



Integration and Transformation of Genres in Convergent Journalism

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Abstract

Although new approaches to modern media based on the technological factor are changing the views on genres, the concept of form has not yet lost its importance. Genre is the transmission of information by putting the content in a certain form. In convergent journalism, the mixing of genres, the emergence or interpretation of a new one based on a traditional genre is one of the important processes. At what stage is the integration of the concept of convergent editorial in Uzbekistan? How is the genre transformation of the newspaper from polygraphic to online copy going? To what extent does this process affect the digitization of the press? This article tries to find answers to such questions.

Keywords: *Media Convergence; Convergent Editorial; Genre Transformation; Genre Integration; Hybrid Genres; Multimedia; Print Media; Online Content*

Introduction

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So, how is the genre transformation of the newspaper going from the polygraphic form to the online copy? To what extent does this process affect the digitization of the press? In this article, we will try to find answers to such questions. Before proceeding to the analysis, it is appropriate to define the concepts of convergent journalism and convergent editorial and consider their integration in the media landscape of Uzbekistan.

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Theoretical Background

Convergence is derived from the Latin word "convergere" - "approach", "merge". In the Cambridge dictionary, "converge" is defined as "convergence", "direction in one direction", "approach", "join"[2].

The concept of "media system" was used for the first time in 1977 by V.S. Khelemenek in relation to the convergence of several media types in one place, a new approach to their activity [1-80]. He notes the need to coordinate media activities under the influence of the development of mass communications, to regularly update the content, to recognize the generalization of leading and specific principles, such as interfunctional dependence, and the interaction of press, radio and television functions.

While modern theorists define the concept of mediconvergence in different ways, most of them suggest that this process is the distribution of a product with the same content through different channels or other means. Here, the same content means the same content and its preparation and transmission in different forms. This idea can be supplemented by the phrase "distribution of the same content in different forms through different channels".

Other scholars argue that convergence plays a crucial role in the creation and distribution of audience composition, and consider convergence in terms of social and technological changes within society. For example, according to the American scholar Henry Jenkins, media convergence is a continuous process, which should not be considered as an advance or a fundamental turn in its activity, but rather as an interaction between different media forms and platforms. From this it can be understood that some researchers have accepted the convergence as a traditional and natural process of a new way of working of editorial offices.

Burnett and Marshall define convergence as "the intermingling of the media, telecommunications and computer industries" [4] or, in other words, they believe that the boundaries between different media platforms are broken and they merge into a single digital process.

As a derivative of the process of media convergence, the concept of convergent editorial appeared.

Convergent editorial is one of the most promising models of mass media development. The concept of converged editorial is based on the integration of all possible media product formats - online, print, mobile and broadcast. Such editorial formats work on the basis of the principle of transmedia, they refer more to media materials in the process of information exchange, announcements, as well as in the process of creating a general information product. At the same time, the single information center performs its task by studying and analyzing the needs of different audiences and tries to improve the quality of the delivered news.

There are different definitions of the concept of convergent editorial in the scientific literature. Simply put, convergent editorial is a creative structure that produces media products for multiple media outlets, often part of a single media association [3-102].

In our opinion, the definition given by researcher Azam Dadakhanov is more perfect. The reason is that the essence and tasks of the convergent editorial board are reflected in a simple form.

Convergent editorial is an integrated creative structure that produces media products such as news, instant messages, announcements, hyperlinks to information materials and advertising spaces for

mass media (press publications, radio, television, news agencies, Internet) within one media company [5-40]

In our opinion, it is appropriate to give such a definition in addition to this.

Convergent editorial is a creative team of journalists who can deliver information in different formats through different platforms, and create content using information technologies and multimedia tools.

