



**ACADEMICIA**  
**An International  
 Multidisciplinary  
 Research Journal**  
 (Double Blind Refereed & Peer Reviewed Journal)



**DOI: 10.5958/2249-7137.2021.01123.X**

## DYNAMICS OF JOURNALISTIC CONTENT: CHANGES IN FORM AND CONTENT

**Sohiba Mullaeva\***

\*PhD Student,  
 Uzbekistan University of Journalism and Mass Communications,  
 UZBEKISTAN  
 Email id: smullayeva@mail.ru

### ABSTRACT

*This article analyzes the stages of development of journalistic content, changes in form and content as a result of the influence of social life and the audience. As a result of the revolutionary events of the seventeenth and eighteenth centuries, monopoly power in a number of countries was abolished and replaced by new and more advanced regimes. Not everything is written in detail here, but the traditions of written journalism are highlighted: that is, “nothing has been said to the government about the facts”. A journalist who creates media content should use the same, understandable methods of expression. It should be borne in mind that the modern audience is busy and needs a lot of speed.*

**KEYWORDS:** *Content, Text, Genre, Format, Journalism, Media Convergence, Convergence Editorial, Audience.*

### INTRODUCTION

No matter what direction the media operates, a journalist works with content. The core of any content is text. In addition to being a representative of a print or online publication, a TV and radio journalist also displays a certain portion of his or her talent and skills through text.

In the period from the emergence of journalism to the present day, the text, which is an important expression of content, and the demand and approach to it are constantly changing and evolving.

According to Professor Fayzulla Muminov, the first need for information exchange arose due to the coordination of the management of the upper classes in the Roman Empire. Extensive political information exchanges focused more on economic, personal, domestic, and perceptual goals than political movements. Messages about government decisions on gypsum boards are

also briefly written on it. Not everything is written in detail here, but the traditions of written journalism are highlighted: that is, “nothing has been said to the government about the facts”. It was not until the 15th century that gypsum boards began to be replaced by lightweight, convenient, and fast-replicating paper sheets [1, pp. 428-429].

## THE MAIN FINDINGS AND RESULTS

It follows that there is a view that the first appearances of journalistic content informing people first appeared in the form of text before the fifteenth century. The texts in them are also simple and created from the point of view of the authorities. The first appearances of the diary occurred even before antiquity. But they were not recognized as a newspaper.

While the first buds of journalism were written on plaster tablets issued by the Roman Emperor Julius Caesar in the first century BC, the Capital News, which later appeared in China in the eighth century, was recognized as its first stage. The invention of the printing press by Johann Guttenberg of Germany in the mid-16th century was the second stage in the development of world journalism. By this time, the structure and level of the texts had begun to change [2, p. 7]. They were dominated by the informative function of more text.

The development of the press has made newspapers a lucrative business. The press, which was published under the domination of individual journalism in the world, called this period authoritarian. As a result of the revolutionary events of the seventeenth and eighteenth centuries, monopoly power in a number of countries was abolished and replaced by new and more advanced regimes. This fourth stage paved the way for the formation of social opinion, along with the transformation of economic interest into journalism [2, p. 7]. It can be said that the peculiarities of the period in which social opinion was formed were reflected in the textual form of journalistic content in the press.

There are different views on the origin and scientific study of the journalistic text. In particular, some scholars link its emergence to the creation of the alphabet [1, pp. 428-435]. They say that if the alphabet had not been created, people would not have been able to successfully exchange information with each other. It is also emphasized that the invention of paper, paint and technical equipment has a special significance and place in the formation of the journalistic text.

Commenting on the requirements for a journalistic text, American journalist Lauren Kessler writes: “The three rules of the text are clarity, brevity and fluency. First of all, the creator must ensure that the text he creates is understandable to the reader (audience). Each artist achieves a clear, fluent and understandable text through a unique word choice style. The right choice will help to fulfill these three requirements. There can be no ambiguity, unnecessary sentences, and inaccuracies in the written speech in the pamphlet. To achieve a clear goal, the artist must work on himself, practice, be diligent and have a deep knowledge of grammar. It is clear that a journalistic text must first be understandable to the audience with its accuracy and fluency. A journalist creates this content with his skill and literacy.

When it comes to a journalistic text, it is important to focus on form and content. Because the growth dynamics of the text did not go unnoticed in its form and genre characteristics.

---

“The word “genre” means “type” in French”. Genres are a stable form of journalistic work. They are necessary for the journalist to choose the look that suits his material, to show the events in a certain way, if necessary, to know what information is offered to him, depending on the nature of the genre. If it is news, then the essence of the event is given first, then the details are written. In the report, the journalist, as a witness to the event, also allows the viewer to become a participant in it [2, p. 356].

