



The relevance of editorial issues and the position of the editor in the creation of media content

Mannonova Charos Burkhon qizi

Graduate student of University of Journalism and Mass Communications of Uzbekistan
tel: +998332997999

ABSTRACT

The relevance of editing issues and the position of the editor in the creation of media content were studied through practical examples and surveys. The results of our research have shown that every aspect is important for the proper organization of the newspaper's media content. In order to choose the right topic, to match the title and the topic, to choose an image that matches the content of the text, to eliminate spelling and stylistic errors, to pay attention to page design, to ensure the diversity of articles, we looked at attracting foreign authors.

Keywords:

Media content, editing, quality content creation, editor, Ma'rifat newspaper, text content, analysis.

Global changes in the modern media industry have led to a change in the overall strategy of many traditional media outlets. Changes in the requirements of the new Uzbek media market have intensified competition among the media. Creating quality content is not enough to be successful, they need to be able to meet modern requirements in order to survive today. The question now is whether the content offered to the audience is relevant to a particular market and meets the needs of the consumer. It has become a requirement of the time for each publication to communicate with them in order to know the wishes of its audience. Only then can the requirements for data collection, processing and delivery be clearly defined.

In the current context, the most important competitive advantage of the media is the correct definition of content. We will look at this in a small study of the Ma'rifat newspaper.

First of all, let's talk about media content. The word content is defined on uz.atomiyne.com as follows: "In fact, the concept of content is the content of all

information posted on a website on the Internet. This definition can include text, resources, videos, photos, and all advertising elements. As a result, the concept of content can have a very broad meaning. So the simple answer to the question of what content is is to fill out a site."

So we can take the concept of content as the content of a publication. Creating engaging content in print media is a bit difficult. Because the possibilities of print are limited. It does not have access to online publications or television to engage the reader. The pressing question facing all print publications is: what can be done to improve content? We were interested to know the opinion of people who are stuck in the field about this. We contacted the print media with the following questionnaire:

1. What do you think is the main problem in improving the content of the modern press?
2. What do you see as the solution to the problem?

More than a hundred editors of print media outlets operating in our country took part in the survey. According to the results, 40% of respondents believe that the main problem in

improving the content of modern media is the journalists themselves. In other words, failure to study the audience, not to work on oneself, not to use and use multimedia tools, not to use too much narrative, not to use new methods of communication, and not to use old approaches to the subject also hamper the content of the press.

Twenty percent of respondents said that the editorial board itself is a key factor in improving content. In other words, there is almost no art school in the editorial office, old stereotypes should be avoided, and internal censorship of "what the top says" should end. Also, the fact that it is not enough to change the content, and that it is difficult to master the management of the press in the print media, hinders the improvement of content.

Another 20 percent of respondents said that the content of today's newspapers is much better than yesterday, and that the main problem is the lack of propaganda. The remaining 20 percent of respondents believe that the declining readership is the main factor.

When asked what they think is the solution to the problem, 30% of respondents see the solution in the editorial policy. That is, the newspaper must rethink its style. Students are not interested in today's style, which is a lot of narratives, template titles, lifeless pictures, and brick-and-mortar articles. They are created using short, succinct, multimedia tools and new integrated methods of communication.

The solution to the problem lies in editorial convergence. It is also necessary to develop the newspaper's affiliated business and publish it free of charge. Another important reform that the editorial staff needs to make is to increase advertising.

Twenty percent of respondents see professional journalists as the solution. Special emphasis is also placed on specialization.

The remaining 50 percent said that the state should be able to protect journalists who are able to speak the truth, to restore the tradition of teacher-student, to improve the delivery of the postal service, and only then to improve the content.

As we analyzed the views expressed, we saw that they all had a soul. Content

improvement cannot be attributed to just one factor. Several factors play a role.

Creating quality content is the basis for the development of any media. This will make it more popular among users. Of course, good content must meet several criteria. The most important feature of a media outlet is that it conveys information that no one else has. The uniqueness of the articles on the page and the fact that they are not repeated in other media enhances the reputation of the publication. Strengthens the confidence of the audience.

The fact that the material is presented in a unique design, combined with the fact that it is "untouched", increases its readability. In online publications, articles can be visually appealing, using colorful graphics to engage the reader. Design should also be considered in print media. It depends on the creativity of the editor and how well he feels about the article. Simple font changes also give the text a special feel.

The print media can use bright and eye-catching headlines to engage readers. Work on creating titles for the content, presenting them in a way that attracts attention. The yellow press often pays special attention to strong headlines. There are cases when the title is different and the text is different. However, this can lead to a loss of customer confidence. For this reason, it is important to keep in mind the requirement of credibility and not to mislead students with false headlines. Of course, the editor should not overlook these aspects during the editing process.

Using a caption can also make the content more interesting. The main title in bold, followed by a caption in italics or a smaller font, also gives the page design its own character. The caption encourages the reader to read the article as the main content of the text is included.

