



Media Criticism: Demand, Need, Responsibility

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Abstract

In the context of globalization, journalism, like all areas of information communication, has undergone unique innovations in theory and practice. Current issues of modern journalism, which operates as a means of mass communication based on the principles of traditional journalism, are emerging. Issues such as freedom of speech, ethics, and human rights require the development of media criticism. This article covers analyzes such as the demand and need for media criticism.

Keywords: *Globalization; Internet; Social Networks; Journalism, Broadcasting; Media Business; Material Gain, Audience; TV Channel; Rating, Fact-Checking; Media Criticism; Freedom of Speech; Quality Journalism*

Introduction

In the process of today's globalization, peculiar innovations and changes are observed in the theory and practice of journalism. The scope of communication-based citizen journalism is expanding. The Internet, traditional journalism combined with social networks is gaining a new look. Processes in society affect the media, and media appearances, in turn, affect public opinion and social life. At this point, the time has come to determine the role of journalism in society, the importance of the media.

In a market economy, media activity has become a media business. In it, the struggle for the audience, the audience's attention, intensified in every media outlet. The question “Whether it is the art of journalism, a source of information, or a means of manipulation that affects the public mind?” is on the minds of many theorists. Along with the traditional print media, radio and television, the popularity of the Internet and social networks has attracted the attention of the audience. Interactive journalism, based on interaction, makes a representative of a simple audience co-author.

The Main Findings and Results

Now is the time for the audience's attention, the struggle for time. Airtime has its price, its price. In addition to the cost of the material prepared for the broadcast, there is an account of its benefits. Defining the quality of journalism, the level of materials, has become one of the most painful issues in the media business. Experts describe the interpretation of the “supply-demand” process, which is the basis of

a market economy in the media business, as follows: “In the media economy, the audience is considered as both a consumer and a product. This feature distinguishes the media industry from other industries, turning the media into a market of specific products and services. In this case, the content becomes a kind of product – “offer”, and the audience presented to advertisers shows a kind of “offer” (<http://www.mediascope.ru>). The process of turning the audience into a unique “offer” for advertisers is analyzed by media experts in the form of a target audience. In our article, we aimed to identify issues of professionalism of the journalist in these processes, to analyze the mistakes made in this regard and their solutions.

At a time when the attention of the audience is at the height of the struggle for time, reporters are trying to be the first to cover the news. The novelty, the desire to give the sensation faster, before others, has become a determining factor in the rating of TV channels. Some seem to take the skill of reporting news ahead of other TV channels as a TV journalist’s professional ability. Naturally, in such a “race process” that represents the desire to be first, the authors do not check the information, do not have time to determine.

As a result, there is a proliferation of false information. “Fake news is information misrepresentation or misinformation spread on social media and traditional media for material or political gain” (<https://ru.wikipedia.org/wiki>). Unverified data will have a negative impact on the reputation of the leaked TV channels. Broadcasting of false information was perceived as incompetence and distrust of the channels arose.

At the same time, the need for data verification, i.e. fact-checking, has increased. In recent years, the theory and principles of fact-checking information have been developed by experts. The concept of fact-checking has entered the new media from the principles of editorial activity in traditional journalism. An editorial filter is a necessary requirement for journalistic activity. This activity is based on professional ethical principles such as objectivity, independence, accuracy. Adherence to these principles builds the trust of the audience and builds the reputation of the editorial staff” (<http://mediatoolbox.ru/factchecking/>).

Data verification has become one of the requirements of today’s media information literacy. Experts analyzed the scale and consequences of the negative impact of unverified information on the audience. Ordinary viewers, on the other hand, have become more distrustful of TV channels that broadcast unverified information. Reliable facts have emerged, leading to a quality journalism that provides accurate analysis. Now, the price of clear and authentic news is higher than being fast and first. The development of accurate, truthful and impartial journalism has become a requirement of the times.

In traditional, classical journalism, filming processes are planned in advance. After the filming process, a perfect assembly is done. Written script texts are read by skilled speakers. The television product is perfectly polished according to the requirements of artistic journalism. In the process of globalization, the mechanisms of production of television products have completely changed. Not perfection, speed has become a basic requirement. Live broadcast began to define the charm of information. Beautiful conversations were replaced by interactive shows that presented unexpected situations rich in debate and discussion.

The events are unfolding at the same time, at the same moment. In the context of freedom of speech, journalists were freed from obstacles such as the editing process, editorial control. Journalists do not prepare text for speakers, but use the synopsis to run the program themselves, moderate the broadcast, and manage the communication subjects of the interactive process. In such cases, of course, it is extremely difficult to follow the rules of etiquette, the norms of literary wire. It has become a requirement of the time to develop specific rules for the conduct of the journalist on the air, to determine the norms of his actions as a process manager in one way or another. In this regard, there is a need for media criticism, tele-criticism.

Results and Discussions

Tele-criticism should develop as a separate area that assesses the quality of the broadcast product, the work of the journalist. Tele-analysis has the same status in television journalism as it plays in the development of literature or other branches of art. The importance of media criticism as a role in the development of the industry today has increased as an objective evaluator of the practical work of journalists, a criterion for determining its quality. Experts describe media criticism as follows: "Media criticism is one of the areas of journalistic creativity, the current problems of media activity in society, one of the areas of journalistic creativity that critically evaluates the content of media products" (<https://www.hse.ru/ba/media/courses/292696555.html>).