In Russian journalism, the genre is seen as a sign of identity. According to the Russian scientist G. Lazutina, the genre is a concept of the theory of creativity, expressing the peculiarities of a particular type of creativity. That’s why he always defines this type of creation by his name [3].

According to him, the “National Encyclopedia of Uzbekistan” contains only information about the genres of literature, fine arts and music. There is no mention of publicists or journalism [4, p. 14]. The Annotated Dictionary of the Uzbek Language also describes the genre based on the nature of works of art. For example, “GENRE (fr. Genre - gender, species) is a type of work of art that has its own characteristics in terms of plot and style. *Lyric genre. Humoristic genre. Song genre* and etc.” [5, pp. 553-554].

By the end of the twentieth century and the beginning of the twenty-first century, with the rapid penetration of the Internet into our lives, the function and content of the text, which is the basis of journalistic material, has expanded dramatically. Now the term content is being applied to it.

Journalistic content is the structure of information in the media, which expresses certain content in the coverage of events in social life. It provides for the authors to reflect the real reality in a specific way (analysis-based criticism), regardless of what elements (facts and evidence, comments and interpretations), what means (picture, infographic, diagram, sound, image) are used. Also, the concept of “content” means multi-topic on the Internet, and even in specialized publications is divided into sub-topics [6, p. 23].

Traditional marketers have been using content effectively for many years to provide information about products and enhance the reputation of their product. Taking advantage of technological advances in transport and communications, business owners began to use marketing techniques in content creation by the end of the 19th century. From this point on, content acts as a bridge in their communication with their customers. In particular, in 1732, Benjamin Franklin published *The Almanac of Poor Richard* to promote his printing business [7, pp. 71-145].

In 1895, John Deere founded a publication dedicated to animal husbandry, in which he created content that taught farmers how to be more profitable. The publication is still available today, with an estimated 1.5 million copies in 12 languages in 40 countries [8].

During this period, the American company Kellogg began to produce sweet porridge, which has a positive effect on the physical development of children. The marketers of this company publish advertisements tailored to their audiences, thus laying the foundation for the concepts of target audience, target marketing. Also during this time, infographics also emerged as a means of promoting the brand and reminding the audience.

The term *content analysis* was first used in journalism in the late 19th and early 20th centuries by American journalists B. Matthew, A. Tenny, D. Speed, and D. Uipkins [9].

In the 1930s, U.S. sociologists used the method of content analysis in social research. Since that time, the term content has become an object of study in psychology and sociology. The reason is that the text is used as a method of identifying and evaluating the specific features of the media (such as video and radio broadcasts, interviews, answers to open-ended questions) to determine the character and relationships of the media. In psychology, the method of content analysis is used to obtain specific information from the answers given to several categories.

The object of the content analysis method is various printed publications, radio and television broadcasts, films, advertisements, documents, public speeches or questionnaires. This method was first used in journalism and literary criticism. Developed by American sociologists H. Lassuel and B. Berelson, this method was introduced into politics and propaganda in the 1930s. This method was especially useful in propaganda work during the Second World War.

If journalism initially served as an informant and auxiliary in the management of society, over time it can be seen that it has also become the object of marketing. Now journalism has begun to manifest itself through the influence on the minds of the people.

Since 1990, with the advent of computers and the Internet in our lives, a new era has begun for marketers: websites and blogs have flourished, and various companies have begun to communicate with their audiences via email. At the same time, traditional media such as newspapers, magazines, radio and television began to lose their market power. Internet content marketing has become the main form and tool of the information market. This can be seen when companies start advertising and selling their products digitally. The fact that this trend, which began with the advent of the Internet, has become much stronger today is evidenced by the fact that advertising is more effective on online platforms, social networks.

In the above facts and opinions, we have considered that content is the object of study not only in journalism but also in various other fields. Now let's talk about media content that is specific to journalism.

With the transformation of journalistic text into media content, the concept of genre has also begun to shrink. According to some researchers, the processes of media development, convergence and interactivity have not lost the importance of information, analytical and artistic-publicist genres in journalism. Due to the creative activity and mobility of journalists, journalistic creativity has adapted to the modern segment: with the development of convergent editions, newspapers and magazines, the content of the journalistic text and the professional activity of journalists creating it have changed in many ways.

In addition, the intensity of today's information flow and the demand for fast delivery of media products has also softened the concept of the genre. Because journalists, no matter what style and form, try to convey the information at hand quickly. For this reason, the concept of genre has become one of the most controversial topics in journalism. Given the integration of genres, some scholars' predictions that they will disappear over time are also not absent.

