



Definition and Classification of the System of Professional Competence of a Journalist

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Abstract

In the context of globalization and media convergence, new requirements are imposed on journalists to ensure their professional activities in the information space. This article analyzes the essence and theoretical views on the concept of professional competence and the general requirements imposed by society on the professional competence of a journalist.

Keywords: *Professional Journalist; Competence; Professional Competence; Professional Qualification Requirements*

Introduction

After gaining independence, our country sought to build a democratic legal state and civil society. In the new Uzbekistan, a step is being taken to a higher stage of development, paying special attention to the priorities of modernizing the country and liberalizing all spheres of life. In this regard, it is important to study the activities of the media, in particular, print publications and Internet sites, to study the mechanisms for their preparation and dissemination of information. President of the Republic of Uzbekistan Sh.M.Mirziyoyev in his "Congratulatory message to the press and media" in June 26, 2020 said - "It is necessary to say that in our national media space, the sharp demands and criteria of the time, revealing the most important trends, critical analysis, bold presentation of topics and problems that people expect are still not leading" [1].

Discussion

Changes in journalism today are directly related to a fundamental change in the organizational structure of journalism. Firstly, the emergence of a multi-format, multi-format body - a convergent editorial office that prepares a media product for several media outlets. The emergence of a convergent editorial office as a unique social system, as a new environment that can change the interaction of employees, management and staff, employees and the audience, creates a completely new information and communication space. The mono-environment characteristic of traditional media is a thing of the past, and it has been replaced by a multimedia environment that meets today's requirements and is able to solve

problems at a qualitatively new level. The information production cycle, from planning the creation of material to the process of presenting it to the public, is also changing radically. Today, modern media are constantly faced with a vivid reality, such as creative search, the choice of the most optimal development path.

These circumstances make it important to seriously reconsider the issue of criteria for journalistic professional competence and specificity. The concept of "competence" was first defined in 1973 in David McClelland's article "Testing for Competence Rather Than Intelligence" [2]. The researcher used this term to refer to the behavior that distinguishes a good employee from an average one. In the course of a study conducted by David McClelland, it was found and proven that various documents confirming the availability of knowledge and skills do not guarantee the competence of a potential employee. The scientist noted that checking the academic knowledge of potential employees, the availability of diplomas and certificates of completion of advanced training courses do not guarantee the quality of their performance of their functional duties. Based on this idea, he linked the efficiency of labor with the concept of "competence" of the worker.

Another major contributor to the development of the concept of competencies is Richard Boyatzis, a professor at the Weatherhead School of Management. His research was aimed at studying the characteristics that are directly related to the effectiveness of managers, regardless of the characteristics of the organization. He published the results of this study in 1982 in the journal "Competent Manager. Efficient labor model".

Unlike D. McClelland, R. Boyatzis approaches labor efficiency as concrete results achieved as a result of certain actions of the performer that support the organizational order, policy and conditions of the organization. That is, the elements of labor productivity include, in addition to competencies, the functional requirements of labor, as well as the conditions of the organizational environment.

Now let's look at the concept of "professional competencies". Requirements for the term professional (any) are included in the list of international standards:

- Independence in decision-making and choice of means of their implementation
- Responsibility for your decisions
- Be responsible for yourself and your loved ones
- Preparation for action in non-standard situations
- Skill to work in team
- Willingness to learn throughout life.
- Information literacy
- Possession of a complex of professional competencies [3].

It should be noted that "professional competencies" are the subject of study in various disciplines. Philosophers interpret them as a means of adaptation to marriage. They proceed from the fact that a person, his views, interests and beliefs are determined by his profession. In particular, D.L. Thompson and D. Priestley interpret the concept of "professional competence" as a body of knowledge based on high standards, ethical norms and a professional code [4, p. 49].

The Council of Europe has defined a list of key competencies that every European must possess in order to be functionally qualified and successful in various areas of life and work:

- Political and social competencies - mean collective cooperation, responsibility for one's actions, decision-making, finding solutions to problematic and conflict situations, communication, dialogue, concluding contracts, concluding and implementing contracts, socially significant and useful activities.

- Intercultural competencies - the development of respect and tolerance for the opinions, views, traditions and customs, values, historical and cultural heritage, language, beliefs of others.
- Communicative competencies - associated with the adaptation of society to its rules, building friendly, friendly and professional relations, cooperation with different people and communities, mastering the skills of oral and written communication that contribute to professional development.
- Information competencies - associated with the development of the information society, they require knowledge and skills in the field of search and processing, storage and application of information, knowledge of information technologies, the ability to work with modern information resources and methods. Competences in learning, self-awareness and self-improvement develop throughout life, which leads to changes in professional and social development. We need to rely on our own experience, separate knowledge from it, systematize and systematize it, develop our own methods of teaching, research, methods of organizing work in various fields, find solutions to problems, and adapt to the rapidly changing conditions of the social movement [5].