Russian researcher Anna Kachkaeva says that the main differences between convergent and traditional journalism can be seen in the formation of editorials, editing of articles, distribution of roles of employees and use of information technologies. [6-251] Here the scientist has overlooked another aspect. The main difference of the converged editorial office from the ordinary one is not limited only to the correct distribution of staff functions or the correct management of the organization. It is also necessary to talk about the outlook and professionalism of a convergent journalist. The reason is that an entity that creates content using techniques and technologies is a convergent worker. He should understand the essence of convergence, move in accordance with the times, know his target audience, allocate his time correctly and manage to make maximum use of minimal opportunities.

Multimedia editorial - the key to editorial existence is that each editor is specially trained for the technological layer. This refers to separate editorial offices working simultaneously for the print and online versions of the publication.

In the editorial office of "Bright Uzbekistan" magazine, online and offline direction is provided by a separate team. Offline, i.e. the magazine publishing team, works on the content given by the management. Journalists are engaged in the processes of material collection, preparation, preparation for interviews, proofreaders check the finished material and editors review and place it in the magazine, designers prepare pages for publication.

In the online direction, in order to speed up the work process, universal employees have been appointed, that is, a journalist-translator, a journalist proofreader, a journalist-content manager and a special editor. This helps editorial staff prepare and publish materials quickly and efficiently.

Examples: *"Trust" and "Vatanparvar" editorials can also be included in the multimedia editorial type. The reason is that they have a separate media center for creating online copy and content for the YouTube platform. However, there are some elements characteristic of cross-media editorial. That is, newspaper reporters prepare material for both print and online copy at the same time. An integrated newsroom is a newsroom that integrates the flow of news mainly through its technological layers. It includes the contents of all information channels and carries out planning and production together. In it, there is no staff responsible for a particular channel, but the responsibility of news coverage for the print and digital form is assigned to a specialized editor.*

The situation in the editorial office of "Zarafshon" newspaper is more suitable for integrated editorial structures. In order to effectively launch the activity of his site, an experienced specialist who did not interfere in the work of the newspaper at all, and who had worked at www.kun.uz for several years, was hired. This specialist reports directly to the editor-in-chief. It uses only 20% of the materials in the newspaper when creating online content. The rest is formed by determining the important issues on the agenda, assigning tasks to newspaper reporters and learning from other sources on the Internet. But almost every reporter in the newspaper tries to provide material for the site and YouTube channel. Cross-media editing is editing based on the principle of mutual information exchange. This includes the creation, processing and distribution of content, which

all technological layers perform simultaneously. Staff from various departments create content for both print and online versions of the publication. This allows you to provide the website with video and audio clips [7-120].

In the Uzbek media world, there are almost no editorial offices that belong to this convergent editorial type, that is, that fully meet all its definitions. But these three editors have their own characteristics. For example, the newspaper "New Uzbekistan" can be included in the cross-media editorial. The reason is that the newspaper reporter also works for the site. A person responsible for the online copy of the publication has also been appointed. He reports directly to the editor-in-chief and forms the content of the site from the work of the newspaper staff. This aspect corresponds to the integrated editorial features.

Most of the researchers who conducted research on this topic note that convergence processes are creating changes in the convergent editorial structure, as well as affecting the authority of modern journalists. Currently, under the influence of convergence, a new business model of the organizational structure of mass media is being formed, information gathering processes are being modernized. Obtaining and disseminating information, both foreign and domestic media enterprises, requires scientific understanding and theoretical justification.

Usually, several groups of genres of traditional journalistic text are distinguished: news (informational) genres, analytical (analytical) and artistic-journalistic genres. "In Western journalism, the art-journalistic genre is today also expressed by the term "features" in English". In the opinion of Mukhlisa Sabirova, Doctor of Philology, integration of genres as a result of the convergence and dynamic development of mass media makes it difficult to determine the genre characteristics of media texts. That is, researchers emphasize that in the classification of media genres, they face a number of difficulties due to the ambiguity of terms, the observation of different approaches.

