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IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2020 Issue: 02 Volume: 82

Published: 29.02.2020 <http://T-Science.org>

QR – Issue



QR – Article



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UZBEK NATIONAL JOURNALISM TRAINING MODEL IN THE CONDITION OF MEDIA CONVERGENCE AND INTERNET ERA

Abstract: This article overviews the current state of national journalism training model in Uzbekistan. Main characteristics of media convergence, the increasing importance of this trend in journalistic practice and education are analyzed through the theoretical and empirical perspectives. The importance of journalistic education worldwide is rapidly changing with the growth of Internet journalism. These changes also shape new forms of mass communication, including blogging, citizen journalism, freelance journalism etc. It is also emphasized that interactive journalism is developing in the Internet, with a wider range of possibilities, the popularity of mobile communication and the development of social networks, increasing the role of the citizens in the dissemination of information – and the need for updating the education. Internet journalists, graduated from specialized faculties, need more knowledge and experience than Internet users, and they should meet the needs of the people in the global media and traditional media outlets fast and qualitatively. In this regard, the article highlights the importance to further improve Uzbek national education system, by providing examples of international experiences and models of qualified journalist cadres who meet the information age requirements. The author offers recommendations on the use of information technology in modern journalism education and the formation of students' professional skills in digital media and Internet journalism. Methods and tools for introducing information communication and internet technologies into educational models and teaching processes should be directly linked to modern requirements.

Key words: media convergence, divergence, qualified journalist cadres, digital media, internet journalism, journalistic education, globalization, multimedia tools, mass communication, education models.

Language: English

Citation: Dadakhonov, A. O. (2020). Uzbek national journalism training model in the condition of media convergence and internet era. *ISJ Theoretical & Applied Science*, 02 (82), 162-169.

Soi: <http://s-o-i.org/1.1/TAS-02-82-30> **Doi:**  <https://dx.doi.org/10.15863/TAS.2020.02.82.30>

Scopus ASCC: 2214.

Introduction

Mass communication and journalism play an important role in the internal dialogue of any country, as well as in international relations. Training of specialists for this area has always been a topic of controversy.

It should be noted that in recent years the number of mass media in Uzbekistan has increased. The President of the Republic Sh.Mirziyoev notes in this regard: "Today, more than 1 500 media outlets operate in our country. They differ according to the form of ownership, direction, and means of information transfer. Obviously, they all need highly qualified

staff." [Decree of the President of the Republic of Uzbekistan dated May 24, 2018 № PP-3737]

This also has an impact on journalism education. A number of models and forms of training for journalists have been created in different countries so far. Since the very first journalism education in Uzbekistan, the main task for the higher education institution has been to train well-trained, able-bodied professionals for the various media outlets.

All necessary conditions are created for the free and effective functioning of the media in the country. More than ten laws and about 30 subordinate acts were adopted [Alimov B.].

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The task now is to train journalists and commentators with the highest level of professionalism, leading professionals in the field.

“Today, the task of training journalists, analysts and commentators, professionals with high standards, and professionals who are real masters in their profession, is still relevant. Criteria for the penetration of journalists, deep disclosure of the socio-political processes in our society with their essence and importance, the courage to raise issues that hinder our progress, and our unbiased and fair approach to the subject should remain the unchanging rule of our press.” [Alimov B.].

Journalism education in Uzbekistan was first established in 1949 at the Faculty of Philology of the Central Asian State University. Since then, journalism faculties and departments have been established in a number of regions of the country, and a national system of professional training has been created.

In Uzbekistan, five higher education institutions: National University of Uzbekistan (NUUz), Uzbekistan State World Languages University (UzSWLU), Journalism and Mass Communications University of Uzbekistan (JMCUUz), Karakalpak State University (KarSU) and Webster University in Tashkent provide training in journalism and media communications.

According to the Decree of the President of the Republic of Uzbekistan dated May 24, 2018 № PP-3737 "On the establishment of the University of Journalism and Mass Communication in Uzbekistan", the University is considered to be the basic higher educational institution for the training of journalists for the media, including highly qualified international journalists and academic staff who are fluent in several foreign languages, conducting research, creating a media education system in the republic, and retraining and advanced training of workers in the field, the development of scientific and educational materials in this direction .

By 2018, the newly established of Journalism and Mass Communication University of Uzbekistan has started to train 8 undergraduate and 9 graduate specialties in Journalism and PR spheres.

