jurnalistika, tezkorlik, ishonch, soxta axborot, sun'iy intellekt, media savodxonlik.

So'nggi yillarda raqamli texnologiyalarning jadal rivojlanishi jurnalistika sohasida tub o'zgarishlarni yuzaga keltirdi. Internet, ijtimoiy tarmoqlar, mobil ilovalar va sun'iy intellekt asosidagi platformalar axborot tarqatishning asosiy manbalariga aylandi; an'anaviy ommaviy axborot vositalari yangi sharoitga moslashishga majbur bo'ldi. Castells (2010) ta'kidlaganidek, tarmoq jamiyatining iqtisodiy va ijtimoiy mantig'i axborot oqimlarining tezligi va o'zaro bog'liqligini muloqotning markaziy mexanizmiga aylantiradi, bu esa jurnalistik amaliyotni qayta shakllantiradi.

Bugungi kunda axborot ishlab chiqarish va tarqatish jarayonlari algoritmlar orqali boshqarilmoqda. Foydalanuvchilarning qiziqishlari, xatti-harakatlari va raqamli izlari asosida kontent tanlanadi va tavsiya qilinadi. Natijada shaxsiylashtirilgan axborot muhiti shakllanmoqda; bu muhitda platformalar "to'rtinchi hokimiyat" vazifasini bajara boshlamoqda va auditoriya bilan algoritmik darvozaboshilik orqali aloqani qayta qurmoqda (Napoli, 2019). Jurnalistik kontentning ko'rinishi va e'tibor olishi endi tahririyat tanloviga emas, balki ko'p o'lchovli algoritmik filtrlash tizimlariga bog'liq bo'lib qoldi (McQuail & Deuze, 2020).

Mazkur jarayon auditoriya ehtiyojlarini qondirishda samarali bo'lsa-da, jurnalistika tamoyillariga jiddiy tahdid tug'dirmoqda. Tezlikning ustuvorligi faktlarning yetarli darajada tekshirilmasligiga, yuzaki yoritishlarga va manipulyatsiyaga olib kelmoqda. Reuters Institute Digital News Report ma'lumotlariga ko'ra, ko'pchilik mamlakatlarda yangiliklarga umumiy ishonch darajasi pasayib bormoqda va auditoriyaning katta qismi platformaviy vositachilik orqali yangilik iste'mol qilmoqda (Newman va boshq., 2024). Shu sababli algoritmik davrda jurnalistikaning rivojlanish yo'nalishlarini, uning ijtimoiy mas'uliyatini va professional me'yorlarini ilmiy asosda o'rganish dolzarb masalaga aylandi.

Tadqiqotda kompleks ilmiy-uslubiy yondashuv qo'llanildi. Kontent tahlili metodi yordamida raqamli platformalardagi, ijtimoiy tarmoqlardagi va yangilik portallaridagi materiallar o'rganildi; taqqoslama metod orqali an'anaviy va raqamli OAV faoliyati solishtirildi va bu jurnalistikaning transformatsiya jarayonlarini aniqlash imkonini berdi. Statistik tahlil uchun xalqaro tashkilotlarning empirik ma'lumotlari, jumladan Reuters Institute hisobotlari, asosiy manba sifatida xizmat qildi. Nazariy jihatdan media sotsiologiyasi, kommunikatsiya nazariyasi va jurnalistika etikasi bo'yicha adabiyotlar tahlil qilindi. Ushbu metodlarning uyg'unligi tadqiqot natijalarining ilmiy ishonchligini ta'minladi va algoritmik o'zgarishlarni faqat texnologik emas, balki institutsional va etik nuqtai nazardan ham baholashga imkon yaratdi.

Tadqiqot natijalari algoritmik tizimlar jurnalistik faoliyatning barcha bosqichlariga sezilarli ta'sir ko'rsatayotganini ko'rsatdi. Kontent ishlab chiqarishdan auditoriyaga yetkazishgacha bo'lgan jarayonlar avtomatlashtirilgan; mobil jurnalistika va ijtimoiy tarmoqlar yetakchi o'rinni egalladi. Auditoriya qisqa, vizual va interaktiv formatlarga ustuvorlik bermoqda, bu esa jurnalistlarni tezkor ishlashga majbur qilmoqda; sifat ko'rsatkichlari, shu jumladan tahririy nazorat va kontekstual izoh, ko'pincha ikkinchi darajaga tushib qolmoqda. Bu holat jurnalistikaning professional imijiga putur yetkazadi va auditoriya ishonchini sekin-asta yo'qotishga olib kelishi mumkin. Soxta axborot va dezinformatsiya muammosi ham dolzarb masalaga aylandi: manipulyativ kontent, clickbait sarlavhalar va axborot urushlari auditoriya ongiga salbiy ta'sir ko'rsatmoqda. Lazer va boshqalar (2018) tasdiqlaganidek, soxta axborot tezroq tarqaladi va platformalarda haqiqiy yangilikka qaraganda kengroq qamrov oladi; bunday sharoitda ishonchli manbalarni aniqlash tobora qiyinlashmoqda.

Algoritmik pufakchalar (filter bubble) va echo chamber hodisalari foydalanuvchilarning axborot doirasini toraytiradi; ular faqat o'z qarashlariga mos axborotni qabul qilishga odatlanadi (Napoli, 2019). Bu esa jamiyatda fikrlar xilma-xilligini cheklaydi, siyosiy qutblanishni mustahkamlaydi va auditoriyaning umumiy ommaviy darslar bilan birgalikda muhokama qilish imkonini susaytiradi. Sun'iy intellekt texnologiyalarining joriy etilishi jurnalistika samaradorligini oshirdi — avtomatik matn yaratish, monitoring tizimlari, ma'lumotlar tahlili va tarjima vositalari jurnalistlarga sezilarli yordam bermoqda, ayniqsa tezkor xabar berish va katta hajmdagi ma'lumotlarni qisqa vaqtda qayta ishlash sharoitlarida. Biroq bu jarayon mualliflik huquqi, mas'uliyat va etik me'yorlar bilan bog'liq yangi muammolarni yuzaga keltirmoqda. Generativ sun'iy intellekt vositalarining tahririyat amaliyotiga kiritilishi shaffoflik, manbalarni atribut qilish, generatsiya qilingan kontentni belgilash va auditoriya bilan ishonchli munosabatni saqlash bo'yicha yangi standartlarni talab qiladi (Pavlik, 2023). Bunday standartlarsiz texnologik samaradorlik imitatsiya jurnalistikasiga aylanish xavfini saqlaydi.

Shu bois jurnalistik mas'uliyat, faktcheking va analitik yondashuv yanada muhim ahamiyat kasb etmoqda. Manbalar xilma-xilligi, muvozanatli yoritish va kontekstual izohlar axborot sifatini oshirishga xizmat qiladi; verifikatsiyaning amaliy uslubiyoti ham xalqaro miqyosda tizimlashtirilgan (Silverman, 2015). Raqamli muhitda jurnalistik etika an'anaviy professional me'yorlardan tashqari foydalanuvchilarning ma'lumotlari, algoritmik shaffoflik va platformalar mas'uliyati bilan bog'liq yangi savollarni qamrab oladi (Ess, 2020). Vos (2018) tahriridagi tahlilda jurnalistikaning institutsional roli va xotira vazifasi raqamli sharoitda qayta belgilanayotgani ko'rsatilgan.

Tadqiqot natijalari algoritmik davrda jurnalistika tezkorlik va ishonch o'rtasida muvozanatni topishi zarurligini yaqqol ko'rsatadi. Tezlik auditoriya e'tiborini jalb qilishda muhim omil bo'lsa-da, sifat va ishonchlilikdan ustun bo'lmasligi lozim. Algoritmik axborot tarqatishda muhim rol o'ynaydi, biroq ularning shaffofligi va mas'uliyatli qo'llanilishi ta'minlanishi zarur; tahririyatlar algoritmik tavsiyalarni tahrir qarorlariga aralashtirishda aniq protokollarga ega bo'lishi kerak. Jurnalistlar professional etikaga qat'iy rioya qilishi va faktcheking mexanizmlarini kuchaytirishi kerak; media savodxonlikni rivojlantirish orqali auditoriyaning tanqidiy fikrlash qobiliyatini oshirish mumkin (UNESCO, 2021). Platformalar bilan samarali hamkorlik, kadrlar tayyorlash va ilmiy tadqiqotlarni rivojlantirish barqaror media muhitni shakllantirishga xizmat qiladi.

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JOURNALISM IN THE ALGORITHMIC ERA: THE CRISIS OF SPEED  
AND TRUST

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**Abstract:** The paper analyses modern journalism in an algorithm-driven media environment. Digital platforms, social networks and artificial intelligence have accelerated information dissemination but eroded journalistic quality and public trust. The study examines the balance between speed and credibility, the role of fact-checking and media literacy.

**Keywords:** algorithm, digital journalism, speed, trust, misinformation, artificial intelligence, media literacy.

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## KOLLABORATSIYA — ZAMONAVIY BRENDLARNI TARG‘IBOT QILISHNING HAMKORLIK USULI SIFATIDA

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**Annotatsiya:** Maqolada zamonaviy marketingning ommabop yo‘nalishi bo‘lgan brendlar va kompaniyalar o‘rtasidagi hamkorlik (kollaboratsiya) masalalari tadqiq etiladi. Muallif «kollaboratsiya» tushunchasining nazariy asoslarini umumlashtirib, xalqaro va mahalliy misollarni keltiradi. «Liliya» kompaniyasining rassom Nikas Safronov bilan premium sinfdagi mahsulotlarni bozorga chiqarish bo‘yicha hamkorlik tajribasi alohida tahlil qilingan.

**Kalit so‘zlar:** kollaboratsiya, hamkorlik, reklama, premium mahsulotlar, brend targ‘iboti, Nikas Safronov, marketing strategiyasi.

Bugungi kunda ommaviy axborot vositalari va marketing sohasida kollaborativ hamkorlik dolzarb zaruriyatga aylangan: so‘nggi yillarda kollaborativ loyihalarning keng tarqalishini guvohi bo‘lmoqdamiz. “Kollaboratsiya” atamasi ispan tilidagi “con” (birga) va lotinchadagi “laborare” (mehnat qilish) so‘zlaridan kelib chiqib, so‘zma-so‘z “birgalikda mehnat qilish” ma‘nosini beradi. Atama bir nechta brendlar yoki mualliflarning hamkorlikdagi faoliyatini anglatib, vosita yoki kontentda kontekst birligini hosil qilishda ham qo‘llaniladi (Xansen, 2017). Zamonaviy biznes olamida hamkorlik ikki yoki undan ortiq tomonlarning umumiy maqsadga erishish jarayonida birlashishini anglatib, auditoriyani o‘rganish va yangi loyihalarni amalga oshirishda samarali vosita hisoblanadi. Hamkorlik yo‘nalishlari odatda uch asosiy turga bo‘linadi: brendlar orasidagi kollaborativ loyihalar (ikki mashhur kompaniyaning qo‘shma mahsuloti, masalan Chanel, Samsung, Prada yoki Adidas bilan bog‘liq loyihalar), mutaxassislar hamkorligi (turli sohalaran ekspertlarning birgalikda kontent va jonli efirlar yaratishi) hamda sohalararo hamkorlik (rassomlar, IT-mutaxassislar va kreativ kasblar vakillarining birgalikdagi ishlari) (Korobkina, 2017).

