



PROBLEMS OF EVALUATION OF MODERN MEDIA CENTERS: INNOVATIVE RESEARCH AND DEVELOPMENT

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Freedom of press and speech is a creative process. There have been many attempts to evaluate this process, but they have all remained on paper. Due to the individuality, inner spiritual reality and contradictions in the social opinion of artistic aesthetic creation, universally recognized measurement and evaluation standards and parameters have not been developed. But because modern information and communication is based on special technology, experts tend to measure and evaluate it in terms of machine-dependent languages and non-machine-dependent languages. Collectively, they are called “programming languages”. There are various forms of programming languages, including FORTRAN (Formula Translator), ALGOL (Algorithmic Language), COBOL (Common Business Oriented Language), Pascal, PLI (Programming Language), BEUCBK BASIC (Beginners All Purpose Basic Instruction Code) [1]. Also, there is a procedure for evaluating the activity of media centers depending on the networks of information and communication means. They are called “computer networks”. “Today, on a global scale, there should be communication, information exchange, mutual understanding, and proportionality on a global scale. ITO (International Telecommunication Organization), an international telecommunication association, was established to ensure proportionality in the exchange of computers and information. International standards ISO (International Standardization and Organization) has developed standards for putting information into one standard and delivering it to the consumer in the required format and scope. It pioneered global information distribution and developed procedures for distributing them worldwide and implemented them in more than 150 countries. It is observed that the number of users of its information increases by 7-10% on average every month. The Internet once served the needs of military affairs, research and educational institutions, and now it is applied to almost all spheres and directions of social life. The implementation of trade, communication, publishing works through the Internet has expanded the activities of information technologies. Therefore, in some sources, coverage of the population is presented as the most important measure and evaluation criterion of information centers. Therefore, the first criterion is the coverage of population strata, the breadth of service circles.

Today’s human society is characterized by development through the use of various technological methods for the collection and transmission of information. Therefore, the second criterion includes the automation of information search systems. They are divided into formal and informal views. Formal systems include special institutions, organizations, and centers established by society (media centers, agencies, publishers, libraries, press, etc.), and informal ones include personal meetings, mobile communications, conversations, SMS correspondence, and communications between the sender of information and the consumer of information. They have attributive, pragmatic and dynamic characteristics, and information services are evaluated according to these characteristics [1].

The third assessment criterion is related to the speed of information transfer processes. Specialists associate these processes with information gathering (collection, storage), their processing, information search and information delivery [1]. In addition, methods of measuring and evaluating information through parameters such as computer and



Internet systems, programs adapted to them, sales and consumption costs of information, consumer relations, operability, speed of communication and technology are also used [2].

But we are interested in the criteria for evaluating the activity of media centers in the formation of social opinion. Therefore, based on the innovative research in media centers, our scientific observations and the opinions of the respondents, we think that the evaluation criteria of media centers, in the form of a socio-philosophical model, can be as follows. It relies on the system of information gathering and distribution, communication organization and cooperation organization:

According to the system of information collection and distribution (parameters of Block A):

1. The level of provision of information and communication technologies of media space (Republic of Karakalpakstan) (A 1);
2. Level of providing media centers in Karakalpakstan with specialists (A 2);
3. Territorial rational placement and infrastructure of media centers (A 3).

According to the system of communication organization (parameters of Block B):

1. Establishing regular contacts with the public and active authors (B 1);
2. The work of studying the dynamics of social opinion has been launched (B 2);
3. Monitoring of attitudes and reactions to information (B 3).

According to the system of cooperative organization (parameters of Block C):

1. Formation of social harmony and unity among information consumers, people, population (C 1);
2. Involvement in social activities that are in line with the development and strategic goals of society (C 2);
3. Turning participation in the activities of local initiatives and self-government bodies into a social need C 3).

According to the activity of media centers, information collection and distribution system (parameters of block A), the following directions are considered:

- satisfaction with information - (a 1);
- emergence of the need for new information - (a 2);
- reflection of information in social opinion - (a 3) etc.

The formation of social opinion is directly related to the provision of media space with modern information and communication technologies. Today, media centers in Karakalpakstan have their own institutional systems, although they are not at the level of fully satisfying the information needs of the region. It is true that in Karakalpakstan, modern information technologies are widely introduced mainly in educational institutions and the press. Almost all newspapers and magazines are made using modern information technologies, such as Xerox, Windows, MS DOS, BMP, PCX, WYSIWYG, Drag and Drop, Object Linking Embedding) programs and files. Text, photos and drawings connected to the Windows program are delivered to the consumer and readers through the tools for enlarging, moving and reproducing. Availability of these technologies varies in different media systems, but the most common are xerox tools. Large-format newspapers, advertisements, banners are prepared on special enlarging equipment. They are mainly used for production purposes in advertising bureaus, art workshops, stained glass and ceramic tile workshops. They are also widely used by shops that print books and brochures, notebooks and calendars. Since their use is often related to the activities of private enterprises, there is no specific information about them. 47% of our respondents indicate that the main part of media centers is newspapers, magazines and television, and according to the opinion of the President, it is necessary to take measures to strengthen their material and technical base. According to Professor N. Tohliev, the volume of information services is 131.1% in Tashkent, 126.8% in Syrdarya, and 114.6% in the Republic of Karakalpakstan [8]. This is the latest indicator within the regions of Uzbekistan. This indicator itself shows how modern information and communication technologies are provided by the media centers of Karakalpakstan.

Effectiveness of media centers depends on professional personnel. In recent years, serious attention has been paid to the training of journalists in Uzbekistan and Karakalpakstan, to introduce them to advanced foreign



experiences, to improve their skills, and to improve their skills in the effective use of information and communication tools. It is appropriate to remember that associations for exchange of experience, dialogue with the public have been established. Nevertheless, there are very few highly professional, skillful and experienced mediators in the media centers of Karakalpakstan. Most of them are busy with delivering a narrow range of messages. There is a lack of personnel who are inclined to artistic-aesthetic creativity in a broad sense, who provide serious, strong philosophical materials on socio-political, economic and cultural topics. According to our calculations, 30-35% of reporters working in the newspapers of Karakalpakstan have studied journalism and philology, all of them have higher education. 40-45% received education in other fields, such as linguistics, culture, art, mathematics and technology. The remaining 20-25% are assistants and technicians. Employees with higher and specialized knowledge are around 60-65% in journals. They have a very small number of employees with secondary education (about 3-5%). There is no specific information about the employees of non-state and private media centers, but there are enough philologists, linguists and representatives of the information and communication field. In the city of Nukus alone, the number of such media centers (including computer services, photocopying, minitypography, polygraphy, advertising workshops) exceeds 200. But such media services are still few in other districts. For example, there are only 1 mini-polygraph services in Tortkol, and in other districts, their functions are mainly performed by photocopy service centers.

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