

THE MULTIMEDIA CAPABILITIES OF GLOBAL ONLINE MEDIA AND THE EVOLUTION OF GENRES

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ABSTRACT

This article discusses the content of online content, the classification of text in the content. The units of analysis in these contents are also studied. The type of multimedia genres, the classification of applications, and the differences between them are also discussed. The animated state of racism can also be recognized as multimedia. At the same time, multimedia also serves to ensure clear and understandable delivery of information. The second phase of multimedia consisted of mixing some media components into others. At the same time, radio series were replaced by TV series, and shows were replaced by television films.

KEYWORDS: *Slide Show, Media Culture, Media Technology, Media Space, Tran's media, Transmission, Media Platforms.*

INTRODUCTION

Today, the media is the main "basis" of terms such as media literacy, media culture, media technology, and media space, which describe the features and phenomena inherent in modern society but are interpreted by experts in a very narrow or overly "broad" sense.

The term multimedia was first used in the 1960s to refer to shows that included elements of film, slide show, music, and lighting design. Today, along with the term multimedia, the terms cross-media and trans media are also widely used. Cross-media is the presentation of the same or semantically similar content using different media sources (different media, mobile devices), while trans media is the transmission of messages on the same topic on different media platforms and using different communication methods. In many cases, the Internet is rich with its own multimedia content. Multimedia is derived from the English words "multi" and "media", meaning "many", "several" and "communicative voices". In another definition, multimedia is defined as a combination of two or more communication channels, while a similar definition is defined in the Merriam-Webster Collegiate dictionary as multimedia - the use and attraction of multiple communication channels at the same time.

“The term multimedia was first used in 1965 by Bob Goldstein to describe an event that included light, music, and film. Nowadays, the concept of multimedia is understood as the transmission of

at least two combinations of text, photos, sound, and images. The animated state of racism can also be recognized as multimedia. At the same time, multimedia also serves to ensure clear and understandable delivery of information. The process of multimedia in the media began to be talked about in the 80s of the last century. It was from this period that its first phase was formed. But then the term was understood not as a change in media content in the media, but as interference of different media. More specifically, the multimedia media capital envisages the merger of the newspaper, radio, and television, which constitute the classical media, with the property of the book business, recording, and film industries in the cultural sphere. The second phase of multimedia consisted of mixing some media components into others. At the same time, radio series were replaced by TV series, and shows were replaced by television films. The popularity of this process peaked in the 1980s, and the visual elements inherent in television gradually began to appear in the print media as well. The third phase is characterized by the emergence of traditional media websites as well as specialized Internet media in the mid-1990s. The Internet actually represented a space that technically allowed text, visual, and audiovisual elements to be combined. However, the transition of the Internet media to a real multimedia form took a long time and lasted for 10 years. Initially, traditional media websites were only portrayed as a web view of the print media.

Indeed, the multimedia capabilities of Internet media have created a number of new conveniences for network users to become more active. Today, even anyone who is not an internet journalist has the ability to set up, run, and make friends on a website or blog in an hour based on ready-made samples. Uploading photo, audio, and video materials on websites, creating slide shows, archiving large volumes of material, storytelling new genres of journalism and the popularity of long rides serve as tools to reflect the unique aspects of online journalism.

Russian professor EL Vartanova explains that multimedia presents different information formats in a single media source”¹, EA Baranova suggests a broad understanding of this concept, that is, a two-way understanding. "Multimedia" English "multi" - plural and Latin "media" - media, ie the distribution of information and audiovisual media. These include: presenting content using text, photos, videos, audio, graphics, as well as hypertext information; content is distributed through various platforms such as the Internet, mobile phones, electronic paper, radio, and television. In contrast to the above two scholars, MM Lukina argues that "multimedia" in the media means the ability to present information in a combination of different media platforms - text, photography, audio, video, graphics, animation, and other forms. The works of professors of Moscow State University Y.Zasursky, ELVartanova, LMZemlyanova on multimedia serve as important sources for the transformation of traditional media infrastructure and the development of new media in the integrated infrastructure of the information society.

N. Muratova, Candidate in Philological Sciences, said that “multimedia elements increase the effectiveness of information and help it to be better received and understood. Today, the use of multimedia is not only a fashion but a necessity. It is an attribute of modern advanced online media”.

Today, the Internet has a number of features that represent the media, the most important of which are hypertext, interactivity, and multimedia. However, this division has been interpreted differently by a number of foreign and Russian experts. While American scholar John W. Pavlik of New Jersey State University admits that in addition to the above three features, there is

conceptualization, time speed, and agility, while Fernando Zamit, Ph.D. in communication sciences, adds four more features: speed, popularity, memory, and personalization. In addition, literature describing convergence, hypermedia, user-generated content (UGC), citizen journalism, and wiki journalism are also rich in different concepts.

The development of technology has led to the emergence of a special type of text structure - hypertext. Gippermatn was used in 1965 by mathematician and programmer T. Nelson. According to him, the hypertext is "... a text that has its own essence, capable of performing many actions at the request of the reader at the same time." The difference between traditional text and hypertext is that specially marked words and phrases are passed by "clicking" on hyperlinks. Hyperlinks or links are active elements of a hypertext document that allow you to quickly move between parts.