Marketing nuqtai nazaridan kollaboratsiya brend imijini kuchaytirish, yangi auditoriyani jalb qilish va mahsulot differentsiatsiyasini ta‘minlashning samarali strategiyasi sifatida tan olingan. Zamonaviy axborot makonida reklama hajmi shu darajada katta bo‘lganki, iste‘molchilar axborotni asosan kreativ va emotsional shakllarda qabul qiladilar, va kollaborativ loyihalar mahsulotni an‘anaviy reklama doirasidan chiqarib, madaniy hodisa sifatida taqdim etadi (Dess, n.d.; Grabarchuk, n.d.). Bunday yondashuv ikki brendning yoki brend va mashhur shaxsning auditoriyalarini birlashtirib, har ikki tomonga yangi iste‘molchilar segmentlariga kirish imkonini beradi, ayniqsa raqamli platformalar orqali tarqatilgan vizual kontent va cheklangan tirajli mahsulot liniyalari orqali muvaffaqiyatli ishlaydi. An‘anaviy va onlayn medianing yuqori darajadagi hamkorlik tajribalari orasida bir qator yorqin misollar mavjud: Shvetsiyaning H&M brendining Karl Lagerfeld bilan hamkorligi natijasida butun kolleksiya bir necha soat ichida sotilib ketgan, keyinchalik Stella McCartney bilan hamkorlik ham xuddi shunday muvaffaqiyat keltirgan; MAC va qo‘shiqchi Rihanna o‘rtasidagi hamkorlik jahon bozorida mashhur dekorativ kosmetika to‘plamini yuzaga keltirgan; Madonna esa Italiyaning Dolce & Gabbana moda uyi bilan kollaboratsiyani amalga oshirgan. Bunday hamkorliklar mashhurlarga o‘z mashhurligini oshirishga, brendlarga esa savdo hajmini kuchaytirishga imkon beradi (Bermuda, n.d.).

Kollaborativ loyihalarning yorqin misollariga taniqli rassom Nikas Safronovning texnologiya va sanoat bilan bog‘liq bir qator ishlarini ham kiritish mumkin. LILIYA mas‘uliyati cheklangan jamiyati sanitariya-gigiyena mahsulotlarini ishlab chiqaruvchilarning eng yirik o‘ntaligiga kiradi va kompaniyaning assortimentiga qog‘oz salftkalar, qog‘oz sochiqlar hamda qog‘oz ro‘molchalar kiradi. Kompaniya mahsulotlarini uch narx segmentida ishlab chiqaradi: Lilia (past), Peroshko (o‘rta) va Pero (premium). Rossiya ishlab chiqaruvchilari asosan past va o‘rta narx segmentlari uchun mahsulot ishlab chiqarsa, premium segmentda Renova, Duni va Papstar kabi xorijiy kompaniyalar ustunlik qiladi. LILIYAning biznes maqsadi qog‘oz salftkalarining noyob to‘plamini yaratish va premium mahsulotni ommaviy bozorga chiqarish bo‘lgan: mijozlarga estetik imtiyozlar bilan birga nima uchun biroz ko‘proq pul to‘lashlari kerakligini tushuntirish maqsadida standart dizayn o‘rniga Rossiyada xizmat ko‘rsatgan rassom Nikas Safronovning rasmlarining reproduksiyalari mahsulot dizaynining asosiga qo‘yilgan.

Hamkorlik loyihasining maqsadlari tijoratga yo‘naltirilgan bo‘lib, asosiy vazifa mahsulot

haqida iste'molchilarning o'ziga xos tasavvurini shakllantirishdir. Loyihaing KPllari ikki tomonlama belgilangan: tijorat ko'rsatkichlari bo'yicha — foyda ulushini oshirish, savdo tarmoqlarida rejalashtirilgan ishtirokni kuchaytirish va mijozlar bazasini kengaytirish; tasavvur va munosabat darajasida esa — premium segmentga esda qolarli, yuqori sifatli mahsulotni olib kelish, g'ayrioddiy va noyob qog'oz salftkalar liniyasini yaratish hamda brend haqida xabardorlikni oshirish orqali ijobiy imijni shakllantirish. Mijozning psixologik darajasida esa loyiha LILIYA brendini Rossiyada o'xshashi bo'lmagan noyob tovarlar to'plami sifatida pozitsiyalashtirishni ko'zlagan. Ushbu maqsadlarning tanlanishi brend va uning mahsulot liniyasining premium segmentda yangi sifatida faoliyat boshlashi bilan bog'liq edi.

Mazkur kollaboratsiya Liliya kompaniyasi uchun bir necha strategik samaralarni keltirib chiqargan. Birinchidan, taniqli rassom asarlarining kundalik foydalanish mahsulotiga joylashtirilishi mahsulotni utilitar tovarlar guruhidan estetik-madaniy iste'mol predmeti darajasiga ko'targan. Ikkinchidan, hamkorlik xorijiy ustun bo'lgan premium segmentda mahalliy brendning ishonarli pozitsiyaga ega bo'lishiga zamin tayyorlagan. Uchinchidan, kollaboratsiya mahsulotni media va madaniy maydonda dolzarb informatsion yangilik sifatida targ'ib qilish imkonini berib, an'anaviy reklamadan tashqari qo'shimcha kommunikativ kanallar yaratgan (Kollaboratsiya kak metod, n.d.). Shu tariqa Liliya × Safronov kollaboratsiyasi zamonaviy brend targ'iboti amaliyotida kollaborativ marketingning xarakterli namunasi sifatida ko'rib chiqilishi mumkin.

Tadqiqot natijalari shuni ko'rsatadiki, kollaboratsiya texnologiyasi zamonaviy brend targ'ibotining samarali vositasiga aylanib, brend imijini yaxshilash, yangi auditoriyani jalb qilish, mahsulot differentsiatsiyasini ta'minlash va sotuv hajmini oshirishda muhim rol o'ynamoqda. Sanoat va moda, texnologiya va san'at, kundalik mahsulotlar va vizual madaniyat o'rtasidagi chegaralarni qisqartiruvchi kollaborativ yondashuv brendlarga raqobatbardosh bozorda o'ziga xos kommunikativ ovoz topish imkonini beradi. Liliya kompaniyasining Nikas Safronov bilan hamkorlikdagi tajribasi ushbu yondashuvning premium segmentda samarali qo'llanish mexanizmini ko'rsatib, mahalliy va xalqaro marketing amaliyoti uchun ahamiyatli misol bo'la oladi va kelgusi tadqiqotlar uchun mahsulot dizayni, brend pozitsiyalashtirishi hamda kollaborativ marketingni hamohang tahlil qiluvchi yangi yo'nalishlarni belgilashga zamin yaratadi

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## COLLABORATION AS A METHOD OF PROMOTING MODERN BRANDS

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**Abstract:** The article examines collaboration between brands and companies as a popular trend in contemporary marketing. The theoretical foundations of the concept are reviewed alongside successful international and local cases. Particular attention is paid to the “Liliya” company’s collaboration with artist Nikas Safronov for premium-class paper products, demonstrating how collaborations shape unique brand perception, expand the customer base, and enter high-end segments.

**Keywords:** collaboration, partnership, advertising, premium products, brand promotion, Nikas Safronov, marketing strategy.

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## IJTIMOYIY TARMOQLAR UCHUN MULTIMEDIYAVIY KONTENT YARATISHDA ONLAYN INSTRUMENTLAR ROLI

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**Annotatsiya:** Tezida ijtimoiy tarmoqlar uchun multimediyaviy kontent yaratishda onlayn instrumentlarning roli va ularning pedagogik hamda jurnalistik amaliyotdagi ahamiyati tahlil qilingan. O‘zbekiston tajribasi, texnik va metodik cheklovlar, mualliflik huquqi masalalari ko‘rib chiqilgan; kontent sifatini oshirish va raqamli savodxonlikni rivojlantirish bo‘yicha tavsiyalar berilgan.

**Kalit so‘zlar:** ijtimoiy tarmoqlar, multimediyaviy kontent, onlayn instrumentlar, vizual kommunikatsiya, raqamli ta‘lim, pedagogik texnologiyalar, media savodxonligi.

Bugungi kunda ijtimoiy tarmoqlar nafaqat muloqot vositasi, balki axborot tarqatish, marketing, ta‘lim va ommaviy kommunikatsiyaning muhim kanali sifatida qaralmoqda. An‘anaviy matnli kontent o‘rnini video, audio, infografika, interaktiv elementlar, podkast va vizual hikoyalash uslublari egallab bormoqda — bular auditoriya e‘tiborini tortishda kuchli vositaga aylangan. Shu sababli kontent yaratuvchilar, jurnalistlar, bloggerlar va SMM-mutaxassislar uchun multimediyaviy fikrlash ko‘nikmasi zaruriy kompetensiyaga aylanmoqda. Ijtimoiy tarmoq foydalanuvchilarining endilikda nafaqat iste‘molchi, balki ishlab chiqaruvchi sifatida ishtirok etishi “foydalanuvchi tomonidan yaratilgan kontent” tushunchasini keng tarqatdi (Jenkins, 2006); bu jarayonda multimodal kommunikatsiya ko‘nikmalari axborotni estetik va anglashilarli tarzda yetkazish uchun asosiy resurs bo‘lib qoldi (Kress, 2010).

Ijtimoiy tarmoqlar uchun sifatli kontent yaratishda onlayn instrumentlarning o‘rni ayniqsa ahamiyatlidir. Maxsus texnik vositalar yoki professional dasturlardan foydalanish ko‘nikmalarini egallamasdan ham foydalanuvchilar yuqori sifatli multimediyaviy material tayyorlay olishadi. Canva, Adobe Express va Figma kabi dizayn platformalari shablon asosida tez va sifatli grafik materiallar tayyorlash imkonini bersa, CapCut, InVideo va Descript kabi vositalar video tahrir, subtitr, ovoz sintezi va musiqani birlashtirish orqali qisqa, lekin ta‘sirchan videolar yaratish imkonini beradi. Ushbu instrumentlar yordamida tayyorlangan materiallar ijtimoiy tarmoqlarning algoritmlariga moslashtiriladi: TikTok va Instagram Reels uchun vertikal format, YouTube Shorts uchun qisqa videolar, Telegram yoki Facebook uchun statik dizayndagi suratlar va infografikalar. Bunday moslashuvchanlik raqamli muhitda ishlashning tarmoqqa asoslangan tabiatini aks ettiradi (Siemens, 2005).

Ta‘lim jarayonida raqamli vositalardan foydalanish o‘qituvchilarga o‘quvchilarning e‘tiborini yanada faolroq jalb qilish imkonini bermoqda. Genially, Powtoon va Nearpod kabi platformalar yordamida dars materiallari interaktiv tarzda ishlab chiqiladi va o‘quvchilarning ishtirokini oshiradi (Fadel, Bialik & Trilling, 2015). Sun‘iy intellekt vositalari esa o‘qituvchiga o‘quvchilarning o‘zlashtirish darajasini aniqlash, shaxsiylashtirilgan o‘quv materiallarini tayyorlash va avtomatik tahlillarni amalga oshirish imkonini beradi (Luckin, 2018). Bu o‘qituvchi rolini “axborot manbai”dan “ta‘lim jarayonini boshqaruvchi va yo‘naltiruvchi” darajasiga ko‘taradi; multimediyaviy materialning kognitiv ta‘sirini oshirish uchun esa multimedia ta‘limi tamoyillariga amal qilish zarur (Clark & Mayer, 2016).

O‘zbekistondaso‘nggiyillardata‘lim, jurnalistika va mediasohalarida onlayn instrumentlardan foydalanish bo‘yicha ijobiy natijalar kuzatilmoqda. Raqamli texnologiyalar vazirligi, Axborot va ommaviy kommunikatsiyalar agentligi hamda Xalq ta‘limi vazirligi tomonidan o‘tkazilayotgan loyihalar o‘qituvchilarni raqamli kompetensiyalar bilan qurollantirishga qaratilgan (O‘zbekiston Respublikasi Prezidentining qarori, 2020). 2021-yildan boshlab maktab va oliy ta‘lim tizimida “Media va axborot savodxonligi” kurslari yo‘lga qo‘yilib, ularda Canva, Miro, Google Sites, Padlet, Kahoot! va Quizizz kabi platformalardan foydalanish o‘rgatilmoqda; EduMarket va Ziyonet kabi mahalliy platformalarda interaktiv ta‘lim resurslari yaratilmoqda. Natijada raqamli vositalardan foydalanish dars jarayonini, o‘quvchilarning mustaqil ishlash, kreativ fikrlash va jamoaviy hamkorlik ko‘nikmalarini rivojlantirmoqda (Turaev, 2022).

