

TRANSFORMING JOURNALISM: THE IMPACT OF WEB-BASED APPLICATIONS ON NEWS DELIVERY AND ENGAGEMENT

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Abstract: *The development of web-based applications has drastically changed the journalism environment, improving the way that news is disseminated and interacted with by viewers. This essay examines the many effects of new digital tools, highlighting how they help journalists report in real time, reach a wider audience, and encourage reader-journalist interaction. Web apps that use multimedia components like music, video, and infographics have improved narrative and increased the engagement of content. Furthermore, the utilization of interactive surveys and social media platforms facilitates prompt public feedback, thereby molding journalistic methodologies. This study emphasizes how crucial it is to keep up with technology developments to be relevant in a media landscape that is changing quickly, ultimately reshaping the dynamic between journalists and their consumers.*

Key words: *journalists, web-based applications, new tools*

Introduction: In a time of exponential technological growth, the journalistic landscape is changing dramatically. The emergence of web-based applications has completely changed the way people receive, consume, and engage with news, fostering a dynamic ecosystem that gives audiences and journalists equal influence. These apps give traditional media new tools for audience involvement, real-time reporting, and narrative as they face the challenges brought by digital innovation. The use of technology in journalism, from social media sites to mobile news apps, improves accessibility and encourages a more engaged society. This study explores the various ways web-based applications are changing the journalism environment. It emphasizes how these applications can improve news delivery quality, engage a variety of audiences, and ultimately change the job of journalists in the digital age.

Mainbody: The emergence of web-based applications has completely changed the way that news is disseminated, accessed, and interacted with in the media industry. This change is marked by new storytelling formats, improved audience participation, and quick news dissemination all of which present opportunities as well as difficulties. Prominent personalities in the media have offered their perspectives on this shift, illuminating its consequences for the sector.

Real-time News Distribution

The speed at which news is delivered is among the biggest improvements brought about by web-based apps. According to Anderson Cooper, chief international reporter for CNN, “news travels at the speed of light in the digital age.” Because of its instantaneity, journalists may report on breaking news as it happens and update viewers in real time. Cooper does, however, issue a warning about the risks associated with putting speed

ahead of accuracy. As he states, “We must remember that the race to be first can compromise our commitment to fact-checking,” he draws attention to the fine line that journalists must walk in the quick-changing world of digital media.

A Variety of Storytelling Platforms

Furthermore, expanding the storytelling types available are web-based applications. “The internet is not just a medium for distributing information; it’s a new way of telling stories,” argues renowned media scholar Clay Shirky. Journalists can now better engage audiences by using interactive components, podcasts, video, and text. The use of multimedia in reporting allows for a more nuanced examination of complex subjects by adding depth and complexity to the narrative. Journalists need to modify their storytelling strategies to accommodate viewers' changing preferences as they look for a wider variety of content.

Improved Engagement with the Audience

Web-based applications have made the relationship between journalists and their audiences more interactive. As noted by journalist Glenn Greenwald, winner of the Pulitzer Prize, “Social media has changed the audience from being passive consumers to active participants in the news.” This change enables discussion and feedback in real time, fostering a more active community around news articles. “Journalists must navigate the complexities of public opinion, which can sometimes lead to misinformation and polarization,” cautions Greenwald, highlighting the difficulties that come with this level of engagement. Therefore, increased engagement can promote community, but it also necessitates critical thinking and careful management.

The Problem of False Information

In the current digital media environment, the quick dissemination of false information is a serious issue. “We have to do a better job of informing the public about how to discern credible information,” remarks former President Barack Obama on the subject. For journalists, the ease with which misinformation can spread online presents a serious obstacle. As a result, numerous media outlets are implementing strategies to counteract false information, like funding fact-checking and encouraging media literacy. “Tech companies, educators, and journalists all have a role to play in fostering an informed public,” Obama says, highlighting the importance of a team effort.

Changing Expectations of the Audience

Audiences’ expectations for news content have changed as they grow more used to the instantaneity and interactivity of digital platforms. “Today’s consumers expect not just information, but context and analysis,” says renowned journalist Arianna Huffington. This need for more in-depth understanding pushes reporters to tell complete stories that engage and educate readers rather than just reporting the facts. This is made possible by web-based applications that enable interactive content, give audiences the opportunity to examine problems from various perspectives, and promote better informed citizens.

In conclusion, web-based applications have a profound and wide-ranging effect on journalism. These tools provide previously unheard-of possibilities for speed, interaction, and creative storytelling, but they also come with a number of drawbacks, especially

when it comes to disinformation and shifting audience expectations. The opinions of well-known media personalities highlight how crucial it is to preserve journalistic rigor and integrity in this changing environment. Journalists can improve their news delivery and enable audiences to participate in the democratic process more actively and intelligently by sensibly utilizing the potential of web-based applications.

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