




NEW CRITERIA FOR DETERMINING THE LEVEL OF COMPETENCE OF A JOURNALIST IN THE GLOBAL MEDIA SPACE

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Abstract

This article examines the essential criteria for evaluating the level of professional competence of journalists within the global media space. It explores the key components of journalistic competence, including analytical thinking, ethical responsibility, digital literacy, intercultural communication, and the ability to work with diverse information sources. The paper analyzes international standards and benchmarks for assessing journalists' skills and qualifications, as well as the impact of global media trends and digital transformation on the competence framework. Special attention is given to the challenges faced by journalists in maintaining objectivity, accuracy, and professional integrity in a rapidly evolving information environment.

Key words: journalistic competence, media professionalism, global media standards, digital skills, ethical journalism, competence assessment.

A convergent editorial office is a creative-production structure that prepares media products for several types of media (Internet, radio, TV, print media) that are part of a single media association, where information, announcements, links to materials, and advertising space are exchanged.

In addition to the important, functional commonality that determines the development of convergent editorial work, the factor ensuring the coordination and cooperation of mass media at the modern stage is the technology that allows information to be published (created) once and disseminated through various channels - newspapers, network portals, mobile phones, television and radio. These have formed a wide range of associations: at the macro level - this is a channel for distributing digital content, at the micro level - these are devices for digital journalism, which are called "multimedia newsrooms" and allow media companies to transform into information centers and become the "engine" of news. Due to the above processes, the issue of professional competencies of journalists has become relevant in the world.

On this issue, foreign practitioners and theorists express two main points of view. In the age of digital technologies, a journalist must be universal. For several decades, discussions have been ongoing in the media sphere regarding the universalization of journalism. In his book "Universal Journalist," reflecting on technology and the future, D. Randall quoted the words of Teilhard Sioux: "It is said that one car can do the work of fifty ordinary people. However, no machine can replace a single person who is unusual in every way." A universal journalist, while simultaneously preparing content for various media outlets, must be able to identify the most suitable media platform for the distribution of a particular material.

According to researcher Balmayeva, "If previously a journalist was an employee participating in the division of labor of the editorial office, now he can also be a freelancer who thinks in favor of the interests of the target audience, able to sort valuable information for his audience. Today, a professional journalist is a moderator of public interest, a potential attention aggregator, a provider of necessary content, a dispatcher of social trust".

Anton Glebov (editor of the sovsport.ru internet project) believes that universality can be achieved, although it is very difficult, one must strive for it. "He said that every journalist in the department can handle tasks beyond their competence. For example, a news writer can deal with statistics, a news editor can write news, and statistics can take pictures without any problems".

According to Charlie Meyerson, editor and host of the "hot" news section at Chicagotribune.com, "an employee who can deliver news through various media and in various ways is highly valued".

Also, in the works of Ya.N. Zasursky, devoted to the problems of journalistic education in the context of a modern information society, it is noted that "a modern journalist has digital technologies that allow him to work simultaneously for newspapers, radio, television, the Internet, mobile journalism. Such universalization of the journalistic profession is based on the convergence of information processes, the combination of the visual basis with the sound and text bases".

A modern journalist must have the skills to prepare materials for various media platforms, know the basics of photojournalism, video recording, and be able to maintain their main specialty and professionalism. The approach of most practitioners is as follows: "A creative journalist must know how to record a video, place it on the server, and another person processes it. A journalist should have basic competence. At the same time, it is impossible to make a meaningful description of the event, to photograph oneself in the unfolding process, and to edit the inscription.

Mark Webber, deputy editor of The Sun Online, expressed a similar opinion, stating that a

journalist “doesn't have to hold a pen in one hand and a camera in the other - these are different specializations, and each has its own specialist”.

It should be noted that foreign experts hardly use the term universal journalist. In Western scientific literature, the concept of cross-media trained journalist is more common - a cross-media journalist, that is, a journalist capable of preparing materials for various media outlets and media platforms, as well as “multi-skillful journalist” - a multimedia journalist. Often, “multi-skill” refers not only to the ability to create content for different media, but also to cover various topics.

Also, in foreign sources, one can find terms such as “do-it-all journalists”- “handy” journalists and “all-in-one journalists” - universal journalists, journalist-universals. They also prepare materials for various media platforms. Many can also work with television cameras, digital cameras, and sound recording equipment. They know well which material should be presented in video format and which in audio format.

The term “bask-rask-journalist” is also used for journalists who can prepare materials for various media platforms. This term was first used by American researchers. Journalists carrying a bag usually carry a laptop - a professional dictaphone, a digital camera with a spare battery, a mobile phone, notebooks, and pens. Journalists carrying bags are specially trained people from among qualified journalists.

The term “bag-lifting journalist” is used for journalists who can prepare materials for various media platforms. However, unlike other journalists, they are “skilled” journalists, universal journalists, cross-media journalists, multimedia journalists, and usually go to a certain place, for example, to a place where military operations are being carried out, and send their materials from there. A journalist with a bag can go to points inaccessible to a large film crew. For example, in Iraq, journalists worked in close proximity to the battlefield. An example is NTV correspondent Alexander Konevich, who received the Khaled al-Khatib International Award in 2020. Popular universal journalists include Chicago Tribune.com (chicagotribune.com) correspondent Charlie Myerson and TVO.com multimedia projector Adrian Phillips.

In 2008, the Portuguese agency Lusa established the training of such journalists and provided recommendations on how to fill a special multimedia backpack with devices and accessories. In 2009, the practice of multimedia backpacks was also introduced by the Russian agency “RIA Novosti”.

Professor Gunnar Nigren of the Department of Social Sciences at the University of Sedertorn, Sweden, emphasizes that modern journalists are multi-skilled, that is, journalists with “multiple” and “additional” functions. However, this is interpreted not in the sense of

deviation from professional norms defined by traditional concepts, but in the sense of “re-skilling” - acquiring new skills for quality activity, or “up-skilling” - expanding and improving existing skills.

The scientist came to these conclusions based on the results of a survey of 1,500 journalists in Poland, Russia, and Sweden, as well as a focus interview with 60 journalists from various media editorial offices in these three countries.

The scientist sees the influence of the emergence of multisyllabic journalists in two aspects:

- 1) if this is freedom in journalistic creativity, that is, the choice of topic, independent determination of the object;
- 2) as a strategy for increasing the number and diversity of journalistic materials in editorial offices.

In turn, in addition to this, it should be noted that the journalist can independently determine the form of the finished journalistic material and even consider it an opportunity to implement it at an excellent level.

Consequently, this situation, occurring as a result of changes in media editorial offices, implies a change in the attitude of journalists towards their profession and the culture of the journalist, the journalist is working on creating content suitable for several channels, not one.

The researcher sees all of this in terms of impact in the following:

- Increasing the difference between the requirements of traditional “print press” and “cross-platform” journalism, i.e., journalism with several media channels.
- Increasing differences in professional competence between older and new generation journalists
- Increasing the gap between “productive” journalists working in editorial offices and “star journalists” with their own author's columns.

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