

**MODERN MEDIA WORLD: KEY CONCEPTS AND ANALYSIS OF INFORMATION SOURCES**

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Abstract

The development of the state and society in the Republic of Uzbekistan, the growing freedom of speech is making positive changes in the activities of mass media, including internet journalism. In turn, the activities of independent journalists and bloggers are expanding in our country. The article contains information about modern sources of information and blogging.

Keywords: Internet journalism. Blog. Blogger. Vlog. Vloggers.

A solid legal framework aimed at the development of mass media and information and communication technologies has been created in the Republic of Uzbekistan. Its continuous improvement undoubtedly serves the development of the field.

The further expansion of mass media capabilities, the rapid development of internet journalism, and the presence of thousands of sites in the country, including electronic versions of newspapers and magazines, news agencies, are a clear proof of our opinion.

Especially in New Uzbekistan, significant work has been done to ensure freedom of speech, to reorganize the management system of the information and mass communications sector, and to increase the role of mass media in solving the problematic issues of socio-political and socio-economic development.

At the same time, the analysis of the current situation in the field shows that the challenges arising in the media space are not being responded to quickly and appropriately, and the society's needs for timely provision of comprehensive information about the large-scale reforms being implemented in the country. requires a significant increase in the work in the field of information services of state bodies and organizations, bringing the activities of mass media to a new level in terms of quality.

Creation of the most favorable conditions for the activity of the mass media, establishment of quality communication between the state and society, prompt, impartial and complete information delivery to the population about the goals, tasks and results of reforms, state and economic management increasing the transparency of the activities of local government bodies, as well as the fundamental improvement of their interaction with the public and the efficiency of information services has been at the center of the reforms implemented in this regard.

In recent years, a number of laws regulating the activities of the mass media have been adopted. In particular, the Law "On Mass Media" (January 15, 2007); Law "On Guarantees and Freedom of Information" (April 24, 1997); Law "On Protection of Journalism" (April 24, 1997); Law



"On Principles and Guarantees of Freedom of Information" (December 12, 2002); Law "On Publishing Activities" (August 30, 1996); Law "On Copyright and Related Rights" (July 20, 2006); Law "On Advertising" (December 25, 1998); Law "On Information" (May 7, 1993); The Law "On Telecommunications" (August 20, 1999) was adopted.

In this regard, on May 5, 2014, the adoption of the Law "On Openness of Activities of State Power and Management Bodies" was an important step in guaranteeing freedom of speech in our country.

Internet journalism, social networks, state and non-state website resources are developing due to the wide opportunities and privileges created today.

In particular, it is noteworthy that blogging activity is spreading widely in our country.

First of all, it is important to find an answer to the question of who is a blogger and what is a blog.

Blog is derived from the English words "web log" and means internet journal, event, internet diary, online diary. Initially, the blog was perceived as a personal online diary. People regularly shared their thoughts, their reactions to an event or event. Today, the concept of a blog has expanded to include a website containing text, images or multimedia, with regular posts.

There are several types of blogs. Including text blog, photo blog, art blog, music blog, video blog (vlog), microblog. As you can see, any kind of material, files and information can be posted on a blog. It depends on the direction chosen by the blogger, he can mix all types if he wants. Because there are no strict rules, templates or criteria for a blog.

It should be said that text blogs, photo blogs, and art blogs are more popular in Uzbekistan. As an example, we can cite Khushnubek and Rais Buva on the Telegram social network.

So who is a blogger?

Blogger - a person who posts socio-political, socio-economic and other information on his website and/or website page on the global information network, including by users of the information. is an individual posting this information for discussion. That is, any natural person who posts information on his website and (or) his page on websites can be considered a blogger.

A blog run by a blogger can be compared to a small newspaper. There is only one reporter - blogger in his state. He is an author, editor, and pager at the same time.

Vlog stands for video blog or video entry and refers to a type of blog where most or all of the content is in the form of video.

Vlog posts are when you create a video of yourself or an event, upload it to the web, and publish it in a post on your blog. The term "vlog" is also used by video viewers who do not blog but post scheduled updates through other means such as YouTube; their profile often declares them to be vloggers. However, there are also live streams from websites like YouTube and Facebook, and these are also considered vlogs.

In conclusion, it should be said that today the sources of information transmission to the student are increasing day by day. Its form and purpose are also developing more and more. On the other hand, the terms in the field of journalism and mass media are getting rich and expanding.



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