Candidate of Philological Sciences, Associate Professor Nazira Toshpulatova argues that with the disappearance of the genre, there should be a form in journalism. "From the outside, the form of the work seems to need no theory or definition. But since form has a certain appearance and meaning, it is a stable concept ..." [11, p. 24]. In his opinion, a journalist should think about what the work he is preparing will be, where to start, what information to bring to the forefront, how

to draw conclusions, how to cover a process or reality. Their arrangement itself emphasizes that it requires a certain form in relation to the text.

The concept of format has also been added to the concept of genre, which is developing on an equal footing with journalism. When it comes to genre, this issue has received little attention from theorists. But as the concepts of genre and format became mutually exclusive in the practice of journalism, controversial topics began to emerge. The format has dramatically expanded its scope of meaning and has begun to squeeze out other concepts, including genre.

They point to the development process of the computer as a simple reason for this process.

It should be noted that even though it has been a long time since the first buds of newspapers and journalistic texts appeared, debates over genre and text have been heated, and even modern views on the need to abandon the genre have prevailed in the national press; there were no striking changes in the form and style of the journalistic text. However, with the development of the media, the demand of the audience has also changed. As a result, the old, traditionally prepared journalistic material did not interest the readers. They want interesting information that can be quickly and easily assimilated. This has highlighted how relevant and important multimedia is.

According to Nazira Toshpulatova, Candidate of Philological Sciences, Associate Professor, digital technologies and audiovisual media are multimedia in the structure of the media. Using its capabilities, media texts are becoming an important trend in the preparation of interesting, vital and lively events (using pictures, videos, audio texts) of life events, in accordance with the level of acceptance of the audience. In such conditions, the development of creative potential of journalists, the improvement of their professional skills, the formation of the ability to prepare journalistic material is one of the most pressing issues in the science of journalism [12, p. 107].

Some research also mentions the emotions that media content evokes. Observers say media content varies by nature. However, in this sense, topics such as individualized violence have a special place in terms of the level of impact.

For example, the constant display of police serials, crime scenes, bloody scenes, and detective material can lead to aggression and, worst of all, a sense of violence in the audience. That's why modern journalists are required to know in advance how media will affect their audience in the process of creating content. Because the problem is manifested in the one-sided interpretation of reality, and in parallel, young people indulge in virtual war games, genocide-based entertainment, blockbusters, commercials, and so on. What we have listed exacerbates the occurrence of violence and aggressive behavior in young people. The reason is that they conclude that violence is the only right way and means to find a solution to conflict situations under the influence of such media texts. Therefore, for example, journalists who make a documentary about a tragic event or a conflict between states will have to choose the middle ground and show both the situation of the victims and the aspirations of those who are trying to resolve the conflict peacefully [13, pp. 24-25].

In fact, people watch TV together, chat with friends in chat, play interactive games with each other, and even go to the movies is a team event. And when there are no others around, we usually turn to the media. Through the media, people's sense of unity is strengthened. And conversely, the overall media experience can also cause problems. Interests, friends, styles and

aspirations bring us closer to people with similar passions; at the same time, media choice differentiates us from people who consume media content of a completely different content and category. The Internet has changed the way we participate in media use. In the world of the Internet and games, young people are actively leading. The virtual, interactive world is more likely to be more efficient than traditional media [14, p. 366].

Therefore, the journalist must take into account that the audience consists of different layers. The audience is made up of people of different ages, groups, strata, genders, and accordingly their interests are different. A journalist who creates media content should use the same, understandable methods of expression. It should be borne in mind that the modern audience is busy and needs a lot of speed. It is also a constant requirement to pay attention to the grammatical correctness of the text.

While the content of media content is one side, another important aspect of it is the issue of conveying this information to the audience through multimedia tools. This is because the convergence processes in the media and the integration of genres remain a topical issue in the era. Although most scientific studies acknowledge the convergence of all aspects of the media in the process of media convergence, some scholars disagree. This has also had an impact on media content creation approaches.

In particular, in the components of the media system, for example, in the press, radio, television, the Internet, in the process of delivering material to the audience in the same editorial office can be a combination of different methods, but not their form. There is no process of merging the forms of means such as text (newspapers and magazines), visual (television), audio (radio) and interactive hypertext (internet), on the contrary, the process of their separation is intensifying. That is why the newspaper's website is based on the principle of "one edition - two editions". Although one person works in the "two editions" [15, p. 15].

The opinion of most researchers also confirms that today's trends, along with the forms of information transmission, have also changed the information-consuming society, i.e. the audience. Now the members of the society not only receive information through the media, but also directly participate in this process. This is changing the nature and functions of modern journalism [16, p. 108].

