

Digital Journalism

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Abstract: *This article introduces us the initial viewpoints of digital journalism. After the possibility to be connected with the Internet, journalists started posting the latest news on websites. This type of delivering the data to the public was quick and able to send immediately. However, the arrival of digital journalism to mass communication declined the demand for traditional newspapers. The article will discuss the effects of online news to newspaper companies.*

Key words: digital journalism, the Internet, online news, newspapers

The manner in which news is collected, how it is transmitted, charged for, and how it is received and redistributed have all improved [Jingrong Tong, Shih-Hung Lo, 2017]. As never before, the advent of the Internet and its World Wide Web in the 1990s took news online, on demand and onto a world stage. Journalism from all parts of the world has become universally accessible with over five thousand newspapers, television and news operations, magazines and the internet – original services available free of charge to anybody with computer and access to the internet [John V.Parlik, 2001]. Today, 39% of the world’s population is online, and 60% of those individuals use the Internet for at least 3 hours a day [Susan Gunelius, 2003]. There was not always a good picture of what the relationship between the conventional and digital media divisions could be when conventional media organizations first started developing online news divisions. Through publishing breaking news on the Internet well ahead of delivering newspapers of some news to residences and newsagents, newspapers could easily “squeeze” their print counterparts. Many who were dissatisfied with the existence of online newspapers were also bothered by a nagging question: if people begin to read online newspapers, why should they continue to purchase or subscribe to newspapers?

To different people digital journalism will mean different things. Using emerging technology to research, to create, and distribute news and information to an increasingly broad audience is digital journalism [Kewin Kawamoto, 2003].

After the Second World War, the technology of mass media went forward. The response was positive when journalists were first granted personal access to the Internet. They were able to be good at something they loved to do by email: talking to each other [Paul Bradshaw, 2017]. Teletext, the first form of digital journalism, was invented in the UK in 1970. Teletext is a device that allows viewers to select and quickly see which stories they want to hear. Similar to the information seen in digital journalism today, the information given via teletext is concise immediate [Wikipedia.org]. The “online” in online journalism has become ever more diverse and distributed since the first edition of the online journalism handbook. “Online” may mean posting on the Internet or on chat applications. Broadcasters, newspaper reporters and magazine correspondents are all expected to connect with audiences across multiple channels and create web and social media content. Over the last decade, thousands of conventional positions in the industry have vanished – but thousands of roles have also been developed that did not exist before, from data units and video teams to social media managers and group curators. It is predicted that journalists will take on many of the duties that a publisher once did. They need to make decisions about when and where to publish, play an active role in expanding their content delivery and tracking how effective it is. These standards include not only technological and editorial storytelling skills, but also strategic and project leadership skills [Paul Bradshaw, 2017].

The easy way to maximize the number of buyers is to give away the finished product for free. It costs money to purchase printed copies of newspapers per issue, but not the free online versions. People know that they can get the data they are searching for, whether they buy newspapers or not. According to Mancur Olson, as more individuals know that they can enjoy the advantages of anything without paying for it, whether they are newspapers or something else, they may withhold the money to save or spend on other items. The news organizations would not be able to afford keep working if enough people know they can get what they want for free [Chapman Rackaway, 2014]. Since viewers may draw advertisers and revenues, newspapers compete to retain their audience. People may still choose to read the news online if they do not read a printed copy of a newspaper. Some major newspapers have also launched free newspapers, hoping the free editors would help the advertisement revenue. The dilemma forcing newspaper editors today is how to make money that can be free for people. Today’s newspaper companies are no longer usually the first place that people go for information as a country’s first mass media for news. Newspapers today are seeking to rediscover how they can continue to perform their obligation to keep the public updated and to remain profitable [Shirley Biagi, 2014].

The idea of digital media will also shift as technology evolves and, more significantly, as the institution and philosophy of media changes [Jingrong Tong, Shih-Hung Lo, 2017]. This is a moment of immense innovation and change, a time when young journalists have a unique chance to try new things, learn and develop rapidly, and innovate in a radically new way of storytelling [Kewin Kawamoto, 2003].

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