

## Publicity as an Integral Creative Activity

Nasimova Iroda

Uzbekistan journalism and public Doctoral student of Tayang University of Communications

**Annotation:** The article talks about the transformation of genres, the classification of journalistic genres, which is emerging as a result of the development of Internet journalism.

**Keywords:** Image, multimedia tools, philosophical journalism, scientific, socio-political, comic journalism.

The development of Internet journalism and technological factors directly caused the development and integration of creative factors. Visual information, numbers, have expanded the possibilities of the online media field, which offers thousands of convenient ways to get information. If you follow any news source with millions of subscribers, every looking for a second. Today, modern journalism is a multifunctional mechanism turned around. Media is a digital way of transmitting and distributing information helped his world work in a new direction.

We live in the age of numbers and digitization. Automated programs and bots can easily do what a journalist did today. There are also different ways to effectively convey information to the audience. Video, audio, photo, theme background, infographics, statistics, photos, etc.

At the same time, the opposite trend has emerged in the transmission of materials to the audience: the transmission of messages consisting of short texts for the audience that does not want to read long materials; on the contrary, it is important to create a composition with multimedia tools and transmit large-scale information. These views contributed to the emergence and formation of new formats - longgrid, storytelling.

Genres that cover life on a wider, larger scale, encourage the development and growth of social conclusions in the audience are, without a doubt, journalistic genres. Journalistic genres in connection with multimedia tools have led to the emergence of new forms in Internet journalism.

The development of information technologies of the 20th century directly and indirectly affected the development of mass media. The rapidity and cheapness of periodicals led to their popularization and, in turn, to a great communication revolution, and it can be said that this revolution is still going on. Only forms, styles and methods have changed.

At the end of the 20th century, the process of formation of genres in journalism was more or less settled. It is known that genre is a method of organizing this material, and they are divided into 3 groups: informative, analytical and artistic-journalistic genres. If we dwell on their main features, in the informative style, attention is primarily focused on facts. Analytical material presents available data, conclusions regarding the studied phenomena, another of its stable requirements is to help form the opinion of the client and convey to the audience the analysis of experts on complex issues.

"The main feature of artistic journalistic materials is the presence of images and figurativeness in them. An image is a unique form of art, an embodiment of the artist's perception of reality in a clear, bright way.<sup>1</sup>

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<sup>1</sup> T. Qazoqboev, M. Khudoykulov / Introduction to journalism. T- Economy-Finance Publishing House, 246 pages.

If we explain the word "publicism" itself, this word - (lat. *publitus* - public) is a type of works dedicated to the current problems of society, plays an important social and political role as a means of expressing social opinion formed around acute problems <sup>2</sup>.

According to the definition of Professor E.P. Prokhorov, journalism is understood as an integrated creative activity along with science and art. "Publicism is a synthesis, but a synthesis of journalistic features." And publicists, according to the scientist, "are persons who should be able to recreate the history of modernity, use scientific and artistic methods of reflecting reality, and for this should act as both a scientist and an artist <sup>3</sup>." he sees in the depth of the roots of historical research, which, in his opinion, is naturally characteristic of journalism.

In the scientific terminological dictionary, this word is called "Publicism is the highest type of journalism. It is said to be distinguished by the nature of debate, controversy and struggle for new ideas <sup>4</sup>."

Also, according to the well-known scientist M. Khudoykulov, journalism is "a special type of reflection of social life, it reflects the current state of society, its achievements and shortcomings, and serves the present time. In the internal creative social structure of journalism, one can see the presence of features of politics, science and literature."

If we look at the history of Turkic peoples, journalism is a very old genre. For example, Alisher Navoi's correspondence with several bees, state officials, leading figures of his time are publicist materials on social and political topics. In such works as "Majolis un-nafais", "Munshaat", "Mahbub ul-Qulub" literary portraits of several personalities were created. In terms of style, it easily meets the requirements of the essay. "The personal life and rich spiritual heritage of Zahiriddin Muhammad Babur are also important in the education of today's new generation in all aspects. In this sense, it is gratifying that the letters written by the writer to his children during the years of independence are being published. These letters further enrich our impressions of such a great person, statesman, general and poet as Zahiruddin Babur, and clarify his attitude towards the times, the events around him, and his children. In the letter, Babur once again raises the issue of India in a serious tone. This letter is a testament and shows that Babur's follow-up policy, his lifelong concern for the integrity of the Timurid kingdom <sup>5</sup>. In addition, the description of dozens of countries from Central Asia to India in "Boburnoma", the transfer of scientific statistics, certain events and thoughts is one of the main features of the travelogue.