Because hypertext is made up of parts, it does not have a compositional structure and a single semantic center. The hypermart cannot be read in full. In the strict sense of the word, it has no beginning and no end, its boundaries are subjective and determined individually by each user. Hypertext is also divided into several groups. According to a number of Russian theorists S.A. Stroykov, M.V. Masalova, and A.S. Makhov, electronic hyperbatic based on typology are classified as follows: simple and complex according to software capabilities; static and dynamic depending on the state of availability; limited and unlimited according to the degree of completion; artistic and non-artistic according to their functional direction; divided into separate and banded hypertext according to location.

Another feature of Internet media is multimedia. M.Lukina and I.Fomicheva, leading scholars in this field, say: "Multimedia is the material realization of the idea of media convergence, that is, the integration of periodicals, radio broadcasts, television, and the Internet, which are all channels of information."¹

Doctor of Philology N. Kasimova said that "interactivity and multimedia are important features of the media and the modern digital environment. In the media, multimedia is shaped by the digital revolution created by media consumers and changing technical capabilities." Unlike N. Kasimova, she distinguishes four configurations of communication on the Internet: One to one - a communicative action, such as sending a letter to the author or editor's e-mail; One to many - sending an e-mail to a journalist, editor, moderator, electronic subscription form and other similar types of communication; Many to one - actions such as Internet users approaching a person or moderator invited for an interview in a web publication, voting in polls; Many to many - consists of communicative actions performed in interactive opportunities such as forums, commenting opportunities.

In our opinion, three important features of Internet media, hypertext, interactivity and multimedia, serve as important factors for network users to take advantage of the new opportunities of the global information space. Nowadays, online forms of communication have been developed, such as online interviews, participation in online conferences, as well as online voting in political processes, filling out various surveys and questionnaires. At the same time, it is possible to freely express opinions and leave comments on current issues or events in society through various chats and forums.

Based on the above information, the following conclusions were drawn:

First, the term multimedia has been used to refer to shows from the 1960s to the present day that include elements of film, slide show, music, and lighting design.

Second, the dynamics of the development of multimedia began in the 80s of last century and is still evolving today along with various convergent and digital technologies. The analysis of the leading news channels of Uzbekistan showed that in most of them there is a significant increase in photo and video materials. Photo report + video, video, photo, photo plate + video materials are among them².

Third, while some foreign experts acknowledge the existence of conceptualization, time speed, and agility in addition to the three traits, others add agility, popularity, memory, and personalization. Russian scientists also classify them from different angles and divide the typology of the hypermat into several groups. Uzbek scholars, on the other hand, distinguish four configurations of online communication in terms of interactive capabilities in online journalism.

Hypertext, multimedia, and infographics, as noted by most theorists, are recognized as new genres of online journalism. AV Kolesnichenko in his article "The need for genres in journalistic texts in the Internet media" a number of Russian scientists A. Tertychny, A. Kolesnichenko, M. Shostak, G. Lazutina, L. Kroychik, as well as practical journalists L. Bershidsky, M. Grigoryan, V. Tretyakovs analyzed the genre systems of journalistic texts mainly in relation to the print media. A number of theorists in the field of online journalism, such as M.Lukina, E.Baranova, M.Ulanova, L.Shesterkina, A.Kalmykov, L.Kokhanova, use new technological opportunities to provide information in addition to the mono media genres of print media: multimedia, hypertext, and interactivity, he notes.

Also, a number of other researchers, taking into account the formation of the genre format of virtual discourse, classify them as follows: the first group - e-mail, chat, forum, instant messaging (ICQ), blog, guestbook and SMS; the second group includes flash, network flirtation, virtual novel, flud, message, kreatiff, and spam. Also, a number of other researchers, taking into account the formation of the genre format of virtual discourse, classify them as follows: the first group - e-mail, chat, forum, instant messaging (ICQ), blog, guestbook, and SMS; the second group - flash, network flirtation, virtual novel, flud, message, creative and spam. Doctor of Philology NS Kasimova also notes that the integration of genres in Internet journalism is more pronounced than in other media, but they do not retain their originality. In his opinion, it is important for the Internet media to provide information quickly, its richness of details attracts the user's attention. Only television can compete with this feature of the Internet message. However, if the viewer perceives the message on television only from the point of view of the channel that broadcasts it, on the Internet he can go to other sites where the message is broadcast and compare it, if necessary, receive news and messages both in text and audiovisual form. This ensures that the message reaches the user in its entirety. N. Muratova also includes global media, interactivity, hypertext and archived resources. In our opinion, today the process of convergence in any field has become popular and has required changes in the genre. The Internet media has also created a visualization of various genres in terms of its speed in conveying information. The wide possibilities of information and communication technologies, especially the global network, have given a new impetus to the genres of Internet journalism. From simple reporting to online reporting, online conferences have also begun to attract a wider audience.

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