There were a number of further developments in journalism education during the admissions in 2019. In particular, applicants have been enrolled as undergraduate students in the field of "Military Journalism";

Another noteworthy point, The Webster University branch in Tashkent, established by the Decree of the President of the Republic of Uzbekistan No. PP-4245 of March 20, 2019, also offers both undergraduate and graduate programs in Media Communication sphere too. By 2019/2020 academic year the university started to train specialists in Bachelor of Arts in Media Communication.

Apparently, national journalism education is being updated to meet the requirements of the time.

The issues of training, retraining, improvement of professional skills of journalists in the field of specialties, qualitative improvement of material and technical basis and the provision of educational process with modern technical means are of great importance.

In recent years, a number of important documents have been adopted to move higher education to a new level. Modern educational standards and a transparent admission system have been introduced.

The programs for the development of higher education institutions and improving the quality of education approved in 2017-2021 by Presidential Decrees have been welcomed by university professors and the public [Decree of the President of the Republic of Uzbekistan dated April 20, 2017 № PP-2909] .

The Decree of the President of the Republic of Uzbekistan dated October 8, 2019 "About approval of the Concept of development of higher education of the Republic of Uzbekistan till 2030" was an important guide for the development of all universities in the country [The Decree of the President, 2019].

The Decree of the President of the Republic of Uzbekistan Sh.M.Mirziyoev as of May 24, 2018 "On the Establishment of Journalism and Mass Communication University of Uzbekistan" as a prerequisite for the development of journalism education and functioning of the university, can be the fundamentals for developing journalism sphere, its features, scientific-theoretical, philosophical-aesthetic principles, providing a training of highly qualified journalist cadres according to the national and international standards, deeply mastering modern media technologies; creation of educational and methodical literature on relevant areas and specialties, taking into account the achievements of our country in the field of mass communication and journalism, the experience of educational institutions of foreign countries and the needs and requirements of mass media in the regions, as well as the modern information technologies and distance learning in the educational process. Besides this, implementing new methods is also useful [The Decree of the President, 2018].

In this regard, it can be said that nowadays the introduction of modern information and communication technologies and interactive teaching methods in the journalistic education, consistent study of the most important achievements of foreign experience, increases the effectiveness of educational system in this field.

DISCUSSION

It should be noted that in the current time, a number of Russian experts and neighboring Kazakhstan scholars have also examined issues such as modern teaching methods for journalists, requirements for teachers, technology required in

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pedagogical processes, and joint training sessions with production organizations and consumer media. At the same time, research on this topic has been carried out in the far and near abroad. In particular, I.A.Fateev, a Russian journalist, wrote: "Journalists' Choice of Russia: Theory, History, Modern Practice", A.Kalmykov "Internet Journalism in Media System: Formation, Development, Professionalization", monograph V.S.Helemendnka "Union of pen, microphone, camera", E.L.Vartanova's "Collaborating Convergence of Mass Media?", A.G.Kachkaeva's editorial entitled "Journalism and convergence: why and how traditional media turn into multimedia", "Media convergence and multimedia journalism" (compiler S.Balmaeva). However, recent emerging information technologies are not fully covered by newer forms of online journalism and the peculiarities of their advancement in scientific research and literature. Moreover, great experience has been accumulated in the UK, the US and Germany.

There are many teaching aids, scientific publications on Internet journalism and multimedia journalism in Uzbekistan. Candidate of philological sciences, associate professors N.Kosimova, N.Muratova, D.Rashidova have published publications on theoretical and practical issues of Internet journalism. These resources can serve as an important source of training for internet journalists today. In particular, Nargis Kasymova's "The Basics of Internet Journalism", Sh.Kudratkhodjaev "Use of the Internet in Journalist's Activity". "Internet: creation, history, security issues", D. Rashidova and N. Muratova's "Internet journalism", D. Rashidova's "Information technology and interactive Internet journalism", "Internet in Uzbekistan: opportunities and challenges" are the main resources for teaching students on Internet technologies. The themes widely analyzed in these manuals are connected with Internet technologies and online platforms such as history of the subject, development stages, internet journalism genres, traditional and online media, news websites, filling out and designing a site content etc.

METHODS

Since education in journalism is closely related to the activities of national and foreign media, the nature and features of editorial offices, the state of the media, fields and networks different methods such as comparative analysis, interpretation, case study are used in this research.

DATA ANALYSIS

In the twentieth century, the media gained enormous opportunities through information technology. For instance, the evolution of printing technology has led to the spread of books, newspapers and magazines in millions of copies. When the radio was discovered at the end of the XIX century,

information was first transmitted to consumers in electronic format. Since 1969, the Internet has become a fast and easy access to digital media resources.

