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THE ROLE OF ELECTRONIC PUBLICATIONS IN THE GLOBAL INFORMATION SPACE

Abstract. This scientific article explores how the Internet today is the global media, with a different interpretation of the Internet. The media also talk about electronic publications of traditional media, their uniqueness and advantages.

Keywords: media space, information, traditional press, Internet, electronic publications, sites, interactivity, and source of information.

In the 21st century information age, the pursuit of information and its reliability are becoming increasingly important. In an age of rapid development, having fast, reliable information attracts everyone's attention. Today's audience is very demanding and delicate. Structures in different media spaces compete with each other in providing quality information to the consumer (audience).

Nowadays, as traditional press genres move to electronic publishing pages, the global network is undergoing unique changes due to the demands and capabilities of the network. An analysis of print media web resources from this perspective reveals a number of peculiarities of Uzbek publications. Only then will the popularity of newspapers increase, gain the love of students, gain the respect of viewers and listeners. It can be observed that in the activities of print media web resources at the same time in the global network, mainly informational and analytical genres make up the majority. Fast news in internet format is a bit different from newspaper news.

Currently, modern print media is slowly losing its audience as it enters the Internet space. The reason for this is, first of all, its convenience. Undoubtedly, the proliferation of the WI-FI network and the increase in the number of Internet providers have had an impact on this.

Computer technology has become a leader in the market of essential products. Today, access to virtual space is not only from a computer and laptop, but also through a tablet, smart phone, player, e-book and TV.

Russian scientist A. I. Akopov says that "there is no exaggeration in interpreting the Internet as a global media".⁵ He raises the issue of approaching computer electronic networks as a new media, as well as the typology of this type of mass media. In contrast, describing the Internet as the next carrier of information, I. Davidov rejects the notion of the Internet-media and "has a common field in which the media can be divided into types. There is also an environment that allows for the elimination of conflicts between the types of media and the generalization of their advantages in a single media"⁶. Some experts agree: "... According to a number of indicators, the Internet is currently unable to compete with traditional media, but due to its technical capabilities, it has surpassed them by some criteria"⁷. This view has several grounds. First, online media is not available to everyone on the planet. Secondly, we are talking about a type of journalistic activity that is not as theoretically fully formed as Internet journalism. A group of scholars predicted the future of traditional media in the age of the Internet, saying that "the role of newspapers or other traditional media is determined by Internet connections".

At the beginning of 2018, the number of Internet users in the country reached 20 million, who regularly access news agencies and publications to obtain information on the Internet. In one year, that number was 5.3 million. per user (an increase of 36%). Local research acknowledges that the capabilities of information technology have provided qualitative

⁵ Акопов А.И. Электронные сети как новый вид СМИ // Филологический вестник РГУ. 1998. № 3. – С. 43-51;

⁶ Давыдов И. Книга вымышленных существ // Независимая газета. 2001.14 февраля, № 26. – <http://www.ng.ru> (2001.02.14).

⁷ Костыгова Ю. Сетевые СМИ: занимательная типология.// Мир Интернет.– М., 2002. №4 (67).

changes in the traditional press of Uzbekistan. Undoubtedly, the use of web technologies in a conventional mass media system offers additional opportunities for data transmission and distribution and, ultimately, creates new forms and methods of mass information exposure. Some researchers believe that the new means of conveying information will allow the traditional media to be reborn.⁸ This view is based on the fact that the media, which is considered typical for the general public, sees the Internet only as a source of information, and as a result, their content is significantly enriched. Other scholars believe that "technological capabilities make the network a full-fledged and promising, but to some extent an alternative non-traditional media". There are similarities and differences between the Internet and traditional journalism. For example, both of them are a means of communicating information to the public, shaping public opinion, raising the morale of the people, raising their worldview. The differences between them are as follows:

- interactivity of Internet media. This is done in connection with internet technologies. In this case, electronic newspapers consist of various images, animations, videos;
- professional approach in network journalism. It takes into account the group's personal views, opinions and requirements;
- direction to the press. Allows the user to learn, analyze while getting the information they want;
- was able to cover all traditional media and services; contributed to the development of citizen journalism;
- enhanced information exchange;
- developed the world information market.

The development of Internet journalism in Uzbekistan is directly determined by the role of the Internet. After all, the Internet, which is a manifestation of progress, the novelty of the century, has the most important factor for humanity, this need is expressed in the information age as the rapid delivery of information. The journalist is responsible for seeking, collecting and selecting information for the public. The opportunity to fully realize this ability is available on the Internet. Because it takes at least a day to deliver certain information in both newspapers and radio and television, and the power of internet journalism is explained by the ability to convey information in seconds.

While the development of online journalism demonstrates the emergence of a new specialization in journalism, it also opens up a new scientific direction in media research⁹.

Electronic publications include books, magazines and newspapers distributed in any text or other format,

such as hypertext (HTML) or in one of the compressed formats (ZIP, ARJ, RAR, WINZIP, etc.). In the last decade of the twentieth century, multimedia components, including digital audio or video, as well as animated additions, have been used as part of electronic publications. As a result, electronic publications have become a sophisticated means of influencing people, comparable to radio, film, and television, and in some ways have become superior to the mass media.

