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Blogger Status and Professionalization of Blogging Activities in The Media System

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ABSTRACT

The rapid and dynamic evolution of technology is significantly influencing journalists' creative activities, gradually complicating and changing processes. This evolution has given rise to "Internet journalism," a new form of mass communication that integrates Internet, print, and audiovisual media technologies. As a result, traditional communication channels and rules for presenting social content have significantly expanded. Among the diverse range of multimedia specialists, bloggers have begun to occupy a unique and crucial position.

This scientific article analyzes expert opinions on the professionalization of blogging and its role in journalism. The article aims to develop blogging activities in the media system and determine its place in the country's socio-political life. It aims to achieve speed, multimedia capabilities, objectivity, and genre diversity in information exchange by analyzing its features as a new form of media. "Internet journalism" emerged as a new form of mass communication, combining Internet, print, and audiovisual media technologies. As a result, this led to a significant expansion of traditional communication channels and the rules for presenting social content.

Keywords: Blogger, blogging activity, blogger status, media, mass media, multimedia, genre.

INTRODUCTION

General description of blogs

Today, "Internet journalism" is recognized as a modern media type, and communication processes are conducted through complex network model systems. The new communication environment has become a multifaceted means of information transmission, offering various forms of interaction. The development of blogging as a new type of journalism supports our argument.

What initially emerged as a "personal diary," blogging has evolved into a form of journalism that champions the freedom to receive and redistribute information among broad segments of society. It is multifaceted, prompt, journalistic, and, most importantly, independent. In contrast, traditional mass media operate within their respective technologies, their activities determined by editorial schedules or broadcast timetables (Pak, E. M., 2011).

As journalist Nargis Kasimova aptly noted: "Unlike traditional diaries, blog posts are public, and users can discuss with the author. People who maintain blogs are called bloggers. The collection of blogs on the Internet is called the blogosphere." (Qosimova N., 2022) This blogosphere is not just a collection of blogs, but a community where authors can express their opinions and readers can find and interact with each other, regardless of their geographical location.

The blogosphere is "a community of all co-existing blogs, connected as a single system, or a social network service where authors can express their opinions" (Kochetkova,

M.O., 2016). In it, readers interested in a particular field can find and interact with each other using links, regardless of their geographical location.

Classification of blogs

Although there is no definitive classification of blogs, several types can be distinguished based on content nature and location, post types, and functional significance. M.V. Pozdeev characterizes blogs as follows:

By authorship:

• Personal (author's, private) blog - maintained by one person; the author's identity is indicated in the blog (@xushnudbekuz, @r_kusherbayev);

• "Fake" blog – maintained by an unknown person on behalf of another or anonymously (@RaisBuva, @tentakminds);

• Collective or social blog – maintained by a group of people according to specific rules (e.g., resource topic, author status, etc.) (@militsiya_rasmiy, @doktorantlarofficial);

• Corporate blog – maintained by employees of a single company (@ao_agmk, @ngmkofficial).

By multimedia nature:

• Simple (text blog) – a blog whose main content consists of textual information;

• Photoblog – a blog primarily featuring photographs;

• Music blog – a blog whose main content consists of music;

• Podcast and blog casting – a blog whose main content consists of podcasts;

• Videoblog (vlog, vlog) – a blog whose main content consists of videos.

Based on content features:

• Content blog – a blog that publishes primary author-created content;

• Monitoring (linked) blog – a blog whose main content

consists of annotated links to other sites;

• Cited blog - a blog whose main content consists of quotes from other blogs;

• Tumbleblog (abbreviated from "tumblelog"), or Tumblog, or log – a blog whose main content consists only of posts in predetermined formats (quotes, videos, links, songs, conversations, etc.);

• tumble blog (abbreviated from the English word tumblelog), or Tumblog, or log – a blog whose main content consists only of notes in a predetermined format (quote, video, link, song, conversation, etc.);

• splog (spam blog) – a blog whose main content consists of posts illegally obtained from other blogs and/or information automatically generated using other resources.

According to the technical basis:

• Stand-alone – a blog hosted on a separate hosting service and engine;

• Blog on a blog platform – a blog maintained on blog service servers (Livejournal, Blogger, Liveinternet, etc.);

• Moblog - a mobile web blog containing content posted to a website via mobile devices and portable devices.

Based on the timeliness of information delivery, blogs can be classified as follows:

• traditional blog – a blog that emphasizes the author's opinion on the presented information rather than the speed of delivering new information;

• news blog – a blog that delivers information to readers faster than traditional media. Often, such blogs specialize in narrow topics (Pozdiyev M. V., 2008).

