



| Research Article



A Functional Analysis of Regional Online Media in the Context of Solutions Journalism in Uzbekistan

Bekchanova Dilbar Zaripovna

Researcher at the Uzbek State University of World Languages

Abstract: This article analyzes the modern approaches of solutions journalism, which has been increasingly evident in the activities of regional online publications in Uzbekistan in recent years. Unlike traditional reporting that merely highlights existing societal issues, solutions journalism focuses on offering practical and positive solutions. The paper provides a systematic and functional analysis of this trend and examines the socio-economic significance of solutions journalism through examples from specific local online editorial offices.

Keywords: practical and positive solutions, media space, freedom of speech, socio-economic issues, logical solution, video content, members of society, progressive approaches, social activity, public opinion.



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Introduction. The well-known Slovenian writer Jarkko Petan said in his time: “politicians care about the bright future, historians about the bright history, and journalists care about the real today”. Yes, journalism lives mainly with today. It is a means of communicating information to society, forming public opinion, monitoring the activities of social institutions, criticism and analysis. In short, even today, modern media is emerging as a profession and a social phenomenon that not only disseminates information, but also actively participates in the development of society.

In the following years, a progressive, emerging positive and constructive direction of journalism in the media universe-Solutions Journalism (solutions journalism) - is becoming widespread worldwide. Journalism serves not only to illustrate the problem, but also to offer a solution, to further elevate society, to contribute to social development, sustainability and economic progress.

This modern direction of journalism today occupies a special place in the conditions of Uzbekistan, in the social, economic development of our country, in the formation of an active civic position. In Uzbekistan, this trend has become more and more evident in the activities of regional internet publications in recent years.

It is known that traditional journalism was often limited to recording problems. Solution journalism, in turn, aims to deepen the analysis in essence, show existing solutions to the problem, provide information on complete and satisfactory solutions, assess their effectiveness and

practical significance. This approach is of great importance in the formation of a positive opinion in society and the activity of the population, the position of citizenship.

"Solutions Journalism is an approach to news reporting that focuses on responding to social problems, among other things, the problems themselves. Stories of reliable evidence-based solutions explain how and why the answers work or do not work. The goal of this journalistic approach is to provide people with a more correct, fuller perspective on these issues, to help form a more effective citizenship".

As long-time American journalists David Bornstein, Tina Rosenberg and Courtney Martin, who have been researching solutions journalism, point out, this approach aims not only to disseminate information, but also to mobilize people. (page 2.7.) A journalist working in the direction of solutions journalism takes note of this problem and solution issue. Because, "In the information age both the task and the essence of the profession of a journalist are changing. At one time, a journalist was a person who prepared information, transmitted and carried people. Now it has begun to influence the pace of processes, shape and manage public opinion" (page 3.2)

It is known that in the world experience, solutions journalism as a genre is widespread in the United States. The Solutions Journalism Network (SJN) organization has been active in the field since 2013. This organization helps journalists closely and encourages them to apply solutions journalism. Instead of covering, for example, the problems of the environmental cleanliness, poverty, or the education system, journalists promote what is being done to combat these problems, new initiatives and ideas.

Also, against the background of solutions journalism, Ukrainian journalists aim not only to cover the worst aspects of information, but also to State them with positive and constructive principles, find effective solutions and communicate them to the general public. Therefore, their research on the positive impact of solutions journalism on the development of civil society is noteworthy.

In Swedish, however, it is completely different. The concept of "Journalism shows solutions" is common in this state. Also, special attention is always paid to the provision of positive news and solutions by the Swedish media. In particular, a wide range of topics are related to environmental damage, the fight against social poverty.

Solutions Journalism is also highly effective in the Netherlands, and journalists do considerable research to provide solutions to social and environmental problems in the country. They form a list of problems. This practical approach is considered one of the fundamental principles of media such as the "De Correspondent" of the Netherlands.

The Upside project of "the Guardian" (defence) in the UK was instrumental in popularising Solutions Journalism. This project disseminates messages on social poverty, education, polluted environment and positive experiences working in other fields.