As mentioned above, today the audience's influence on media content is growing. Through interactivity, they are not only communicated, but groups within the audience interact with each other. Today's audience not only has the opportunity to express their views on journalistic material, but also to independently create content (text, audio, video) and send it to the media site. Proof of this can be seen in the fact that content created by information consumers on sites is given a wide space.

Russian scientist Ekaterina Baranova described the unique values of media content in a cooperative way in her research.

Old content values	New content values
Content is created based on the personal factor of news selection	Content is created according to the wishes of the audience

Content is created by professional journalists	The influence of users on media content is growing, and the medical content prepared by them plays a key role
The latest news will be published in newspapers and audiovisual in the media	The latest news will appear in digital media, appearing on social networking pages. Takes on a more multimedia tone.
Public content aimed at a general audience	Specialized content aimed at certain groups in the audience
Plenty of political news and information in content intended for the public	Leading by regional and local data that serves the interests of a narrow audience
Distribution of media content through newspapers, radio and TV	Transfer of media content through various media platforms (Internet media, various mobile versions, etc.)
A business model based primarily on the number of advertisements and circulation	Cross-media advertising is a business model based on the use of crowdsourcing resources by the number of subscribers [17, p. 29]

## CONCLUSION

On the Internet, too, the content is presented in a concise, concise and interesting style, compared to printed publications, enriched with multimedia and presented quickly. The audience prefers websites and messengers, first of all, because they provide fast information, and secondly, because they are interesting and easy to digest, and because they use the Internet mainly through mobile phones, that is, they receive information over the phone.

These two situations have created a huge gap between print media and the audience. To remove it, every convergent editor must first fully understand what the media convergence process is and its modern requirements. In addition, the media needs to present content in line with changes and new trends in its creation and transmission. That is, they should treat their media content as a product on the counter.

## REFERENCES

- [1] Mo'minov F. (2019). *Pre-journalism views in antiquity. Theory, history and development of journalism*. – Tashkent: “Uzbekistan”. – pp. 428-429.
- [2] Kozokboev T., Khudoykulov M. (2018). *Introduction to Journalism*. – Tashkent: "Economics and Finance". – p. 7.
- [3] G.V. Lazutina. *Genre and format in the terminology of modern journalism. Moscow University Bulletin Series* 10. 2010.
- [4] Saidov H. (2019). *Information genres in journalism. Genres and Skills Issues in Print Media*, Vol. “Uzbekistan”. – Tashkent: – p. 14.

[5] *Annotated dictionary of the Uzbek language: more than 8000 words and phrases*. J.P.E-M / Tarir Board: T.Mirzaev (leader) and others; Institute of Language and Literature of the Academy of Sciences of the Republic of Uzbekistan. – Tashkent: “National Encyclopedia of Uzbekistan” State Scientific Publishing House, 2002. - pp. 553-554.

[6] Muratova N. (2019). *Online journalism: theory and practice*. – Tashkent: “Qaqnus media”. – p. 23.

[7] Claudia Hilker. (2017). *Content-Marketing-Strategien // Content Marketing in der Praxis*. — Wiesbaden: Springer Fachmedien Wiesbaden. — pp. 71–145.

[8] Smythe, Brig. Michael, (born 30 April 1948), Clerk to the Vintners’ Company, 1997–2012 // Who’s Who. — Oxford University Press, 2007-12-01.

[9] <https://psyfactor.org/>

[10] <https://www.examen.ru/>

[11] QurbonN. (2019). *Analyticaljournalism. Studyguide*. - Tashkent “Bayoz”, 2019. – p. 24.

[12] Toshpolatova N. (2019). *Commentary and skill*. Genres and Skills Issues in Print Media, Vol. "Uzbekistan". – Tashkent: – p. 107.

[13] Mamatova Ya., Sulaymonova S. (2015). *Uzbekistan on the path of media education development*. – Tashkent: “Extremum-press”. – pp. 24-25.

[14] Nurmatov A. (2019). *Commentary and skill*. Genres and Skills Issues in Print Media, 5 vols. "Uzbekistan". –Tashkent:– p. 366.

[15] Nurmatov A. (2020). *The phenomenon of convergence in journalism*. Proceedings of the Republican scientific-practical conference “Problems of modern print media: international and national experience”. – Tashkent: – p. 15.

[16] Toshpolatova N. (2019). *Commentary and skill*. Genres and Skills Issues in Print Media, Vol. "Uzbekistan". – Tashkent: – p. 108.

[17] Baranova E.A. (2018). *Media convergence as a system-forming factor in the transformation of the media institute*. – Moscow: – p. 29.