In the past few years, online electronic publications have appeared. Most students are already familiar with the global Internet and have come across the concepts of Web site and Web page¹⁰. The latter is defined as an electronic page in the appropriate format, and a Web site is a collection of related Web pages that are united by common features or purpose. Currently, there is a significant number of sites on the Internet that are essentially electronic publications, that is, analogues of books or brochures, but only in electronic network representation.

Today, the product produced by online media is gaining the status of a product with the laws of supply and demand, it also has its own characteristics, forms, status, functions, which differ from the features and forms of traditional media. Nowadays, almost all publications are trying to find their place on the Internet to create electronic versions, open pages on social networks, master mobile applications. This is due to several advantages of the electronic form. First, from an economic point of view, it is easier to offer information through electronic publications. Therefore, there is no need to spend money on printing, paper, paint and distribution services. Second, the availability of access to the publication. Today, access to almost all mass, business and other publications on the Internet is open. The question is, is all the information that is published in print publications also available on the Internet or not? If this problem is approached positively, the print media will not lose its importance. However, they will be preserved, receive financial support and retain their audience. The audience that prefers the print media is mainly the adults. Often such people like to read the newspaper over breakfast or on the subway. They do not use electronic means, including the Internet. Such readers need more printing ink and the smell of paper than the content of the publication. But for advanced users or those who want to, it is possible to read all the articles on the website of the publication.

V.V. Voroshilov, a Russian scholar and researcher in the field of journalism theory and practice, also described the network as a «unique and very promising media» and a «new source of information that can be used by a large number of people»¹¹.

⁸ Мухаммажонов Ф. Интернет: хабарлар рақобатининг кизғин нуқтаси. // Интернет журналистика. Сб. научных статей. – Т.: МРСТашкент, 2005. – С.52.

⁹ Қосимова Н. Онлайн журналистика. Дарслик. – Т., 2019.99-бет.

¹⁰ Вуль В.А. Электронные издания. Учебник. – СПб.: Петербургский институт печати, 2001. Стр. 10.

¹¹ Ворошилов В.В. Журналистика. – СПб, Михайлов, 1999. Стр. 56.

Another advantage of online journalism is that it has a wide range of interactivity. It is user-friendly and allows you to quickly communicate and exchange ideas between him and the Internet (electronic publication, author). It is gratifying that electronic publications in Uzbekistan use interactive tools. For example, in Uzbekistan, "Народное слово", "Правда Востока", "Зеркало XXI" newspapers were the first to create their own electronic copies. But in all print publications (even when they have their own website) there is a situation where the Internet copy is not considered a leader by the management. This is evident in the fact that not all of the material in the printed version of the newspaper is posted on the website, and the web page is not updated regularly. Most traditional media outlets are serious about this process, seeking to take advantage of the potential, but the problem is that not all publications have the capacity to do so.

There are three types of Internet media in our country:

1. Versions of print and electronic media (www.marifat.uz, www.xs.uz, www.mtrk.uz, www.grand.uz);
2. Pure internet publications (www.kun.uz, www.gazeta.uz);
3. Websites of legislative bodies, government systems, enterprises, institutions, organizations, movements, parties, etc. (www.gov.uz, www.lex.uz).

The above electronic media publications seek to be the first to provide information. It is also important to consider the accuracy and validity of the information provided promptly. Many are skeptical that the message being spread on the internet is valid. But any electronic publication that seeks to maintain its prestige and reputation pays attention to the reliability and objectivity of the materials it publishes. The site that first delivers objective, verified, based information will gain the attention and trust of users. Frequent updating of electronic publications is a feature that enhances the image of the site. It is also important in the global network what language or languages those materials will be in. That is, the Internet does not choose space, borders, and nation. It can be used by anyone, anywhere in the world. The wide audience of the site, the fact that the information on it can be read by representatives of other regions and nationalities, increases its prestige. Unfortunately, electronic copies of printed publications in our country operate in one language (Uzbek). Some have Russian and even English sections, but in practice they do not work completely. For example, the materials on the websites of "Тошкент ҳақиқати" ва "Ташкентская правда" are published in Uzbek, Russian and English. However, English language materials are not always updated. Other publications are mainly in Uzbek. Materials of the website of the newspaper "People's Word" are available in three languages.

Network online publications are available only in electronic form and do not have a traditional edition.

Examples of such publications are UzReport.com, Uzbekistannews.net, Gazeta.ru and others. The advantage of electronic information publications is that they quickly prepare and disseminate information. Also, electronic publications are formed in a unique way, combining all the features of traditional media (text, sound, image). Additional information about the information material can also be obtained through internal and external hypertext links. Traditional information genres are used in a unique way in online publications. At the same time, new genres such as blitz surveys, monitoring are also emerging on the Internet, which defines the uniqueness of Internet news sites as new media. Another important feature of electronic publications was their interactivity. That is, there is an opportunity to quickly communicate with the audience, exchange views through various means of communication on the Internet (E-mail, IRC) and a large number of forums. This allows you to prepare information that is relevant to the interests of the audience. For example, one of our most popular news sites, UzReport.com, has a special "Contacts" section for online communication with the audience. The user can leave their messages there or quickly communicate with the editors.

After all, the prospect of internet journalism is almost all bright. It is important to remember that in order to be truly brilliant, it must be enriched with content, not just information, but a source of spiritual nourishment.

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