The globalization of information changes the world very rapidly, and gives new solutions and opportunities to the uncertainty of its vital activity. The information revolution that has emerged as a result of the accelerated development of new information and communication technologies and mass media techniques has become a major source of radical changes in political, economic, socio-cultural backgrounds. The emergence of global information networks such as the Internet has seriously changed traditional economics and business, and the convergence process has swept technological, economic, and legal boundaries. These processes, which have important historical significance, have also influenced media outlets. Today, any user on the Internet may have access to textual, visual, and audio information. This is not only a data sending, but it's such a scene that the video and audio have become a continuation of the text. Speaking about multimedia media here, it is permissible to state another convergence concept. At the same time, the borders between traditional media have disappeared, and a new era has begun in the journalistic, press and media circles. The current socio-political, intellectual, and ideological processes around the globe during the modern information technologies are, of course, reflecting both the world and Uzbek national mass media. It is difficult to imagine modern mass media, without digital media and the Internet.

"The growing globalization of the global media space requires rapid and consistent response to media and media events. Training of highly qualified personnel in this area remains a priority for higher education institutions. Contemporary development associated with globalization, science, and social life has led to two trends in journalistic education: tendency to universalism and its specialization" [Nurmatov A., 2013].

In the context of journalistic and educational development, formation and broadbanding of online journalism in our country necessitates a careful study of convergence and divergence in online television as its component. This is because the increasing demand for online media is growing, and the demand for professionals who work professionally is increasing. Scientific-theoretical and practical analysis of the development of online television by means of a thorough analysis of the existing online journalism system, development of suggestions, suggestions and recommendations is a factor determining the relevance of the work.

"Modern technological achievements are not only an effective search for information, but also an opportunity to disseminate it in the world. At present, globalization of information in the news market is accompanied by an increase in international

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competition, the emergence of mass media, free exchange of communication technologies, and an informational system that seeks to have absolute control over the world information space. New technologies that have been used in media activities require the technical and analytical skills to be fully mastered during younger staff training" [Mirsoatova M., 2013].

In order to develop the national online journalism sector, it will be necessary to pay special attention to the training of cadres, which can effectively operate in this area, in order to ensure that the national web sites of the media are maintained at the most prominent media outlets of the world.

Discussing the national model of journalism training and its problems, journalist and scientist Sanobar Zhumanova wrote the following:

"So far, the material and technical base of higher educational institutions has not created the necessary conditions for training qualified journalist cadres. At the new university, taking into account the achievements of our country in the field of mass communication and journalism, the experience of educational institutions of foreign countries and the needs and requirements of the mass media in the regions, creation of educational literature on relevant areas and specialties, as well as the modern information technologies and these problems can be solved if the introduction of distance learning is implemented" [Zhumanova S., 2018].

If we apply to the higher educational system of countries such as the United States, Great Britain, Germany, Japan, India, we will see that they pay special attention to training in the field of mass communication. The term "Mass communication" has a broader concept than "Journalism", which includes, among other media outlets, Public Relations such as press services, advertising agencies etc. The most remarkable aspect of this is the emphasis on specialist training in this field, not only on the quality of media training, but also on educating the audience how to access techniques and technologies.

Particular attention is paid to the fact that part of the classroom teaching in the field of mass communications in Germany focuses on the preparation of information materials, the reporting and the editorial, and the second part – on the forms and methods of direct public presentation. At the same time, during the classroom sessions one will be able to prepare information material on a particular topic and get information about how to fill in with a text, a photo or video material, use the technical capabilities of any media to prepare information material, specific training requirements for online journalism, and direct afternoon sessions, information services, promotion in advertising agencies.

Attempts to develop skills of students in the field of mass communication, such as designing

publications, broadcasting audio and video materials, preparing news stories, advertising scripts, scenarios.

These skills make it possible for freelancers to operate not only in one media, but also in all media channels, especially in internet journalism.

At the same time, the use of technology requires media professionals to be universal, as well as be able to give recommendation for specialization in coverage of topics. Journalists need to work professionally in any direction, regardless of their presence in the internet or other traditional media, and only then they will improve the quality of materials provided by the media.

It should be noted that the development of Internet journalism has also shaped new types of activities in the field of mass communication. In particular, blogging social media, and various new types of journalism are developing. Interactive journalism is developing in the Internet with a wider potential. Promotion of mobile communication and the development of social networks are increasing the role of the population in the dissemination of information. Internet journalists need more knowledge and experience than any Internet or social network users to meet the needs of the audience of the global media in time and in high standards.

