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THE PRINCIPLES OF THE DEVELOPMENT OF PRESENT KARAKSLPAKSTAN'S MASS MEDIA

Abstract: This article investigates the functioning of the press in Karakalpakstan. In particular, the typological division of the press, its importance, the purpose and direction of publications are analyzed and revealed. That is, they have been classified into publications such as central, district and city, industry (specialized), independent (personal), periodical and weekly publications as well as entertainment publications.

Key words: globalization, press, task, purpose, direction, media, typology, principle, problem, genre, skill, classification.

Language: English

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Introduction

The rapid growth of global information flow and globalization in recent years have placed greater responsibility on global journalism. This situation requires from the employees of the field a high level of literacy, efficiency and great responsibility for their work. Any media outlets that do not meet these requirements and the journalists who work for them will be left out of the «game». Therefore, in the globalization process, such issues as new approaches in every area of the media and timely resolution of existing problems are the main issues of today's specialists.

The impact of globalization on the media and its impact on society has been widely studied and observed in various fields of science around the world. The role of the media is particularly important in providing impartial information to the public. That is why journalism is becoming increasingly popular with the interpretation of social life issues, the skills of a journalist in covering them, the potential of genres, the language and style of materials. That is why it is important to study the role of journalism in the prevention of these problems using modern research methods.

The main part

The globalization of information on the earth has also had an impact on the Karakalpak mass media. Firstly, it can be explained by the increase in the number of media outlets in the Republic of Karakalpakstan in recent years and secondly by the increasing number of topics in them. The media's weight and social significance have grown to a high level, especially in the information space. In particular, in recent years, the press has also influenced the social environment and the formation of an audience's perceptions about the processes in society. This may be explained by the emergence and proliferation of specialized press releases, the polishing of a variety of topics in the press, and the use of different forms of communication with the audience.

It is well known that the press plays a major role in reflecting the realities of society. «The press covers almost every aspect of public life, and it can be said that human activities and social life have no place in the press. In other words, the press is an ideological factor that has a lasting and active impact on all aspects of socio-political life and activity. [1. 15]

According to the Agency of Information and Mass Communications of the Republic of

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Karakalpakstan, by January 1, 2018, 44 newspapers, 8 magazines, and one news agency were registered in the republic. These publications can be classified as follows:

1. Central publications;
2. District and city publications;
3. Specialized (field) publications;
4. Independent (personal) publications;
5. Weekly publications;
6. Entertaining publications.

The central publications include «Erkin Qaraqalpaqstan» (Free Karakalpakstan), «Vesti Karakalpakstana» (Karakalpakstan's news), «Qoraqalpog'iston tongi» (Dawn of Karakalpakstan), «Qaraqalpaqstan jaslary» (Youth of Karakalpakstan) and «Jetkinshek» (Teenager). The District and city publications include: «Paytaxt» (Capital) (before «Nokis haqiqyati» (Nukus's true)), «Xaliq dawisi» (Voice of the people), «Xojeli haqiqyati» (Khojeli's truth), «Shomanay nuri» (Beam Shomanay's), «Amudaryo haqiqyati» (Amudarya's truth), «Xalq minbari» (Tribune of the people), «Turtkulnoma» (Turtkul's letter), «Takhtakopir tani» (Dawn of Takhtakopir), «Kegeyli turmisi» (Kegaili's life), «Miyinet bayragi» (Flag works), «Aral baliqshisi» (Aral fisherman), «Qanlikol xabarlari» (Kanlikul's news), «Shymbay hawazi» (Chimbay's voice), «Aqmangit tani» (Akmangyt sunrise), «Qonirat haqiqyati» (Kungrad truth), «Davir ko'zgusi» (The mirror of the period).

The Specialized (field) publications include «Gaziyne» (Treasure), «Ustaz joli» (Teacher's way), «Qaraqalpaqstan hawazi» (Voice of Karakalpakstan), «Qaraqalpaqstan madeniyati» (Culture of Karakalpakstan), «Qaraqalpaqstan sporty» (Culture of Karakalpakstan), «Shipaker» (The Doctor), «Tinishliq saqshisi» (peacekeeper), «Gulayim» ("Gulayim" human name), «Garezsizlik ham nizam»-»Istiqlol va Qonun» (Independence and the Law), «Qaraqalpaqstan universiteti» (University of Karakalpakstan), «Mekan» (homeland), «Kasiplik bilimlendiriw» (Vocational education), «Qaraqalpaq adabiyati» (Karakalpak literature), «Tabiyat xabarshisi» (Bulletin of nature).