The blogosphere, or network diary, serves as a unique platform for personal information and communication. While the primary goal of a successful diary is self-expression, it also mirrors the characteristics of mass media due to its potential large audience. However, it's important to note that this platform, due to its interactive nature, fundamentally differs from traditional means of communication and expresses unique characteristics of network communication.

RESULTS AND DISCUSSION

Genre Features of the Blogosphere

As a result of the development of the blogosphere in Uzbekistan, online texts have become more widely read than print publications. In our country, the audience of bloggers on social networks, especially on the Telegram platform, has begun to exceed the audience of some official publications (@xushnudbekuz: 674,973, @r_kusherbayev: 120,854, @trolluz: 98,105, @adolat_kuychisi: 60,895, Zafarbek_Solijonov: 23,708, @molxonauzb 46,777, @RaisBuva: 35,325, @fayzboguz 22,854, @makarenko_channel: 35,427, @tentakminds: 17,108, @AsanovEldar: 14,204, @shahnozxon: 6,304).

In recent years, the communicative space of the Internet has become a unique genre-creating platform, leading to the emergence of new forms inherent to the information environment. New genres of online journalism, such as posts, podcasts, long reads, short videos, and fact-checks, which are widely used in the blogosphere, are gaining popularity. Two tendencies are observed in the expansion of genre conventions.

Post. Posts are short texts published on social networks, blogs, or news websites. They are often thoughts, news, or brief notes aimed at quick comprehension (Sorokina A.Yu., 2021). For example, posts on Telegram, Facebook, or Instagram allow journalists to quickly disseminate information, emphasizing relevance rather than in-depth analysis of the material.

The "Podcast" genre is considered a non-traditional radio format. Therefore, an author creating content in this genre can use time as they wish, invite any number of guests, incorporate jingles and links in their podcast, involve various hosts to read the text and include research aspects in their podcast (Qosimova N., 2022).

Longread ("long read") is a new method of presenting textual information on the Internet (Bulayeva, M.N., 2015). "It is distinguished from other Internet genres by its extensive long-form text and the combination of video, graphics, and images within a single piece of content. The long-read genre aims to reflect and comprehensively cover all elements of reality and the process" (Nuritdinova M., 2021).

Short video clips are a new genre that includes brief video materials and is actively used today by bloggers (vloggers, Instagram bloggers, and even Telegram bloggers). According to A.V. Kolesnichenko, Associate Professor at Moscow State University and Candidate of Philological Sciences, modern online publications feature a diversity of multimedia genres: video backgrounds, video news covering events in a reportage style, news with video quotes, news with video clips, video commentaries, commentaries with video quotes, reportage clips, analytical video clips, and video columns where the author reads their text (Kolesnichenko A.V., 2023).

Fact-checking verifies facts and information published in news outlets, social networks, or other sources. The term "fact-checking" emerges as an interconnected aspect in the complex process of assessing the reliability of information and media content. Fact-checking is a set of specific instrumental methods and techniques in this context. For example, according to the Oxford Dictionary of the English language, fact-checking is described as research conducted to establish facts (Kalinina V.M., 2020). This is a crucial element of modern journalism, especially in the era of fake news and disinformation.

These genres have significantly transformed the traditional model of journalism, offering new forms of interaction with the audience. Qualities such as speed, conciseness, clarity, transparency of information, and verifiability are paramount in each of the aforementioned genres, which are frequently employed in bloggers' activities today.

Professionalization of blogging activity in the media system

The development of the information society in the last decade has shaped several new trends in the implementation of social practices, including in the labor market. These trends are changing significantly due to new methods of data transmission and the widespread use of remote communication tools (Fusurova VV, Gimadeeva D.R., 2015). Adaptability and readiness for change have become the most sought-after life strategies and seriously impact the current transformation of the professional sphere. Undoubtedly, such transformation and new technologies are giving rise to new phenomena in social life, new forms of employment, and new communication formats.

Before the advent of blogs, only traditional media were authorized to create news. After the emergence of the

blogosphere, the situation changed. Conflicts began to arise between journalism and blogging in news delivery. Although bloggers did not have the relevant credentials, they had the opportunity to create and publish articles, just like journalists. Of course, bloggers did not have certain rights to obtain and disseminate information as in official media. However, some blogs soon began attracting large audiences, comparable to online newspapers. As a result, bloggers, like media representatives, became equal participants in receiving and disseminating information.

