



**INTERVIEW GENRE IN THE INTERNET
PUBLICATION OF THE NEWSPAPER
"HURRIYAT" AND "YANGI UZBEKISTON"**

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Abstract. *This research article analyzes the current development of the interview genre in the Uzbek press, specifically the approach to the interview genre in the online editions of the newspapers "Khurriyat" and "Yangi Uzbekiston." It has been scientifically proven that in the modern digital information space, the interview genre is becoming increasingly popular not only in text form but also in audio, video, and interactive formats. The influence of mobile journalism on the interview process, enhancing dialogue with the audience, and expanding multimedia capabilities is also examined. The results of the study demonstrate that the digital transformation of the interview genre is an important factor in the development of Uzbek journalism.*

Keywords: *interview, genre, mobile, digital press, multimedia, interview, interactive, platform, mobile, technology.*

Like the breath of the modern era, digital technologies have brought about fundamental changes in the activities of the mass media. Traditional print publications have begun actively using mobile applications, websites, and social media to maintain and expand their audience. This process is of particular importance in the development of new communicative forms of journalistic genres, especially the interview genre.

From the perspective of our research, focusing on the analysis of the developmental principles of the interview genre in the online publications of the "Hurriyat" and "Yangi Uzbekiston" newspapers, we note that the "Interview" genre, as one of the most popular genres in journalistic practice, covers important issues in society through the interlocutor's opinion. In mobile journalism, it is gratifying that interviews are becoming popular not only in text format but also in audio and video formats.

In today's era of globalization, journalism is inextricably linked to speed, interactivity, and digital technologies, appearing in new forms in mass communication networks while adapting to the system of traditional publications and the demands of the modern era and audience needs. In such a process, we witness that the interview genre is taking on a new form in online publications and through digital platforms.

Main part. The activities of journalists working in the interview genre in the "Hurriyat" and "Yangi Uzbekiston" newspapers, which have a significant reputation in the Uzbek press and convey daily information to the population quickly and fairly, especially the publication of newspapers through the Internet, show that journalism is rising to a new level. It is gratifying that their free reading through the mobile application, close dialogue with community activists, and communication in the form of interviews are becoming more popular. The advantage of the interview is that readers have the opportunity to follow both newspapers on their mobile phones. Audio or video versions of interviews published in daily newspaper issues are uploaded to the mobile application. This will allow the population to stay informed about

the interview even on the road. Furthermore, the fact that citizens with disabilities have the opportunity to listen to the audio of the interview through a mobile application on their phone arouses the interest of any person.

Thanks to the mobile application, it will undoubtedly lead to the popularization of newspapers. Therefore, it is no exaggeration to say that the launch of the mobile application in the media is becoming a requirement of the times. The development of mobile applications and digital journalism is noteworthy in that innovations such as the introduction of modern innovative technologies are attracting readers' attention.

Digital journalism has become an integral part of today's information space. Mobile applications allow for the rapid and convenient dissemination of news. This strengthens the connection between newspapers and the audience.

Mobile applications create the following opportunities: rapid placement of interviews; popularization of video interviews; obtaining audience opinion through annotations; development of interactive communication, etc. As a result, the interview genre has become a modern digital communication tool.

The activities of the "Hurriyat" newspaper on mobile platforms are more noticeable through interviews with creators, writers, and artists. Communication in the interview genre, such as mobile formats, short and concise questions and answers, audio interviews, conversations on social networks, the possibility of discussions on problem-solving, will bring students closer together.

The fact that the "Yangi Uzbekiston" newspaper provides the public with interviews on state policy, reforms, and social development on mobile platforms, alongside the modern renewal processes of Uzbekistan, testifies to the newspaper's functioning in a modern form.

Interviews with officials on the pages of newspapers and through mobile applications, video interviews not only provide strong motivation to the audience but also lead to an increase in the legal culture of the population, creating a format convenient for the reader.

In delivering modern news to the population quickly and vividly, newspaper interviews allow for broader coverage of the information space within the modern system. In the system of the written press, if we look at the advantages of the mobile approach, Mobile applications in the interview genre have the following capabilities:

- Promptness - in this case, the interview is announced immediately.

- Multimedia networks - audio and video are widely used.

- Interactivity - has the opportunity to comment and express an opinion.

- Audience expansion - becoming popular among young people.

- Short format - creates a convenient form for the modern reader.

The online publication of newspapers creates great opportunities for the development of journalism, especially the interview genre. This is because Internet publications, especially the interview genre, can be presented through today's mobile applications not only in text form but also in audio and video formats. This further accelerates the audience's information perception process and makes it more convenient and effective.

With the development of technology, the process of creating mobile applications is becoming an important system in the digital transformation of the interview genre as a new stage of technological progress that has entered journalism.

In the "Hurriyat" and "Yangi O'zbekiston" newspapers, it is also observed that the interview genre is presented only in the traditional form of a conversation. However, there are several types of interviews, including monologue interviews, dialogue interviews, informational interviews, exclusive interviews, team interviews (table interviews), questionnaires, questionnaires, and others.

One of the most significant changes observed in journalism is the widespread penetration of mobile technologies into the information transmission process. That is, it is noteworthy that the concept of "mobile journalism" (from the English mobile journalism or abbreviated as "mobile journalism") is currently being formed as a separate scientific and practical direction in the practice of world media. foreign researchers in the field of mobile journalism, Rodriguyes, L. P. R., Baldi, V., and Gala, A. C. O. S. (2021), in their article "Mobile Journalism: Practices, Challenges and Perspectives" present the advantages and disadvantages of mobile journalism at present.

This direction expands the activities of journalists and brings them to the level of a creator who operates independently from the traditional environment of the traditional press. The possibilities of filming, editing, broadcasting, and reaching audiences via social media using mobile devices create a new, fast, and flexible form of journalism, as well as lay the foundation for preparing materials for mobile applications.

Furthermore, preparing interviews and delivering them to the public via a single mobile phone has many advantages.

Mobile journalism primarily develops a new cultural system for the production and consumption of information. A journalist now has the opportunity to create news and convey it visually not only through professional technical means but also through a mobile phone in their pocket. This is not just a set of technical capabilities, but the formation of a new type of information culture. Their approach allows for a reassessment of the evolutionary stages of journalism's development and places the role of mobile tools at the center of the information system.

Mobile journalism serves to strengthen the principles of democracy, openness, and efficiency in the global information environment. International media outlets such as BBC, Sky News, and Al Jazeera are equipping their correspondents with mobile technologies and developing new models for instant content creation. This indicates not only a technological renewal but also a substantive change in the journalism profession.

The gradual development of mobile journalism on the example of Uzbekistan, the increase in the number of video reports and interviews prepared through mobile platforms in national publications, including newspapers such as "Hurriyat" and "Yangi Uzbekiston," along with new opportunities for journalists, imposes a new responsibility.

In conclusion, it can be said without exaggeration that the interview genre in the "Hurriyat" and "Yangi Uzbekiston" newspapers, if further developed, will be very beneficial for society and will lead to an increase

in the level of demand of the population, as well as a combination of traditional press and digital journalism.

Mobile technologies are making the interview genre not only text-based but also multimedia, interactive, and audience-friendly. This is an important factor in the development of the modern form of journalism in Uzbekistan. The provision of newspaper interviews in mobile applications, as well as the development of mobile journalism, will make a significant contribution to the development of the press in our country. Furthermore, the population would have the opportunity to be informed in a timely manner about the updates taking place in our country, the implementation of laws, and detailed explanations for them.

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