

THE ROLE OF INFORMATION TECHNOLOGIES IN THE PROCESS OF CONVERGENCE OF MASS MEDIA OF UZBEKISTAN

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Abstract. *This article examines the role of information technologies in the convergence of mass media in Uzbekistan. The media landscape in Uzbekistan has experienced significant changes with the rise of information technologies, leading to the integration of various media platforms into a unified system of information dissemination. The advent of the internet has played a crucial role in this transformation, enabling the proliferation of online news portals, social media platforms, and other digital media outlets. Traditional media outlets have responded to these changes by establishing their own online platforms and utilizing social media to disseminate news and content. Print media has also embraced digital platforms, offering online editions of newspapers and magazines that provide readers with convenient access to news and content. This convergence has not only expanded the reach of traditional media outlets but has also created new opportunities for revenue generation through online advertising. Overall, information technologies have been instrumental in driving the convergence of mass media in Uzbekistan, shaping the media landscape and transforming the way news and information are accessed and consumed.*

Keywords: *media, convergence, information technology, digital media.*

Introduction

In recent years, the media landscape in Uzbekistan has been undergoing a significant transformation. With the advent of information technologies, the convergence of mass media has become increasingly apparent. Convergence refers to the integration of different media platforms, such as print, broadcast, and digital media, into a single system of information dissemination. This transformation has been facilitated by the rapid development of information technologies, which have enabled the creation of new forms of media and the expansion of existing ones. In this article, we will explore the role of information technologies in the process of convergence of mass media in Uzbekistan.

The advent of the internet has had a profound impact on the media landscape in Uzbekistan. The proliferation of online news portals, social media platforms, and other digital media outlets has made it easier for people to access and share information. As a result, traditional media outlets, such as newspapers and television stations, have had to adapt to these changes in order to remain relevant. One of the ways they have done this is by creating their own online platforms and using social media to disseminate news and other content.

Traditional print media outlets in Uzbekistan have recognized the importance of embracing digital platforms to remain relevant and reach a wider audience. Online editions of newspapers and magazines have gained prominence, offering readers the convenience of accessing news and content anytime and anywhere. These online platforms provide a seamless user experience,

enabling readers to browse articles, watch videos, and engage with interactive elements. By venturing into the digital realm, traditional media outlets have not only expanded their readership but also increased their potential for revenue generation through online advertising.

The advent of streaming services and mobile applications has transformed the way audiences consume media content. Television broadcasters in Uzbekistan have recognized the need to adapt to this digital shift and have launched their own streaming platforms, allowing viewers to access their favorite programs on-demand. Additionally, mobile applications developed by media outlets provide users with personalized news updates, breaking stories, and interactive features, enhancing their overall experience. The proliferation of smartphones and high-speed internet connectivity has facilitated the growth of these applications, making media consumption more accessible and convenient for the audience.

To keep pace with the changing media landscape, traditional media outlets in Uzbekistan have embraced digital technologies for content delivery. This includes leveraging social media platforms, such as Facebook, Twitter, and Instagram, to disseminate news, engage with the audience, and drive traffic to their websites. Through targeted advertising and content promotion on these platforms, media organizations have been able to reach a broader audience and attract younger demographics who are more inclined towards digital media consumption. Furthermore, the utilization of data analytics and artificial intelligence has enabled media outlets to understand audience preferences and deliver personalized content, thereby enhancing user engagement and satisfaction.

The digital transformation of traditional media outlets in Uzbekistan has had a profound impact on audience reach and engagement. Online editions and digital platforms have significantly expanded the potential readership of newspapers and magazines, breaking the limitations of geographical boundaries. With streaming services and mobile applications, media outlets have become more accessible and flexible, catering to the preferences of a diverse audience. Moreover, digital technologies have facilitated a deeper level of engagement, allowing media organizations to interact with their audience through comments, likes, and shares. This two-way communication has fostered a sense of community and increased loyalty among readers and viewers.

