

**NEW PROFESSIONS IN INTERNET JOURNALISM AND THEIR b ESSENCE****Murtozayeva Nigora Murtoza qizi**

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**ABSTRACT**

This article analyzes the emergence of new professions in the field of internet journalism and their significance. The development of digital technologies and social networks has led to the creation of new directions in journalism. The role and importance of professions such as content manager, data journalist, media analyst, podcaster, and web designer in the journalism industry are examined.

**Keywords**

internet journalism, new professions, digital media, content manager, data journalism, podcaster, media analytics, web design, artificial intelligence.

**I. INTRODUCTION**

Internet journalism has developed as one of the most important sectors of information exchange and has led to the emergence of new professions. Today, a journalist is not limited to writing articles, but also performs tasks such as creating media content, visualizing and analyzing data. Digital journalism widely uses various new technologies in the process of creating and distributing information. Artificial intelligence and automated systems facilitate the work of journalists and serve the rapid and accurate delivery of information.

This article analyzes new professions related to internet journalism and their role in the modern media industry. It also discusses new areas of journalism, the future of these professions and the requirements placed on them. The main purpose of the article is to conduct an in-depth study of new specialties in the field of internet journalism and determine their importance in the process of distributing journalistic information.

**II. RESEARCH METHODOLOGY AND EMPIRICAL ANALYSIS**

This study examined the modern professions of Internet journalism and their importance. In the course of the study, scientific articles on journalistic activity, international studies and reports on the media industry were analyzed. The dynamics of the development of various professions and their place in journalism were assessed based on empirical data.

The main sources of the study were reports from international media organizations, analyses of reputable journalistic portals and statistical data provided by industry experts. The work methods of specialists working in Internet journalism, their professional development opportunities and the difficulties they face were also studied within the framework of the study.

In addition, the factors influencing the development of Internet journalism, technological developments leading to the emergence of new professions and changes in audience requirements were also analyzed in depth. The opinions of representatives of the media industry were also taken into account in this study.

**III. NATIJALAR**

The results of the study showed that new professions are playing an important role in online journalism. In particular, content managers are engaged in attracting an audience and effectively conveying information, participating in quality control of journalistic materials and developing content strategies for platforms. Data journalism specialists, on the other hand, are

presenting news in a clear and understandable form by analyzing and visualizing large amounts of information.

Podcasters have also become an integral part of modern journalism, providing information to the audience through interviews, reporting and analytical programs. Media analysts analyze trends on the Internet, develop content strategies and monitor audience behavior on social networks. In addition, web designers are engaged in creating interfaces for journalistic platforms, developing UX/UI design and optimizing visual media elements.

Artificial intelligence experts are helping journalism reach a new level by using AI to create articles, transcribe audio interviews, and verify the reliability of information.

#### **IV. CONCLUSION AND DISCUSSION**

Internet journalism is developing with new technologies, and the importance of new specialties is increasing. Areas such as artificial intelligence and data analysis are having a significant impact on journalistic processes. The rapid change in the media industry requires journalists to constantly master new skills.

However, there are also problems associated with these new professions. In particular, the need to develop skills for journalists to work with digital technologies is an urgent issue. In addition, although media companies are in need of new professions, there is a shortage of specialists. Therefore, journalists need to study digital media and information technologies in depth.

In the future, it is expected that internet journalism will further develop with new technologies, and the professional skills of journalists will also increase. Artificial intelligence, blockchain technologies, and automated analysis tools are taking journalism to a new level. Therefore, journalists need to master modern technologies and use them effectively. At the same time, journalists must work in compliance with the principles of information security and impartiality.

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