

# Strengthening Population Health, The Place And Role Of Journalism

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**Abstract:** This article discusses the role of public health in the gradual development of scientific views on the role of journalism is analyzed. Functional tasks of journalism in the field of health, its role in society. The impact on the mind and its importance in shaping a healthy lifestyle are scientifically proven. It also highlights the importance of journalism in the modern digital media environment. The role and current problems are considered.

**Keywords:** Journalism, public health, healthy lifestyle, mass media, medical literacy, prevention, social communication, digital media, health policy.

**Introduction:** Today, improving public health is a priority for any society. One of the important factors in ensuring sustainable development and social well-being. Globally, health system reforms, prevention public information in the processes of promoting measures and healthy lifestyles. The role of media, especially journalism, is increasing. Modern information in this space, journalism is not only a means of conveying information, but also an influence on the consciousness of society.

It is emerging as an important social institution that shapes healthy behavior. At the same time, Ibn Sina in his work *Al-Qanun fi't-tibb*. A healthy lifestyle, proper nutrition, cleanliness and balance are also important for a person explained in detail that it is the basis of health. The role of journalism in healthcare varies in the scientific literature. It has been interpreted differently over time. Initially, it only referred to diseases and epidemics. Considered as a means of communication, then a healthy lifestyle promoting, forming a culture of prevention and educating the population has begun to be recognized as an important mechanism for increasing medical literacy.

Especially in the context of the development of digital media, journalism is becoming increasingly relevant to healthcare. Has the ability to deliver

information quickly, popularly and interactively. This article discusses the role of journalism in improving public health. The gradual development of scientific views on the subject is analyzed, at different times. The theoretical approaches formed are summarized and modern media. The current aspects of this direction are covered in the environment. Also, journalism to promote a healthy lifestyle, prevent diseases, and the practical importance of raising public awareness is revealed. Every year, April 7th is celebrated in many countries around the world as "World is widely celebrated as "World Health Day". In our country, this date also has its own events, various campaigns are held. At the same time, maintaining the health of the population is one of the main directions of our state's policy, as well as the latest. It is worth noting that in recent years, major reforms have been implemented in the medical field.

Indeed, the measures adopted by the head of our state in this area a number of decrees and resolutions, proposals and ideas put forward, and initiatives. In addition to being important in maintaining the health of our population, it serves the development of medicine in our country. This is planned for 2022-2026. 100 projects identified in the development strategy of New Uzbekistan. It can

also be seen that 14 of the goals are directly aimed at ensuring public health<sup>2</sup>. In particular, the strategy defines the "Public Health and "eliminating existing environmental problems that harm the gene pool".

It is also planned to implement a number of measures aimed at Ensuring ecological sustainability plays an important role in maintaining health. Indeed, our health is largely in our own hands. We must not forget that. At the same time, a healthy lifestyle in society Special measures to shape lifestyles and promote proper nutrition.

The purpose of the events is to strengthen the health of our people and to provide comprehensive. It is important in raising a healthy generation. Human health. The role of physical education and mass sports in strengthening. It is no secret to anyone. The widespread implementation of a healthy lifestyle and mass sports further development serves to strengthen the health of our population. As noted, in the last three years, 118 sports complexes, 7 in neighborhoods. Thousands of sports fields have been put into operation. Every district and city "Health corridors" and bicycle paths have been established in the centers. Development the strategy includes a population that regularly engages in physical education and sports. It is planned to increase the number to 33 percent in the next five years. Of the above it is clear that all reforms implemented in the sector based on the principle of "For the sake of human dignity" are aimed at ensuring the health of our population.

The role of journalism in improving public health is scientifically examined. Manifests itself as a multifaceted and gradually developed phenomenon. In analyzing this process, historical, theoretical, and practical approaches are combined. In the early days, as mentioned above, journalism was not a health profession. He mainly performed an informative role in the field. That is, he reported on diseases, epidemics, limited to reporting on sanitary conditions and medical news. At this stage, journalism was interpreted more as a means of conveying facts and its impact on population behavior has not been studied in sufficient depth. However, time the development of the healthcare system and the increasing needs of society over time.

As a result, the functional capabilities of journalism began to expand. In the second stage, journalism plays an important role in promoting a healthy lifestyle, was formed as a tool. According to scientific views, through the media the information provided is based on people's daily habits, eating

culture,

has a significant impact on physical activity and the abandonment of harmful habits. Especially social advertising, special programs, articles and

Interviews play an important role in increasing the medical literacy of the population. In the process, journalists are not only information providers, but also, in a certain sense, social act as responsible promoters. The analytical and influential function of journalism in the third stage. Modern scientific approaches to journalism have strengthened the role of journalism in health policy. Evaluates as an influencing factor. Through the media raised issues, journalistic investigations and analytical materials state. The attention of relevant authorities and organizations to current health issues. As a result, certain reforms have been implemented in the healthcare system. From this point of view, journalism is a public is also considered an important means of control. What reforms can the media contribute to improving public health?

Let's see if we can achieve:- Mass media such as radio and television promote health can serve as a source of information for improvement.- News and companies can also influence decision makers possible.- The media's role in promoting a healthy lifestyle within the framework of its efforts:- about the impact of various factors on human health based on real events preparing interesting stories;- exchange of views and discussion on public health issues

create an opportunity to do;- health issues based on the principles of honesty and transparency, and providing information on health emergencies;- holding governing bodies and decision-makers accountable participation are like that. Social media and digital platforms address various issues in society helps expand the discussion. In the current era, digital technologies and online journalism are playing a role in health has further expanded its role in preserving. Social media, online publications and rapid and widespread dissemination of health information through multimedia platforms is reaching an audience. This is changing the attitude of the population towards their own health. Change, timely preventive measures and effective use of medical services. At the same time, in the digital environment, there is a risk of incorrect or there is also a risk of spreading unfounded medical information, which journalists should be aware of requires a high level of responsibility and a professional approach. Scientific research on the impact of journalism on public health

communicative theories is also explained through. In particular, "agenda-setting", Theories of "framing" and "social learning" through journalism

It explains how the information provided affects the public consciousness.

For example, regular coverage of health-related issues can help them increase its relevance, and its interpretation in a certain way increases its acceptance by the population. It also has a direct impact on the health of the population.

Its role in strengthening the community is not limited to providing information, but also to social. It is also reflected in the development of cooperation. Journalists are a bridge between medical workers, specialists and the public as a mediator, it organizes dialogue on important issues. This It serves to increase the openness and efficiency of the healthcare system. In general, the gradual development of scientific views shows that journalism multifunctional and strategically important in strengthening population health. It was formed as an institution. It is not only a source of information, but also a social consciousness shaping, promoting a healthy lifestyle and maintaining health is an important factor influencing policy. In conclusion, in strengthening the health of the population. The role of journalism has expanded significantly over time, becoming more complex and multifaceted. It is observed that the brain has become a functional system. The gradual development of scientific views has shown that shows that journalism was originally conceived as a simple means of conveying information formed, today it is a healthy, actively influencing the consciousness of society in promoting lifestyle and shaping health policies has become an important social institution. In the modern information space. While the possibilities of journalism are expanding, its population enhance the positive effects on health, especially reliable and scientifically based information is becoming a pressing issue. At the same time, incorrect prevention of information, training of journalists on medical topics Increasing awareness is also important. In general, journalism is a public is of strategic importance in strengthening health, and its effective activity is one of the important factors in forming a healthy society.

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