

Preparing Future Journalists for Professional Activity Based on Innovative Approaches

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Abstract: This article focuses on studying the process of preparing future journalists for professional activities based on innovative approaches. Considering modern trends such as mobile journalism, digital technologies, and information ethics, it highlights the necessity of updating educational programs, practical exercises, and the application of innovative methods. The article emphasizes the significance of innovative approaches in preparing students for successful activities in the contemporary information environment.

Keywords: Mobile journalism, innovative approaches, educational methodology, professional training, information ethics, skills, upbringing, educational program, practical training.



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Introduction. The main goal of the changes being implemented in our country to improve the training of personnel in the field of journalism is to bring the system of training journalists to a new level that meets world standards. Innovative approaches are the main condition for modernizing the education system and achieving educational efficiency. After all, further increasing the interest of today's youth in their chosen field, correctly directing talented young men and women to education and their specialty will ensure the effectiveness of our achievements in education. The role of the press in human society is incomparable. As at all stages of human history, in the present era, the press and mass media play an important role in the development of society and the fate of humanity. Modern life - the age of great discoveries, the 21st century, when science and technology are extremely developed, and unparalleled achievements of human thought are being achieved, cannot be imagined without the press, newspapers and magazines, radio and television, news agencies and the Internet. Just as a person cannot live without bread and sweets, the press and mass media, which are spiritual food, have become constant companions and close partners of modern people.

Analysis of literature on the topic. The reasons for the emergence of journalism date back to the earliest times of humanity. The need for people to convey some understanding to each other was the basis for the emergence of language, the emergence of speech. American political scientist and founder of communication theories Harold Dwight Lasswell, taking into account the main objects of journalistic creativity (author/journalist - message - audience), developed the content of the discipline "Psychology of Journalism" using several blocks based on the well-known communication scheme (who speaks - what he says - through which channel - to whom he speaks

- with what effect). In particular, it included such areas as: the psychology of creativity; the psychology of media production; the psychology of media perception. There are a number of Uzbek and foreign scientists who have conducted scientific work on innovative approaches to preparing future journalists for professional activity. Below is information about some of them: Abdullaev has conducted a number of scientific works on the introduction of innovative methods and new technologies in sharp journalism education. Anvar Kadirov has conducted research on mobile journalism and innovative methods of disseminating information through social networks. Shukhrat Saidov has written scientific works on the use of innovative teaching methods and preparing students for modern information technologies. David Harcup has conducted many studies on the role of mobile journalism and social networks in journalism. His works are useful in studying innovative approaches in the process of training journalists. Mark Deuze provides important information on how journalists work with new technologies and the role of education in this process. Kathy Gill has conducted research on the impact of mobile technologies and social networks on journalism education. Catherine McGowan has conducted scientific works on the use of innovative methods in journalism education and preparing students for modern means of communication.

Research methodology. Journalists meet people almost every day, ask questions, approve of their good work based on their answers, and evaluate their knowledge appropriately. If necessary, they give a critical attitude depending on the situation. It goes without saying that journalists' judgments contain signs of relativity and subjectivity. They may not be able to treat everyone equally correctly at times. However, everyone should be sure that a professional journalist is an impartial, benevolent, and fair person towards the person in front of them. The audience should not have the impression that there are listeners who like or dislike the journalist. Thus, reputation, professionalism, humanity, high-level communication culture are necessary qualities for every journalist. Professional skills, communication culture are the result of a person's deep knowledge, high moral qualities, life experience, scientific research and active participation in public affairs, which are recognized by many. Journalistic activity is inherently creative.

As is known, the need for creativity arises only when a person faces a challenge or problem. The main essence of creativity, which has such a characteristic, is associated with the purpose and nature of journalistic activity. Journalistic activity is a process of solving countless psychological problems subordinate to the common goal of forming a person's personality, his worldview, beliefs, consciousness, behavior. Creativity, professional thinking in the professional activity of a journalist are expressed in the methods of solving these problems, in the ability to find ways to solve them.

Professional thinking is the result of journalistic experience, which is a source of creativity. Journalistic professional experience is very rich in problematic situations. Through them, the highest results of moral and educational work are achieved, and professional thinking plays an important role in this. In the process of professional thinking, a person develops thoughts, opinions, ideas, hypotheses about his specialty, profession, and they are expressed in the mind of the individual in the form of concepts, judgments, conclusions. Communication, dialogue and relationships between people in social life, in the educational process are also manifested with the help of thinking. Also, in turn, for the formation of the professional culture of future journalists, certain didactic mechanisms, systematic organization of the journalistic activity process, as well as special pedagogical influence and effective management are necessary. The theoretical basis for determining the didactic mechanisms for the formation of a culture of professional thinking in the process of professional culture education is the features of the structure of professional culture.

