



# ISSUES OF JOURNALISTIC SPECIALIZATION AND SKILLS IN COVERING THE ACTIVITIES OF INTERNATIONAL ORGANIZATIONS

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## ABSTRACT

*This article discusses it is necessary for journalists covering international organizations to have in-depth knowledge, skills, flexibility, ability to analyze external relations and, most importantly, a good understanding of the activities of international organizations. It should be noted that a journalist must have a certain creativity in this area. He should take into account that the information he prepares will be sold in other media.*

**KEYWORDS:** *modern mass media, online media, accuracy of the information.*

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## DISCUSSION

We know that journalism needs both universality and specialization. Because the journalist must be flexible in any situation. Universality is essential for a thorough analysis of the situation, and specialization for in-depth analysis. However, just as it is not possible to cover every field at once, a journalist must feel free, and confident in any direction, should know the responsibility for the material he prepares, the secret of the field. So, specialization is also important for a journalist. We see this in the creative work of journalists who regularly cover the activities of international organizations. In our opinion, it is necessary for journalists covering international organizations to have in-depth knowledge, skills, flexibility, ability to analyze external relations and, most importantly, a good understanding of the activities of international organizations. It should be noted that a journalist must have a certain creativity in this area. He should take into account that the information he prepares will be sold in other media. If we look at the work of journalists who report on the activities of international organizations in the leading news agencies of our country, there is more universality than specialization. This is due to the fact that there are almost no materials analyzed with the help of specific examples of the industry. No additional expert opinion will be involved in the preparation of the material. The information is received but translated and transmitted without processing. However, at a time when the information age is evolving, a journalist needs more universality and specialization when the time comes. As noted by Beruniy Alimov, Doctor of Philosophy in Philology, in recent years, a number of

practical measures have been taken by "our major news companies" such as UzA and the "Jakhon" news agency. For example, traditional genres of journalism, such as news, reports, articles, and photographs, are evolving to the level of today's requirements. Serious attention is also paid to their translation into foreign languages. Another important aspect is that in the process of their direct transfer to the countries of the world, new technological skills are included and preliminary results are achieved. Nowadays, in the context of accelerating the informatization of society and the growing influence of globalization, there is a need to pay attention to the dichotomous aspect of the development of international relations, that is, the two unrelated aspects. On the one hand, the acceptance of common values, international rules and principles by the subjects of international politics is growing. On the other hand, there is a struggle between these subjects to preserve their identity, national values and culture. In this struggle against mutual pressure, states are mobilizing all their resources, including the media, NGOs, network organizations, transnational movements, the Internet, SMS and other "gadgets" of the XXI century.<sup>1</sup> It should be noted that, in particular, the active observation and commentary of important events taking place around the world by journalists working in major news agencies necessitates specialization at a modern professional level. In the matter of skill, universality is required. It is not in vain

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<sup>1</sup> B.Alimov - The role of national media in the development of the country's media image: theoretical and practical aspects: Tashkent .: 2015. Scientific Manual



that we have stopped at news agencies to cover the activities of journalists who prepare news and reports on the activities of international organizations. Today, the largest news agencies in the country have well-educated and well-analyzed journalists, but there are no journalists who can accurately comment on the ongoing reforms, events and processes in the activities of international organizations. Journalists working in this area lack skills. A journalist preparing information in this regard requires special skills in working with the text.

To date, the need for effective use of paralinguistic elements as a result of the emergence of electronic texts has been justified. It is worth noting that they now combine not only graphics, but also audio and video materials. They can also easily include modern multimedia tools created in the integration of: images, photographs, tables, formulas, symbols, audio tools, video tools, graphics, sound and dynamics.<sup>2</sup> This means that the fact that part of the journalist's product, which works with these platforms and covers the reforms, is his own, that is, belongs to a news agency, motivates the sale of information to other media. Indeed, experience is also crucial in raising national journalism to a world standard. There is a particular demand today for journalists covering the activities of international organizations. Specialization motivates the journalist to work harder on himself.

It should be noted that today, journalists working in this field are constantly encouraged by international organizations to establish cooperation in the field. We do this every year in cooperation with the Creative Union of Journalists of Uzbekistan and the Center for Retraining Journalists, and as an incentive, we can see it among the incentive prizes at the Golden Pen National Award, which will be held on May 3 - World Press Freedom Day. An example is the awarding of this national prize by international organizations for the nomination "The best material on human rights." In addition, the events to be held by these organizations, seminars and trainings will help the journalist, who covers the work in the field, to get acquainted with the organization, to prepare materials with a correct interpretation of the ideas of the organization. Of course, this requires a strong skill from the journalist. This is because a journalist, who is well aware of the goals and objectives of the organization, the reforms being carried out, can confidently make bold and relevant proposals in the field. A journalist with an independent opinion, the ability to analyze the achievements and shortcomings, the existing problems, does not deviate in any direction, and serves the people with a clear conscience, even when presenting specific facts.