Although this is an analysis related to media linguistics, it also represents the influence of media convergence conditions on genre change. That is, the characteristics of traditional genres are classified by researchers. Accordingly, the analysis was relatively easy. But due to today's rapidly changing media environment, genre characteristics are not defined and classified, so it is difficult to give a clear opinion.

Madinabonu Nurutdinova, doctor of philosophy in philological sciences, has similar views on this matter. That is, he notes that the wide possibilities of the "spider web" affect the typology of genres. According to the scientist, the text content of the online publication is based on the typology of press genres. According to him, the information in the online newspaper is published in electronic form, and it can be enriched with multimedia genres in the form of photos, videos, animation elements, interactive comments, conversations, infographics, longrids and maps. The multitasking nature of the network changes the basic structure of genre typology and creates a number of obstacles in its analysis[8-12] Therefore, it is difficult to give clear opinions about the integration of genres in the transition to the online format as an object of journalistic research.

In fact, the intensity of today's information flow and the demand for rapid transmission of media products have also eroded the concept of genre. Because journalists try to convey the information they have quickly, regardless of the style and form. For this reason, the concept of genre has become one of the most controversial topics in the field of journalism. Candidate of Philological Sciences, associate professor Nazira Toshpolatova puts forward the opinion that with the disappearance of the genre, there should be a form in journalism. "From the outside, it seems that the form of the written work does not need any theory or definition. But form is a stable concept because it has a specific appearance and content..."[9-24]. In his opinion, a journalist should think about what the work he is preparing should be, what to start with, what information to bring to the fore, how to conclude, how to cover the process or reality. And their arrangement itself emphasizes that it requires a certain form in relation to the text.

Without a form, a journalistic work does not come into the world. True, some of the traditional genres may disappear and hybridize. But with the demands of time and space, new or synthetic genres or genre-substitute forms persist. For example, the development and popularization of a simple mobile phone has a significant impact on the fate of journalistic genres.

At first glance, the variety of genres in an online newspaper is not obvious. All appear to be informative texts. It can also be seen that the methods of expression do not deviate from the requirements of the online format. In some places, in the newspaper, there is an increase in the length of the article, although it does not go deeply into the topic, interviews are given a wide place in the text, and in some cases, these aspects are also visible in the online format. One reason for this appears to be that content from the newspaper is transferred to the online copy without any changes. There is no change in genres when an online publication is placed on the basis of the principle of repeating the material from the newspaper without adapting it to the Internet audience. But in the content copied based on the principle of adaptation, the transformation of genres is noticeable. Some researchers divide the adaptation of genres to the online format into three stages:

1. The initial stage of the emergence of the Internet. This period is financial, economic commercial sites are characterized by effective use of informational genres;

2. Stage of development of networks. At the same time, the population's attitude towards the Internet changes: they perceive the virtual world as a means of mass communication, an information space. This is evident in the fact that materials on various topics are presented in the online publication, and it is considered as an open source of information.

3. Enrichment stage of online resources. At this stage, major news agencies, databases, Internet resources, libraries, and social networks were founded. After that, the network was enriched every minute with the information of not only professionals, but also readers (viewers, users). The expansion or change of modern genre types, function and format can be explained by these three features. According to the Russian scientist Anna Kachkaeva, not only the title and the first paragraph are important for the content of the site, but also keywords and links. According to him, multimedia genres in online content evolve according to audience classification and preferences. True, traditional genres did not completely disappear. But this process somewhat overshadowed their development on the web resource.

One can partially agree with the views of the scientist. Indeed, online media should operate based on audience demand. It can be said that emerging new types of web genres do not pose a threat to traditional ones. In convergent journalism, there is also a stage of reformation in the collection, processing and transmission of information. It emphasizes that content created for one platform must be reformatted when ported to another. This results in the integration or transformation of genres.