There will be big demand for skillful internet journalist in job markets in the future. Students of this sphere will need to learn the skills of working on modern information technology and their programming skills in the lower stages, to form knowledge and skills in the field of media work at higher levels, and in the field of journalistic creativity, because the texts, photos, audio and video materials prepared for the global network, as well as the quality of the material, should be available in the formats and sizes to online media.

Sanjar Sadik, one of the Uzbek scholars, wrote in his work on the Basics of Radio journalism: "Internet journalism has also captured the printed text as well as the live radio commentary on the live broadcasting on television." [Sadik S., 2010].

To do that, the specialist also needs some software knowledge.

"As the greatest achievements of the 21st century, global media can be said to be globalization, transition to digital technology and the Internet ... Naturally, the media has become one of the first in the vast virtual world. So online magazines were created" [Muminov F., 2005].

Convergence is one of the major impetuses for the radical renewal of the media. This concept represents a mix of different media outlets that are united in one mass communication channel. Technology convergence makes it possible for the public to communicate information through various information channels: cable, satellite TV, cellular communication, mobile communications, etc. It also creates universal online media that combines text,

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radio, and television. As a result, the audience will also be able to access information from different formats and formats that are based on evidence or information from a topic or an event.

In the journalistic practice, convergence is shown in several ways:

1. The convergence of the prepared journalistic material – every piece of material prepared by the journalist will consist of a text, video, audio, and transmissions in all media channels.

2. The convergence of journalists. Journalist prepares materials using multimedia tools. It needs to have sufficient knowledge of skills and abilities to make sensitive information for all types of media.

3. Convergence of the information market. The unification of the media with telecommunications and IT-technologies has brought together new participants in the information market: satellite channels, internet TV, computer companies, internet providers.

In the context of convergence, multimedia, networking services, computer technology, and dual-use technologies are integrated into one communication channel. This article can change not only the media system, but also the news media about it [Dadakhonov A., 2016].

In such a situation, the demand for journalistic cadres, which can be used efficiently and rapidly in journalistic creativity, and which collects and processes information materials with the use of the latest information and communication technologies, meets the requirements of time. A.Nurmatov, a prominent Uzbek scientist, notes: "It is now very important to cultivate universal journalists who can write news, take interviews, shoot images and videos, and prepare materials for publishing or broadcasting" [Nurmatov A., 2013].

Particular attention is paid to the fact that part of the classroom teaching in the field of Mass Communication in Germany focuses on the preparation of news materials and editing, and the

study of ethics and theoretical aspects of the profession, while the second part focuses directly on the forms and methods of publicizing them in editorial offices.

According to Andrea Czepec, a combination of a university degree and practical training on the job constitutes common educational background of journalists in Germany. There are two tiers of journalism education in Germany: 1. a university degree in Journalism or another field, which is not compulsory but usually expected, 2. practical training on the job through a standardized traineeship (Volontariat) or practical courses at a journalism school (Czepec, 2019, 65 pp.).

In this country, students will learn how to write news on a specific issue and how to enrich the news material with text, photo or video material, use the technical capabilities and means of each media to prepare news material, specific requirements for writing and editing news to online journalism. Attempts to develop skills of students in the field of journalism and mass communication, such as designing online publications, assembling and broadcasting audio and video materials, preparing news stories, advertising scripts, scenarios are compulsory. These skills make it possible for journalists to operate not only in one particular media, but also in all media channels, especially in internet journalism. In this case, the use of technology is universal from media professionals.

In a short period of time, the experience in the national education system for the formation of Internet journalism skills and the preparation of Internet journalists for students of journalism education trends and specialties has been formulated. At the International Journalism Faculty of the Uzbek State World Languages University, 5220100 - Journalism (International Journalism) provides students with the following courses in Internet Journalism:

1-table. Extract from 5220100 - Journalism (International Journalism) Educational direction curriculum.

Number in the educational plan	Subject	Total hours
2.00	Mathematical and natural-scientific subjects	
2.03	Digital Journalism	122
4.00	Subjects of speciality	
4.04	Online Journalism	244

At the newly established Uzbekistan Journalism and Mass Communication University, having summarized his experience of higher education in journalism and taking into account the needs of

Internet journalists, 5220103 – Journalism (Internet Journalism) and 5A220101 – Journalism (Internet Journalism) has been trained specialists the field of bachelors and master's degree. These areas are

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directly related to the curriculum that specialized in the preparation of Internet journalists directly,

because the subjects in them are more profound in nature.