It is also worth mentioning such newspapers as «Nukuskaya nedelya» (Nukus week), «Sawda Rress» (Trade press), «Perekrestok» (Crossroads) for independent (personal) publications.

Recently, in the Republic of Karakalpakstan, magazine publications have been broadly implemented. «A journal is one of the media. As newspapers a journal influences on social perception, to form public opinion on the needs of social groups, political parties and organizations.» [2.116]. The term «journal» comes from a French word. It means «diary», that is, the term was used for the first newspapers published in French.

Journals are not based on efficiency, but special cycles are published weekly or monthly. Many

journals, like other media outlets, provide the audience with social orientation, informing them of the changes in science, culture, and literature. The purpose of journals is to present facts through deep thinking, rather than at first glance. In the journals channel, the information is not outdated, but reflects the fact that it does not lose interest over time» [3.42].

Compared with the newspaper, the journal focuses on one direction. Journals, along with the factor of the audience, have the typological characteristics, the nature, the speed and the scope of the information.

Currently, in Karakalpakstan, magazines such as «Amudarya» («Amudarya» river name), «Xabarshi» (messenger) of Karakalpak Branch of the Academy of Sciences of Uzbekistan («Vestnik» (messenger)), «Saniyat» (nice), «Ilm ham Jamiyet» (Science and Society), «Mugallim ham uzliksiz bilimlendiriw» (The teacher is also constantly educating), «Xabarshi» (messenger) of Karakalpak State University named after Berdakh, «Saza» (pork), «Bilim Bulagi» (source of knowledge), «Qarlygash» (swallow) have been registered.

«Erkin Qaraqalpaqstan» is one of the first national newspapers in Karakalpakstan. It was first published on December 31, 1924 under the name of «Erkin Qaraqalpaq» (Free Karakalpak). Since then, the newspaper has been published under the name of «Mynnetkesh Qaraqalpaq» (hardworking karakalpak), «Qyzyl Qaraqalpaqstan» (red karakalpak), «Sovet Qaraqalpaqstany» (Soviet Karakalpak), and since 1992 it has been published under the name of «Erkin Qaraqalpaqstan».

The «Qoraqalpoq tongi» newspaper first appeared in July 25, 1992, under the name «Amu tongi». The newspaper is the only edition of the Jokargy Kenges (Supreme Council) and the Council of Ministers of the Republic of Karakalpakstan in Uzbek language. On April 8, 2010, the newspaper was renamed to «Qoraqalpogiston tongi».

The «Shipaker» is a newspaper of the Ministry of Health of the Republic of Karakalpakstan and is published twice a month in Karakalpak and Uzbek languages. The newspaper was founded in 1998.

The newspaper «Garezsizlik ham nizam» started to be published on September 1, 1996. The organizer of the newspaper is the Public Prosecutor's Office of the Republic of Karakalpakstan. The newspaper is published in Karakalpak and Uzbek languages twice a month.

The «Ustaz Joly» is a socio-political, spiritual and educational newspaper founded by the Ministry of public education of the Republic of Karakalpakstan, the secondary specialized vocational education Administration of the Republic of Karakalpakstan, and the Republican Center for Spirituality and Enlightenment. The newspaper has been published in Karakalpak and Uzbek languages since 1998.

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The «Tinishliq saqshisi» is a newspaper of the Ministry of Internal Affairs of the Republic of Karakalpakstan, and it has been published since 2003 in Karakalpak, Uzbek and Russian languages.

The «Gaziyne» is a publication of the Tax Administration of the Republic of Karakalpakstan, and since 1999 the newspaper has been published in the Karakalpak, Uzbek and Russian languages.

The «Jipek Joly» (Silk road) newspaper is published by the Agency of Information and Mass Communications of the Republic of Karakalpakstan. The newspaper has also been published in Karakalpak, Uzbek and Russian languages since 1999.

The «Qaraqalpaqstan hawazi» is published by the Karakalpak Council of the People's Democratic Party of Uzbekistan since 1994 in the Karakalpak language.

The «Qaraqalpaqstan madeniyati» and «Qaraqalpaqstan sporti» newspapers were previously published on the basis of «Madeniyat ham sport» and are sponsored by the Ministry of Culture and the Ministry of Sports of the Republic of Karakalpakstan.

The «Gulayim» has been published since 2005, a publication created by the Women's Committee of the Republic of Karakalpakstan (formerly) and the «Amu tongi» newspaper.