In particular, the article titled "The Babur dynasty has its place in the history of Indian statehood" published in the "Zarafshan" newspaper on February 12, 2022, is a clear example of the genre change. This article is cleverly placed on the site, starting with an old-fashioned, traditional newspaper headline and a traditional introduction. First of all, the title has been changed to "Zahiruddin Muhammad Babur's decree against drunkenness" in accordance with the requirements of the Internet audience¹. In addition, it has been reduced by almost three times in terms of volume. While general information is analyzed in the newspaper, in the online copy one of these contents is isolated and covered in detail. That is, the genre of the analytical article has changed to the genre of news.

*The transformation of genres in the transition from polygraphic to online copy of the newspaper (2020)
(In the case of "Zarafshon" and www.zarnews.uz)*

¹ <https://zarnews.uz/post/zahiriddin-muhammad-boburning-ichkilikka-qarshi-farmoni>. 26.02.2022

№	Genre	Variation in Online Content	Print version	Online
1	Analytical article	Longread	Living on less than \$1.9 USD... 2020, 23, 06 No. 68	Living on less than \$1.9 USD... 2020, 22, 06 https://zarnews.uz/k11
2	Analytical article	Multimedia storytelling	A new approach to helping families in need "Zarafshon", 2020, 20.06 Number 67	A new approach to helping families in need https://zarnews.uz/post/ehtiyojmand-oilalarga-komak-berishda-yangicha-ondashuv
3	Article	Message	A new approach to helping families in need "Zarafshon", 2020, 20.06 No. 67	A new approach to helping families in need

Genre integration also occurs in cases of volume expansion when some articles published in the print edition of the newspaper migrate to online content. For example, in the January 18, 2022 issue of "Zarafshon" newspaper, the article in the genre "Why could not Behbudi meet with the president of the United States?" as a result of the expansion of the title material and the addition of facts, it has become a type of scientific and educational article on the site. If the article was enriched with multimedia tools and approached the topic in more depth, it would meet the requirements of the longride genre. This article was published in the newspaper under the column "January 19 - the day Mahmudhoja Behbudi was born", and on the website it was published in the "Reading" column. Due to this, the article published on January 18 was posted on the website one day later, on Mahmudhoja Behbudi's birthday. In the online version, a much more liberal approach was taken in placing a photo, while in the newspaper it was traditionally limited to a portrait photo.

*The transformation of genres in the transition from polygraphic to online copy of the newspaper (2022)
(In the case of "Zarafshon" and www.zarnews.uz)*

Genre	Variation in Online Content	Print version	Online
Article	Article	SUBSIDY: why is the application rejected? "Zarafshon" newspaper,2022,issue 11	SUBSIDY: why is the application rejected? SUBSIDY: why is the application rejected? - zarnews.uz
Article	Information	The Babur dynasty has its place in the history of Indian statehood "Zarafshon" newspaper, 2022, issue 12	Zahiruddin Muhammad Babur's decree against drunkenness https://zarnews.uz/post/zahiriddin-muhammad-baburning-ickilikka-karzi-farmani
Journalist inquiry	Journalist inquiry	"Prosperous villages" that are not prosperous. When will the constructions on them end?	When will the constructions on them end? https://zarnews.uz/post/obod-bolmaiken-obod-kishlogok-ullargi-

		"Zarafshon" 2022, 18, 01 Number 6	kurilishlar-khonan-bitadi
Article	scientific and educational article	Why couldn't Behbudi meet with the US president? 2022, 18, 01 Number 6	Why couldn't Behbudi meet with the US president? https://zarnews.uz/post/behbudiy-aqsh-prezidenti-bilan-nega-ushromengan

The article titled "The procedure for applying to the courts through the "E-XSUD" information system has been determined" published in the 68th issue of "Zarafshon" newspaper on June 23, 2020. Genre transformation occurs when this material is transferred to the site. That is, the message has changed from a genre to a longride. True, this content does not fully fit the longrid genre. The reason is that there are not enough multimedia tools suitable for this genre. But based on the depth of the topic, the fluency of the expression and the size in terms of volume, it is appropriate to include it in the longrid genre, in our opinion.