In general, foreign journalists who have conducted research on solutions journalism discuss the history and basic principles of the genre. Colleagues are given specific guidance and guidance on how solutions to problems can be provided by interesting and practical methods. In particular, they describe the interaction between society and journalism, approaches to social issues. Their research can be useful in the general context of journalism.

Distinguished Professor Khurshid Dostmuhammad, a journalist who has served in Uzbekistan, writes: "the main disseminating information is a journalist. As we say on a Global scale, the fate of our information age is also in many ways the responsibility of a journalist. About the socio-political, national-local, spiritual-educational, legal, philosophical, ecclesiastical, economic, universal aspects of Information Culture, the main subject-journalist who first forms Information Culture will also have to worry." (page 4.7.) The creator, who also acts as an informant in

solutions journalism, realizes that behind every Information, deep and grounded analysis, is the development of society, the fate and image of Man, the tranquility of the land.

In this respect, solution journalism has a strong impact on the audience, in addition to discussing simple and complex problems, by demonstrating solutions that have been tested in practice, the successful experience of individuals, communities or institutions.

As you know, in the rapidly developing conditions of internet journalism in our country, the impact of solutions journalism on social and economic life through local online publications is increasing.

The role of solutions journalism in social life is primarily to inspire hope in society. Solutions Journalism through progressive approaches to increasing social activism, community control, initiative among the local population is important.

Materials and methods. Internet publications have become a serious and unparalleled weapon not only in the dissemination of information, but also in the formation of public opinion, as well as in management. In this regard, regional internet publications in Uzbekistan, in particular in Khorezm, also have a specific role in presenting the problem and their solutions. For example, internet publications such as “Qonun doirasida”, “Xorazm bugun” , “Xorazmliklar”, “Haqiqat yo‘lidamiz” are an important platform in highlighting and proposing solutions to problems that are relevant to local residents. They actively participate in the formation of an atmosphere of dialogue and cooperation between citizens, local authorities and the public, analyzing issues in society on the spot.

However, the analysis shows that there is still no full-fledged implementation of a new direction of journalism in the activities of domestic electronic publications. Experience and skill are necessary in the effective implementation of solutions journalism for regional internet publications. First of all, it is necessary that a group of journalists specializing in the analysis of problems has been formed in the editorial offices, close cooperation of the creative team with specialists in the field, issues of relevance of the topic, selection criteria have been formed in terms of source and influence.

After all, such an approach ensures the targeted and systematic operation of the editorial office. However, it is difficult to say that all electronic publications in the Khorezm region are also working on these requirements. It would be correct to say that there is no team of specialized journalists in the editorial offices.

It is necessary to admit that at the beginning of the mistake there may be a lack of knowledge of the journalist, a lack of professional qualifications and experience, a poor knowledge of the topic he is covering. It is known that the user of the internet network is at one time the recipient of information and information and its distributor. In experience, these processes are causing a further rise in the field of social journalism. However, work done in a hurry against the background of increasing the speed of information, inexperience seriously undermines its quality. With this, a deficit of trust arises in the information field. To compensate for this deficit, it is necessary that the facts and figures cited are from reliable sources, thoroughly analyzed by qualified journalists.

Solutions Journalism is also characterized by the reflection of social real life. Today's novelty will wear out tomorrow, lose its strength, essence. The first demand for media in the information age is as important as speed - bread and salt. The editors should definitely fill such an approach with confidence. In our legislation, “a website-style media in the Internet world Information Network is an information resource in the Internet network that is processed in an editorial-publishing aspect, designed for dissemination in an unmodified way, containing documents and information in electronic form”. (page 5.12.)

