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Article



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STEPS OF IMPLEMENTING THE RELATIONSHIP JOURNALISM WITH SOCIETY IN OUR NATIONAL JOURNALISM

Abstract: In the article, there is a special word about the importance of public relations in the information service business. In our national journalism, special articles such as press, topics, and columns of journalistic public relations are reported.

Key words: informational service, public relations, information, analysis, synthesis, journalist, text, photo fact, infographic.

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Introduction

Today, it is the duty of the representatives of the mass media to satisfy the public's demand for information, to deliver reliable news to them. The rapidly deteriorating times demanded clarity and operativeness from the journalists in reporting the events of our current life. The reason is that we typed our news at one time, and when we published it in other news media, this information became unavailable. When we analyze the information of five years from now and the present time, we can see that some kind of news will appear on the newspaper pages after a week.

In the operation of the information service, public relations are very important. In our national journalism, special articles such as editorials, topics, and rubrics for journalistic public relations have been taken. Especially we can mention scientific works of these scientists: F. Muminov, T. Eshbekov [1], Sh. Miralimov [2], A. Meliboyev [3], M. Xudayqulov [4], B. Alimov [5], T. Masharipova [6], G. Kallibekova [7].

Now, collecting, distributing and analyzing information became easier with the development of the Internet. The provision of such valuable information, after the deadline, lowered the level of satisfaction of the public's demand for information. Informational transmission required a certain time to on the radio and TV. The news printed on them was sent to the audience from going several steps. The scenes and interviews taken by the camera operators are pre-recorded, then the journalist's text and photo sequences are edited behind the scenes. After this process, the word of the respondent, the text behind the frame, and all the words of the TV broadcast are found to be compatible.

In the end, such news is broadcast with delay. It was needed to find the decision to such kind of problem. The Internet has entered our daily life, and official and unofficial sites and blogs have appeared on social networks, and information has started to be disseminated to the public. In the field of journalism, there is a need for a good manager of Internet networks, and new personnel for operational work in the field of information.

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Information services have been introduced in the government and governmental organizations. It was created by the legal authorities, which consisted of several rules and orders.

1. The declaration which was adopted on May 5, 2014 "About the effectiveness of all administrative bodies of state power" (Appendix 1) in the Republic of Uzbekistan has strengthened the information service of legal guardians.

2. In the declaration № 125 "About the measures for the establishment and implementation of information services of all economic management bodies of the Republic of Uzbekistan" (Appendix 2), the effective decision-making system of the state and economy management is clarified, and the system of information acquisition is included. The duties of all responsible persons for reporting and disclosure of the report received by the society were determined.

3. The declaration of the President of the Republic of Uzbekistan on June 27, 2019 "About the supplementary measures for the development of information services, and government bodies" (Appendix 3) was an important decision to develop.

It is necessary to be a good journalist with a sharp mind. It is necessary to have a thorough knowledge during television broadcasting and radio broadcasting. Subjects related to the journalism of the theoretical experts of the research, scientific articles, textbooks, tutorials, research services are publishing houses, television, radio, internet journalism, photojournalism. The mission of the information service is to collect and distribute information, as well as establish public relations with the government. In Karaqalpakistan we investigated the Telegram social network of Ajiniyaz State Pedagogical Institute, which was the first in the field of special education for information service workers. The official Telegram channel of this higher education site launched its work on August 24, 2018 under the name ndpi.uz, through the link <http://t.me/nmpi1934>. When we enter the Telegram channel, we can see that the logo of the institute is placed on it, and our ancestor Ajiniyaz's great thought like "A man is a beauty of this world" is given. Basic information related to the institute was published in pdf version in the title "Ajiniyaz NMPI "Ilim hám jámiyet" magazine, issue 2, 2018". When we paid attention to the mediometrics we can see 2 likes, 2 downloads, and 959 people read it. So, the 2nd video posted on YouTube was published under the title "Video. NMPI young people call all people". This information was seen on channel by 1035 members, and we can see that it was sent to Telegram at 11:32. The next information posted on YouTube is an infographic with information about NMPI, which was published at 11:33 and was read by 1012 channel members.

In the course of learning about the business of the information service, we can see how difficult it is to create a list of requirements for them. Because at

first it is necessary to be a person who is a master of creation, professional, a good photographer and able to work well with computer equipment, especially computer equipment and the latest programs in high schools. So, in the course of its work, to work with fully operation increases the reputation of every information service. The information service business does not choose time, it is necessary to deliver the necessary information to its audience in a timely manner. For example: We can see the information "The evaluation system will change in higher education institution from the new year" published on August 30, 2018 on the NDPI.UZ telegram channel of the Nukus State Pedagogical Institute named after Ajiniyaz at 20:17. It is possible that the work of this information service is not only in the cabinet but also continues outside the workplace. If 1016 people have read and familiarized themselves with this news sent to the audience of the higher education institution, we can see 1 person who disliked it. We can also see announcements related to the institute in the Telegram branch. One of them was an announcement published on September 1, 2018, titled "Today, September 1, at 3:00 p.m. and 7:05 p.m., in Jaslar TV will show about NMPI" at 1:48 p.m. But the lack of photos and videos with this announcement may make channel owners a little bored. It would be even more interesting if the information service would take photos of the process and then print it out and prepare the text. On September 4th, on the website of the higher institute, posted on the Telegram channel, an article was published under the heading "The Institute had a meeting with the parents of the new year of study" with photos. We did not find an opportunity to analyze public information on the institute's website. The reason is that this information was removed from the site, and all the photos can be displayed by clicking on this link. Example: "New school year has started. At Nukus state pedagogical institute, the report on the "Science Day" was given". The rector of the institute B. Utemuratov, Academician J. Bazarbayev and a girl with a key who was accepted as a student were given the photos, which was posted on the Telegram channel and the website of the institute. Apart from this, we can also see the words with neologism. For example: we can find the words such as: "Word edu 2023", "Soft expo Samarkand" and "Komplaens qadagalaw", published on May 11.

T. Eshbekov, one of the special contributors to the national journalism of the reporting service, explains: Transparency and freedom of speech are important in the politics of a legitimate democratic state. They are calculated data on the development of any state. Even in our country, which has made a lot of progress on the path of unbiased treatment, the place of transparency is important in the various branches of modern management, in various areas and in the spiritual world of the heads of institutions. The marriage proved that democracy cannot be achieved

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without providing transparency. Clarity is the key to the development of the state. Just as democracy has a legal status, it is necessary to create regular policies to ensure transparency, and it should be reflected in the state policy.

Transparency is important in the information service business. At the same time, the information service serves to provide transparency in the service of the organisation. It opens the door of the organisation so that the employees of the mass media can get the information related to the service of the organisation at any time. In addition, learning the

attitude of the mass media better than the organisation gains the reputation of the relevant institutions.

In particular, transparency also has legal implications. In order for it to manifest itself in the operation, it is necessary to provide information services and show more activity [1].

In conclusion, collecting, distributing information and analyzing news, events about the development of Internet networks became easier. That's why it is necessary to take operational action in the work of information service employees.

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