During the analysis, when a simple article presented in printed content was transferred to an online copy, although the media text was quoted exactly, there were cases of attempts to use the possibilities of the Internet. Such phenomena can be considered as visualization of digital press. The reason is that the online copy is also considered a newspaper, and the media text is the same, only the information transmission channels are different. We will try to base our opinion on the example of the article entitled "The playground of Dyadya Slava" published in the 66th issue of "Zarafshon" newspaper on June 18, 2020. This material was published on the website www.zarnews.uz on June 17 under this title (see for the zarnews.uz).

In the printed edition, the material is printed in text+photo style with two photos in the article genre, while the number of photos and means of information transfer increases in the online copy. The result is displayed as text+photo+audiotext. The article talks about how an old Korean man turned an abandoned place into a playground. It can be said that the article has elements of transmedia expression, based on the fact that the character of the hero, his life difficulties and the good deeds he has done to others are reflected. Of course, the online format of the article is not without flaws. For example, multimedia tools were not fully used: the content could have been made more readable by adding video text and a timeline. But the addition of audio text does not make it so noticeable that there is no video content. It would be useful if the character's life path was presented chronologically in a timeline type of infographic. In addition, in the online copy, it was possible to further strengthen the statement, increase the size of the article.

Genre integration is also observed in the transition to the online format of the article titled "A New Approach to Helping Needy Families" published in issue 67 of "Zarafshon" newspaper on June 20, 2020. In this case, this text, published in the form of an analytical article in printed form, becomes a multimedia storytelling genre when it is transferred to the online version. There are two main reasons why we say this. First, the journalist used narrative approach. That is, it is told how several characters, who were unemployed and lived a poor life before, became employed, professional and profitable. The second reason is the effective use of multimedia tools. That is, the content on the site is transformed into multimedia storytelling in the form of text + photo + video. True, it is difficult to say that the material fully meets the requirements of this genre. But in comparison, this is a great achievement for a regional and polygraphic publication. Also, the fact that some features of the modern genre are reflected, and the journalist's attempt to create content for all platforms and enrich it with multimedia tools, using the method of storytelling and expressing it in a simple and understandable language, can be enough grounds to consider this material as a multimedia genre. It should be noted that the content on the site differs from the polygraphic copy not only by the variety of images and video text, but also by its size. Although

the text structure remained unchanged, 30% of the article was not displayed on the site. This is typical for an online publication, of course. But for the genre of multimedia storytelling, it was necessary to provide the content in full.

According to the Russian researcher Ekaterina Pak, it is necessary to take into account the Internet environment and its multifunctionality when creating an online analogue of the newspaper. According to him, in the transition from traditional media formats to transmedia models, the prepared material should be not just electronic text, but "multimedia content that can exist in several fields, several environments, and several views. Based on this aspect, the scientist came to the conclusion that the genre system of today's Internet journalism is undergoing a complex transformation process under the influence of technological factors.

In addition to his opinion, it can be said that the transformation of Internet genres also applies to the fate of traditional journalistic genres. What we found in the analysis of the activity of "Zarafshon" newspaper proves that hybrid genres are created in the form of news+analysis+multimedia tools=longrid, analytical article+photo+video+storytelling=multimedia storytelling. These are the first steps editorial staff are taking towards convergent journalism.

However, it is too early to say this about the editorial board of "Fergana Haqiqi". This is because our analysis showed that most of the content posted on the online copy of the publication, from the title to its genre and format, has not changed. In 2020, the transformation of genres in the formation of online content, although small, is noticeable. This is the result of relying mainly on newspaper materials in the formation of the site at that time. Because when the first quarter of 2021-2022 was observed, it was noted that 2-3 materials were received from the newspaper on the site. An interesting fact is that although there is little material for analog online, there is almost no genre transformation. This means that the published material is placed on the site without being reshaped or processed, and the convergence skills of journalists are not visible.

