

INTERNATIONAL JOURNALISM: MODERN TRENDS IN THE GLOBAL INFORMATION SPACE

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<https://doi.org/10.5281/zenodo.20179727>

Abstract. *This article examines the role of international journalism in the modern media space, its basic principles and transformation in the era of digital technologies. The impact of global information flows on the socio-political life of society and the issues of professional responsibility of international journalists are also analyzed.*

Keywords: *International journalism, globalization, media, information flow, foreign correspondent, digital media, ethics, international relations.*

In today's era of globalization, an event that occurs in one corner of the world spreads throughout the world in a matter of seconds. The role of international journalism in this process is incomparable. International journalism is not just translation, but the art of explaining events in a global context and building information bridges between different peoples.

International journalism performs several important functions:

1. Reporting: Covering important political, economic and social news on a global scale.
2. Analysis and commentary: Analyzing the causes and consequences of events from the perspective of global politics.
3. Forming public opinion: Drawing the attention of the world community to international problems (climate change, wars, humanitarian crises).

With the development of the Internet and social networks, international journalism has reached a new level. Now not only large agencies (Reuters, AFP, AP), but also independent bloggers and citizen journalism have their own voice in the international arena.

Historically, international journalism arose from the need to cover interstate diplomatic relations and military conflicts. However, by the 21st century, it has gone beyond the scope of classical information delivery and has become an active participant in global socio-political processes. The process of globalization has made national borders transparent for information. Now an international journalist creates content not only for the audience of his country, but also for the global audience.

- In the international media system, information flows are often controlled by large transnational news agencies (Associated Press, Reuters, Agence France-Presse). In this section, it is necessary to dwell on the "agenda-setting" nature of international journalism:

- Selectivity: Choosing which events are of global importance.
- Interpretation: Interpreting an event from a specific political or cultural point of view.

- Influence: Shaping the international community's attitude to a particular crisis (for example, environmental problems).

- Traditional international journalism (newspapers and television) is being replaced by digital platforms. This process has led to the following changes in the field:

- Multimedia: International news is presented in a combination of text, video, infographics and podcasts.

- Interactivity: The audience has the opportunity to not only follow the development of events, but also to react to them through social networks.

- Mobile Journalism (MoJo): International reporters reporting quickly and efficiently from the scene using only their smartphones.

- One of the most challenging areas of international journalism is working in hot spots. The concept of "Peace Journalism" is gaining importance in modern journalism. This approach:

It advocates presenting conflicts not only as bilateral confrontations, but as problems with solutions;

It advocates abandoning propaganda and hate speech;

It advocates focusing on the fate of war victims and ordinary people.

The greatest obstacle for an international journalist is cultural stereotypes. The subjective views of the Western media towards the East, or vice versa, the East towards the West, can cause misunderstandings in the international arena. Therefore, the main task facing modern international journalism is to form "intercultural competence", that is, to correctly understand and impartially convey the values of other peoples.

However, along with this process, the risk of "fake news" and information wars has also increased. Today, more than ever, professionalism, impartiality and fact-checking skills are required of an international journalist.

A journalist working abroad represents not only his editorial office, but also his country. Therefore:

- Respect for the culture and traditions of other peoples;
- Maintaining neutrality in conflict situations;
- Compliance with human rights and international law should be his main principles.

International journalism is an important tool for maintaining peace and stability. As global information exchange develops, journalists are entrusted with the responsible task of uniting the world and reporting the truth impartially. In the future, this field will undoubtedly be further enriched by artificial intelligence and new media formats.

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