<sup>2</sup> Kompantseva L.F. The specificity of norms and standards in Internet discourse // [technology.ru/public/uzus/html/](http://technology.ru/public/uzus/html/)

The issues of cooperation of the Republic of Uzbekistan with the UNO, the world's largest international organization, and its achievements in this area have played an important role in the recent history of Uzbekistan and further enriched it. Today, the cooperation between the UNO and Uzbekistan has also had a positive impact on the external image of Uzbekistan. An example of this is the practical work of the UNO in Uzbekistan. Of course, the role of the mass media, in particular, the information service of the organization is invaluable. The interaction of international organizations with news agencies, the classification of information services of international organizations in the UNO system UNICEF, WHO in Uzbekistan were considered in the research. The study of the level of cooperation with UN news agencies operating in Uzbekistan, as well as the coverage of the UNO, WHO and UNICEF in foreign and national news agencies, shows the following achievements in the study of the object:

- ✓ The official website of the UNO in Uzbekistan covers news on social, economic and cultural spheres of the country;

- ✓ The information service of the UNO in Uzbekistan will study and cover the social, economic and cultural problems of the country;

- ✓ Frequent public opinion polls on economic stability and social protection are conducted, and existing problems are analyzed in the media;

- ✓ In order to realize human potential, regular contests, seminars and trainings are held, which are carried out directly by the information service;

- ✓ The work on good governance and the rule of law will be covered on the official website of the UNO in Uzbekistan and recommendations will be made;

- ✓ New information genres of journalism are used in the coverage of news, not in the "mold" forms;

- ✓ News of the organization's activities, as well as news from agencies that do not have a representative office in the country, including the United Nations Industrial Development Organization, the Environmental Protection Program and the UN Economic Commission for Europe, are provided directly through the organization's information services;

- ✓ It is worth noting that the Information Service has and operates official pages and channels on social networks and messengers;

It is also necessary to point out the existing shortcomings on the selected object:

- There is no cooperation between the Information Service of the UNO in Uzbekistan and the Information Service of Uzbekistan (UzA), in which case the activity is not visible in practice;

- The Uzbek News Agency does not cover the activities of international organizations;

- Events held by the UNO in Uzbekistan (beauty contests, seminars-trainings) in the Uzbek



News Agency are posted only on the official website of the organization with materials translated;

- One-sided coverage of the materials submitted by the Agency on cooperation between Uzbekistan and international organizations, which undermines the principles of objectivity, impartiality and fairness of journalism;

- The Information Office of the UNO in Uzbekistan needs experienced and qualified journalists;

- Although the information service of the organization has pages and channels on social networks and messengers, but their periodicity is low;

- The Information Service of the UNO in Uzbekistan does not regularly exchange information and cooperate with representatives of the national media;

- In addition, the role of news agencies in shaping the image of Uzbekistan through international organizations, as well as the specialization and skills of journalists in covering the activities of international organizations can be seen in the lack of practical work in this area;

Taking into account the above, the conclusions, suggestions and recommendations on the selected object:

- Establishment of cooperation between the information services of organizations in Uzbekistan and foreign organizations;

- Regular, complete and timely information on the activities of the Uzbek News Agency and other national media and the information service of the UNO in Uzbekistan through the media, social networks and other information resources;

- Participation of experts from both sides in the formation of information policy in accordance with modern requirements, the development and implementation of its directions in the national media coverage of the organization;

- Organization of events to inform the media about foreign organizations in Uzbekistan at least once every two months or to periodicals, such as press conferences, briefings, media tours;

- Posting and timely updating of information on the official website of the Information Office of the UNO in Uzbekistan, social networks, mobile messengers;

- Monitoring and analysis of coverage of international organizations by the Uzbek News Agency or other national information resources;

- Understanding the role of international organizations in shaping the image of Uzbekistan abroad;

- Providing information services of international organizations with internal information resources in the formation of the image of Uzbekistan abroad without allowing them to rely on external sources of information;

- Study of the opinion of international organizations on Uzbekistan, the position of the organization's information services;

- Development of necessary proposals for permanent cooperation between the media of Uzbekistan and international organizations;

In conclusion, the coverage of information services of foreign and international organizations is weak. Mistakes and shortcomings in this regard should be addressed in a timely manner. Of course, we must not forget the role and importance of international organizations in shaping the external image of Uzbekistan.

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