The font and color of the title do not leave the reader indifferent. The position of the title also plays a role in opening the page design. Properly chosen headlines for the article will attract the reader. This is one of the aspects of an editor's skill.

Choosing the right image for the text is important. This can also be changed several times during the editing process. Although the

technical editor is responsible for the design of the newspaper, the text editor, as a person familiar with the material on the page, has the right to choose an image that matches the content. The following puzzle was published in the February 2017 issue of Guncha magazine:

“Small, like a stone, don’t say,
Do not eat in a hurry.
Every time you sow and water,
I will be a huge tree.”

It is clear from the riddle that it is a bean. It is said that if it is planted in the ground without being eaten, it will grow into a tree. However, the picture shows a salt shaker. This is a very serious mistake. A picture that completely contradicts the poetic riddle. The editor should not overlook these aspects during the editing process. Another example of errors in the pictures is the publication of one of the Uzbek folk tales under the heading "Uzbek folk tales" in the newspaper "Ma'rifat", but the picture shows people of different nationalities. Surprisingly, none of them are Uzbeks. The Uzbek folk tale has a picture of other nationalities.

The main purpose of using pictures is to fully reveal the content of the text. Wrong choice can lead to misconceptions. For this reason, it is important to make sure that each picture fits the text and that the sentences are spelled correctly.

It is important to design the content of the page wisely to get the readers' attention. It is a good idea to put relevant material on a page under a heading that is close to the content.

The fact that one is on a page from a mountain and the other from a garden distracts the reader.

Let's get acquainted with the content of the newspaper "Ma'rifat" February 2, 2022. The front page of the newspaper features comments and announcements under the heading "What the teacher thinks." "How much" load "can a student carry?", "Give privileges to the best!", "Appeal of the Minister of Public Education Bakhtiyor Saidov to parents and teachers", "Attestation questions for secondary school teachers".

At the top of the second page is an address by the Minister of Public Education, Bakhtiyor Saidov, to parents and teachers, along with a

picture of the Minister. At the bottom of the page is "To the attention of the Ministry of Public Education!" Mirzabek Japakov, a lawyer and journalist, published an article entitled "Give Privileges to Excellence." Both materials are placed on the page in such a way that the reader feels as if the lawyer stood up and addressed him after the Minister of Public Education had finished his speech.

On the third page, the newspaper's correspondent Shoira Boymuradova wrote, "Problem solving and execution: the lack of a gym is not the teacher's fault!" A critical-analytical article entitled The theme is good, but it needs some work on the design of the page. Not to mention that it is given in a larger volume, the font of the title and the text of the article do not differ from each other. The illustrations on the subject are well readable. The fact that a large text occupies the entire page without any ornaments (including the fact that different facts are presented in a larger font, the sequence of information can be reflected in the infographic) is a little boring for the reader.

On page 4 of the newspaper there are columns "Note", "Experience" and "Thought". Under the heading "Note" Davron Akbarov, a graduate student of the Abdulla Avloni Research Institute for the Study of Problems and Prospects of Public Education, asked, "How much" load "can a student carry?" published an article entitled. It talks about how many kilograms a school textbook and portfolio can weigh.

Zilola Gafurova, an elementary school teacher at School No. 8 in Yangikurgan District, published an article in the "Experiment" section entitled "What kind of environment and neglect is the result of an idle student." The article discusses the causes and solutions to students' idle learning. The article "Working with gifted students is a responsible and enjoyable job" by Shiyrinay Abdijamilova, a teacher at School No. 6 in Khojayli district, under the heading "Fikr" is a logical continuation of Zilola Gafurova's article. While the above article provides recommendations for working with idle students, this article focuses on working with gifted students.

There is another small piece of information on this page, which suggests that it was published only because it should have been published by the reader. Orif Lutfullayev, a music teacher at School No. 33 in Urgut district, wrote in an article titled "The Influence of Music in Our Society Has Increased" about the impact of music on the human psyche. This article is over. If we divide the article into introductory, main and concluding parts, this article has only an introductory part. If the author of this article is one of the vague authors mentioned in the second part of our dissertation, did the editor publish this article or did the editor overlook this short article ?!

As for the overall content of the page, the articles (except for the music) are about working with students, their mental and physical condition, and complement each other.

On page 5, an article by Khudoynazar Yunusov, Doctor of Biological Sciences, Professor, Honored Breeder of the Republic of Uzbekistan, Rector of SamVMI, entitled "The national economy is shaped by national brands" was published under the heading "Rector's pulpit".

Both the article and the topic are good, but the design is simple enough to keep the reader asleep. It is very difficult to draw a reader from the beginning to the end of an A3 paper if there is only text. Of course, not all topics are concise. There are a lot of topics that are worth a great article, and there are a lot of interesting articles that they cover. It's not just about what to give, it's also about how to give. It is important to help the reader read a large article. Important parts of the text can be magnified (magnifying a particular part of the text). This helps to quickly capture the reader's attention. Giving a sequence of facts using infographics or tables is also an effective method.

