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CONCEPTS OF FACT, FACTOID AND FAKE IN WEB JOURNALISM

Akbarova Shahzoda Alisher qizi

Journalism and mass communications university of Uzbekistan

Direction of political science 2nd stage student

Abstract:

This article provides information about the concepts of fact, factoid and fake in Web journalism. Leaders of many countries are trying to use blogs as an effective tool so that they don't lose their activity in mass media. It's really good. But it should not be forgotten that information becomes a dangerous tool in the hands of malicious people. If this factor is not given special attention, it will become increasingly stronger. As a result, social networks become the main weapon in the hands of some forces.

Keywords: Web journalism, factoid and fake insider, source, message, news, fact. Today, commercial organizations emphasize that marketing cannot be done without Internet technologies and social networks, and direct their advertising, public relations (PR), and marketing policies towards Internet users. Another important point is that the leaders of many countries are trying to use blogs as an effective tool so that they do not lose their activity in the mass media. It's really good. But it should not be forgotten that information becomes a dangerous tool in the hands of malicious people. If this factor is not given special attention, it will become increasingly stronger. As a result, social networks become the main weapon in the hands of some forces. This not only causes a tense situation in countries or regions, but also has an impact on the international level. As a result of the changes taking place in the system of international relations, attention is being paid to understand the essence of concepts such as national security, regional security and international security, and to understand their interdependence. The information security situation of today's world encourages the development of modern approaches to fact-checking and the development of conceptual approaches to national, regional and international security. Currently, not only online mass media, but also various organizations and companies are posting news related to them on their websites. According to experts, in the future internet media sites will be able to combine all traditional media activities. That is, the concept of newspaper, radio or TV may disappear later.



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According to Pupert Murdoch, the press may disappear in the near future. However, the fact that Internet mass media has taken over all types of activities does not lead to the disappearance of mass media. For example, it is natural that the Internet cannot perform the function of a literal newspaper or radio. Because, for example, connecting to the Internet to listen to the radio in the car and listening to the radio through it is a waste of time. In any case, the Internet is the main global network serving the needs and demands of every person today. Through it, each of us is able to do our work quickly and easily.

Marek Beckerman, head of the master's program in international journalism at the University of Salford, believes that fake news is becoming a tool of manipulation, and to fight against it, it is necessary to work on fact-checking, which is considered an effective "medicine" against fakes. Continuing his opinion, he emphasized that there is no universal tool against the spread of false news, that each organization implements its own measures and that it is necessary to work to improve the quality of journalism:

"The phenomenon of fake news is the tip of the iceberg, at the bottom of which other problems are hidden. The word "fake" is not only a matter of professionalism, it has already acquired a political tone, in this regard, the British government has banned the use of the concept of "false news" in official documents, Marek Beckerman said.

• Critical thinking is necessary for the student to distinguish whether the information is original or fake. Critical thinking is a system of independent analysis of events, objects, and events, and later expressing opinions for the purpose of expressing objective conclusions. Critical thinking, relying on logic and cause-and-effect relationships, allows you to look at things objectively, determine the weak points of facts and the level of truth. Critical thinking ensures having the following qualities in journalism: kuzatuvchanlik va mayda jihatlargacha e'tiborlilik;

- carefully study the information;
- separating the important from the secondary;
- reacting to the main points of the message;
- forming one's own point of view;
- justification of one's point of view;
- correctly expressing the opinion and persuasion;
- express the facts without distorting them;
- analysis and criticism;



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- making effective decisions;
 - logical thinking.