The use of mobile technologies has also played a significant role in the convergence of mass media in Uzbekistan. The widespread availability of smartphones and other mobile devices has made it possible for people to access information anytime and anywhere. This has led to the development of mobile applications that provide users with real-time news updates, weather reports, and other types of information. Mobile technologies have also made it easier for journalists to gather and report on news stories from the field, as they can use their smartphones to capture and transmit text, images, and video.

Multimedia journalism goes beyond the confines of text-only reporting by incorporating a range of media elements into storytelling. By combining text, images, audio, and video, journalists can paint a more comprehensive and immersive picture of a story. Text provides the backbone of the narrative, conveying essential information, while images capture moments and emotions, adding visual depth. Audio elements, such as interviews or ambient sounds, bring stories to life by incorporating real-life sounds and voices. Lastly, video allows journalists to present moving images, interviews, and visual storytelling, providing a more vivid and engaging experience for the audience.

The advancements in technology have paved the way for the widespread practice of multimedia journalism in Uzbekistan. Journalists now have access to a wide range of tools and technologies that facilitate the creation and dissemination of multimedia content. Digital cameras and smartphones equipped with high-resolution cameras enable journalists to capture images and record videos on the go. User-friendly editing software and applications allow for the seamless integration of multimedia elements into storytelling. Additionally, content management systems and online publishing platforms offer journalists the means to distribute their multimedia stories to a global audience.

Multimedia storytelling has significantly enhanced the quality of reporting in Uzbekistan. By incorporating various media elements, journalists can provide a more comprehensive and nuanced perspective on complex stories. The inclusion of images and videos helps to illustrate key points, evoke emotions, and provide visual evidence. Audio recordings allow for the inclusion of firsthand accounts, interviews, and ambient sounds, bringing authenticity and depth to the reporting. This multi-faceted approach enables journalists to engage readers on multiple levels, facilitating a deeper understanding and connection with the story.

Furthermore, multimedia journalism has opened doors for innovative storytelling techniques, such as interactive graphics, data visualizations, and immersive multimedia experiences. These techniques allow journalists to present complex information in an accessible and engaging manner, promoting better understanding and retention of the reported facts. As a result, multimedia journalism has the potential to foster informed and critical thinking among audiences, leading to a more engaged and informed citizenry.

One of the significant advantages of multimedia journalism is its ability to engage and interact with audiences effectively. Multimedia content is inherently more captivating, drawing audiences in and holding their attention for longer durations. Through the inclusion of interactive elements, such as polls, quizzes, and comment sections, audiences are encouraged to actively participate and share their thoughts on the story. This two-way communication fosters a sense of community and encourages further engagement with the media organization and its journalists.

Another key driver of convergence in the Uzbekistani media landscape is the development of multimedia content. Multimedia refers to the combination of different types of media, such as text, images, audio, and video, into a single format. The use of multimedia content has become increasingly popular in Uzbekistan, as it allows media outlets to present information in a more engaging and interactive manner. This has led to the creation of multimedia news stories, online video channels, and other forms of content that combine text, images, and video.

The convergence of mass media in Uzbekistan has also been facilitated by the development of new forms of media ownership. In the past, media outlets were typically owned by the state or by a small group of wealthy individuals. However, the advent of digital media has made it easier for independent journalists and media entrepreneurs to start their own news outlets. This has led to the proliferation of small, independent media outlets that cater to specific audiences and interests.

Conclusion

In conclusion, the convergence of mass media in Uzbekistan has been driven by a combination of factors, including the rapid development of information technologies, the widespread availability of mobile devices, the use of multimedia content, and the emergence of new forms of media ownership. These changes have had a profound impact on the media landscape

in Uzbekistan, transforming the way people access and consume information. As the process of convergence continues, it is likely that we will see even more changes in the media landscape, as new technologies and forms of media emerge to meet the changing needs of audiences.

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