



PECULIARITIES OF INTERACTIVE JOURNALISM

Journal Website:
<https://theusajournals.com/index.php/ijlc>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

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

Published Date: August 23, 2022

Crossref doi: <https://doi.org/10.37547/ijlc/Volume02Issue08-02>

Dadaxon Raimboyev

3rd year student of the faculty, Karakalpak Philology and Journalism, Karakalpak State University, Uzbekistan

ABSTRACT

This article discusses the essence of interactivity and the evolutionary development of interactive journalism.

KEYWORDS

Interactive, interactive, law, interactionism.

INTRODUCTION

The impact of information on a global scale has radically changed people's attitudes toward information. Adapting to changes in the flow of information, not only at the level of the individual but also at the level of society and states, is becoming a distinct obligation to be divided by the demands of the novelty being read. This, in turn, naturally leads to significant changes in the activities of the media. The

essence of the media is to adapt the ideology of the general public to the interests, needs and desires. It is based on acquaintance factors in determining the direction of their activities. In addition, each media outlet has its own audience of subscribers. The editors try to establish close relations with them, look for new methodological forms of communication, discover and put them into practice. Article 5 of the Law of the

Republic of Uzbekistan on Mass Media states that "everyone has the right to express their views and beliefs in the media, unless otherwise provided by law." gave the right to openly express their personal views on the most current events through interactive programs. While this is a novelty in national journalism, it is becoming an influential school for building civil society in our country.

In the lexical sense of the word "interactionism", the interaction of this movement in our subject means the exchange of information, and in the broadest sense of the social influence, the exchange of information in the new communication process means its two-way activation. Some scholars also use the term "interactivity" to mean interactivity. For example, the active word for inter and action is derived from the English verb *fala*. A specific form of human attitude towards the person around the word activity is the purposeful change and reconstruction of the world in the interests of the people. It is defined as a condition for the existence of society. This is how experts describe it. „ The change in the relationship between the editorial staff of the interactive journalism team and the audience means that the one-sided influence of the press on the public is shifted from a monopoly to a dialogical exchange of information between the audience and the audience. Such a relationship makes both equal information partners. This situation is clearly reflected in the Internet publications on

television and radio. Because interactive journalism is based on the dialogue of two or more people, it has many similarities to the interview genre. The difference is that in the interior, the journalist who is the questioning party is the respondent who answers his question. The course of such a dialogue depends on journalism, in which there is no co-authorship based on equality, which is the basis of interactive journalism.

Interactionism is a separate branch of sociology. Not many people know that its use in our subject belongs to the communicative direction. There are cases when this process cannot be distinguished from live ether. Sociologists, on the other hand, assess the importance of the interactive process, describing it as "the basis of the interaction of individuals" in which each person is seen as a representative of the audience, not as an abstract subject of communication. At the heart of interactive journalism is the direction of interactionism, expressed by modern Western philosophy and cytology. Social Interaction... "The processes of interaction of societies of a particular group of social systems" The main purpose of this direction is to identify and analyze the importance of paying attention to the symbolic features of social interaction in society. Therefore, in the period of social change, the ideas of the interaction system, the development of many areas, entered a new direction in journalism. An audience that emerges as a social group becomes a participant in social interaction that demonstrates its

inner potential to an active creator in receiving and disseminating information, rather than a passive receiver in interactive journalism. When interactive journalism is brought to the attention of the general public, it has the ability to cover all segments of the audience. As mass communication is associated with the process of democratization of society, it expands the opportunities for individuals to actively participate in various social groups, the basis of which is the process of social communication.

REFERENCES

1. Nargiz Kasimova Nozima Muratova „Online journalism" 2019
2. Amrullo Karimov Yusuf Hamdamov „Audiovisual journalism" 2019y
3. Yulduz Ortikova „Photojournalism" 2013y
4. Xilola Fayzullayeva "Radio and TV journalism" guide 2010y

OSCAR
PUBLISHING SERVICES