Many debates and critical articles on the content of modern TV programs are published, broadcast and discussed. What are their effects? Does the analysis of media critics blind to the leaders of private TV channels, which determine the effectiveness of the TV project according to the criteria of profit from the program? Unfortunately, such analysis is irrelevant to the non-state media, which is only concerned with material gain. They have to think about self-financing, covering the costs of the channel through a TV project. Therefore, the level of airtime of non-governmental TV channels, which occupy a high position in terms of ratings, remains the same. The economic factor outweighs the spiritual moral factor. Freedom of speech and information is an important condition of a democratic society in which human interests, rights and freedoms are of the highest value.

However, this does not mean that a journalist or blogger can do whatever he or she wants. We emphasize that the journalist has a responsibility to society, professionalism, performance requirements, and most importantly, there are existing rules, and the journalist has no right to forget this. In particular, Article 6 of the Law of the Republic of Uzbekistan "On Protection of Journalism" states that "in carrying out his professional activities, a journalist must respect the rights and freedoms, honor and dignity of the individual".

According to the Code of Professional Ethics of Journalists of Uzbekistan, "A journalist ... in the performance of his / her professional duties shall not use illegal means of obtaining information (intimidation, extortion, extortion, incitement, promise of rewards or other methods contrary to moral norms), as well as his / her official powers for personal purposes" (https://t.me/olimjon_usarov). Media analysis needs to be popularized as a factor in evaluating journalistic performance. It is the viewer himself who must be able to give a clear assessment of the quality and moral ethics of the program. Only then will the TV product be evaluated on the basis of quality criteria, not in terms of material benefits.

Media critics should conduct regular analysis of the content of the broadcast and develop their own recommendations to the creators not only in terms of the benefits of the show, but also in the interests of the audience and the formation of aesthetic taste. At this point, critics are required to conduct certain sociological research to study the audience. Media criticism should develop for society a single set of criteria that shape a journalist's professional activity. Such criteria should be reflected as general rules for journalists to organize their activities. At the same time, these criteria should serve to improve the audience's skills in media literacy.

Criteria for evaluating journalistic activity should be determined based on the type of journalistic activity. For example, if the main criteria for news journalism are speed, objectivity, and accuracy, for talk show presenters it is necessary to evaluate them on the criteria of analysis, objectivity, and ability to listen to the interviewee, moderation, and debate. For a journalist who prepares analytical material, such criteria as the ability to use the tools of analytical journalism, comparison of facts, the search for new trends are among them.

In recent years, it has become customary for a journalist's professional criteria to be evaluated in terms of the benefits he or she will bring to himself or herself and the channel. Material interest, on the

other hand, may not always meet the criteria of morality and aesthetics, objectivity and fairness. As a result, the air is filled with low-quality material, which negatively affects the taste of the audience. An example of this is the wide discussion on social media of journalistic material broadcast by the creators of private TV channels.

A reporter who came to the house of the prostitute and interrogated her wrote a report on human rights violations by a journalist: “A burglar has appeared. Looking at his actions, I think, “It looks like he's deliberately trying to knock journalism to the ground”. I wonder who is giving him the right to judge people, especially the last one. He broke into a private apartment and interrogated a woman naked in a corner: “Why did you commit prostitution?”, “What are your rights?” “How do you raise your children?” Worst of all, he called one of his relatives and said, “Look at your aunt's condition. She is a prostitute. How can you stand it?” he exclaims.

Interestingly, he is silently watching next to the police officer. Having worked in this field for 20 years and gaining some experience, I am still embarrassed to suddenly pick up a microphone. Let the training, the interrogation like an investigator stand on its feet. Who gave you the microphone? What right do you have to break into someone's private home? Who gave you the authority to be a “guardian of spirituality”? Most importantly, a garden from the outside - who are you to lynching” (Who gave you the right to have a microphone and a samosud? https://t.me/az_sss).

The public's attention was drawn to the fact that a reporter who wanted to produce a unique film did not follow the principles of journalism - a serious objection by professional journalists. This means that today's journalistic material is not enough to attract the attention of the audience, but it is a requirement of the time that the TV film is filmed in accordance with the requirements of the journalist's professional skills.

Conclusion

While the development of quality journalism has become a requirement of the times, it will also increase the demand for professional journalism. Media owners are forced to hire well-paid professionals, not amateurs. The development of media criticism, along with the provision of quality products to the audience, paves the way for a worthy assessment of the work of skilled journalists. Currently, there is no demand for quality journalism, which causes many journalists to go abroad for work or change their profession. “Another highly educated specialist left Uzbekistan.

Rahmatillo Isroilov, one of Kun.uz's most enthusiastic employees, has increased the number of Uzbek labor migrants by one and left for Canada with his family. Unfortunately, today, good employees are leaving journalism not only for the purpose of going abroad, but also because it is one of the low-paid fields. For example, journalists who write on sharp topics as good journalists are now working on the other side of the coast, in the news services. At least one journalist has to work in two or three places. This leads to a decline in the quality of journalistic materials in the media, unfortunately ...” (@jurnalistikauzbek).

The development of media criticism, along with the correct formation of the audience level, plays a special role in ensuring freedom of speech in society, building a democratic society. At the same time, it plays an important role in the formation of quality journalism. The development of quality journalism increases the demand for qualified professionals, skilled journalists are valued. This determines the scientific and practical development of modern journalism. Therefore, along with such fields as literature, art history, film criticism, media criticism must be widely developed and improved.

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@jurnalistikauzbek

Who gave you the right to have a microphone and a samosud? https://t.me/az_sss

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