



Modern Requirements for Future Professionals in The Field of Journalism

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ABSTRACT

There are currently no manuals or books on identifying new technologies in journalism in Uzbekistan, although they are in short supply. The purpose of writing the article is to analyse the requirements for young people who are conducting research in this field and are just entering the field of journalism, using new methods.

Keywords:

SMM in Journalism, PR (public relations) students in Uzbekistan

Social media marketing in Uzbek Journalism
SMM skills in Uzbek Journalism
Uzbek Journalism hard, soft skills
About Uzbek speech-writers

Today the world is changing rapidly. As in all spheres, competition is fierce in the acquisition and transmission of information and the formation of effective public opinion. In such a difficult environment, life poses new challenges and tasks.

Taking all this into account, the country is implementing large-scale reforms to develop the media. Necessary conditions are being created for the improvement of legal documents in the field, the free operation of various forms of property, and political and social media in the national media space.

The number of UZ-dominated websites and information portals in the global network is growing, and they operate in different languages. Today, when journalists and bloggers speak several languages and do not know modern knowledge, they are left behind in society. Nowadays, every media representative is required to have a thorough

knowledge of information technology, as well as new directions in journalism.

Young people entering today's journalism need to develop their "hard skill" as well as their "soft skill". Speaking of "hard skill" and "soft skill", Soft skill means "soft skills" in English. Common social, free competencies that do not have any dimensions. For example, the ability to work in a team, creativity, or more precisely, personal qualities are taken into account.

This measurement includes possible professional and technical skills. For example, programming, driving, knowledge of foreign languages. There are a lot of hard-working people, but our society always needs young journalists who have soft-spoken skills.

Also, in today's information age, future professionals who want to become journalists need to know what PR (Public relations), SMM, Speechwriter and what it does.

At the same time, today's journalism also trains specialists in the field of PR (public relations). In the era of the so-called information age, the demand for specialists in public realities (hereinafter - PR) is growing.

For this reason, the training of qualified PR specialists has become one of their professional tasks.

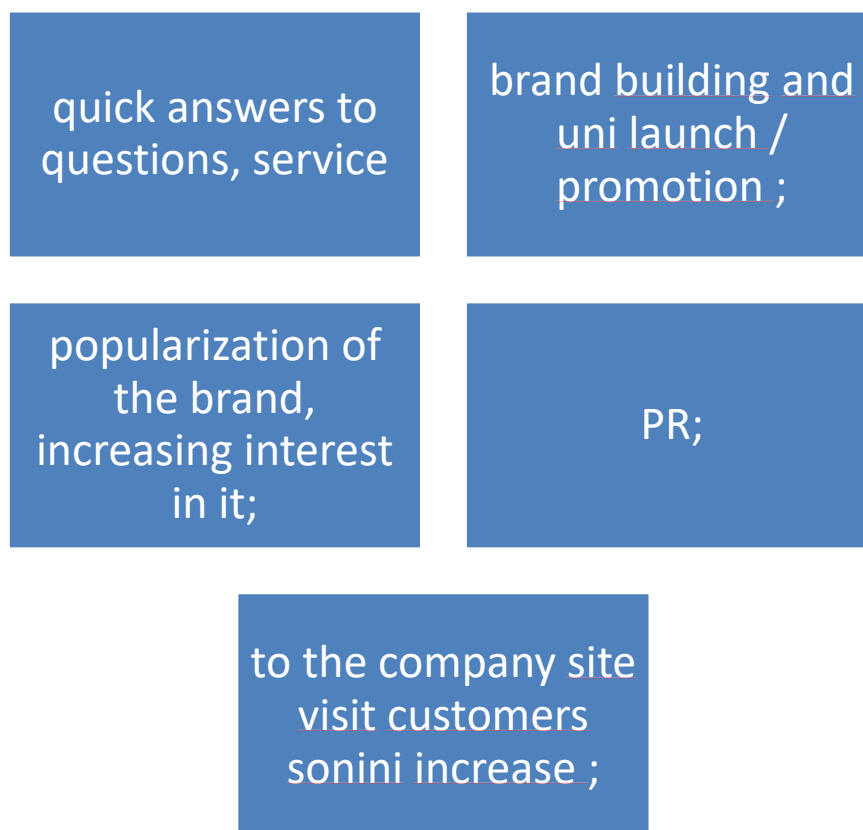
In the requirements for PR professionals Their practical skills, abilities, and experience are more appreciated than their knowledge. Maxim Titov, client manager of the Mikhailov & Partners PR agency in Russia, is a good expert on the subjects that today's curricula refer to. "Experience is very important in this activity.

PR activity consists of 30% use of technology and 70% creative observation, creation, and creativity. These ideas indicate that PR is not only a social science but also an

art. PR is not only a new field for Uzbek journalism but also a source of new opportunities. This field has brought new technologies to our country. SMM-is called Social media marketing .

- Promotion of products, goods, and services in social networks. Social media marketing is also about working directly with different communities, and user groups. SMM is now widely used not only by large companies, but also by activists in their markets, and perhaps by small and medium-sized businesses. With his help, they are re-establishing contact with their customers.

The tasks to be solved with the help of SMM are as follows



Any young journalist who knows the field of SMM will quickly find their way and style. This new field will allow women journalists to work even if they are busy raising children at home. Our young women journalists can work even if they are married and do not leave home. Their salaries are also very high.

Speech-writer- Derived from English, when translated into Uzbek, the speech means a writer. He works in the field of public relations, is a speechwriter for heads of state, officials, businessmen.

What are the key aspects of a speechwriter?



The more abstract a speaker is to the team, the higher his service fee will be. If it is more important to be recognized than material, you are less likely to become a SPEECHWRITER. To become a speechwriter, you need to read a lot of books and be aware of political processes.

The most famous speechwriter in Uzbekistan is Sultanov Hayritdin Madriddinovich, speechwriter of the President of the Republic of Uzbekistan Shavkat Mirziyoyev.

However, this sector is one of the most lucrative in developed countries, such as Russia and the United States. As world-renowned speechwriters, we can take the example of Djahan Poplyeva, Theodore Chaikin's "Ted" Sorensen. Djahan Poplyeva - born in 1960. He has long been the main author of speeches by Russian Presidents Boris Yeltsin, Vladimir Putin and Dmitry Medvedev.

Theodore Chaikin Sorensen was also an American lawyer, writer, and presidential adviser. He was the author of President John F. Kennedy's speech and one of his closest advisers. President Kennedy once called it a "smart blood bank." This book won the Kennedy Pulitzer Prize for Biography in 1957. Sorensen helped write Kennedy's inaugural speech and was also the main author of Kennedy's 1962 speech, "We Choose to Go to the Moon."¹

In conclusion, it should be noted that the better we understand the technologies that have entered the journalism of Uzbekistan, the more we will open the door to great achievements for the development of the industry. The new technologies will increase the thinking ability of young independent

¹<https://www.kadrof.ru/> from the site translation done

journalists and serve as a basis for them to find their own way of life.

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