

Business Journalism: Its Place in Society and Growing Significance**Umida Uzokova**

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Annotation: The content of the article is about the features of today's rapidly developing business journalism, its types and its increasing importance in today's society. The article describes the development factors of business journalism, previous and current views on it, what types of it are used more often in the field of commerce and marketing, and which have a positive effect on the image and income of many companies and corporations.

Keywords: business journalism, commerce and marketing, copywriting, copywriter, naming, maimer, rewriting, rewriter, business segment, commercial material, commercial text, goods or services, social networks, e-mail, site, posts, advertising, newsmakers.

Introduction: Business journalism is a field of journalism that monitors, describes, analyzes and interprets business, economic and financial activities and changes in society. According to the topic, it covers the entire range of commercial activities related to the economy.

This branch of journalism includes news and articles about people, places, and business issues. Many newspapers, magazines, radio and television news programs include a business segment. Detailed and in-depth business journalism can appear in publications dedicated to business and financial journalism, radio and TV channels.¹

Business journalism originated in the Middle Ages to help prominent merchant families communicate with each other. Around 1700, Daniel Defoe, best known for his works, especially Robinson Crusoe, began publishing business and economic news.²

In 1882, Charles Dow, Edward Jones, and Charles Bergstresser started a telegraph service that delivered news to investment houses on Wall Street. In 1889, The Wall Street Journal began to be published. Although famed whistleblower Ida Tarbell did not consider herself a business reporter, her reports and articles on the Standard Oil Co. served as a model for thousands of business journalists in the early 1900s. They used these articles extensively on how to cover companies.

Main part: The field of business journalism is divided into certain types. They can include copying, rewriting, naming and posting. **Copywriting** generally refers to the preparation of advertising materials or texts for a business. So, copywriters are creators of commercial material.

Commercial texts are divided into two types according to the format, purpose and level of publication:³

¹ This is the story of a journalist. Carolina Business News Initiative, University of North Carolina, School of Journalism and Mass Communication, Chapel Hill. August 24, 2011

² Margaret A. James and Dorothy F. Tucker. "Daniel Defoe, Journalist". Business History Review 2.1 (1928):2-6

³ Chris Rush (May 2008) "Book Review: doverie" Businessjournalism.org. Archived from the original on July 8, 2012. Data processing August 24, 2011

1. Advertising texts. Texts related to the promotion of a product or service are called advertising texts. For example, the landing text, the text representing the type of service, the text on the brand card of the online store, the text of commercial posts on social networks.
2. Entertaining texts. It includes mood (funny) sets, picture sets, texts and games. These types of texts spread quickly and mainly serve to brand the product.

Copywriting materials The goals include creating unique and interesting texts for commercial purposes, attracting people to the sales field, inspiring their confidence, ensuring connection between the audience, and selling products.

This is:

1. articles
2. commercial offers
3. Texts for the landing page
4. for website pages (home, about us, contacts)
5. Posts for social networks
6. email notification
7. may take the form of advertisements.

There are 9 important rules of effective copywriting.

1. Understanding the reader is the starting point. Find out who he is, what he wants, what he fears and worries about. After you collect all the information about it, he wants and, in turn, an effective text will be created. Use clear words and a familiar style, and don't leave the consumer in doubt.
2. The copywriter should explain the differences in the text, such as the manufacturer's price, low prices, and benefits.
3. Consider the audience when writing. It determines the style of communication and meaning. For example, we treat a taxi driver or our loved ones differently.
4. Everything is clearly defined. We form a purposeful movement. Download, buy, watch deso version. In this case, the user should not need to search for another source.
5. Plain and simple writing. People are looking for quick answers on the internet. If you can explain complex things in simple language it will be much appreciated. Do not use words that are difficult to pronounce, replace them with simpler synonyms.
6. Uniqueness at the height. This is not a whim of the customer, but an important factor in promotion. People working on search engine algorithms want users to find valuable information on the internet, not a thousandth copy. Therefore, sites with unique content rise higher in the search engine. The unique content is appreciated by visitors , which contributes to the brand image , raises behavioral indicators .
7. Avoid mistakes in punctuation, spelling, grammar. This approach attracts customers and increases trust.
8. Increasing the interest of information. People pay attention to headlines, presentations, and lists, and will read if the information is interesting. For search engines, all elements are defined in

HTML code, which helps them understand the text. The technique of writing commercial texts is based on knowledge of human behavior. You have to go through several steps to convince the customer to buy something. An immediate buyout offer will not work well.

9. When presenting the product, it is necessary to talk about its features, the interesting history of the company, its great experts, and the awards given to the company. But it is also necessary to tell why this product is convenient for the customer.