The following situations are identified as didactic mechanisms: introducing the concept of a culture of professional thinking in the educational process and clarifying its purpose in journalistic activity; introducing into the structure of training sessions a model of problem-solving situations

of education, situations of predicting possible difficulties and their elimination as means of activating professional thinking; organizing and developing the educational process on the basis of subject-subject relations. In order to form a professional culture based on subject-subject relations in solving didactic tasks, it is necessary to: rely on the abilities, capabilities and aspirations of students as the leading guiding force in the formation of a culture of professional thinking; cooperation with teachers, colleagues (group students) in professional training; establish independent activities of students in the formation of professional culture. As a result of organizing the thinking process in the didactic system, professional culture is purposefully formed, which in turn encourages the development of a model for the formation of a culture of professional thinking among students of a higher educational institution specializing in journalism.

In fact, the didactic model of developing students' professional culture in the educational process is based on a systematic approach, and its implementation requires the selection of the necessary tools. The model of formation of professional culture of future journalists of higher educational institutions provides an opportunity to form personal, professional, socio-cultural components, covers the target settings, tasks, principles of organization of activities of students and teachers. Thus, in the process of training future journalists, professional thinking is developed, professional activity is formed during the didactic process. In this process, it is desirable to form a holistic personality, educate, socialize and professionalize it.

Analysis and results. Future journalists should not only work on themselves, but also own a certain type of professional activity and, if necessary, carry it out. In the process of implementing student activities, it is necessary not only to master the “profession”, but also to master the specialization. The process of forming a culture of professional thinking should be based on the motivational principle of organizing the educational process between the teacher and the student, the principle of the humanistic orientation of the journalistic process, the principle of the connection of life with practice, the principle of the harmony of the personal culture and professional culture of journalists, and the principles of professional orientation.

The principle of motivational support of the educational process implies the formation of purposeful motivation aimed at understanding the solution of professional tasks for students. The principle of humanistic orientation represents the formation of a level of understanding of the harmony of the goals of society and the individual in the modern world for future journalists. The principle of the connection between life and practice expresses the essence of the process of understanding and participating in the changes in the educational process in the context of the modernization of the principles of future journalism. The principle of harmony between the personal culture of a future journalist and his professional activity means a system of relations between the journalist's personal culture based on high professional skills of his work. In this process, the professional qualities of the future journalist are: journalistic orientation, journalistic reflection, journalistic thinking and journalistic tact, as well as the personal cultural qualities of the journalist: benevolence, upbringing. It is envisaged to form a culture of journalistic thinking based on the harmony of high morality, citizenship, humanity, sincerity. In the professional thinking of each specialist, the level of conceptual and problematic thinking of his time, his own way of understanding pedagogical processes and phenomena is presented, which, in turn, is enhanced by the attitudes, moral standards, values, and other socio-psychological mechanisms inherent in modern society. The need to form students' professional thinking in the didactic process is associated with a number of objective circumstances. A modern educational institution is, first of all, an independent school of creative thinking, ensuring the effectiveness of students' educational activities, developing individual psychological characteristics, abilities and talents of a person. Research conducted by Uzbek and foreign scientists shows the importance of innovative approaches in preparing future journalists for professional activity. Their work plays an important role in meeting the need for qualified specialists in the modern information environment. Ongoing

research and innovations in this area help to improve the quality of journalism education. In this section, we present a table of research methodologies that serve to prepare future journalists for professional activity based on innovative approaches developed by us:

Table 1

№	Research methodology	Content
1	The purpose of the study:	To study the process of preparing future journalists for professional activity using innovative approaches.
2	Research methods:	<ul style="list-style-type: none"> – Sociological Surveys: Conducting surveys among students, teachers, and journalism professionals. Using surveys, determine opinions about innovative approaches. – Interviews: Conducting interviews with experts, studying their experience and attitudes towards innovative methods. – Practical Training: Organizing practical training to evaluate the use of innovative methods in the educational process and their effectiveness. – Literature Analysis: Analyzing existing scientific studies, articles, and books on the topic.
3	Research object:	Students studying journalism at higher education institutions.
4	Research subject:	Concepts such as innovative approaches, mobile journalism, digital technologies, and information ethics.
5	Analysis:	<ul style="list-style-type: none"> – Statistical analysis of data obtained from surveys. Displaying results using graphs and charts. – Thematic analysis of opinions obtained from interviews, identifying and grouping key themes.
6	Results:	<ul style="list-style-type: none"> – Information on the knowledge of students about innovative approaches and their readiness to apply them in professional activities. – The effectiveness of practical training using innovative methods. – Creation of new opportunities for students by incorporating elements of digital technologies and mobile journalism in journalism education.

Conclusions and suggestions. The possibility of successfully training future journalists by renewing the educational process based on innovative approaches and the importance of cooperation between teachers, students and specialists in this process. Along with the above points, the principle of professional orientation is the interest of the future journalist in the content of pedagogical activity. It is aimed at forming personal motivation for its implementation. In conclusion, our opinion expresses the formation of a culture of professional thinking of future journalists, their worldview, their aspiration to maturity through love for their profession, their sense of their own existence, and their awareness of their need for the development of the interests of the Motherland and society.

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