In the sequential chart below, it can be seen that in 2020, when material was obtained from the newspaper for the web analogue, it was partially processed, and by 2022 this activity has slowed down.

*The transformation of genres in the transition from polygraphic to online copy of the newspaper
(2020)*

(In the example of "Fergana Haqiqat" and www.farhaqiqat.uz)

№	genre	Changes in online content	Print	Online
1.	report	report	Online communication with war veterans 2020, 30.05 No. 38	Online communication with war veterans https://farhaqiqat.uz/?p=11037
2.	article	article	"There is a lot of wisdom in gratitude," says 96-year-old grandfather Dehqonboy 2020, 30.05 No. 38	"There is a lot of wisdom in gratitude," says 96-year-old grandfather Dehqonboy https://farhaqiqat.uz/?p=11043
3.	Analytical article	Analytical article	Why is crime not decreasing? 21 neighborhoods	Why is crime not decreasing? 21 neighborhoods where crimes were committed (not actually committed).

			where crimes were committed (not actually committed). 2020, 13.06 No. 43	https://farhaqiqat.uz/?p=11666
4.	Artistic review	Artistic review	Looking for Fuzuli... Or the reading of Otabek and Kumush 2020, 13.06 No. 44	Looking for Fuzuli... Or the reading of Otabek and Kumush https://farhaqiqat.uz/?p=11775

The transformation of genres in the transition from polygraphic to online copy of the newspaper (2022)
(In the example of "Fergana Haqiqat" and www.farhaqiqat.uz)

№	genre	Changes in online content	Print	online
1.	Analytical article	Analytical article	Fergana experience: every family is in the process of raising poultry 2022, 08, 03 No. 20 "New Uzbekistan" massif the first brick was laid	Fergana experience: every family is in the process of raising poultry https://farhaqiqat.uz/?p=22856
2.	Analytical article	Analytical article	"New Uzbekistan" massif the first brick was laid 2022, 12.04 No. 29	A creative nation is a great nation https://farhaqiqat.uz/?p=23147
3.	Artistic review	Artistic review	Reading week has begun 2022, 18.04 Number 31	Reading week has begun farhaqiqat.uz/?p=23352

- Russian scientist A. Gradyushko talks about the variety of genres of digital media and lists the following trends:
- combination and transformation of genres;
- the emergence of new multimedia forms in the presentation of material;

- wide spread of information-oriented genres;
- lack of artistic and journalistic genres;
- the popularity of genres that allow expressing the author's position.

Conclusions and Further Research

In his opinion, not only the web, but also traditional genres have developed under the influence of technological and creative factors. New web-based genres are giving new forms and functions to traditional genres, suggesting that genres have not lost their roots.

Actually it is. Although the approaches, methods, forms and tools of information transmission have changed in the new media, its basis is traditional journalism. Based on this, printed publications should consider the Internet not as a complex process, but as a great tool for expanding the volume and content of information and establishing communicative relations with its readers. In our opinion, it is necessary to look at the transformation of genres in the creation of convergent content based on this principle. It is advisable to add hypertext, interactivity or multimedia and thereby enrich genres.

It can be seen from the activities of both editorial offices that have been analyzed that there are sufficient shortcomings in the creation of convergent content in regional editorial offices in Uzbekistan. In particular, the integration and transformation of genres in regional convergent editorials is very slow. Classic genres dominate both in the newspaper and on the site. But it is also true that synthetic and hybrid genres are taking the place of traditional journalistic genres in the digital environment.

At this point, it is important to what extent the skills of a convergent journalist can "adapt" genres, skillfully and appropriately use multimedia tools, in a word, reflect the collected and processed material on the basis of new information and communication technologies.

The conclusion is that when the text of any genre created in the convergent editorial office is transferred to the site, it does not become just an electronic form of the newspaper, but a new genre that has undergone the process of integration or transformation is born and it becomes convergent content. Adaptation of the print edition to the conditions of media convergence means exactly these aspects.

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