The «Qaraqalpaq University» newspaper is a publication of the Karakalpak State University named after Berdakh. It has been published since 2005.

The newspaper «Mekan» is an edition of the Turkmen national center of the Republic of Karakalpakstan, which was established in 1999.

The newspaper «Kasplik bilimlendiriw» is published by the the Council of Ministers of the Republic of Karakalpakstan, the Administration of specialized secondary vocational education of the Republic of Karakalpakstan. The publication was established in 2009.

The «Qaraqalpaqstan adabiyati» is a spiritual and educational literary publication of the Union of Writers of the Republic of Karakalpakstan and the newspaper «Qoraqalpogiston tongi». The newspaper was launched in 2010.

The «Qongiroq» (the bell) is a literary and artistic publication for children and youth of the Republic of Karakalpakstan. The newspaper has been published since 2015.

District and city publications play an important role in the history of Karakalpak journalism. There are currently 15 districts (cities) in Karakalpakstan. District publications are directly related to the implementation of regional zoning policies. Publications at the time played a significant role in the implementation of social and political reforms in the district. Therefore, the formation of district editions in Karakalpakstan coincides with the first half of the 20th century. The district editions were published in print, and there were about 20 journalists at the

editorial offices. This indicates the importance of district publications.

The analysis shows that in recent years the state of the district publications has changed significantly. The main reason for this is, first of all, the changes in social life and, secondly, the processes of transition to the global market economy.

As for the district publications, they are as follows:

The «Shymbay hawazi» has been published in Chimbay district since 1932. Originally, the publication was cited as an inter-district publication under the name «Ilgalli» (advanced). It was then published under the terms «Kolxozshi» (collective farmer), «Kolxoz kushi» (collective farm forces), «Kolkhoz haqiyqati» (true collective farm), «Kommunizm bayragi» (collective farm flag), «Kommunizm nuri» (collective farm beam).

The «Akmangit tani» is the Nukus district edition, which has been published since 1969 with the terms «Kommunizm bayragi» (collective farm flag) and «Xalq ushin» (For the people).

The «Kegeyli Turmisi» is a Kegeyli district edition and is also a part of the inter-district newspaper «Ilgalli» (advanced). Initially, the newspaper was published under the terms «Stalinshi» (Stalinist), «Kommunizm qurilisi» (Communist construction) and «Lenin joli» (Lenin's Way).

The «Taxtakopir tani» is a Takhtakupir district edition. This is also part of the inter-district newspaper «Ilgalli» (advanced).

The «Miyet Bayragi» is a Karauzak district edition. It was originally published in the term «Stalin joli» (Stalin's Way).

The «Xojeli haqiyqati» is published in Khojeyli district. The newspaper has been published since 1956.

The «Qonirat haqiyqati» is a publication of the Kungrad district and was published in 1944 under the name «Jenis bayragi» (victory flag).

The «Shomanay nuri» is a Shomanay district edition. The newspaper has been published since 1953 under the name «Pahtakesh» (cotton grower). Later it was changed to the «Kommunizm jeni» (victory of communism) and the «Dosliq bayrag'i» (friendship flag), and is now being published under the name «Shomanay nuri».

The «Kanlykol habarshisi» is a Kanlikul district edition. The newspaper was founded in 1971. Initially, it was well-known in the term «Leninabad tani» (Dawn of Leninabad).

The «Turtkulnama» is a Turtkul district edition. The newspaper was founded in 1933. Also, the «Mekan» is being published in the district.

The «Taraqiyot kozgusi» is an Amudarya district edition. It has been published since 1934 with various terms.

The «Davr kozgusi» is the Ellikqala district edition and was established in 1978.

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The «Xalq minbari» is a Beruni district edition. The newspaper has been published since 1946.

Conclusion

In summary, the Karakalpak press has seen a trend of comprehensive development in recent years.

First of all, the formation of market relations in the society was the transition of newspapers to the independent path. That is, newspapers now earn their own money and determine their own economy. This has also had an impact on improving the quality of newspapers.

Secondly, it is related to the improvement of design and content of newspapers. If in previous years newspapers operated solely on the orders of an organization or institution, in recent years, journalists working for a newspaper have become more independent.

Thirdly, newspapers began to act in the interests of the people and society. In other words, as a result of the deep penetration of newspapers into the population, the basis was created for the typological development of publications and improvement of materials in terms of genre and methodology.

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