A copywriter, in general, the experience and skills that a business journalist needs:⁴

- Literacy;
- Fact check;
- Ability to distribute content widely;
- Analysis;
- Work in a team;
- Listen carefully to the speaker;
- Being responsible;
- Time-management skills (quality completion of many tasks on time);
- Empathy (being at the level of a psychologist to better understand the child);
- SEO experience (Search Engine Optimization).

So what **is rewriting** ? **Rewriting** is rewriting a text from another source, keeping the meaning but changing the words and sentences. Rewriting can be superficial (replacing some words with synonyms), deep (paraphrasing, completely replacing what was written while preserving its essence).

Why do you need a rewrite when uniqueness is worth its weight in gold? Copywriting is not only about writing, but also about analyzing and collecting the right information, which a copywriter does, a rewriter cannot do. However, rewriting can save a lot of money and time. This is a very important feature.

Naming in business journalism there is also the term It is also considered as a specific direction of copywriting work. Building a brand name is considered a very responsible job. This name shines in all advertising companies. You should choose a name that suits your business. It affects the image of the company and encourages differentiation from competitors.

Rewriting steps:

1. Conduct thorough analytical work.
2. Offer several options.
3. Checking if there are the same registered names
4. Coordination with the client
5. Test
6. Final examination in the international classification of goods and services.

⁴ Chris Rush (May 2008) "Book Review: doverie" Businessjournalism.org. Archived from the original on July 8, 2012. Data processing August 24, 2011

Social media is an important marketing platform. Modern companies actively maintain Facebook, Instagram, Telegram pages. This is a source of attracting customers, so it should be taken seriously. Content planning and systematic placement are important. Posting articles on a blog also belongs to the publication.

Companies usually find good copywriters through job boards, social media, content studios, job vacancies, or referrals from entrepreneurs. There are many copywriters, but not all of them understand complex marketing tasks. Therefore, the copywriter should be clearly told about his duties. Because copywriting isn't just putting letters into sentences, it's an important part of marketing. Quality copywriting is the key to a successful internet business.

Methodological Research: Studies show that business coverage gained popularity in the 1990s with the increase in stock market investment. The Wall Street Journal is one of the best examples of business journalism and is one of the best newspapers in the United States in terms of circulation and quality of articles.

Usually, journalists working in this field are called "business journalists". Their main task is to collect information about current events related to business. They can also highlight processes, trends, influences and important people in business and disseminate their work through all types of media.

Business journalism, although widespread in industrialized countries, plays a very limited role in developing countries. This puts the citizens of such countries at a great disadvantage both domestically and internationally. Recent efforts to involve the media in business development in these countries have paid off.⁵

At first, PR and advertising were not given much attention in the field of journalism. But journalism has evolved over time, and so have old stereotypes. But over time, the amount of advertising in publications is also decreasing. That is why many journalists are trying their hand at business journalism. In general, there is an interesting trend in journalism: large corporations have begun to buy media for themselves. However, mass media is not the main business for them. One of the vivid examples of successful corporate media is Tinkoff Journal published by Tinkoff Bank. Its monthly audience is 9-10 million people.

Today, recruitment sites (such as hh.ru and superjob) have many vacancies in the "Journalism" department of corporations, which are looking for editors and copywriters to manage their media platforms.

In the past, some business media (especially those belonging to international media holdings) preferred as authors persons with economic backgrounds, believing that they would present the information more accurately. Later, this practice was abandoned and they began to attract journalists again. When talking to career journalists in this field, they say they spend the first six months getting to grips with the subject, developing relationships and understanding the current agenda. Colleagues usually help with contacts: they exchange phone numbers and advise which of the speakers on which topic is best to contact. At the same time, of course, you should read what other mass media are writing, communicate with experts, call market participants from time to time. Sometimes the newsmakers themselves ask journalists about the market news at meetings: what, where interesting things are happening. Over time, in this regard, a business journalist begins

⁵ Chris Rush (May 2008) "Book Review: doverie" Businessjournalism.org. Archived from the original on July 8, 2012. Data processing August 24, 2011

to feel like a fish in water, begins to communicate "on the same language" with businessmen as equals.

Conclusion: Now that we have enough knowledge and skills about business journalism, here comes another question. How to get started in business journalism? Independent or in some editorial office? It's really everyone's choice. But it should be noted that freelancing is easier for journalists who understand established sources, contacts and processes. But it has a big minus. You cannot guarantee a stable income, it may vary from month to month. But for beginners, it is more useful to work in the editorial office. How to talk to newsmakers (most of the important facts are obtained in this way), how to ask questions, how to behave in emergency situations, you need to learn from experienced editors, gain experience. It should also be noted that, in addition to strengthening the knowledge of a business journalist, it is also necessary to form a base of contacts.

In conclusion, it should be said that business journalism continues to grow as society develops, and includes new types and methods.

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