Thus, we can conclude that the concept of "professional competence" in various fields of knowledge, along with the individual psychological qualities of a specialist's personality, lies in the objective conditions, characteristics and conditions of professional development.

The work of a journalist has always been of great value to society. Therefore, society is constantly striving to create favorable conditions for the activities of journalists and, in turn, makes serious demands on the profession. The hope and trust of a journalist in society reflect the social order of the "optimal" professional, focused on his training and practice. Society's "order" for a journalist is reflected in the professional requirements for him.

These requirements can be divided into four groups:

- Moral and ethical (honesty, modesty, sensitivity);
- Psychological (temperament, character, memory, thinking, imagination);
- Social and civic (social responsibility, principledness, objectivity in assessment, ability to fight for truth);
- Professional (communicative, artistic abilities, competence).

In our opinion, the most important among the listed groups are professional qualities.

The competence of any specialist is based on competencies, i.e. on specific requirements. They play a key role in the selection of personnel for creative professions, in particular journalism, and in the personnel policy of organizations. Each specialist must have general competence, i.e. basic knowledge of all aspects of social life. This knowledge needs to be constantly updated. That is why there are ways to expand the general outlook: self-study, training courses, gaining life experience. Each method is effective in its own way, and together they can lead to success. As for the profession of a journalist, its activities cannot be imagined without a broad general competence. The journalist often covers various issues in the media (for example, due to the lack of specialists in regional newspapers, a journalist can write about both news in the education system and agricultural issues).

The world of professional journalistic personality is formed in accordance with the objective requirements of the profession. Such a set of professional qualities has always been in the spotlight. In particular, the behavior and personal qualities of journalists were first mentioned in 1755 in the article of the famous Russian scientist M.V. Lomonosov "Statements and essays on the obligations of journalists in support of philosophical freedom". This scientific article lists seven rules that a journalist must follow [6]:

- Evaluate their own capabilities and potential, because it is not about informing us about what we know and post, but about the difficult and complex task of identifying new and important ideas from works created by adults;
- Get rid of bias towards the author, that is, be impartial;
- Divide the described essays into two groups: those written by individual authors and the scientific community (Lomonosov emphasizes that a journalist must be very attentive to the text being interpreted in order to avoid gross errors, indifference and haste);
- Take your time to deny or blame assumptions, because they may be the only way to the truth for great intellectuals;
- Do not absorb the opinions and opinions of others;
- A journalist has the right to refute certain theories and points of view only after a thorough study of the issue and comprehensive consideration;
- "Should not be deprived of its superiority, prestige, feedback value" [6].

In 2006, European schools and faculties of journalism in Tartu, Estonia, signed a Declaration outlining ten key journalistic competencies. These competencies represent the set of knowledge, skills, and competencies required to perform important professional tasks. Each competency consists of five skill characteristics that a student should know and / or understand and be able to demonstrate upon completion of training.

The Tartu Declaration provided a common language for media and journalism education professionals to exchange views, as well as common goals in the development of courses and curricula. Below we look at ten competencies developed in Tartu:

1. Understand the social significance of journalism and its changes
2. Finding a topic and their aspects appropriate to the social and production goals of a particular media channel or media
3. Organization and planning of journalistic activity
4. Rapid collection of information using traditional fact-finding techniques and research methods
5. Separation of basic information
6. Journalistic systematization of information
7. Narrate information using an effective journalistic form and appropriate language style
8. Evaluate the results of journalistic activity and feel responsible for it
9. Collaborate with the team, be ready to work in the editorial office
10. Work in professional media organizations or as a freelancer.

The famous Russian researcher E.L.Vartanova, based on the provisions of the Tartu Declaration, classifies journalistic competencies according to their functional characteristics as follows [7]:

- General competencies (some knowledge of a particular object, a thorough and constructive analysis and assessment of specific problems arising in professional activities, understanding of the laws of modern society);
- Instrumental competencies (knowledge of literary language norms, skills of working in a foreign language orally and in writing, software and computer networks, use of Internet resources, knowledge of basic legal concepts, ability to use legal documents at work, etc.);
- Systemic competencies (ability to come up with new ideas, independent study, change the production profile of the activity, etc.)
- Basic general professional competencies (knowledge and understanding of the characteristics of journalistic work, the basic principles of the formation of media systems, the characteristics of different types of media, the interests and needs of the audience, the nature of media consumption).

E.L.Vartanova also emphasizes the journalist's activity, openness, communication, ability to accept criticism, ability to work with technological infrastructure.

Conclusion

It should be noted that the term "professional culture" is closely related to the concepts of culture and profession, the main elements of which are the professional competence of a journalist. There are different approaches to understanding it.

It can be concluded that in modern practice, the concept of "professional competence" means the ability of the subject of professional activity to perform tasks on the basis of established standards. The term "professional competence" refers to an employee's ability to perform a job in accordance with his or her position, and job requirements refer to the tasks and standards set by the organization or network.

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