

## FORMS AND DEVELOPMENT STAGES OF INTERNET JOURNALISM

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**Abstract.** This article examines the emergence and development of internet journalism, tracing its evolution from basic online news reproduction to an interactive, real-time medium. It outlines key stages of growth, including the impact of multimedia, social media, and user participation, while addressing challenges such as misinformation and media ethics. The analysis highlights how internet journalism has transformed both news production and consumption.

**Key Words:** Internet journalism, digital media, online news, social media, multimedia, media ethics, fake news

**Annotatsiya.** Ushbu maqolada internet-jurnalistikaning paydo bo'lishi va rivojlanishi ko'rib chiqiladi, uning asosiy onlayn yangiliklarni ko'paytirishdan to interaktiv, real vaqt rejimidagi vositaga bo'lgan evolyutsiyasi kuzatiladi. Unda o'sishning asosiy bosqichlari, jumladan, multimedia, ijtimoiy tarmoqlar va foydalanuvchilar ishtiroki ta'siri, noto'g'ri ma'lumot va media axloqi kabi muammolar bayon etilgan. Tahlil internet jurnalistikasi yangiliklar ishlab chiqarish va iste'molni qanday o'zgartirganini ta'kidlaydi.

**Kalit so'zlar:** Internet jurnalistika, raqamli media, onlayn yangiliklar, ijtimoiy media, multimedia, media axloq, feyk yangiliklar

**Аннотация.** В данной статье рассматривается возникновение и развитие интернет-журналистики, прослеживается ее эволюция от распространения основных онлайн-новостей до интерактивного инструмента в режиме реального времени. Она описывает ключевые этапы роста, включая мультимедиа, влияние социальных сетей и участия пользователей, дезинформацию и медиа-этику. Анализ подчеркивает, как интернет-журналистика изменила производство и потребление новостей.

**Ключевые слова:** Интернет-журналистика, цифровые медиа, онлайн-новости, социальные сети, мультимедиа, медиаэтика, фейковые новости

### INTRODUCTION

The emergence of the Internet radically changed the field of journalism and gave rise to a new, dynamic form called Internet journalism. Unlike traditional media that rely on print and broadcast channels, online journalism utilizes the speed, interactivity, and global coverage of the digital environment. This evolution not only changed the way news is produced and consumed, but also redefined the role of journalists and the expectations of the audience. The development of online journalism can be traced through several key stages - from the initial experimental stages in the 1990s to the current era of social media influence and real-time reporting. Each stage reflects broader technological advances and society's changing demands for fast, diverse, and participatory forms of news dissemination.

This article examines the emergence of internet journalism and its main stages of development, providing information about how the field has adapted to the digital age and what its future might look like.

### MAIN PART

Popular science research on the topic of Internet journalism offers different approaches to its formation, features, and stages of development. Pavlik (2001) explains internet journalism as a major shift in interaction, multimedia content, and online information, which is drastically different from

traditional journalism formats[1]. Deuze (2003), in turn, considers the types of internet journalism - hypertextuality, interactivity, multimediality - as the main criteria[2]. Hermida (2010) introduces the concept of "ambient journalism," arguing about the possibility of users exchanging live information and tracking it through platforms such as Twitter[3]. On the other hand, Singer et al. (2011) highlighted the "participatory journalism" model, analyzing how users are getting involved in the journalism process.[4] Newman (2011) notes that although social media has increased the speed of information dissemination, it creates problems with accuracy and reliability. This requires journalists to take a new approach to ethical and professional norms[5].

Internet journalism emerged in the early 1990s as a result of technological innovations and changes in media consumption. Initially, news organizations approached the Internet as an auxiliary platform, republishing content that had already appeared in the press or on television. However, the interactive and instantaneous nature of the Internet soon showed that it can become a unique and changing tool in the field of journalism. Internet journalism in its early stages was largely experimental. Mass media often began to create websites with limited functionality, where articles were placed as plain text with few multimedia elements. These initial efforts were unchanging and did not have real-time updates, but they marked the main change: journalism was no longer bound by physical or broadcast constraints. As internet access increased, the audience's demands for speed, interactivity, and multimedia content also increased.

The 2000s marked the beginning of a period of professionalization and rapid growth. With the development of Web 2.0 technologies, news content has become more dynamic. Journalists began to use audio, video, hyperlinks, and interactive features to improve storytelling. The role of a journalist has become the role of a producer of multimedia content, capable of working with several formats simultaneously. Only online news platforms like The Huffington Post and BuzzFeed have gained popularity by leveraging the Internet's rapid spread, viral impact, and targeted advertising potential. In this decade, the traditional business models of journalism also collapsed. Ad revenue shifted from print to digital, forcing prominent media outlets to revise their strategies. Newsrooms invested in digital infrastructure and data analysis, while journalists adapted more quickly to editorial cycles and search engine optimization methods. Importantly, interaction with the audience has become an integral part of the journalistic process, as readers now have the opportunity to comment on, share, and even contribute to content in ways that did not exist before.

The emergence of social media platforms in the late 2000s and early 2010s was a turning point in the development of internet journalism. Platforms such as Facebook, Twitter, and later Instagram and YouTube took center stage not only in the dissemination of news but also in its production and reception. The boundary between content creators and consumers disappeared, and proactive journalism emerged. User-generated content, citizen reporting, and real-time updates by non-journalists began to influence the news agenda. At the same time, journalists began to rely on social networks as story leads, audience engagement, and even the main means of reporting in the development of events. Despite the numerous advantages, the evolution of online journalism has presented significant challenges. The speed of online publication increased the risk of false information and factual errors. Social media algorithms often prioritize sensational or emotional content, undermining journalism's standards of balance and accuracy. Trust in the media has been tested by the audience's difficulty in distinguishing between reliable news sources and unreliable or deliberately misleading content.

Nevertheless, online journalism continues to adapt. In recent years, the use of artificial intelligence in fact-checking initiatives, data-driven reporting, and even news production has increased. These innovations reflect the constant change in journalism in response to technological shifts and changes in audience expectations. From the modest beginnings of printed articles as digital copies to

today's interactive, real-time, and user-driven ecosystem, online journalism is one of the most dynamic and rapidly developing fields in the media landscape.

## CONCLUSION

Internet journalism has transformed from a simple online reproduction of print content into a dynamic, interactive, and real-time medium. Its development reflects major changes in technology, audience behavior, and media practice. This not only increases access to information and public participation but also creates difficulties such as misinformation and ethical issues. As it continues to adapt, online journalism remains a key force shaping the future of modern communication and news.

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