O‘zbekiston OAVlarida — xususan, “Daryo”, “Kun.uz”, “Gazeta.uz” kabi internet nashrlarida — multimediyaviy materiallar soni keskin ortdi. Ular ijtimoiy tarmoqlar uchun maxsus formatda (Reels, Shorts, Stories, karusel, podkast va interaktiv maqolalar shaklida) kontent

yaratish amaliyotini keng yo'lga qo'ydilar; bu tajriba yosh jurnalistlar va kontent yaratuvchilar uchun namuna bo'lib xizmat qilmoqda (Usmonov, 2023).

Biroq onlayn instrumentlardan foydalanish jarayonida bir qator cheklov va muammolar ham mavjud. Avvalo, ayrim ta'lim muassasalarida internet tezligi pastligi va texnik vositalarning yetishmasligi multimediyaviy materiallardan to'liq foydalanishni cheklaydi; ayrim pedagoglar raqamli savodxonlik darajasi pastligi sababli, onlayn vositalardan to'liq foydalana olmayapti (Qodirova, 2021). Ikkinchi muammo — tizimlilik va metodik yondashuv yetishmasligi: o'qituvchilar onlayn instrumentlardan foydalanayotgan bo'lsa-da, ularning didaktik asoslari, maqsadga muvofiqligi va o'quvchilarning yosh xususiyatlariga mosligi har doim ham hisobga olinmaydi (Clark & Mayer, 2016). Uchinchi, aksar onlayn vositalarning interfeysi ingliz tilida bo'lgani sababli, ularni o'zbek tilida ishlatish yoki moslashtirishda qiyinchiliklar yuzaga keladi; shu sababli mahalliy dasturchilar tomonidan o'zbek tilidagi vizual shablonlar va dizayn elementlarini yaratish dolzarb masalalardan biri bo'lib qolmoqda (Turaev, 2022). Bundan tashqari, ba'zi onlayn vositalarning bepul versiyalarida funksional imkoniyatlar cheklangan, premium versiyalar esa xorijiy to'lov tizimlariga ulangan bo'lib, bu ayrim foydalanuvchilar uchun iqtisodiy to'siq bo'lmoqda.

O'zbekiston tajribasi shuni ko'rsatadiki, raqamli vositalar va sun'iy intellekt asosidagi texnologiyalarni ta'lim tizimiga integratsiya qilish jarayoni faollashgan, ammo ta'lim muassasalari, davlat organlari va IT soha mutaxassislari o'rtasidagi hamkorlikni mustahkamlash hamda milliy to'lov tizimlariga moslashtirilgan, o'zbek tilida ishlovchi va pedagogik maqsadlarga yo'naltirilgan platformalarni rivojlantirish istiqbollari dolzarb bo'lib qolmoqda. Multimediyaviy kontent yaratishda onlayn instrumentlardan samarali foydalanishning asosiy omili — bu foydalanuvchilarning metodik va estetik saviyasidir: texnik vositalarning mavjudligi yetarli emas, ularni to'g'ri qo'llay olish, pedagogik maqsadlarga moslashtirish va auditoriya ehtiyojini anglash ham muhim. Har bir pedagog, jurnalist yoki kontent yaratuvchi o'z ishida raqamli etikani, axborot madaniyatini va mualliflik huquqiga hurmatni saqlashi zarur. Onlayn instrumentlar ta'lim va kommunikatsiya jarayonlarini soddalashtiruvchi, interaktivlikni oshiruvchi vositadir, biroq ulardan foydalanish faqat texnik jarayon emas, balki kreativ fikrlash, ijtimoiy mas'uliyat va etik qadriyatlarga asoslangan faoliyat bo'lishi kerak.

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## THE ROLE OF ONLINE TOOLS IN CREATING MULTIMEDIA CONTENT FOR SOCIAL NETWORKS

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**Abstract:** The paper examines the role of online tools in creating multimedia content for social networks and their significance in pedagogical and journalistic practice. Uzbekistan's experience, technical and methodological limitations and copyright issues are reviewed; recommendations are offered for enhancing content quality and developing users' digital literacy.

**Keywords:** social networks, multimedia content, online tools, visual communication, digital education, pedagogical technologies, media literacy

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## GLOBALLASHUV DAVRIDA AXBOROT AGENTLIKLARINING RAQAMLI MEDIAGA MOSLASHUVI

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**Annotatsiya:** Mazkur maqola axborot agentliklarining globallashuv sharoitida raqamli mediaga moslashuvi jarayonini tahlil qiladi. Axborot agentliklari faoliyatidagi institutsional va funksional o'zgarishlar, raqamli media ta'sirida shakllanayotgan yangi ish modellari hamda axborot sifati va ishonchligiga oid muammolar yoritiladi. Raqamli transformatsiyani takomillashtirishga qaratilgan ilmiy-amaliy takliflar ishlab chiqilgan.

**Kalit so'zlar:** globallashuv, axborot agentliklari, raqamli media, media konvergensiya, axborot sifati, raqamli transformatsiya.

Globallashuv jarayonlari zamonaviy axborot makonining tuzilishi va faoliyat mexanizmlarini tubdan o'zgartirganini bugungi axborot agentliklari faoliyati yaqqol tasdiqlaydi. O'zbekiston global axborot almashuvining faol ishtirokchisi sifatida milliy va xalqaro miqyosdagi ommaviy kommunikatsiya jarayonlarini takomillashtirish, mediamakoni dolzarb axborot oqimlari bilan ta'minlash borasida milliy axborot agentliklari zimmasiga yangi talab va vazifalarni yuklamoqda. Yangi O'zbekistonning yangi jurnalistikasini yaratishda milliy an'analar bilan birga rivojlangan davlatlar tajribasini ham har tomonlama o'rganish, yetakchi xalqaro tashkilotlar va media kompaniyalar bilan hamkorlik aloqalarini kuchaytirish hayotning o'zi talab etayotgan vazifaga aylangan (Mirziyoyev, 2023). Axborot oqimlarining keskin jadallashuvi natijasida yangiliklar bir vaqtning o'zida global miqyosda tarqalmoqda — masalan, Reuters yoki Associated Press tomonidan e'lon qilingan siyosiy yoki iqtisodiy yangiliklar bir necha soniya ichida dunyoning turli nuqtalaridagi OAV va raqamli platformalarda qayta chop etilmoqda, bu esa axborot agentliklarini real vaqt rejimida ishlashga majbur qilmoqda.

Raqamli kommunikatsiya vositalarining keng tarqalishi — internet, mobil ilovalar va ijtimoiy tarmoqlar — axborot tarqatishning an'anaviy zanjirini qisqartirdi. Ilgari axborot agentliklari asosan gazeta, radio va televideniye uchun kontent yetkazib beruvchi subyekt bo'lgan bo'lsa, bugungi kunda ular bevosita auditoriyaga chiqadigan mustaqil raqamli platformaga aylandi: Reuters o'zining rasmiy veb-sayti, mobil ilovalari va ijtimoiy tarmoqlardagi sahifalari orqali millionlab foydalanuvchilarga to'g'ridan-to'g'ri axborot yetkazmoqda. Zamonaviy auditoriya qisqa, vizual va interaktiv kontentga ustuvor ahamiyat berayotgani bois axborot agentliklari matnli xabarlar bilan cheklanib qolmay, video, infografika va jonli efir formatlarini faol qo'llay boshladi; masalan, AFP agentligi murakkab siyosiy jarayonlarni tushuntirish uchun interaktiv grafikalar va qisqa video sharhlardan foydalanmoqda.

Raqamli mediaga moslashuv jarayoni axborot agentliklarining tashkiliy tuzilmasida ham tub o'zgarishlarni yuzaga keltirdi. An'anaviy tahririyatlar o'rnini media konvergensiya tamoyiliga asoslangan ko'p funksiyali jamoalar egallamoqda: jurnalist bir vaqtning o'zida matn yozish, foto yoki video tayyorlash hamda uni ijtimoiy tarmoqlarda tarqatish vazifasini bajaradi, va bu holat Reutersning "digital-first" strategiyasida yaqqol namoyon bo'ladi. Shu bilan birga globallashuv sharoitida axborot agentliklari faoliyatiga ikki tomonlama bosim kuchaymoqda: bir tomondan, global axborot bozorida raqobat kuchayib, tezkor va ko'p formatli kontentga bo'lgan talab ortmoqda, Reuters, AP va Bloomberg kabi yirik agentliklar o'rtasidagi raqobat yangilikni birinchi bo'lib e'lon qilish bilan birga, uni chuqur tahlil qilishni ham talab etmoqda; ikkinchi tomondan esa, milliy axborot manfaatlarini saqlash va axborot xavfsizligini ta'minlash masalalari dolzarb ahamiyat kasb etmoqda, bu ayniqsa milliy axborot agentliklari faoliyatida muhim bo'lib, ular global axborot oqimida milliy nuqtai nazarni yo'qotmaslikka intilmoqda.

Raqamli media sharoitida axborot agentliklari faoliyatining transformatsiyasi bir nechta aniq yo'nalishlarda namoyon bo'lmoqda: birinchidan, axborot ishlab chiqarish jarayoni to'liq raqamlashtirilib, yangilik yig'ish, tahrirlash va tarqatish yagona raqamli tizim orqali amalga oshirilmoqda; ikkinchidan, kontent ko'p platformali va multimedia formatlarda tarqatilib, bir xil axborot turli auditoriya segmentlariga moslashtirilmoqda; uchinchidan, ijtimoiy tarmoqlar orqali auditoriya bilan interaktiv aloqalar kuchayib, axborot agentliklarini bir yo'nalishli axborot uzatuvchidan ikki tomonlama kommunikatorga aylantirmoqda; to'rtinchidan, tezkor xabarlar bilan bir qatorda analitik va tahliliy materiallar ulushi oshib bormoqda. Biroq raqamli

transformatsiya jarayoni bilan bir qatorda qator tizimli muammolar ham yuzaga kelmoqda: axborot tezkorligi va hajmining ortishi fonida ishonchlilik va sifat masalalari keskin dolzarblashmoqda, soxta axborotlar va tekshirilmagan manbalarning tez tarqalishi global axborot makonida jiddiy xavf tug'dirmoqda, ijtimoiy tarmoqlarda tarqalgan yolg'on xabarlarini rad etish yoki aniqlik kiritish ko'pincha axborot agentliklari zimmasiga tushmoqda. Shuningdek, fuqarolik jurnalistikasi va ijtimoiy tarmoqlardagi mustaqil axborot ishlab chiqaruvchilar bilan raqobat kuchaymoqda: bloggerlar va mustaqil kontent yaratuvchilar tezkorlikda ustun bo'lishi mumkin, biroq professional tekshiruv va tahlil har doim ham ta'minlanmaydi, shu sharoitda axborot agentliklari o'zining institutsional ishonchliligini saqlab qolish strategik vazifaga aylanmoqda.

