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THE TRANSFORMATION OF THE AUDIENCE INTO A PUBLIC PLATFORM IN JOURNALISM

Submission Date: August 08, 2022, **Accepted Date:** August 15, 2022,

Published Date: August 23, 2022

Crossref doi: <https://doi.org/10.37547/ajsshr/Volume02Issue08-01>

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ABSTRACT

This article is about the opinion of the audience in the journalistic materials published today.

KEYWORDS

Audience, interactivity, society, citizenship.

INTRODUCTION

How is the audience of the media changing in today's information society? It is safe to say that the audience is actively trying to fully demonstrate their individuality as a result of the opportunities provided. Today, for example, only the media, which expresses the wishes and will of the audience, is able to cover itself.

Audience has become a key factor in determining the level of information provided. Media that does not know its fans well and does not take into account its requirements cannot compete in the information market, and there are more and more specialized media outlets that do not adapt to the audience but try

to raise its level. does not care whether he accepts the news material or not. Today's experts have the task of protecting the audience from various information attacks, misinformation. Every member of the audience should be extremely vigilant in the field of information security. can deliver. The movement depends on the conditions under which the information consumer understands what he wants, in which the general level of the audience's worldview is extremely important. It is very convenient for the audience to express themselves in a playful way, sitting at home or without interrupting their work. Voluntary feedback in quizzes or interesting interactive programs does not imply responsibility for completing questionnaires or participating in sociological research. At the same time, the fan does not feel too serious. ladi. The above factors determine how many months of interactive programs are available to engage an audience. It is the authorship of the audience's journalists that distinguishes interactive journalism from others. Interactivity is a feature of the internal needs of journalism. Conversational reports aimed at informing the audience about a particular topic are not directly interactive, but because they are audience-oriented, they incorporate some features of interactive journalism. In the first years of independence, the effectiveness and efficiency of live dialogues began to take root in Uzbekistan. These include the Internet in the late 1990s and the presence of state and non-state radio stations on the airwaves. One of the main criteria

for the formation of civil society in Uzbekistan is the democratization of the media. Thoughts in the human network are focused on reviving feedback. Historically, when the Internet was invented for television, every time there was an idea that these forms of journalism were squeezing others, but the laws of development are the only ones that complement each other and satisfy people's natural need for information. For example, the rapid infinity of Internet information was the basis for understanding the impact of television on the revival of the word radio. Interactive journalism makes people participants in the process of obtaining and disseminating this information. In interactive journalism, a journalistic work based on the first dialogue differs in manolok creativity in that it satisfies the interests of the audience. During the productions, the fact that any segment of the audience can be involved in the live broadcast, which is a privileged status of certain high-ranking officials, ensures the security and democracy of the absence of the first choice. It creates the basis for non-governmental and independent business, creating opportunities for financial self-sufficiency by satisfying the interests of the audience. Getting his attention and engaging the audience in finding solutions to social problems will yield better results than other charitable sociological campaigns. Interactive over-the-air communication is a universal tool for creating electronic versions of entertainment and socio-economic programs for the dissemination of information. Different types of



interactive television are distributed in developed countries on different full or subscription basis. However, as a result of development, these technical capabilities are likely to improve and become cheaper, but there are some problems in the use of interactive thinking by the general public. First of all, as mentioned above, its value and novelty. Another major problem is the level of readiness of the population and artists for this process.

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