The fact that the potential of regional electronic publications in the direction of solutions journalism has not yet fully opened up suggests that journalists cannot adapt to the requirements of the New Times. In the process of monitoring the activities of local online publications in this direction, we were convinced that there is a lack of skills for analyzing the problems that are still rising, studying the causes, bringing goals and solutions to express consistency, brightness, clarity of thought. There are specific objective and subjective reasons for this, of course. Some bloggers who have entered the Media world intensely have managed to establish their own electronic publications today and register it as a media outlet. In the wake of inexperience, there are a number of problems. Various situations arise that cause violations of industry laws, discrimination of the dignity of citizens, misinformation, slander and insults. It is assigned that unprofessional citizens, based on their personal interests, who are posting various texts and materials on their blog, sites, do not know the specific requirements and tasks of journalism. Therefore, there is a great need to improve their professional skills, knowledge and skills, potential in the field of current direction-solutions Journalism in internet journalism.

Today, a total of 22 electronic publications are on the state register in the Khorezm region, one hundred percent of unprofessionals work in them. 7-8 electronic publication employees, considered leaders, began their activities in the media space from blogging. Internet publications named above can also be included in this list. But there is initiative, there is purpose and action. Yesterday's blogger aspires to become a journalist in a short time. There is nothing wrong with this, but further promotion of their professional qualifications is an important issue. This is dictated by the environment and situation in the media world.

It can be observed that the following necessary aspects are covered in the process of performing a functional analysis of the solutions-oriented articles published in local internet publications:

- ✓ based on public opinion and their activism;
- ✓ reaching the root of the problem and clarifying its sources;
- ✓ the statement of positive experiences and initiatives;
- coverage of economic, social, cultural and educational aspects of marriageIt can be observed that the following necessary aspects are covered in the process of performing a functional analysis of the solutions-oriented articles published in local internet publications:
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- ✓ coverage of economic, social, cultural and educational aspects of marriage;
- ✓ ensuring diversity and variety of opinions.

It is natural that such articles gain the trust of local residents and make them an active participant in society. Solution journalism does not aim to promote harmful ideas through critical-analysis, but to advance positive solutions and inspirational contexts.

Because, as Tina Rosenberg describes it, “It's true that people are tired of problems. Today they need information, news about positive results, positive approaches and successful endings. This direction is an important genre of journalism and is used as an instrument of strong influence on Problem Solutions”. (page 5. 3)

Well, in what way domestic electronic publications are using this instrument. Let's analyze it.

In the internet publication “Xorazmliklar”, a video gallery on the topic “we have not thought about nature”, it was raised as an urgent issue that the various spruce trees planted in the Oasis are

drying up, the funds spent on them are being air-cooled one by one, instead planting and caring for ornamental trees suitable for climatic and soil conditions. It is argued that this initiative should abandon trees that are difficult to germinate and grow in the conditions of a dry climate of Khwarezm, but rather good results can be achieved by planting gujum, Mulberry, spruce, poplar trees.

However, at this point, the content came out more meaningful and impressive if the situation is revealed through numbers, using real cases, while the opinions of experts are stated.

Also, the internet publication “Xorazmliklar” and the video report on the needy Hashar, which was held in collaboration with the telegram admin “Real world” , were posted on the topic “We hashar by the river”. Residents were widely involved in the initiative. Special gloves and working clothes were distributed to the people who came to the insect. “Protect our planet!” T-shirts with the inscription were given to all insectivores that day. As a result, a large number of people joined the humanitarian hashar. That day, the accumulated debris was picked up in trucks and taken out.

In this video material, the garbage dumped by vacationers in the beautiful forest area of Amudarya was criticized for the fact that the waste is a blind violation of Mother-Nature. Due to the very deplorable conditions in the area, residents were encouraged to keep the surroundings clean, citizens who came to rest did not disturb the ecological environment, to be alert. This charitable initiative served to increase everyone's personal responsibility. He was joined by the citizens “Dear people, clean your resting places, don't throw trash”, “Upbringing begins with the family. Teach your children to be clean and tidy, “Let cleanliness become your daily need!”are described.