Tadqiqot natijalari asosida axborot agentliklarining raqamli mediaga moslashuvini samarali tashkil etish bo'yicha bir qator taklif va yechimlar ishlab chiqildi. Birinchidan, axborot sifati va ishonchliligini ta'minlash uchun axborot agentliklari tarkibida maxsus fakt-tekshirish bo'limlarini tashkil etish, sun'iy intellektga asoslangan avtomatik verifikatsiya tizimlaridan foydalanish, har bir xabar uchun manbalar reytingi va ishonchlilik darajasini joriy etish, tahririyat ichki reglamentlarida tezkorlik va sifat balansini qat'iy belgilash lozim. Ikkinchidan, raqamli texnologiyalarni joriy etish doirasida media konvergensiya asosida yagona raqamli platforma yaratish, Big Data va sun'iy intellekt yordamida auditoriya tahlili tizimlarini joriy etish, multimedia va data-jurnalistikani rivojlantirish, mobil jurnalistika uchun texnik vositalarni modernizatsiya qilish zarur. Uchinchidan, professional kadrlar salohiyatini oshirish maqsadida jurnalistlar uchun raqamli jurnalistika bo'yicha muntazam malaka oshirish dasturlarini yo'lga qo'yish, universitetlar va axborot agentliklari o'rtasidagi ilmiy-amaliy hamkorlikni kuchaytirish, data-jurnalist, multimedia muharrir va SMM-mutaxassis kabi yangi kasbiy yo'nalishlarni shakllantirish kerak. To'rtinchidan, global va milliy axborot manfaatlari muvozanatini saqlash uchun milliy kontent ulushini oshirish, mahalliy mavzularni global formatda yoritish, xalqaro axborot agentliklari bilan teng hamkorlik modelini ishlab chiqish, milliy manfaatlarni hisobga olgan axborot siyosatini raqamli strategiya bilan uyg'unlashtirish lozim. Beshinchidan, auditoriya bilan interaktiv muloqotni kuchaytirish maqsadida ijtimoiy tarmoqlar orqali interaktiv formatlarni — savol-javob, jonli efir kabi — joriy etish, auditoriya fikrini o'rganishga yo'naltirilgan tahliliy mexanizmlarni rivojlantirish va ochiq tahririyat siyosati orqali ishonch darajasini oshirish zarur.

Taklif etilgan yechimlar axborot agentliklarining raqamli mediaga moslashuvini tizimli ravishda takomillashtirishga xizmat qiladi. Ularning amalga oshirilishi axborot agentliklarining raqamli makondagi institutsional mavqeini mustahkamlab, global axborot bozorida raqobatbardoshligini oshiradi; eng muhimi, ushbu takliflar axborot agentliklarini ishonchli, professional va barqaror axborot manbai sifatida rivojlantirishga xizmat qiladi

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## ADAPTATION OF NEWS AGENCIES TO DIGITAL MEDIA IN THE ERA OF GLOBALIZATION

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**Abstract:** The article analyses the adaptation of news agencies to digital media under conditions of globalisation, examining the institutional and functional changes in their activities, new work models shaped by digital media, and challenges to information quality and reliability. Practical recommendations are proposed for strengthening sustainable digital transformation in the global information space.

**Keywords:** globalisation, news agencies, digital media, media convergence, information quality, digital transformation

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## SHORT-FORM VIDEO JOURNALISM AND GEN Z NEWS CONSUMPTION ON SOCIAL MEDIA: A LITERATURE REVIEW

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**Abstract:** This paper reviews 18 empirical studies (2021–2025) on short-form video journalism and Generation Z news consumption on social media. The literature documents high engagement and strong format preferences but is concentrated in high-connectivity contexts — primarily East and Southeast Asia — leaving major regions unrepresented and limiting the generalisability of current findings.

**Keywords:** short-form video journalism, Generation Z, news consumption, TikTok, Instagram Reels, social media, geographic inequality.

The rise of short-form video platforms — TikTok, Instagram Reels, YouTube Shorts, and their regional equivalents — has fundamentally altered how younger audiences encounter news. For Generation Z (born 1997–2012), algorithmically curated short video feeds have in many contexts displaced traditional broadcast and print media as primary information gateways. This shift raises practical questions for news organisations as well as broader concerns about information quality, verification behaviour, and the geographic scope of what researchers actually study.

This review examines published empirical research on short-form video journalism and Gen Z news consumption, with particular attention to a limitation that runs through the field: the overwhelming concentration of evidence in high-connectivity markets, primarily in East and Southeast Asia. This geographic skew matters because platform governance, media infrastructure, press freedom, and digital literacy conditions vary enormously across regions, and findings from one context cannot be assumed to travel to another. Literature was identified through keyword searches across academic databases, including the Elicit semantic search platform. Studies were included if they focused on short-form video in a journalism context, involved Gen Z audiences, and reported empirical findings. Eighteen studies met these criteria and were read in full.

The reviewed studies consistently report high engagement with short-form video news among Gen Z. A content analysis of 23,174 TikTok videos across 25 countries found average per-video engagement of 233,800 views and 21,640 likes (Peña-Fernández et al., 2022). In Indonesia, 85–90% of respondents preferred short video formats for political news (Suprihatin et al., 2024); in India, 83% of students expected news outlets to produce Reels content (Kannan & Anuradha, 2024). Account-level data are instructive: the Spanish TikTok channel @ac2ality grew from one million to 4.4 million followers between 2020 and 2023, yet over the same period likes, shares and comments all declined (Díaz-Lucena & Vicente-Fernández, 2023). This pattern — widening reach alongside declining depth of engagement — raises a question the literature does not fully resolve: whether engagement metrics measure actual news consumption or merely passive exposure.

Research identifies several content features associated with stronger performance. Videos under 90 seconds outperform longer formats, with the first 30 seconds critical for retention (Mahdi & Priatna, 2025). Episodic framing that foregrounds personal narratives increases engagement more effectively than abstract or policy-focused coverage (Ren, 2024); image processing and caption style, by contrast, showed no significant effect (You et al., 2022), suggesting that narrative quality matters more than technical production. Platform affordances also shape news encounters: TikTok facilitates accidental discovery through algorithmic feeds, while Instagram supports more deliberate consumption (Hendrickx, 2024). U.S. users described TikTok primarily as a starting point — a platform where they noticed a topic before seeking fuller information elsewhere (Cheng et al., 2025). This gateway function is among the more empirically consistent findings in the reviewed literature.

A recurring concern is the low rate of information verification. Only 25% of respondents in two separate studies reported regularly cross-checking news content from short-form video against other sources (Shahzad et al., 2025; Trang et al., 2025). Chinese adolescents aged 13–18 applied verification strategies that placed greater weight on emotional resonance and peer validation than on source credibility (Lei et al., 2024). Media literacy partially moderates this pattern: higher literacy predicted more diverse media use and stronger critical engagement in a Chinese sample (Yu et al., 2025). None of the reviewed studies, however, tested an intervention designed to improve

verification — a gap with clear implications for media education.

A critical observation from reading across this literature is the degree to which it reflects the research priorities and internet infrastructure of a specific set of countries. The reviewed studies cluster in East and Southeast Asia — particularly China, Indonesia, and Vietnam — alongside a smaller cluster of European cases (Spain, Belgium, Romania, Switzerland) and isolated single-country studies from India, Turkey, Peru, Pakistan, and the United States. Africa is entirely absent; the Middle East, Central Asia, and most of Latin America are similarly unrepresented.

This is not a minor sampling issue. The conditions under which Gen Z encounters short-form video news differ substantially across regions. Countries with high smartphone penetration and relatively unconstrained platform access — where most existing studies are set — provide a specific information environment; in contexts with intermittent connectivity, lower digital literacy, or significant state media presence, the dynamics of platform use, trust formation, and verification may operate quite differently. Research on Chinese platforms is a particular case: Douyin operates under state content moderation that differs structurally from TikTok's implementation elsewhere, yet findings from Douyin studies are sometimes cited alongside global TikTok research as if the platforms were equivalent (Lei et al., 2024).

The literature reviewed here establishes that short-form video journalism demonstrably engages Gen Z audiences in the contexts where it has been studied; high engagement, strong format preferences, and the gateway function are consistent findings across methodologically diverse studies. The low verification rates documented across multiple countries point to a real tension between increased news exposure and the depth of critical engagement informed consumption requires. The more fundamental limitation is geographic: current knowledge about short-form video journalism and Gen Z is knowledge about a specific subset of the world. Extending research to underrepresented regions — particularly sub-Saharan Africa, the Middle East, and Central and South Asia — would not only fill empirical gaps but might reveal that the relationship between platform design, news engagement, and verification behaviour is more context-dependent than the existing literature suggests.

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## MEDIA KONTENT YARATISHDA SUN'IIY INTELLEKT VA NEYRON TARMOQ IMKONIYATLARI TAHLILI

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**Annotatsiya:** Maqolada XXI asr texnologik taraqqiyotining asosi bo'lgan sun'iy intellekt (SI) va neyron tarmoqlarning nazariy asoslari, rivojlanish tarixi hamda media kontent yaratishdagi amaliy ahamiyati tahlil qilinadi. Tushunchalar qiyoslanib, yetakchi media tashkilotlarida ularning qo'llanishi va generativ modellar bilan bog'liq feyk kontent muammolari ko'rib chiqilgan.

**Kalit so'zlar:** sun'iy intellekt, neyron tarmoq, algoritmlar, deep learning, media sanoati, avtomatlashtirilgan kontent, generativ modellar.

XXI asr insoniyatning axborot kommunikatsiyasiga bo'lgan uzluksiz ta'minotini kengaytiruvchi ixtirolar asridir. Texnik inqiloblarning mantiqiy davomi bo'lgan sun'iy intellekt va neyron tarmoq ma'lumotlar distributsiya ko'prigi hisoblanadi. Sun'iy intellekt va neyron tarmoq atamaları ko'p hollarda bir-birining o'rnida almashtirib ishlatilsa-da, ular orasida muhim funksional farqlar mavjud: sun'iy intellekt qaror qabul qilish, kreativ yechimlar berish, tarjima, tahrir, montaj va fotosurat yaratish kabi vazifalarni amalga oshirsa, neyron tarmoqlar SI algoritmining bir qismi sifatida murakkab ma'lumotlarni modellashtirish va yangi prognozlar taklif qilish bilan shug'ullanadi. Neyron tarmoq inson miyasi faoliyatiga taqlid sifatida o'ylab topilgan bo'lib, unda tabiiy ish prinsipi va kognitiv xususiyatlar ma'lum bir jarayonni prognozlashtirish va strategiya ishlab chiqish uchun amalga oshiriladi; bitta tarmoqqa ulangan protsessorlar o'zaro signal almashish orqali umumiy axborot qobig'ini hosil qilib ishlaydi.

Neyron tarmoqlarining nazariy asoslari 1943-yili Illinoys universiteti nevrologi Uorren Makkaloch va Chikago universiteti matematigi Uolter Pits hamda kibernetik olim Norbert Vinner tomonidan ishlab chiqilgan: McCulloch va Pittsning "Asab faoliyatiga xos bo'lgan g'oyalarning mantiqiy hisobi" nomli asari (McCulloch & Pitts, 1943) g'oyalar va neyron faoliyatining mantiqiy modelini taqdim etgan fundamental risola bo'ldi. 1948-yilda N. Vinningning kibernetika asari murakkab biologik jarayonlarni matematik modellar bilan ifodalashga, 1949-yilda D. Xebb birinchi o'rganish algoritmini taklif qilishga, 1950-yilda F. Rozenblat persepronlar mexanizmiga, 1960-yilda Bernard Vidrou delta qoidasi asosidagi formulasiga asos solgan. 1972-yilda Tyu Koxonnen mustaqil xotira vazifasini bajaruvchi neyronlar tarkibini ishlab chiqdi, 1982-yilda mukammallashtirilgan aloqa neyron tarmog'i kam energiya sarflab ma'lumotlarni klasterlash imkonini berdi, 2007–2008-yillarda Toronto universitetidagi chuqur algoritmlar prototipi (deep learning) neyronlarni tezroq ishlashga va ko'proq ma'lumotlarni qabul qilishga o'rgatdi (Neyron seti, n.d.).

