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## The Essence and Functions of Medical Journalism

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### ABSTRACT

The article is devoted to the typological process of medical journalism and an overview of this process in Uzbekistan. The article also examines the complex process of forming medical publications in modern Uzbekistan

### Keywords:

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**Introduction.** Medical journalism is the reporting of medical news and features (as opposed to publishing sectional reviews). Medical journalism is diverse and reflects its audience. The main division is medical journalism for the general public, which includes medical reporting in general news publications and specialized medical publications, and medical journalism for physicians and other professionals, which often appears in peer-reviewed journals. . Medical journalism is journalism about health and quality of life. The official approach is one of scientific journalism. References to relevant scientific sources are also important to us, but there are some peculiarities. For example, for a medical journalist, one scientific article does not mean much. When we write our texts, we should focus on larger studies (systematic reviews, meta-analyses) or even international recommendations. This is because, after reading our text, a person can make a decision about their health, and we have a special responsibility to inform.

Medical journalists are very thorough. They double-check facts and references, and often check the sources themselves, because even the best of them fail sometimes. For example, at the beginning of the COVID-19 pandemic, we wrote editorials about how to protect the space around us; Of course, we checked the data on how long the SARS-CoV-2 virus lives on surfaces. One authoritative source provided the exact figures for the paper, although they were not in any scientific paper. We only had to do a little digging to find out that they averaged the lifetime of the coronavirus on glass and wood, which was revealed only by the responses to the comments below their infographic. We laughed, didn't include information in our texts, but shook our heads: after all, many mass media around the world used such unverified numbers without double-checking. We can't afford it.

Medical journalism is rarely expert journalism, although everyone is used to trusting the information that comes out of their own mouths. Yes, we do great interviews with

doctors and scientists, but they also need to send us links to back them up. In our world, you cannot assert something from the height of your experience or great authority. Only research, only verified facts. Therefore, it is sometimes difficult to find a good specialist, but we manage and are friends with doctors who share the principles of evidence and support the principles of our work. Models of cooperation and risk communication Once upon a time, scientists and doctors were very reluctant to share information and explain what was going on and why they should take this pill and not that pill. You just had to trust them. In scientific communication, they say that they sit in an "ivory tower" from where they can sometimes receive a reward and talk about something complicated in more complex terms. But over time, taxpayers in democracies began to ask questions. Because they give money for science, but no one knows what the scientists will do with it. Look, yet another bomb is being assembled or a black hole is being created. That's how scientists had to report, that's how scientific communication came about, and that's how openness to medicine happened. We have moved from asymmetric communication (when the researcher wants it) to a model of communication between scientists and society.

Analysis of literature on the topic Based on the above theoretical foundations, it is possible to describe individual Uzbek medical publications. Thus, in ... "Uzbekistan medical sciences" electronic scientific and practical medical journal, "Darmon" magazine, "Theoretical and clinical", "Pediatrics", "Neurology", "Darmon", "Medical express" magazine was established. The scientific-practical magazine "Neurology" founded in 1998 by the initiative of the well-known academician Nabi Majidovich Majidov is a scientific-practical magazine that publishes research materials, treatment and prevention of nervous and mental diseases. From 1998 to 2010, N.M. Majidov was the editor-in-chief of Neurology magazine. A number of topical issues of etiology, pathogenesis, clinical presentation, diagnosis and treatment of neurological diseases related to neurology, neurology, cardioneurology, neurosurgery,

neuroendocrinology, physiotherapy and others are reflected in the pages of the journal. The journal and the variety of forms of their presentation attract the attention of scientists, experienced and inexperienced doctors, not only neurologists and psychiatrists, but also specialists in the relevant fields of medicine. is doing, that is why he occupies the leading positions in the ranking of neurologists and psychiatrists in Uzbekistan. In recent years, publications have appeared on the pages of the magazine about the introduction of high technologies and new methods of diagnosing nervous and mental pathologies into neurological and psychiatric practice. - from intravital imaging of brain structures to molecular genetic approaches and studies of their interactions. new drugs at the level of cell receptors and neurochemical processes.

"Godu" is a regularly reviewed electronic publication that reflects the results of scientific research aimed at the development of advanced methods of diagnosis, treatment and prevention of diseases and the development of innovative medical technologies by Uzbek and foreign scientists. The purpose of the publication is to promote the scientific achievements of Uzbek medicine both in the territory of our Republic and beyond.

**Analysis and results:** The purpose of the publication is to promote the scientific achievements of Uzbek medicine both in the territory of our Republic and beyond. The journal contains original scientific and practical articles, reviews, lectures, clinical observations, informational materials, reviews, discussions, information about the scientific life of the Republic of Uzbekistan and congratulations to the heroes of the day. the name and content should correspond to the group of specialties of scientists in all areas of medicine.