Both the article and the topic are good, but the design is simple enough to keep the reader asleep. It is very difficult to draw a reader from the beginning to the end of an A3 paper if there is only text. Of course, not all topics are concise. There are a lot of topics that are worth a great article, and there are a lot of interesting articles that they cover. It's not just about what to give, it's also about how to give. It is important to help

the reader read a large article. Important parts of the text can be magnified (magnifying a particular part of the text). This helps to quickly capture the reader's attention. Giving a sequence of facts using infographics or tables is also an effective method. These methods can reveal the main content of the article and, as a result, arouse the reader's interest in reading the entire text. The role of the editor is important. As he or she edits the article, he or she should identify the parts that interest the reader and give the graphic editor an idea of how to present it. The interaction between the graphic editor and the text editor plays an important role in the success of a newspaper's design.

There are also errors in linking on the pages. This error is a typographical and technical error in the text. Mistakes in articulation are common in newspapers.

On page 6, under the heading "Try" by Marhabo Kuvoncheva, a teacher of mother tongue and literature at School No. 11 in Bukhara, what does "Little Prince" teach children? " published a method of teaching The variety of tables on the page made it interesting. It explains in detail how to use the methods of "square test", "dominoes", "analysis of concepts", "find the owner of the speaker" to explain the work.

On page 7, the sections "International Cooperation" and "Cooperation between School and Higher Education" are included. The article "For the development of physics" by Boymurad Sultanov, associate professor of "Physics and its teaching methods" JDPI under the heading "International Cooperation" provides information about international cooperation in the field and its importance in the development of science.

Rasuljon Nafasov, the press secretary of the University of Geological Sciences, published an article entitled "Schools were presented with books" under the heading "Cooperation between schools and higher education". It provides information on the cooperation between the University of Geology and schools and what is being done.

The rest of the pages of the Ma'rifat newspaper are also based on the content of the

articles. The content of the newspaper is coherent. The critical essays, advertisements, and even works of art on the pages are all about education. Given that the publication specializes in teachers and education in general, we can see that the content is well organized.

However, the fact that some of the articles were published on the page without requiring editing, or that the design of well-written (or well-edited) articles was not worked on, undermined the newspaper's reputation as the People's Intellectuals Newspaper. The presence of technical errors in the process of pagination (drop of letters, addition, etc.) indicates the incompetence of the author. Another factor is the author's extreme illiteracy. Re-reading an illiterate text after editing it (often in the process of preparing a newspaper for publication) can be tiring and can lead to mistakes.

Russian linguist L.V. Shcherba: "If everyone writes differently, it is clear that we will not understand each other. Illiteracy is a waste of people's time. In a well-formed society, this is unacceptable."

In Behbudi's words, the editors, who are the eyes of the nation, correct these mistakes and turn the media into a source of enlightenment. Mistakes in the media can lead to illiteracy in the nation.

In short, every aspect is important for the proper organization of the newspaper's media content:

- Choose the right topic.
- Coherence of title and theme.
- Select an image that matches the content of the text.
- Elimination of spelling and methodological errors.
- Focus on page design.
- Involvement of foreign authors in order to ensure the diversity of articles.

Given the growing competition in the information market, it is clear that the issues of editing in the creation of media content are becoming increasingly important. The editor's position is important in making this happen and in creating the right content. Of course, the direction of publication also plays an important role in shaping the position of a journalist. For

example, in 2018, I gave an article to the newspaper "XXI Century" entitled "Diploma to you, the award to us." The content of the article was that he wanted to participate in the competition, which was announced only for students, by a specialist on behalf of the student, and he intended to give the diploma to the student and receive the prize money. The editor returned the article, saying that it was inhumane. The same article was published in the Ma'rifat newspaper and won the newspaper's traditional season competition. Since XXI Century is a political newspaper and Ma'rifat is an educational publication, the first newspaper may have reprinted the article and the second. We can take this case as a vivid example of the importance of publishing in determining the position of an editor.

References

1. Nishonov H. "School of kindness and skill". T.: "Education-media" publishing house, 2021.
2. N.Kasimova et al., Specialized Journalism Volume IX. T.: "Uzbekistan" NMIU, 2019.
3. Rashidova D.K. Features of the formation of Internet journalism and the specifics of the Internet in the quality of global SMI -T.: O'zMU, 2002.
4. "Ma'rifat" newspaper during the independence period (1991-2022)
5. 4th issue of "Guncha" magazine, 2017.
6. shcherba L.V. Sovremennyy russkiy literaturnyy yazyk // Izbrannyye raboty po russkomu yazyku. - M.: Uchpedgiz, 1957.
7. Uz.atomiyme.com// Marketing, marketing tips