Bugungi kunda sun'iy intellekt va neyron tarmog'i onlayn media tarkibida avtomatlashgan hi-tech jurnalistika faoliyatida hamohang ish olib bormoqda. SI kompyuter va serverlarda ishlovchi dasturiy ta'minot bo'lib, telefonlar, avtomobillar va maishiy texnikaning ichki sistemasiga chip sifatida o'rnatiladi, tibbiyot, moliya, ishlab chiqarish, transport va axborot kommunikatsiyasi sohalariga integratsiya qilinib, avtomatlashtirilgan mahsulot va xizmatlar sifatini oshiradi (Dörr, 2016). Neyronlar esa SInning kichik tarkibiy to'plami bo'lib, inson miyasining tuzilishi va ishlash prinsiplarini modellashtiradi. Yirik media tashkilotlari ushbu texnologiyalarni turli yo'nalishlarda qo'llamoqda: The New York Times va The Washington Post yangiliklarni tahlil qilish, mediametrik o'lchov birliklari asosida auditoriyani o'rganish va feyk axborotlarni aniqlashda; The Guardian avtomatik kontent yaratish va axborot botlari uchun; BBC media axborotni tizimlash va monitoring xizmatida; Netflix, Amazon Prime Video, YouTube va Spotify foydalanuvchi qiziqishlariga mos shaxsiylashtirilgan tavsiyalar berishda; Google, Yandex va Yahoo katta hajmdagi ma'lumotlarni tahlil qilish, virtual yordamchilar ishlab chiqish va avtomatik tasniflashda; Facebook va Twitter reklama optimizatsiyasi, kontent moderatsiyasi va ijtimoiy xavflarni aniqlashda foydalanadi (Caswell, 2018; Ford & Hutchinson, 2021).

Bugungi kunda neyron tarmoqlardan har xil turdagi kontent yaratish vositasi sifatida foydalanish tobora ommalashib bormoqda — ular matnlar, tasvirlar, musiqa va vizual kontent yaratish uchun qo'llanilmoqda. Iste'mol qilinayotgan kontentlarning katta qismini vizual manbalar tashkil qilmoqda, va bu zarurat TikTok, YouTube Shorts va Instagram Reels kabi platformalar

misolida yaqqol namoyon bo‘ladi. Generativ modellar orasida OpenAI tomonidan ishlab chiqilgan ChatGPT (Generative Pre-trained Transformer) alohida o‘rin egallaydi: tabiiy tillardagi so‘rovlarni qo‘llab-quvvatlovchi suhbat rejimida ishlovchi tizim 90 ta tilda matn yaratishi, savollarga javob berishi, tasvir va ta’riflar hosil qilishga qodir; foydalanuvchining suhbat tarixi va savol-javoblarini eslab qoladi va kuzatib boradi.

Shu bilan birga, feyk video va sintetik tasvir yaratishda qo‘llanilayotgan SI texnologiyalari katta rezonans va salbiy munosabatlarga sabab bo‘lmoqda. Masalan, Nyu-York ko‘chalarini kezayotgan Rim Papasining oq paxta paltodagi tasviri Midjourney neyron tarmog‘i orqali yaratilgan edi (Meduza, 2023), AQSh prezidenti Donald Tramp politsiya tomonidan kuch ishlatilib olib ketilayotgani aks etgan tasvir ham SI yordamida hosil qilingan sintetik kontent edi (Neuron.expert, 2023). Bunday hodisalar media sanoatida feyk kontent va sintetik media muammolari media etikasi va axborot xavfsizligi nuqtai nazaridan alohida e’tiborni talab etayotganini ko‘rsatadi.

Xulosa o‘rnida aytish mumkinki, sun’iy intellekt va neyron texnologiyalar media sohasida ko‘plab jarayonlarni avtomatlashtirish va tahlil qilishda faol integratsiya qilinmoqda — ma’lumotlarni aniq auditoriyaga yo‘naltirish, qiziqishga mos tavsiyalar berish va kontent ishlab chiqarishni avtomatlashtirishda muhim vosita sifatida namoyon bo‘lmoqda. Ushbu texnologiyalar jurnalistik mehnatni tezlashtirish, katta hajmdagi ma’lumotlarni qayta ishlash va auditoriya bilan shaxsiylashtirilgan muloqotni yo‘lga qo‘yish imkoniyatlarini kengaytirgani holda, professional jurnalistdan ma’suliyatli foydalanish, manbalarni tekshirish va etik mezonlarga rioya qilishni talab etadi. Generativ modellar orqali yuzaga kelayotgan feyk kontent va sintetik media muammolari media etikasi va axborot xavfsizligi nuqtai nazaridan alohida e’tiborni talab etadi, va shu sababli zamonaviy axborot makonida SI hamda neyron tarmoq imkoniyatlarini muvozanatli, tanqidiy va etik asosda qo‘llash yo‘nalishini ishlab chiqish dolzarb ilmiy-amaliy vazifa hisoblanadi.

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## ANALYSIS OF ARTIFICIAL INTELLIGENCE AND NEURAL NETWORK CAPABILITIES IN MEDIA CONTENT CREATION

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**Abstract:** The article analyses the theoretical foundations, historical evolution and practical applications of artificial intelligence (AI) and neural networks in media content creation. It clarifies the functional distinction between AI as a decision-making system and neural networks as the underlying algorithmic architecture, and examines how global media organisations integrate these technologies alongside ethical challenges of synthetic media and generative content.

**Keywords:** artificial intelligence, neural networks, algorithms, deep learning, media industry, automated content, generative AI.

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## HARBIY JURNALISTIKADA SUN'IY INTELLEKT

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**Annotatsiya:** Axborotlashgan jamiyatda OAVning auditoriya ongiga ta'siri keskinlashmoqda. Maqolada sun'iy intellektning harbiy jurnalistikadagi imkoniyatlari tahlil qilinadi: urush hududidan axborot yig'ish, tahlil va tarjima, shuningdek janr xususiyatlarini hisobga olgan holda jurnalist o'rnini qisman almashtirish. Mas'uliyat, xavfsizlik va etika talablari buzilganda yuzaga keladigan manipulyatsiya xavflari ko'rsatib o'tilgan.

**Kalit so'zlar:** kommunikatsiya, axborot, sun'iy intellekt, OAV, harbiy jurnalistika, axborot xavfsizligi, manipulyatsiya.

Axborot kommunikatsiya texnologiyalari taraqqiyoti ommaviy axborot vositalari sohasida tub o'zgarishlarga olib keldi. Xususan, sun'iy intellekt ijtimoiy hayotning ko'pgina jabhalarida qo'llanila boshlandi. Sun'iy intellekt tushunchasi 1955-yilda Dartmut universitetida bo'lib o'tgan tadqiqot loyihasi taklifida ilk bor rasmiy ravishda ishlatilgan; loyiha matnida Jon Makkarti va hamkasblari mashinaning o'rganish va aqliy faoliyatga taqlid qilish imkoniyatini muhokama qildilar (McCarthy va boshq., 1955).

O'zbekistonda mazkur soha milliy strategiya doirasida tartibga solinmoqda. "Sun'iy intellekt texnologiyalarini 2030-yilga qadar rivojlantirish strategiyasi" sun'iy intellekt texnologiyalarini ijtimoiy soha va iqtisodiyot tarmoqlarida keng joriy etishni ustuvor maqsad qilib belgilaydi, bu esa ommaviy axborot vositalari sohasiga ham tegishlidir (O'zbekiston Respublikasi Prezidentining qarori, 2024). "O'zA" axborot agentligida sun'iy intellekt yordamida yaratilgan robot-muxbir Sobira Xoldorova ish boshlagani va u yangiliklarni o'zbek, ingliz, rus, fransuz, arab, xitoy, nemis, ispan va qozoq tillarida o'qib berishi haqida xabar qilindi (Kun.uz, 2024). Bu — milliy media bozorida sun'iy intellektni amaliy qo'llashning dastlabki ko'rinishlaridan biri bo'lib, kelgusi kasbiy va huquqiy savollarni dolzarblashtirmoqda.

Ijtimoiy hayotimizga faol kirib kelayotgan mazkur tendentsiya OAV rivojiga qanday ta'sir ko'rsatadi, sun'iy intellektning ommaviy kommunikatsiya jarayoniga integratsiyalashuvida xavfsizlik va etika talablari qanday hal etiladi, ijtimoiy ongga uning salbiy oqibatlari bormi — bu savollarga javoblar bosqichma-bosqich shakllanmoqda. Mols (2020) "The Economist" jurnalining 2019-yil dekabr sonida e'lon qilingan GPT-2 bilan intervyuga e'tibor qaratadi va u yerda sun'iy intellektning o'zi ushbu texnologiyadan mas'uliyat bilan, yordamchi dastur sifatida foydalanish kerakligini ta'kidlaydi. Insonning bilim va ko'nikmalariga taqlid qiluvchi, mustaqil o'rganib, vazifalarni bajaruvchi tizim mas'uliyat mezoni buzilganda hukmron mafkura yoki g'oyaning quroliga aylanib qolish xavfini saqlaydi. Bu xavotir ayniqsa harbiy jurnalistikada kuchayadi, chunki bu yerda noto'g'ri yoki chetlatib tahrirlangan axborot nafaqat auditoriya idrokiga, balki real harbiy va siyosiy qarorlarga ham ta'sir o'tkazishi mumkin.

Muallifning O'zbekistonda yaratilgan sun'iy intellekt-botiga bergan savollari ham shu masalani yoritadi. "Kelajakda jurnalist o'rnini bosa olasanmi?" degan savolga bot "hali ko'p narsani o'rganishga muhtojman, lekin jurnalistlarning ishini yengillashtirishi mumkin" deb javob bergan; "qaysi sohalarida inson omilini kamaytirasani?" degan savolga esa ma'lumotlarni yig'ish va tahlil qilish, takroriy vazifalarni bajarish, mijozlar bilan muloqot, tarjima va matnni tuzatish hamda ilmiy tadqiqotlar ko'rsatilgan. Javobning yakunida sun'iy intellektning o'zi insonning ijodiy, tahliliy va muloqot qobiliyatini almashtirib bo'lmasligini ta'kidlaydi.

Mazkur ro'yxat harbiy jurnalistika nuqtai nazaridan ahamiyatli. Urush hududidan reportaj tayyorlayotgan jurnalist sun'iy intellektdan o'rinli foydalanganda quyidagi natijalarga erishishi mumkin: internet, ijtimoiy tarmoqlar va boshqa manbalardagi nizo bilan bog'liq ulkan hajmdagi ma'lumotlarni yig'ish va tahlil qilish; urush hududidan olingan foto va videolar asosida qo'llanilayotgan qurol-yarog' va texnikani aniqlash; ijtimoiy tarmoqlarda harbiy nizo bilan bog'liq trendlarni topib, auditoriya qiziqishlarini hisobga olgan holda yangiliklar tayyorlash; tarjima algoritmlari yordamida mahalliy aholi bilan samarali muloqotga kirishish. Bunday vazifalar an'anaviy jurnalistikaning tezligi va qamrovini sezilarli darajada oshiradi, ayniqsa kuchli tahririyat resurslari yetishmaydigan sharoitlarda.

Jurnalistika sohasida mustaqil matn tuzuvchi Wordsmith, News Tracer, Rosie kabi sun'iy intellekt tizimlari amalda faoliyat ko'rsatmoqda. Biroq bu texnologiya jurnalistning o'rnini bosishi

yoki to'la almashtirishi har bir OAVning qaysi janrda axborot uzatishiga ham bog'liq. Sport jurnalistikasida, masalan, futbol reportajida sharhlovchi o'rnini sun'iy intellekt qisman egallashi mumkin; biroq intervyu, jurnalistik surishtiruv kabi janrlarda u inson o'rnini bosa olmaydi (Ayapova, 2021). Harbiy jurnalistikaning o'ziga xosligi shundaki, undagi materiallar nafaqat axborot, balki strategik ta'sir vositasi sifatida ham qabul qilinadi; shu sababli avtomatlashgan tahlil va matn yaratish jarayonlarining shaffofligi, manbalarni qayta tekshirish va kontekstni anglash mexanizmlari alohida ahamiyat kasb etadi. Sun'iy intellektni ommaviy kommunikatsiya vositasi sifatida qo'llashning xavflarini amerikalik harbiy tahlilchi Thomas (1996) tahdid menejeri sifatida quyidagicha tasniflaydi: axborot texnologiyalarining barcha mamlakatlar uchun xavf tug'dirishi; qarshi kurashish uchun xalqaro jamiyat tomonidan ma'qullangan qonuniy mexanizmlar yetishmasligi; idrok, hissiyot va manfaatlarni manipulyatsiya qilishning yangi usullari paydo bo'lishi; katta hajmdagi axborotga ekstremistik aktorlar ham kira olishi.