In the following scientific directions, priority will be given to articles of a scientific-practical nature that reflect the issues of regional ecopathology related to the biogeochemical characteristics of the regions of Central Asia, in particular, the Republic of Uzbekistan. The first written information about the medicine of the peoples who lived in the

territory of Uzbekistan in ancient times can be found in the Zoroastrian book "Avesta". The Avesta is a book about the beliefs of the peoples who lived in Central Asia, Iran and Azerbaijan. It is written in "Vendidat", which is part of the book, that Trita was the first to practice medicine and he saved people from illness and death. Trita was sent 10,000 different medicines from heaven to cure the sick in Okhuramazda, the "god" of goodness. Trita also discovered an intoxicating and narcotic drink called Haoma, and Haoma was called the source of life and health. The book also mentions a physician named Trayeton, who before Islam called him the "god" of medicine.

There is another story about the origin of medicine in the Avesta. It says that people were taught the art of medicine by a man named Yima. They attribute this person to Prophet Noah. Avesta also contains some information about human anatomy and physiology. It shows that the human body consists of 8 parts: bones, muscles, fat, brain, veins, blood, liver and liver, and two types of veins. Medicine and health care is a very broad field for obtaining information and preparing materials. As a result, journalistic texts on medical topics can be divided into the following. There are several categories that depend on the specific topic on which a journalist writes an article:

First of all, it is about various diseases and their treatment methods, materials about preventive measures, news in the field of medicine, etc. As a rule, such materials contain a sufficient number of terms, even in publications intended for the general reader.

Second, some materials emphasize medical problems of a social nature. As a rule, the focus of such articles is someone's fate, the problems of a certain person.

Thirdly, some journalistic texts are published under the title "Health", but at the same time they cannot be called medical in the full sense of the word. For example, natural cosmetics and its beneficial effects on human health, gyms as a way to lose weight without harming the body, etc. On the one hand, the source of information in these cases is often not doctors, but trainers, make-up artists, cosmetologists, but health problems still arise.

Fourth, news materials. Of course, they approach medical issues, but they differ in the nature of news. As a rule, such materials are released after a press conference or the opening of a medical center or a new hospital building.

Communication between doctors and journalists is not always easy. To write about medicine, you have to learn. Also, doctors, especially health organizers, need to learn how to communicate with media representatives.

### **Conclusions and Recommendations:**

Regarding popular medical publications; there are about 15 of them in the country and their approximate topics can be listed. The analysis of popular scientific publications showed that subscriptions to medical publications are paid everywhere, but electronic versions are provided on social networks. The main topics of publications: discoveries of local scientists, analysis of trends in the development of science, interviews with prize winners in the field of medicine, as well as publications on healthy nutrition, cosmetology, fitness, etc., can be found. As a rule, the audience of popular scientific publications is not limited by age, social, professional circle. Medical issues always concern readers, spark debate, and never stop. Appearing on the front pages of various publications around the world - bringing medical journalism into the mainstream of a new era.

While this topic is becoming more popular, journalists who are not well versed in medical journalism can make mistakes that can easily be avoided. For example, they may struggle to provide the right, meaningful context when talking about research. Don't assume that information alone is enough to tell a story. Usually, the first question journalists ask when digging into data is "how much?" For example, "How many children were harmed?", "How many women died?" or "How many new cases were detected?" advises to continue: "If the data can't tell you something, you should look elsewhere." Go into your research with the intention of looking for trends and data to avoid mistakes. What you find may be completely different from what you thought you would find, and that's okay. "You have to stop using the data

to confirm the theories you've already developed," he added. use the information for. Check them with data, information and other reliable sources from research centers. "Medical journalism is very important and popular now, and journalists should not be caught spreading fake news," he said. Before conducting interviews, he advises gathering information about experts and using academic databases for this.

"If you don't find any results, or if the person has never published anything, it's suspicious" Models of collaboration and risk communication. Once upon a time, scientists and doctors did not like to share information and explain what was happening and why they should take this medicine and not this medicine. You just had to trust them. In scientific communication, they say that they sit in an "ivory tower" from where they can sometimes receive a reward and talk about something complicated in more complex terms. But over time, taxpayers in democracies began to ask questions. Because they give money for science, but no one knows what the scientists will do with it. Look, yet another bomb is being assembled or a black hole is being created. That's how scientists had to report, that's how scientific communication came about, and that's how openness to medicine happened. We have moved from asymmetric communication (when the researcher wants it) to a model of communication between scientists and society. If earlier the doctor demanded a simple and unexplained format of treatment and medication, now everyone knows: the patient will follow the recommendations only if everything is clear to him, and if he has made a decision together with the doctor. When only a doctor decides, it is paternalism. The joint work of the doctor and the patient is already a partnership, and the role of medical journalism in the formation of medical awareness in the further strengthening of this partnership is significant.

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