

MODERN METHODS OF DEVELOPING MEDIA COMMUNICATION USING FOREIGN LANGUAGES

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Abstract: this article analyzes the role of foreign languages in modern journalism, their importance in media communication, and innovative approaches used in information exchange. It substantiates the need for multilingualism for effective functioning in the global information space. It also highlights the influence of digital technologies and new media on the development of journalism.

Keywords: journalism, foreign languages, media communication, global information, innovative approaches, digital media.

Annotatsiya: mazkur maqolada zamonaviy jurnalistikada xorijiy tillarning o'rni, media kommunikatsiya jarayonidagi ahamiyati hamda axborot almashinuvida qo'llanilayotgan innovatsion yondashuvlar tahlil qilinadi. Global axborot makonida samarali faoliyat yuritish uchun ko'p tillilikning zarurligi asoslab beriladi. Shuningdek, raqamli texnologiyalar va yangi media vositalarining jurnalistika rivojiga ta'siri yoritiladi.

Kalit so'zlar: jurnalistika, xorijiy tillar, media kommunikatsiya, global axborot, innovatsion yondashuvlar, raqamli media.

Аннотация: в данной статье анализируется роль иностранных языков в современной журналистике, их значение в процессе медиакommunikации и инновационные подходы, используемые в обмене информацией. Обосновывается необходимость многоязычия для эффективного функционирования в глобальном информационном пространстве. Также подчеркивается влияние цифровых технологий и новых медиа на развитие журналистики.

Ключевые слова: журналистика, иностранные языки, медиакommunikация, глобальная информация, инновационные подходы, цифровые медиа.

Introduction. In the modern era of globalization, knowledge of foreign languages has become one of the most important competencies in journalism. With the acceleration of information flow, the expansion of international connections, and the popularity of the internet, journalists are now able to collect, analyze, and communicate information in multiple languages. Modern journalism requires working not only locally but also globally. Therefore, knowledge of foreign languages opens up vast opportunities for journalists and makes their professional work more effective.

Main part. The Role of Foreign Languages in Journalism Foreign languages are important for journalists for the following reasons: • direct access to international sources; effective communication with representatives of different cultures; prompt coverage of global news; simplification of the processes of translation and interpretation. For example, English has become the language of global media, and most

international news is distributed in this language. Therefore, knowledge of English is a great advantage for journalists. Foreign Languages in Media Communications Media communication is the process of creating, transmitting, and receiving information. In this process, foreign languages perform the following functions: establishing contact with an international audience; ensuring the exchange of information between different countries; effective coverage of global issues. Multilingualism allows journalists to expand their audience and provide information that is relevant to representatives of different cultures. Innovative Approaches and Technologies The following innovative approaches are widely used in modern journalism: 1. Digital Journalism: Allows for the rapid dissemination of information through online platforms. 2. Multimedia Content Creation: Increases impact by combining text, audio, and video formats. 3. Artificial Intelligence: Used in automatic translation, text analysis, and content creation. 4. Social Media Communication: Reaching a global audience through platforms such as Facebook, Instagram, and Telegram. Advantages and challenges. Advantages: fast and comprehensive exchange of information; the ability to reach a global audience; professional development of journalists. Challenges: incorrect translation and loss of meaning; the problem of verifying the reliability of information; language barriers and cultural differences.

Conclusion. It should be noted that the role of foreign languages in modern journalism is incomparable. They not only accelerate the exchange of information but also enable journalists to work globally. Foreign languages, combined with innovative technologies, enhance the effectiveness of media communications. Therefore, learning foreign languages is an essential professional requirement for journalists.

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