Axborotlashgan jamiyatda OAVning ijtimoiy ongni manipulyatsiya qilish uchun axborot orqali auditoriyaning ongi, tafakkuri, idroki va hissiyotiga ta'siri yaqqol sezilmoqda. Sun'iy intellektdan foydalanishda mas'uliyat yo'qolsa, xavfsizlik va etika talablari buzilsa, ongni manipulyatsiya qilishning kutilmagan jihatlari yuzaga kelishi mumkin. Bunday jarayonlar ma'lum darajada kommunikativ inqilobga sabab bo'lib, "to'rtinchi hokimiyat" sifatida e'tirof etilgan OAVning mavqei va rolini o'zgartirmoqda: oddiy axborot ta'siridan retsipient xulqini nazorat qilish darajasigacha ko'tarilayotgan kuch siyosiy kommunikatsiyalarga, jamoat manfaatlarini amalga oshirishga va siyosiy xulq-atvoriga ta'sir o'tkazmoqda. Shu sababli sun'iy intellektni harbiy jurnalistikada qo'llash samaradorligini baholashda texnologik imkoniyatlar bilan bir qatorda axborot xavfsizligi va kasbiy etika talablari markaziy o'rin egallashi kerak. Kelgusi tadqiqotlar tahririyat amaliyotida sun'iy intellektni qo'llash chegaralari, manbalarni tekshirish protokollari va harbiy kontentni avtomatik filtrlash mexanizmlarini ishlab chiqishga qaratilishi maqsadga muvofiq.

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## ARTIFICIAL INTELLIGENCE IN MILITARY JOURNALISM

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**Abstract:** The article analyses the use of artificial intelligence in military journalism: gathering information from war zones, analysing visual and textual sources, translation, and partial substitution of journalistic functions across genres. It also outlines the manipulation risks that emerge when responsibility, security and ethical requirements are violated.

**Keywords:** communication, information, artificial intelligence, mass media, military journalism, information security, manipulation.

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## ONLAYN MEDIADA SPORT SAYTLARINING AUDITORIYAGA TA'SIRI

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**Annotatsiya:** Maqolada onlayn jurnalistikada sport yo'nalishidagi saytlarning auditoriyaga ta'siri tahlil qilinadi. Sport saytlarining turlari, kontent formatlari, multimedia imkoniyatlari, jonli translyatsiyalar va interaktiv tahlillarning auditoriya bilan munosabatlarini shakllantirishdagi o'rni yoritiladi. Xorijiy va o'zbek sport saytlari tajribasi qiyosiy tarzda ko'rib chiqilib, interaktivlik tamoyilining hozirgi sport jurnalistikasidagi ahamiyati ta'kidlanadi.

**Kalit so'zlar:** onlayn media, sport saytlari, kontent, multimedia, interaktivlik, jonli translyatsiya, sport jurnalistikasi.

An'anaviy ommaviy axborot vositalari negizida paydo bo'lib rivojlangan sport jurnalistikasi bugungi kunda raqamli media formatlar orqali keng tarqalmoqda va zamonaviy texnologiyalar bilan uyg'unlashgan holda taraqqiy etmoqda. Ana shunday sharoitda yangi tipdagi auditoriya bilan aloqani ushlab turish muhim ahamiyat kasb etadi va bunda ijtimoiy tarmoqlarning roli beqiyos (Kennedy & Hills, 2009).

Sport saytlari auditoriyaga katta ta'sir o'tkazadi, ularning turlarga bo'linishi auditoriya bilan ishlash uslublarini ham belgilab beradi: ba'zi saytlar umumiy yangiliklar bilan shug'ullanadi, boshqalari esa chuqur tahliliy maqolalar, intervyular, statistik tahlillar va prognozlar orqali sport voqealarining tafsilotlarini yoritadi (Qosimova, 2019). Xorijiy sport saytlari faoliyatini quyidagi turlarga ajratish mumkin: yangilik saytlari — Sky Sports, ESPN kabi saytlar dunyo miqyosidagi sport yangiliklarini keng va tezkor yoritadi; tahliliy va statistik platformalar — WhoScored, Opta, SofaScore kabi saytlar murakkab statistika va tahliliy ma'lumotlar bilan auditoriyani ta'minlaydi; ijtimoiy tarmoqlardagi sport kontenti — Twitter, Instagram, TikTok va YouTube kabi platformalar sport jurnalistikasining yangi shakllarini ommalashtirishga xizmat qiladi.

Bugungi kunda sport jurnalistikasi, axborot uzatish vositalari, janr va formatlari texnologik taraqqiyot ta'sirida kuchli transformatsiyaga uchramoqda: onlayn mediada faqat matnli axborot uzatish o'zini oqlamaydi, balki video, audio va infografikalar orqali keng auditoriyani qamrab olishga e'tibor qaratilmoqda (Nurutdinova, 2021). Sport sharhlovchilarining podkastlari, YouTube kanallarida taqdim etilayotgan tahliliy dasturlar va jonli efirlar orqali sport yangiliklariga bo'lgan qiziqish tobora ortib bormoqda, va sport jurnalistikasida tezkorlik, ishonchlik va tahliliy yondashuv muhim ahamiyat kasb etadi: bu yo'nalish muxlislarga nafaqat natijalar, balki o'yin strategiyalari va sportchilarning hayoti haqida ham ma'lumot beradi.

Raqamli sport jurnalistikasi quyidagi asosiy janr va formatlarni o'z ichiga oladi: matnli kontent — maqolalar, intervyular, tahlillar, blog postlari; multimediaviy kontent — foto va video reportajlar, longridlar; jonli translyatsiyalar — musobaqalar va matbuot anjumanlarining to'g'ridan-to'g'ri yoritilishi; interaktiv tahlillar — infografikalar, statistik tahlillar va virtual sport sharhlari. Matnli kontent hozirgi kunda ham sport saytlarining asosiy kontenti hisoblanadi: sport saytlari asosan yangilik, xabarlar, maqolalar, intervyularni matn shaklida yuklab, qo'shimcha postlar e'lon qilishda Facebook, Telegram, YouTube va X (sobiq Twitter) kabi ijtimoiy tarmoqlardan keng foydalanadi. Bundan tashqari, bloger va insayder jurnalistlar ham ijtimoiy tarmoqlarga (asosan Telegram va X) matnli kontent joylab borishadi — bu usul tezkorlikni ta'minlashning eng oson va qulay usulidir; O'zbekistonda asosan Telegram ommalashgan bo'lsa-da, jahonda X (Twitter) juda mashhur hisoblanadi, va o'zbek sayt va blogerlar xorijiy sport yangiliklarini asosan ushbu ijtimoiy tarmoqdagi tvitlardan oladi.

Multimedia bir vaqtning o'zida bir nechta axborot turini — matn, grafika, ovoz, video, animatsiya va interaktiv elementlarni — o'z ichiga olgan texnologiya yoki kontent formati bo'lib, foydalanuvchilar bilan dinamik muloqot qilish imkoniyatini yaratadi va turli platformalarda, jumladan kompyuter dasturlari, veb-saytlar, mobil ilovalar hamda interaktiv ta'lim vositalarida keng qo'llaniladi (Nurutdinova, 2021). Sport saytlarida asosan rasm va matn bo'lsa, turli tarmoqlarda multimedia kontent videodan tortib interaktivlikni ham o'z ichiga oladi. Jonli translyatsiya (live streaming) — real vaqt rejimida video va audio kontentni internet orqali uzatish jarayoni bo'lib, televizion efirlarga o'xshash bo'lsa-da, internet orqali amalga oshirilgani sababli foydalanuvchilar istalgan qurilmadan, istalgan joyda va vaqtda tomosha qilishlari va ko'pincha translyatsiya davomida interaktiv tarzda ishtirok etishlari mumkin. Jonli translyatsiyalarning asosiy afzalliklari

haqiqiy vaqt rejimi, jonli sharhlar va statistikalar, interaktivlik hamda eksklyuziv kontent bilan bog'liq. Shaxsiy kuzatuvlarga ko'ra, O'zbekistonda sport saytlari translyatsiya qilishmaydi: bunga asosiy sabab translyatsiya uchun katta moliya talab qilinishi bilan bog'liq. Sports.uz (n.d.) sayti ijodkorlari 2021-yildan 2023-yilgacha o'z YouTube sahifasida futbol bo'yicha Superliga bahslari, O'zbekiston kubogi o'yinlari, Ayollar chempionati, U16 O'zbekiston chempionati, futzal, boks, MMA va muaytay kabi musobaqalarni translyatsiya qilib kelgan, lekin bu daromad keltirmagani sababli translyatsiyalar to'xtatilgan.

Bugungi kunda raqamli sport jurnalistikasi an'anaviy sport nashrlaridan farqli o'laroq, real vaqt rejimida ishlaydi va auditoriya bilan bevosita muloqot qilish imkoniyatiga ega bo'lib, bu sport saytlarining ommaviyligini oshirishga xizmat qiladi. Interaktiv tahlil — real vaqt rejimida yoki oldindan tayyorlangan ma'lumotlar asosida vizual va dinamik usullar yordamida chuqur tahlil qilish jarayonidir, u foydalanuvchilarga oddiy statistik ma'lumotlarni o'qishdan tashqari, ularni o'zaro taqqoslash, turli ko'rsatkichlar bo'yicha filtrlash va harakatga keltirish imkonini beradi. Chet eldagi sport saytlarida interaktiv tahlillar juda rivojlangan bo'lib, tomoshabinlarning real vaqtda o'yinni chuqurroq tushunishiga xizmat qiladi: ular odatiy statistik ma'lumotlardan tashqari, jamoa va o'yinchilarning harakatlarini, taktik o'zgarishlarni va ehtimoliy natijalarni ham oldindan bashorat qilishi mumkin. Yetakchi platformalar orasida Opta Sports — dunyoning eng yirik sport statistikasi provayderi sifatida BBC, Sky Sports va ESPN kabi media gigantlariga ma'lumot yetkazib beradi; WhoScored (n.d.) jonli statistik ma'lumotlar, issiqlik xaritalari va o'yinchilarning individual reytinglarini taqdim etadi; SofaScore (n.d.) futbol, basketbol va boshqa sport turlarida real vaqt rejimida harakat statistikalarini ko'rsatadi; Understat xG (Expected Goals) tahlillarini grafik va raqamli ko'rinishda ko'rsatadi; Stats Perform esa mashinaviy o'rganish yordamida o'yin davomida avtomatik ravishda tahlillarni yaratadi. O'zbek sport saytlarida chet eldan olingan tahliliy materiallar tarjima qilingan holda berilib boriladi, hozirgi kunda esa ushbu ma'lumotlarni nafaqat jurnalistlar, oddiy muxlislar ham sun'iy intellekt yordamida olib tahlil qila olishlari mumkin.

Xulosa o'rnida aytish mumkinki, zamonaviy sport jurnalistikasida faoliyat yuritayotgan onlayn media vositalari o'z auditoriyasiga ta'sirini saqlab qolishi uchun yangi janrlar va formatlarni o'zlashtirgan holda ijtimoiy tarmoqlardan kengroq foydalanishiga to'g'ri kelmoqda.

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## THE IMPACT OF ONLINE SPORTS WEBSITES ON THE AUDIENCE

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**Abstract:** The article analyses the impact of sports websites on the audience in online journalism. It examines the types of sports websites, content formats, multimedia capabilities, live broadcasts, and the role of interactive analysis in shaping audience relations. A comparative review of foreign and Uzbek sports websites underscores the importance of interactivity in contemporary sports journalism.