When considering blogging as a means of news transmission, it is necessary to focus on its key element: information. However, various countries understand the relationship between journalism and blogging differently. While blogging in the United States is usually viewed as the leading platform for the development of citizen journalism, in the Russian scientific community, the blogosphere is understood and perceived as a new form of quality content (or even as a means of mass communication) and a source of information for traditional media. Most Russian researchers analyzing bloggers as a phenomenon consider this in the context of interaction with traditional media. It is based on a professional journalistic approach to conveying information to the audience. In this case, instead of citizen journalism, it establishes an expanded interaction with the audience based on the rules of professional journalism and adheres to its principles. For example, D.E. Kolezev, in his article "Journalism and Blogs: Interconnection and Interaction," highlights the following aspects of "synthesizing journalism and blogging":

1. Use of blogs as a source of information by journalists;

2. Creation and maintenance of journalistic blogs (Kolezev D.E., 2010).

In O.G. Filatov's article "Blogs and Mass Media, Civic and Traditional Journalism: Their Interconnection," the connection of blogging with traditional journalism is revealed:

1. The editorial office uses information found in blogs to create its materials.

2. "Editorial Blogs," in which some of the information from traditional media sites is published as blogger-authored material.

3. Editorial blogs can be maintained on independent blog platforms to promote the publication (Filatova O.G., 2010).

Blogging in Uzbekistan emerged to fill the gap in traditional media. Due to issues with freedom of speech and high censorship of information, the general audience began to pay more attention to the information and data provided by bloggers. Of course, unlike traditional media, the absence of specific laws for bloggers and their lack of accountability for disseminating information played an important role in this. From this perspective, blogging in our country has developed rapidly compared to traditional media. As a result, well-known bloggers such as Khushnud Khudayberdiyev, Umid Gafurov, Zafar Solijonov, Rasul Kusherbayev, Vafo Mumin, Karimberdi Turamurod, Temur Malik, Nikita Makarenko, Farhod Fayzullayev, Eldar Asanov, Shakhnoza Soatova, Irina Matviyenko, and many others have emerged. Among them, one of the bloggers with the largest audience is Khushnudbek Khudayberdiyev. He has pages on the internet platform Xushnudbek. uz, on Telegram @xushnudbek, and a very personal channel: @xushnudbekuz. On these pages, for example, on the website Xushnudbek. Uz posts the most important news about our country and important information of encyclopedic significance. In particular, under the "Encyclopedia" section on the website, he has placed explanations of legal terms in alphabetical order.

As we know, Khushnudbek's original specialty is law. Based on this, it publishes news and information related to jurisprudence on its page, a form of specialization in journalism.

Figure 1. Khushnudbek Khudoyberdiyev's page on the internet platform

Only in Uzbekistan, due to the activation of blogging activity, mainly in Telegram channels, did the latest news on Khushnudbek Khudayberdiyev's internet page remain in 2021; that is, it was not updated. Despite this, Khushnudbek is considered the most active blogger in Uzbekistan. As of February 5, 2025, the number of subscribers on his Telegram page (@xushnudbek) is 668,371 people, and the number of subscribers on his ultra-personal channel (@xushnudbekuz) is 62,225. While bloggers share social, economic, and political news, attitudes, and opinions about education on the @xushnudbek Telegram channel, they primarily share their interests and opinions on the @xushnudbekuz

channel.

Based on the general public's attitude towards blogging activity, the audience is observing the gradual transformation of blogging activity into a profession. The audience sees bloggers as professionals in three different roles:

1) trendsetter, that is, "an innovator who catches new ideas or trends before others and introduces innovation into mass use with his example";

2) public activist;

3) entrepreneur.

If we simplify a little, this role can be classified into two different models: – innovator, one who conveys a trend and civic position, and – a market participant in the information space.

On the other hand, some researchers emphasize the need to be cautious about the future recognition of blogging as a profession (Mahrt, M. & Puschmann, C., 2014). Nevertheless, blogging activity will receive the status of a future profession.

CONCLUSION

In conclusion, blogging has become an integral part of online journalism. As mentioned above, bloggers express their initial reaction to the events taking place in society. Bloggers create innovations and traditions in socio-political life. Most interestingly, through blogging activities, the creation of media products at the level of market economy requirements, and the implementation of the latest trends in obtaining and disseminating information are proceeding rapidly. From this point of view, the professionalization of blogging activity was able to make a real revolution in the media system with the following three aspects:

Firstly, it has an advantage over journalists in terms of prompt coverage of any information and quick reaction to events.

Secondly, it shows high indicators in testing any innovation in the media sphere and its implementation in society.

Thirdly, in the context of a market economy, blogging activities achieve significant results not only in obtaining and disseminating information but also in media marketing areas such as SMM, targeting, and influencing.

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