2-table. Extract from 5220103 - Journalism (Internet Journalism) Educational direction curriculum.

Number in the educational plan	Subject	Total hours
2.00	General professional subjects	
2.04	History and modern structure of the Internet	122
2.05	Online Journalism	122
2.07	Announcement, reports and interview on the Internet	122
2.11	Information Security in Virtual System	122
2.12	Basics and Features of Web Design	188
2.13	Working with information resources	36
2.14	Multimedia journalism	108
2.15	Robot journalism	72
2.16	Convergent Editorial	108
3.00	Subjects of speciality	
3.02	Social networks and blogs on the Internet	122
3.03	Basics of digital photography	60
3.04	Data journalism	122
3.05	Mobile Journalism	122
3.06	Essays and documentary on the Internet	108
3.07	Selective courses	
3.07.1	Copywriting in Journalism	64
3.07.2	International global communications	78

3-table. Extract from 5220103 - - Journalism (Internet Journalism) Educational direction curriculum.

Number in the educational plan	Subject	Total hours
2.00	Subjects of speciality	
2.02	Theory and Practice of New Media	130
2.03	Basics of Medialogy	130

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2.04	Media projects and management on the Internet	350
2.05	Multimedia-based Internet Media	100
3.00	Selective courses	
3.04	Journalism in social networks	66

By analyzing these tables, we can say that, national model of training journalists has been improving and developing during last decades. One of the main trends is specialization in journalism education. The other trend is implementing new media technologies and spheres into the teaching processes. Recent curricula include interactive journalism, robot journalism, digital journalism, convergent editorial, journalism copywriting, web journalism, and Data Journalism.

These are widely-used courses in developing countries, and their entry into national journalism education shows the progressive development of the latest world science achievements into national journalism education. In addition, journalists need to know how to use the latest information technologies, regardless of their media outlets. The use of smartphones, tablets, and laptops in educational process will also help to create fast and high quality information.

The proliferation of "smart" phones across a broad spectrum allowed students of journalism, as well as network users, to become "reporters" and "video producers". Students can edit HD video and package stories using a few inexpensive apps. The impressive capabilities of smartphones could be the great leveler in journalism education and an important bridge to the profession. For example, now students in Uzbekistan can use the same tools as students in France. And university programs without resources to fully equip media labs and studios can now leapfrog to a sophisticated digital news operation without a huge capital infusion. The smartphone revolution also lessens the gap between university students and the profession. Students now have the tools to equal or surpass their professional counterparts. And students can become their own media brand and bypass legacy media altogether. Obviously, it is an exciting time for journalism educators and journalism students.

CONCLUSION

The age of information is becoming a new form of online journalism and traditional media activities, in the spirit of mutual competition between them. Today, the rapid development of journalism, including civil journalism, blogging, interactive journalism, journalism, and journalism, is changing the form and methods of journalistic education. In the context of digital media development and competition

growth, it is crucial for national and international experiences to study modern models of journalists' training.

As the most important factor for the reorganization of the journalist training system, the Media convergence has reached the following conclusions:

1. Media convergence in the journalistic practice provides the staff with the preparation of information materials for all types of media channels.

2. The convergent editorials are becoming more and more popular in the advancement of Internet journalism, the media web-sites and news online media.

3. Formation of all types of information materials such as a text, a photo, audio and video materials, info graphics and animation in online media and editors remains a cornerstone of effective journalistic competitions in the information market.

4. In the age of information, there is a growing need for qualified reporters to develop convergent materials, and this has encouraged journalism training institutions to review their curricula. At present, the curriculum of all faculties is being taught in one or more subjects about Internet journalism.

5. The development of social networking platforms and blogging, and the active involvement of students to digital technologies and the Internet requires the immediate reconsideration of content of a number of subjects.

In general, in the age of digital media technologies, and the growing competition between national and foreign media, training professionals who can work on last media technologies is very essential. The study of national and foreign educational models, technologies and new approaches in this field, and their implementation into practice, is one of the most important tasks not only for higher education, but also for journalism and mass communication. Journalistic education is a crucial component of the development of this field and determines its future. While the information age demands the broad application of information technology in the community, the need for deep knowledge and skills in this area is growing. Especially important is the role of online journalist personnel in protecting the country from external aggression and filling the national Internet segment.

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