Published in the electronic publication “Qonun doirasida”, the video content “ Beware! Don't get poisoned!” in 2006. It raised the problem of poor-quality oils made specifically for Urgench being sold in markets and magazines. It turned out that this oil product was brought from another region, namely Bukhara, and was supplied to entrepreneurs for cash. These oils, the manufacturer of which is unknown, are no different from other oils than one. But it is also justified that there are a number of differences between cotton fats and poor-quality oils produced in the Khorezm region. You can see inscriptions on fat products that say “For the city of Urgench”, the article says. “Question: why exactly “For the city of Urgench” were produced poor quality products? The goal is to prevent the penetration of poor quality products and ensure the health of citizens.” How? The author answers this question during the reportage in the process of meeting and talking with entrepreneurs on the market.

An employee of the media continued the topic, explaining in his next video gallery about the need for stores in the darital shopping complex and Urgench peasant market, in the process of studying the situation of markets, entrepreneurs to buy each product under a contract and trade it only when they have a special quality certificate. Apparently, the problem has been identified, substantiated by the media, and its solution has also been stated.

However, the following serious problems can be observed in the activities of regional Internet publications:

- ✓ the fact and number analysis qualifications of journalists are not on demand;
- ✓ limited editorial finances and advertising market;
- ✓ lack of openness in information exchange with government bodies and officials;
- ✓ some problems in the effective and full-fledged use of Information Technology;
- ✓ poor knowledge of the rights and duties of editorial staff engaged in free journalistic activities;
- ✓ failure to follow journalistic ethics;

- ✓ the absence of separate conditions for the journalism of solutions in the legislation, etc.

Journalists in many cases rely on official sources to avoid biased and free analysis. This creates distrust of information among the public. Local problems-water supply, health, Road infrastructure, education-are largely left out. This shows that journalism cannot fully fulfill its mission to serve the community. In some cases, cases of sensational but unsubstantiated data dissemination occur. Journalists in many cases rely on official sources to avoid biased and free analysis. This creates distrust of information among the public. Local problems-water supply, health, road infrastructure, education - are largely left out. This shows that journalism cannot fully fulfill its mission to serve the community. In some cases, cases of sensational but unsubstantiated data dissemination occur. This is contrary to journalistic ethics. Journalists should correctly indicate sources of information, respect the inviolability of privacy and follow impartiality. Also, in the era of digital journalism, it is necessary for internet publications to establish time-appropriate, period-specific activities. However, some editors are still unable to use digital platforms effectively. This situation limits the speed and interactivity in communicating news.

Conclusion. In short, from the analysis it is appropriate to make some suggestions. The following proposals will be put forward for the development of Solutions Journalism at the territorial level:

1. Creation of materials in the format of solutions journalism in regional e-publications, Organization of special courses to further improve the professional qualifications of editorial staff.
2. Special attention to the coverage of local problems.
3. Adopt a specific editorial policy focused on solutions.
4. Expanding information sources, ensuring openness and transparency.
5. Strengthening mechanisms of cooperation with state and public organizations.
6. Study and implementation of foreign experience and media projects.
7. Strengthening compliance with the standards of objective journalism, the rules of professional etiquette.
8. Investing in mastering the tools of digital journalism.
9. Popularizing the best solutions.
10. Achieving to be the driving force behind positive solutions in society.

In this way, local internet publications can be transformed into an important tool that not only distributes information, records problems, but also moves society, is progressive, offers clear and logical solutions. This serves to promote the development of society, strengthening of the civic position, raising the mood of the population, further increasing confidence in local government, ensuring popular approval.

It should also be noted that the journalism of solutions, which is taking shape in the context of regional internet publications, also has a specific function in establishing a balance between democracy, national and universal values, national-spiritual views in the study and presentation of a solution to social and economic problems.

It can be seen that professional specialists, journalists are in great demand regarding the issue of expression, to further increase the level of territorial electronic publications in the direction of solutions journalism, to fully present the problem and solution. In the process of monitoring the activities of electronic publications in this direction, we were convinced that there is a lack of skills for analyzing the problems that are still rising, studying the causes, bringing goals and solutions to express consistency, brightness, clarity of thought. For this reason, today the issue of

comprehensive improvement of the professional qualifications, knowledge and skills of editorial staff in the field of journalism of new current direction-solutions in internet journalism with communicative features is very important.

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