**Keywords:** online media, sports websites, content, multimedia, interactivity, live streaming, sports journalism.

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## ZAMONAVIY AXBOROT MAKONIDA MILLIY KONTENT VA GLOBAL YONDASHUV

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**Annotatsiya:** Maqolada zamonaviy axborot makonida milliy kontent va global kontekstlar o‘rtasidagi o‘zaro bog‘liqlik masalasi o‘zbek jurnalistikasi misolida tahlil qilinadi. Milliy kontentning ijtimoiy-madaniy ahamiyati, uning axborot xavfsizligi va madaniy identifikatsiyani shakllantirishdagi roli yoritiladi. UNESCO tomonidan ilgari surilayotgan madaniy xilma-xillik va media-savodxonlik tamoyillari milliy kontentni global kontekstda rivojlantirishning metodologik asosi sifatida baholanadi.

**Kalit so‘zlar:** milliy kontent, global kontekstlar, o‘zbek jurnalistikasi, axborot makoni, madaniy identifikatsiya, globallashuv, media-savodxonlik.

Bugungi globallashuv sharoitida axborot makoni jamiyat hayotining ajralmas qismiga aylanib, jurnalistika faoliyatiga yangi vazifalar yuklamoqda. Internet va raqamli texnologiyalar rivoji natijasida axborot oqimi keskin oshib, milliy va global mazmun o‘rtasidagi munosabatlar murakkablashdi, va ana shunday sharoitda milliy kontentni yaratish, uni global kontekstlar bilan uyg‘unlashtirish hamda zamonaviy axborot makonida samarali taqdim etish dolzarb masalaga aylandi (Widholm & Roosvall, 2024).

Milliy kontent deganda muayyan xalqning tarixiy xotirasi, madaniy merosi, tili, an‘analari va ijtimoiy tajribasini aks ettiruvchi media-mahsulotlar tushuniladi. Milliy kontent jamiyatda o‘zlikni anglash, madaniy uzviylikni saqlash va fuqarolik ongini shakllantirishda muhim rol o‘ynaydi; axborot xavfsizligi nuqtai nazaridan ham u jamiyatni yot g‘oyalar, manipulyativ axborotlar va soxta mafkuralardan himoya qiluvchi muhim vosita hisoblanadi (Crete-Nishihata et al., 2020). Kontent o‘z-o‘zini ifoda etish, tarqatish, marketing va nashr etish uchun nutq, yozuv yoki san‘at turlari kabi vositalar orqali ifodalanishi kerak bo‘lgan axborot vositasi hisoblanib, siyosiy, ma‘naviy-ma‘rifiy, ijtimoiy, ta‘limga oid yoki ko‘ngilochar mavzularda bo‘lishi mumkin; ayniqsa inson ongi va dunyoqarashiga yot g‘oyalar turli axborotlar orqali singdirilayotgan davrda “yumshoq kuch”ni ifoda etuvchi har bir yo‘nalishning o‘z o‘rni bor.

O‘zbek jurnalistikasi tarixan milliy ong va ijtimoiy fikrni shakllantirishda yetakchi o‘rin tutib kelgan, bugungi raqamli davrda esa jurnalistika nafaqat mahalliy voqealarni yoritish, balki ularni global jarayonlar bilan bog‘liq holda talqin qilish vazifasini bajarishi lozim. Zamonaviy auditoriya global axborot makonida faol ishtirok etayotgan bir paytda milliy jurnalistika global kontekstni inkor etmasdan, milliy qadriyatlar asosida qayta talqin etilgan kontentni taqdim etishi zarur. Ushbu vazifaning amaliy yo‘nalishlaridan biri — ta‘lim va o‘zbek tili milliy kontentini rivojlantirish. “Dunyo” axborot agentligi ma‘lumotlariga ko‘ra, butun dunyo bo‘ylab o‘zbek tilida so‘zlashuvchilar soni 60 milliondan oshadi va hozir xorijiy davlatlardagi 50 dan ortiq o‘quv yurtida o‘zbek tili o‘rgatilmoqda; oliy ta‘lim muassasalarida “O‘zbek tili stipendiyasi”ni ta‘sis etish, shuningdek strategik hamkor davlatlarning oliy ta‘lim muassasalarida o‘zbekologiya fakultetlarini ochish o‘zbek tili, madaniyati va tarixi haqidagi xalqaro tasavvurni mustahkamlashga muhim hissa qo‘shishi mumkin.

Internet axborot makoni milliy kontentni keng auditoriyaga, jumladan xalqaro jamoatchilikka yetkazish imkonini bermoqda: onlayn nashrlar, ijtimoiy tarmoqlar va multimedia-platformalar orqali milliy mazmundagi materiallar yangi formatlarda taqdim etilmoqda, biroq raqamli muhitda raqobatning kuchayishi milliy kontentni sifat, mazmun va uslub jihatidan doimiy takomillashtirishni talab etadi. AQSH Federal aloqa komissiyasining sobiq raisi Nyuton Menou “g‘oyalarni amalga oshirish uchun sarflangan 1 dollar mablag‘ bombalar ishlab chiqarish uchun ketgan 100 dollar qiymatiga teng”, deb ta‘kidlaganidek, O‘zbekistonda milliy kontent faoliyatini rivojlantirishga yoki jamoatchilik fikrini muntazam o‘rganishga ixtisoslashgan aqliy markazlar soni hozircha yetarli emas, va shu maqsadda “Milliy kontent” axborot-tahliliy markazini tashkil etish, keyinchalik shunga o‘xshash aqliy markazlar sonini ko‘paytirish yangi g‘oyalar paydo bo‘lishi va soha olimlarining taklif va tashabbuslaridan unumli foydalanish uchun zamin yaratadi.

Global kontekstlar nazariyasi bilim va axborotni faqat mahalliy darajada emas, balki insoniyat miqyosidagi muammolar bilan bog‘lab tushuntirishga yo‘naltirilgan yondashuvdir, unda shaxs va munosabatlar, makon va vaqt, madaniy ifoda, ilmiy-texnik taraqqiyot, globallashuv va barqarorlik,

adolat va taraqqiyot kabi yoʻnalishlar markaziy oʻrin tutadi (IB Mid-Atlantic, n.d.; Toddleapp, n.d.). Milliy kontent va global kontekstlar bir-biriga zid emas, aksincha, oʻzaro toʻldiruvchi tushunchalardir: milliy madaniyat va tarix global jarayonlardan ajralgan holda rivojlana olmaydi, shu bois milliy kontentni global kontekstda yoritish madaniyatlararo muloqotni rivojlantiradi va milliy qadriyatlarining xalqaro maydonda tan olinishiga xizmat qiladi. UNESCO yondashuvida milliy masalalar global muammolarning tarkibiy qismi sifatida talqin qilinib, milliy madaniyatlar qarama-qarshi emas, balki umumiy global madaniy makonni boyituvchi unsur sifatida koʻriladi, va shu bois UNESCO matbuotida global kontekst madaniy xilma-xillik, barqaror rivojlanish va media-savodxonlik bilan uzviy bogʻliq holda yoritiladi.

Milliy kontentni yaratish va tarqatishda jurnalistika bilan bir qatorda PR faoliyati ham muhim ahamiyat kasb etadi: PR strategiyalari orqali milliy gʻoyalar va madaniy qadriyatlar jamoatchilikka izchil yetkazilib, global kontekstlar bilan uygʻunlashgan PR faoliyati global fuqarolik ongini shakllantirishga xizmat qiladi.

Xulosa oʻrnida taʼkidlash joizki, globallashuv va raqamli texnologiyalar jadal rivojlanayotgan bugungi axborot makonida milliy kontent masalasi nafaqat madaniy, balki strategik ahamiyatga ega omil sifatida namoyon boʻlmoqda: u milliy oʻzlikni anglash, fuqarolik ongini shakllantirish, ijtimoiy barqarorlikni taʼminlash hamda axborot xavfsizligini mustahkamlash vazifalarini bajaradi. Zamonaviy oʻzbek jurnalistikasi oldida turgan asosiy vazifa milliy qadriyatlarni asrab-avaylagan holda global axborot makoniga moslashish va unda munosib oʻrin egallashdan iboratdir; milliy kontentni global kontekstlar bilan uygʻun holda yoritish jurnalistik materiallarning mazmuniy chuqurligini oshiradi va ularni insoniyat miqyosidagi dolzarb masalalar bilan bogʻlash imkonini beradi. Aynan shunday yondashuv milliy madaniyat va tarixni xalqaro maydonda samarali targʻib etish, madaniyatlararo muloqotni rivojlantirish hamda milliy qadriyatlarining jahon miqyosida tan olinishiga erishish uchun muhim metodologik asos boʻlib xizmat qiladi.

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## NATIONAL CONTENT AND GLOBAL APPROACHES IN THE MODERN INFORMATION SPACE

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**Abstract:** The article analyses the relationship between national content and global contexts in the modern information environment, using Uzbek journalism as a case study. It highlights the socio-cultural significance of national content and its role in ensuring information security and shaping cultural identity. Drawing on UNESCO’s principles of cultural diversity and media literacy, the study outlines the methodological foundations for developing national content within a global context.

**Keywords:** national content, global contexts, Uzbek journalism, information space, cultural identity, globalisation, media literacy.

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## ОСОБЕННОСТИ ЦИФРОВОЙ ТРАНСФОРМАЦИИ СОВРЕМЕННОГО ТЕЛЕВЕЩАНИЯ

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**Аннотация:** Работа посвящена цифровой трансформации современного телевидения. Анализируются ключевые цифровые технологии — мобильные, облачные, виртуальной и дополненной реальности, искусственного интеллекта — и их влияние на способы создания и доставки телеконтента, бизнес-модели и эфирные форматы. Определяются проблемные зоны цифровизации и тенденции дальнейшего развития телеиндустрии.

**Ключевые слова:** телеиндустрия, вещание, трансформация, инновации, цифровые технологии, контент, мобильное ТВ

Современное телевидение немыслимо без цифровых технологий. Они вошли в каждую его сферу — эфир, кабель, онлайн — и перемены её до неузнаваемости. Появились новые типы передач и форматы, шире стал сам спектр того, что телевидение умеет, выросло качество — и контента, и картинки. Пришли ТВ высокой и ультравысокой чёткости, трёхмерное (3D) телевидение, гибридные телесистемы. А с ними — целый набор новых свойств: мультиэкранность, многоформатность, трансляция на любых платформах, интерактивность, чистое изображение, объёмный звук. Так в чём же проявляется специфика телевидения, когда за дело берутся цифровые технологии? Это и хочется понять.

Методологическую основу исследования составили работы отечественных и зарубежных учёных в области цифровой трансформации массмедиа — Муратовой (2022), Нурудиновой (2025), Муллаевой (2021), Хасанова (2017), Варгановой (2024), Амзина (2016), Осмаева и Чекуева (2022), Фоминой (2022), Полуэхтовой (2023), Тыщечкой (2023), Темникова (2023) и других. Применялись сравнительно-сопоставительный и логический методы, анализ и синтез, контент-анализ.

Что вообще понимают под «цифровой трансформацией»? Это «отражение всепроникающего характера изменений, вызванных повсеместным использованием цифровых технологий в организации» (Chaniyas & Hess, 2016). А ключевыми её аспектами называют «инструменты, эффекты, направление и характер изменений» (Темников, 2023). В медиа цифровизация перекроила всю систему телевидения. Журналистам она заметно облегчила жизнь: на тексты передач — написать, отредактировать — уходит куда меньше времени, да и готовый продукт доходит до зрителя быстрее. Изменилась и логика доставки контента. Теперь он идёт к зрителю двумя путями — через привычный эфир и через цифровые медиаресурсы: интернет-платформы, аудиовизуальные сервисы, видеохостинги, мобильные приложения, соцсети. Расширился и творческий арсенал: новые программы для производства аудио и видео, нейросети — всё чаще — для обработки фактуры.