Journalism combines features of several fields, because one of its important aspects is to cover all aspects of social life. There are several types of it: "Social-political journalism, philosophical journalism, scientific journalism, literary-artistic and comic journalism <sup>6</sup>." Nowadays, it can be said that it is divided into several new directions, for example, film journalism, sports journalism, Internet journalism, etc. So, what are the characteristics that distinguish them from each other?

**Scientific journalism is the scientific study of social life**, the simple and understandable description of complex events, issues and problems, and the **popularization** of them to the audience. This term can be alternated with the terms "science pop" in the West, "nauchpop" and

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<sup>2</sup> <http://ru.wikipedia.org/wiki/%CF%F3%E1%EB%E8%F6%E8%F1%F2%E8%EA%E0>

<sup>3</sup> E.P. Prokhorov / *Publitsist i deystvitelnost*. — M GU, 1973 S. 317

<sup>4</sup> *Kratkaya literaturnaya encyclopediya*, vol.6, stlb.73. — M.: Sov. encyclopediya, 1971 S. 310.

<sup>5</sup> Ahmadjon Meliboev / *Jahan literature magazine*, 2011, issue 4.

<sup>6</sup> M. Khudoykulov "Journalism and Publicity" B-226.

"NPP" in the Russian mass media. The number, quality, and interest of the audience of articles in this direction are directly related to the progress of science and technology.

The most popular topics are the world science and technology articles on space research, microminiaturization and the use of nanotechnologies in the national economy, modified products, planned trips to Mars, the creation of a collider, and global warming. Scientific journalistic articles are published not only in specialized publications, but also in popular publications. For example, "Znanie - sila", "Nauka i jizn", "Nauka i religiya", "Geo", "New Scientist" (England), "Bild der Wissenschaft", "Natur + Kosmos" and "VDI-Nachrichten" ( Interest in such magazines as "Discover" and "Popular Science" (USA), "Recherche" and "Science et Vie" (France) is constantly increasing. Especially "Science" and "Nature" magazines have been of high quality in the last decade has become a source of scientific journalistic articles.

In national publications, scientific publicist articles are published through ".yuyu" columns of "Fan va Turmush", "Tafakkur", "Language and Literature", "Uzbekistan press", "World literature", "Sharq tyzni" magazines.

The transformation of a popular scientific magazine into a separate type is connected with the emergence of the "National Geographic" magazine of the National Geographic Society (USA).

**Philosophical publicism is a publicism** that reflects the author's own ideological views and examines current problems from a certain point of view. This direction of journalism is a direct result of thinking. In the last decade, philosophical publicism did not completely disappear from the information space, but it was not discussed and did not attract attention as before.

The term "philosophical journalism" was coined by the religious philosopher, the greatest historian of philosophy V.V. Used by Zenkovsky. The relevance of philosophical journalism is always related to the spirit of the times. According to Chernyshevsky, philosophical journalism creates modern history. It covers the history of the emergence and development of ideas that have influenced modern reality. In addition, it predicts the signs of tomorrow based on the "history of time" . L.P. Karsavin defines philosophical journalism as "the historical knowledge of the present day and the orientation of this knowledge to the near or distant future." It restores the relationship between the individual and the society, studies the behavior of the authorities towards the individual, allows to compare the present day with the past, to look into the future.

**Comic journalism** - in the 19th and 20th centuries, satirical publications covered the largest audience. Thanks to the articles in the comic style, the performances of talented publicists cause public interest. Uzbek comic journalism is directly related to the personality of Abdulla Qadiri. He can literally be described as the founder of comic journalism. His contemporaries called him "the one who makes you laugh and cry" because of his bitter satirical feuilletons. So, when did comic journalism enter Uzbek journalism?

After the October Revolution of 1917, many intellectuals hoped for positive changes in the country, and it was during that period that the most pages of Mushtum magazine took place. In the first issue of the magazine, he defines it as follows: " *This fist is not the fist of violence, but the fist of justice, this fist is not the fist of oppressors, but the fist of the oppressed .*" Abdulla Qadiri's Avsar, Dolta Makhzum, Julqunboy, Jirtakchi, Dumbul's son, Owl, Dumbuldevona, Jarqin, Mulla Nishonboy, Nephew, Indamas Eshon, Trumpeter, Passenger, Kalvak Makhzum's nephew, Lakalang Makhzum, Sovrinboy, Chin Dost, Chirmanda Batir, Shoshi, Shilgoy , is the author of hundreds of feletons and feleton series under pseudonyms such as Shapalaq Makhzum. In his works, the ideological-artistic characteristics, socio-creative demands, theoretical-practical aspects of Uzbek comic journalism are

more reflected. In his discussion with Ghazi Yunus, a well-known journalist of that time, he states that <sup>7</sup>"the main task of comic journalism should be to expose social ills based on the laws of comic laughter - satire and humor."

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<sup>7</sup> "Red Uzbekistan" newspaper, August 1925