



DEVELOPMENT AND OPPORTUNITIES OF MULTIMEDIA JOURNALISM

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ABSTRACT

Multimedia tools provide a natural environment for human interaction with computers using sound, video, graphics, text, animation, and other elements. Materials once considered a specific genre can later merge and become recognized as elements of new genres. The creative potential of multimedia emerges alongside audience demand, leading to innovative practices that go beyond traditional frameworks. The quality of media products enhances the intellectual and moral development of young audiences and guides them in the right direction.

Introduction. In recent years, a new concept has emerged in online journalism—multimedia journalism. Despite its novelty, scholars have defined it in various ways. In this context, speed, accuracy, and objectivity are paramount. Today, the Internet has become an inseparable part of our lives as a platform for information dissemination. The global network and globalization have fundamentally transformed the concepts of information, multimedia, and mass media.

Multimedia tools allow presenting information through text, images, sound, and animation. Multimedia resources consist of animated, audio, and video data. A multimedia journalist must be a professional photographer, videographer, and a skilled writer capable of engaging audiences. Essential traits include promptness, decisiveness, technical proficiency, editorial skills, analytical ability, and resourcefulness.

Multimedia devices include input/output equipment for audio information (microphones, amplifiers, speakers), animation and video devices (cameras, projectors, screens), and optical disks for storing audio and video data. In a rapidly changing world, modern media networks must meet high standards to educate and influence the younger generation positively.

The 21st century, often called the “Information Age,” has redefined the role of information in human life. A society’s development, position, and potential depend on its information infrastructure, which also indicates the level of democracy. In post-independence Uzbekistan, modernizing mass media based on contemporary requirements became a critical task. The journalist, as the primary subject of information dissemination, plays a pivotal role in shaping public information culture, ethics, and knowledge.

The Internet, as a global medium, has introduced new formats for media and journalism, allowing multimedia journalists to combine technology and creativity to deliver high-quality,

verified information. Multimedia journalism enhances interactivity, engagement, and accessibility, enabling content to reach diverse audiences effectively.

Multimedia in Education and Training: Multimedia technologies play a significant role in education, improving learning quality and student engagement. They allow integrating audio, video, text, graphics, and animation to deliver educational content effectively. The use of multimedia in teaching fosters better comprehension, motivation, and skills development.

Conclusion. Multimedia journalism is an innovative approach combining technology and creativity. It requires journalists to be proficient with technical tools, able to analyze events, and deliver accurate, engaging content. In modern society, multimedia enhances education, media communication, and audience engagement, reflecting a global trend toward information integration and interactivity.

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