В ходе цифровой трансформации появились новые мультимедийные и конвергентные форматы телепроектов. Понемногу развивается и мобильное телевидение. Что оно даёт? Корреспондент передаёт сюжет с места событий вживую, зритель снимает и пускает в эфир своё видео, а 5G делает онлайн-трансляции качественнее. У нас мобильными технологиями активно пользуются «O‘zbekiston 24» и «UzREPORT TV» — взять хотя бы передачи «Navbatchilik qismi» и «No comment». Любопытно, что больше всего абонентов мобильного ТВ притягивают, судя по маркетинговым исследованиям, футбольные обзоры, новости — общие и спортивные, — мультфильмы и реалити-шоу (Бабин, 2007).

Облачные технологии работают на производство аудиовизуального продукта сразу на нескольких этапах: снижают риск потерять готовый контент, берут на себя часть обработки видео. Скажем, транскодирование — оно принимает видео любого формата и переводит его в онлайн-формат. Качество при этом растёт, а передавать информацию выходит дешевле; всё это давно работает в прямых трансляциях и на стриминге. Есть и ещё одно: облако расширяет персонализацию, подсказывает, что нравится аудитории, и даёт «просматривать контент в различных режимах: линейное вещание, «видео-по-запросу» (video-on-demand) или «отложенный просмотр» (catch up)» (Фомина, 2022). На наш взгляд, отсюда и зрительская лояльность.

Искусственный интеллект в телевидении — уже не диковинка, а обыденность. В эфир выходят дикторы-роботы. Нейросети совершенствуют запись, обработку, доставку информации; помогают придумывать контент и заранее оценивать, найдёт ли он отклик у зрителя; правят текст, чистят звук, переводят трансляции синхронно. И чем шире применяют ИИ, тем легче традиционному контенту «врастать» в онлайн: жанры перерождаются в мультимедийной среде, набирают силу подкасты, видеоподкасты, музыкальный стриминг.

Активно входят в дело и технологии виртуальной и дополненной реальности (VR и AR). Это уже не просто техническая новинка — это прорыв для всей креативной индустрии. Сначала VR и AR обкатывали на новостях (первым был телеканал Russia Today), а теперь их встретишь в развлекательных шоу («Шоумаскагон», «Аватар», «Фантастика»), в трэвел-проектах, в рекламе. Показателен документальный фильм о Донцке, снятый RT с этими технологиями: оказалось, что сила VR и AR даже не в том, что можно «перенестись» в пространство, а в той невероятной вовлечённости зрителя, в почти физическом «эффекте присутствия».

Своё берут и видеохостинги — сервисы, где видео размещают, хранят, смотрят и продвигают (Новикова, 2013). На вершине по-прежнему YouTube; в России подтягивается его аналог RuTube. С приходом онлайн-ТВ вещателем может стать кто угодно: освоил монтаж — снимай, режь, выкладывай на доступную площадку. А если вспомнить, насколько всеохватно интернет-телевидение и насколько безграничен его охват, становится ясно, какие двери всё это открывает перед сегодняшним зрителем.

Но за плюсами тянутся и трудности. Онлайн-платформы перенасыщены информацией; кругом фейки и неотфильтрованные данные; хромает цифровая грамотность — и у вещателей, и у пользователей; никуда не делись цифровое мошенничество и нарушения авторских и смежных прав на видео. И всё-таки говорить, будто традиционные СМИ полностью сменили и способы производства, и саму логику работы, рано. Точнее иначе: телевидение не переломилось, а видоизменилось — обновило подходы, методы, практику.

Телевидение — самая рентабельная и креативная отрасль массмедиа — ощутило на себе всю силу цифровизации и вобрало всё, что принесли технологические инновации. Изменилась сама его природа: оно стало многоканальным, многоформатным, высокотехнологичным, мультязычным. Изменилась экономика — появились новые бизнес-модели. Изменился и зритель: он больше не просто смотрит, а сразу оценивает, комментирует, снимает своё. И это, заметим, только начало. Впереди — телеструктуры принципиально иного устройства, новые технологии, переплавка отдельных свойств и функций телевидения под цифровую среду.

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## FEATURES OF THE DIGITAL TRANSFORMATION OF MODERN TELEVISION BROADCASTING

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**Abstract:** The article examines the digital transformation of contemporary television broadcasting. It analyses key digital technologies — mobile, cloud, virtual and augmented reality, and artificial intelligence — and their impact on content production, delivery, business models and broadcast formats; problem areas and trends of further digitalisation of the industry are identified.

**Keywords:** television industry, broadcasting, transformation, innovation, digital technologies, content, mobile TV.

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## МЕЖДУ МЕДИАСКАНДАЛОМ И МЕДИАХАЙПОМ: ДИНАМИКА ПУБЛИЧНОГО ВНИМАНИЯ В ЦИФРОВОЙ СРЕДЕ НА ПРИМЕРЕ КЕЙС-АНАЛИЗА WIZZ AIR

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**Аннотация:** В тезисе анализируется трансформация локального медиаскандала в условиях платформенной медиасреды на примере кейса Wizz Air. Показано формирование гибридной динамики публичного внимания, сочетающей признаки медиаскандала и медиахайпа. Рассматривается роль алгоритмического распределения контента и практик журналистского освещения в институционализации данного сюжета как медиасобытия.

**Ключевые слова:** медиаскандал, медиахайп, цифровые платформы, экономика внимания, алгоритмы рекомендаций, публичная повестка

Цифровые платформы существенно изменили динамику публичного внимания. Сегодня значимость событий всё чаще определяется не только редакционными критериями, но и логикой распространения контента — метриками вовлечённости, рекомендациями и межплатформенной циркуляцией. В исследованиях медиахайпа П. Вастермана описан механизм «самоподдерживающихся новостных волн» (self-reinforcing news waves), при котором медийное освещение способно самоподдерживаться и расширяться за счёт репликации и самореферентности, смещая фокус с исходного события на его медийное присутствие (Vasterman, 2005). Развивая эти подходы, А. Бойдстун, Э. Харди и С. Вальграв предлагают различать «медийные штормы» и «нормальные» режимы внимания, показывая, что волнообразная концентрация внимания не всегда обусловлена появлением новых фактов (Boydston et al., 2014). В условиях платформенной медиасреды данные процессы дополнительно усложняются алгоритмическим распределением контента: как подчёркивает З. Туфекчи, вычислительные системы способны порождать новые типы общественных эффектов и рисков, не сводимые к отдельным медиаорганизациям (Tufekci, 2015). Т. Пель обращает внимание на необходимость анализа инфраструктур платформ и их влияния на формирование публичности в эпоху искусственного интеллекта (Poell, 2025), а на фоне усиливающейся конкуренции за внимание на цифровых платформах (Meyer et al., 2024) становится особенно важным уточнение границ между близкими феноменами — медиаскандалом, медиахайпом и более широкими формами публичного резонанса. Целью настоящего тезиса является анализ динамики публичного внимания на примере кейса Wizz Air как пограничной формы между медиаскандалом и медиахайпом и демонстрация того, какие элементы классической модели медиахайпа воспроизводятся в платформенной среде, а какие остаются ограниченными.

В рамках исследования применялся метод качественного кейс-анализа. Эмпирическую базу составили публикации онлайн-СМИ Узбекистана и международных новостных ресурсов, материалы социальных сетей, а также медиатексты, связанные с появлением музыкальной композиции, созданной на основе рассматриваемого сюжета (Kun.uz, 2025; Podrobno.uz, 2025; UzDaily, 2025). Аналитическая рамка опирается на концепцию медиахайпа П. Вастермана (Vasterman, 2005), модель «медийных штормов» А. Бойдстун, Э. Харди и С. Вальгрова (Boydston et al., 2014), а также подходы к изучению алгоритмического распределения внимания, предложенные З. Туфекчи (Tufekci, 2015). Для оценки динамики публичного внимания использовались такие критерии, как наличие триггер-события, интенсивность и временная концентрация медиапубликаций, степень межмедийной репликации, появление вторичных инфоповодов, а также смещение фокуса обсуждения с фактической стороны события на его медийную интерпретацию.

Анализ материалов показывает, что история с авиакомпанией Wizz Air разворачивалась как поэтапно расширяющийся медиасюжет в цифровом информационном пространстве. Стартовой точкой стал частный инцидент, связанный с отказом в посадке на рейс гражданин Узбекистана по причине его гражданства, получивший первоначальное освещение в социальных сетях и национальных онлайн-СМИ (Kun.uz, 2025); на раннем этапе публикации носили преимущественно правозащитный и юридический характер. Дальнейшее развитие сюжета происходило за счёт новых информационных поводов о судебных разбирательствах,

переговорах о компенсации и комментариях представителей авиакомпании (Podrobno.uz, 2025; Kun.uz, 2025). Существенным фактором расширения медиаприсутствия стало появление музыкального трека, посвящённого данной истории, который получил распространение на видеоплатформах и был включён в новостную повестку как самостоятельный медиаповод (UzDaily, 2025; Carroll, 2025). Постепенно внимание в публикациях смещалось с фактических обстоятельств инцидента к его общественному резонансу и символическому значению: сюжет начал функционировать как медиасобытие, поддерживаемое повторяемостью упоминаний и интерпретациями в разных жанрах, при этом масштаб распространения оставался преимущественно региональным и не сопровождался экспоненциальным ростом упоминаний на глобальном уровне.

Полученные результаты позволяют рассматривать кейс Wizz Air как промежуточную форму между медиаскандалом и медиахайпом. С одной стороны, он обладает признаками медиаскандала — конфликтом, моральной оценкой и институциональными последствиями. С другой стороны, в нём проявляются отдельные элементы логики медиахайпа, включая межмедийную репликацию и смещение фокуса обсуждения от события к процессу его медийного воспроизводства. В то же время ключевые характеристики «сильного» медиахайпа — высокая плотность публикаций и самоподдерживающаяся волна внимания — реализуются лишь частично, что позволяет говорить о гибридной динамике публичного внимания, формирующейся в условиях цифровых платформ. Особое значение приобретает роль алгоритмического распределения контента: даже без масштабной вирусности сюжет сохранял заметную видимость в новостных агрегаторах и социальных сетях, в результате чего традиционные медиа оставались включёнными в инфраструктуру алгоритмически организованной публичности и выполняли функцию интерпретации не только событий, но и самой логики их медийного усиления (Ariel & Elishar, 2025).

Проведённый анализ показывает, что кейс Wizz Air не может быть однозначно отнесён ни к классическому медиаскандалу, ни к полноценному медиахайпу: он представляет собой пограничную форму публичной динамики, в которой конфликтное событие получает дополнительную значимость за счёт повторяемости освещения, вторичных инфоповодов и платформенно поддерживаемой видимости, но при этом не достигает уровня самоусиливающейся волны внимания, характерной для «сильных» и явных медиахайпов. Данный пример уточняет границы применимости теории медиахайпа в условиях цифровых платформ и демонстрирует, что современные режимы публичного внимания всё чаще формируются как гибридные конструкции, сочетающие элементы скандализации, алгоритмического усиления и журналистской интерпретации. Для журналистики это означает смещение профессиональных задач от простого отбора событий к объяснению механизмов их медийного распространения и социальной значимости (Livingstone, 2004), а в более широком контексте подобные кейсы указывают на необходимость дальнейших исследований взаимодействия редакционных практик и платформенных инфраструктур в формировании современной публичной повестки.

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## BETWEEN MEDIA SCANDAL AND MEDIA HYPE: THE DYNAMICS OF PUBLIC ATTENTION IN THE DIGITAL ENVIRONMENT (A CASE STUDY OF WIZZ AIR)

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**Abstract:** The paper analyses the transformation of a local media scandal within the platform-based media environment using the Wizz Air case as an example. It demonstrates the emergence of a hybrid dynamic of public attention that combines features of both a media scandal and media hype. Particular attention is paid to the role of algorithmic content distribution and journalistic coverage practices in the institutionalisation of this storyline as a media event.

**Keywords:** media scandal, media hype, digital platforms, attention economy, recommendation algorithms, public agenda.

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