

MULTILINGUAL COMPETENCE AS A STRATEGIC TOOL IN MODERN JOURNALISM: ENHANCING MEDIA COMMUNICATION AND INNOVATIVE INFORMATION EXCHANGE

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Abstract. This study investigates the strategic importance of foreign language proficiency in contemporary journalism, with particular attention to media communication and innovative information exchange. In an increasingly interconnected digital environment, journalists are required to process multilingual content and engage with diverse audiences. The paper reinterprets existing theoretical perspectives and proposes practical applications for integrating foreign language skills into journalistic practice. The findings suggest that multilingual competence not only improves the accuracy and credibility of news reporting but also strengthens cross-cultural communication and supports innovation in digital media production.

Key words: multilingual journalism, media communication, foreign language competence, digital media innovation, cross-cultural communication, global information flow

Annotatsiya. Mazkur maqolada zamonaviy jurnalistikada xorijiy tillarning strategik ahamiyati, ayniqsa media kommunikatsiya va innovatsion axborot almashinuvi jarayonlaridagi o'rni tahlil qilinadi. Raqamli globallashuv sharoitida jurnalistlarning ko'p tillilik kompetensiyasi turli manbalardan tezkor va ishonchli axborot olish imkonini kengaytirishi asoslab beriladi. Shuningdek, maqolada xorijiy tillarning jurnalistik faoliyatda qo'llanishi, media mahsulotlar sifatini oshirishdagi roli hamda zamonaviy texnologiyalar bilan integratsiyasi yoritiladi.

Kalit so'zlar: ko'p tillilik, jurnalistika, media kommunikatsiya, axborot almashinuvi, raqamli jurnalistika, innovatsion yondashuvlar

Аннотация. В статье анализируется стратегическая роль иностранных языков в современной журналистике, особенно в контексте медиакоммуникации и инновационного обмена информацией. В условиях цифровой глобализации владение несколькими языками позволяет журналистам эффективно работать с международными источниками, повышая точность и достоверность информации. Также рассматриваются современные технологические решения и их влияние на развитие многоязычной журналистики.

Ключевые слова: многоязычие, журналистика, медиакоммуникация, обмен информацией, цифровая журналистика, инновации

Introduction. The transformation of journalism in the digital age has significantly reshaped the role of language in media practices. Unlike traditional journalism, which was often confined to national boundaries, contemporary media operates within a global информационный ecosystem. As a result, foreign language competence has become a fundamental skill for journalists who aim to remain competitive and relevant.

Today's journalists are expected not only to report events but also to interpret complex global narratives [2]. This requires direct engagement with international sources, multilingual audiences, and diverse cultural contexts. Therefore, foreign languages are no longer an optional asset but a professional necessity in modern journalism.

Literature Review and Methodology. Recent studies in media and communication theory emphasize the growing importance of multilingualism in journalism. Researchers argue that access to original-language sources enhances both the depth and reliability of news coverage [3]. Furthermore, the emergence of digital platforms has intensified the speed of information exchange, making linguistic flexibility a critical factor.

This research adopts a qualitative approach, synthesizing scholarly literature on media globalization, multilingual communication, and digital journalism. In addition, it examines current practices in international newsrooms and digital media environments, focusing on how journalists utilize foreign languages in their daily work.

Discussion. One of the most significant contributions of foreign language competence in journalism is the ability to bypass mediated information. Journalists who depend exclusively on translated content may unintentionally reproduce biases or inaccuracies [1]. In contrast, multilingual professionals can critically evaluate primary sources and ensure higher levels of precision.

Moreover, innovative approaches in modern media are closely linked to language use. For instance, journalists increasingly engage in:

- Cross-border collaborative reporting
- Multilingual content creation for global platforms
- Real-time monitoring of international social media trends
- Integration of AI-assisted translation tools with human editorial control

These practices demonstrate that language skills are directly connected to innovation in journalism [4]. Importantly, linguistic competence must be complemented by cultural awareness, as meaning is often shaped by context rather than words alone.

Results. The findings indicate that foreign language proficiency significantly enhances journalistic performance in several dimensions:

- Improved access to diverse and original information sources
- Greater accuracy in interpreting global events
- Increased adaptability to digital and technological changes
- Stronger engagement with international audiences

Additionally, multilingual journalists tend to demonstrate higher analytical skills, as they are exposed to multiple perspectives and discourses.

Conclusion. In conclusion, foreign languages play a transformative role in shaping the future of journalism. They are essential not only for effective communication but also for ensuring the integrity and innovation of media practices. To meet the demands of the modern media landscape, journalism education should incorporate advanced foreign language training alongside digital literacy and intercultural competence. Further research is needed to explore how emerging technologies, including artificial intelligence, will influence multilingual communication in journalism.

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