Journalists take seriously their responsibility to distinguish truth from false or misleading information. But this does not mean only double- or triple-checking information sources and information. "Journalists really need critical thinking skills," says Jonathan Haber. Journalists, like teachers and other qualified professionals, have mastered some concepts and aspects of critical thinking in the course of their work. Facts are the lifeblood of journalism. Fact checking confirms the correctness of the information. A fact is the original content of an event that actually happened. The word "fact" also means the expression of surrounding existence and its interpretation. "Fake news" mainly consists of fake news or information that is spread through Internet channels. A factoid is a biased, fictitious, "factual" message, which acts as "true information" against the background of general information related to a certain situation, and convinces readers. In some cases, the factoid is very similar to the original message. Because at first glance it seems like the truth, like a real event that happened. It is made with quality. However, in other cases, even an ordinary reader can easily notice that this "fact" is far from the truth. Because it does not logically correspond to the development of events. For this reason, this type of "fake news" is quickly revealed and is denied by many. But in both cases, the "authors" of the factoids set a specific goal and mission. Writer-novelist Norman Mailer said: "Factoids are facts that did not exist before they appeared in magazines or newspapers." In journalism, a fact is evaluated as a reflection of reality, a small piece, a fragment, its reliable appearance. For this reason, for a journalist and a fact-checker, objective coverage of events consists of objectively conveying facts to the reader. When it comes to the facts appearing in the statements of famous persons, it is assumed that the specific numerical or documentary facts presented in the text of the statement are verified.

- Fake messages and information are increasing in the information field. A fake is a forgery in the broadest sense. It is translated into Uzbek as "forgery, fabric":
 - Photographs edited in Photoshop, and sometimes video clips edited in a video editor or taken at a completely different time and place.
 - Fake news (previously called "truth") that not everyone can distinguish from the truth.



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- Pages opened on behalf of other (as a rule, famous) people in social networks.

Fake is derived from the English word "fake", that is, fake, fabrication, lie. This is directly introduced into the Uzbek language, especially by our journalists. However, in some cases, it is used in the sense of informal information without understanding. This is definitely wrong. In general, a fake consists of fake news or information that is usually distributed through Internet channels. Collins, one of the most authoritative dictionaries of the English language, describes "fake news" as "false, sometimes sensational information distributed as news." It is worth noting that since 2016, the use of this phrase in the world press has increased by almost 400 percent. Therefore, the compilers of Collins recognized "fake news" as "the most popular word of 2017". A fake usually consists of blatantly false facts and fabricated numbers. Therefore, identifying and denying them is not difficult from a professional point of view. Most fakes are given under sensational, scary headlines. But there is another common type of fakes, which are carefully prepared in every way. Apparently, the author relies on official documents, inspection and analysis conclusions. In appearance, it does not differ from the real material. It is difficult to notice them among the general news stream. It is for this reason that "thorough lies" penetrate deeply into the masses. It has the power to convince even a person with media and information literacy. Fake news breeds disinformation.

Disinformation is the process of manipulating the target audience with the help of information. For example, it is considered an attempt to mislead someone by providing incomplete or incomplete information or providing unnecessary information, breaking the context, breaking part of the information. The goal of such an influence is always the same - to get the student to act the way the manipulator needs. The action of the target of disinformation may be to make a decision necessary for the manipulator or to refuse to make a decision that is inconvenient for the manipulator. But in any case, the ultimate goal is the action taken by the other party. Based on this, it can be understood that disinformation is a product of human information activity, an attempt to leave a wrong impression and, accordingly, to encourage necessary actions or inaction. As a result, problems such as phishing, cyberbullying, and hyping may arise in the virtual world. Phishing is a type of Internet fraud, the name of which is derived from the English word "fishing" - "fishing". In this case, fraudsters send you a fake link in an e-mail and ask you to



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click on that link. If you go to the site indicated in it, your personal data, such as login, password, etc., can be transferred to them. The scammer often uses scare tactics to try to lure the "bait victim" into the website. For example, "You have been fined such and such a sum for visiting a site on the Internet that is prohibited by law. If you do not transfer the fine to the specified account on this site within one day, you will be held criminally liable." a fake notification like At first glance, a phisher website usually looks like a real e-commerce banking site, offering victims access to their account and confidential financial information such as their bank card PIN, their social security number, username, etc. Data entry is requested. As soon as this information is entered, the confidential information of the bank card is quickly sent to the hacker who will use it to participate in the fraud. All the money on the bank card will be withdrawn and your profile will be infected.

Cyberbullying is bullying using digital technologies. The attack can be from social networks, messaging platforms, gaming platforms and mobile phone numbers. It is repeated behavior aimed at intimidating, angering, or embarrassing the intended target. For example,

- distribute or post embarrassing photos or videos of someone on social networks,
- send harmful, offensive or threatening messages, pictures or videos through messaging platforms,
- impersonate someone and send malicious messages to others on their behalf or through fake accounts.

Social bullying and cyberbullying can often happen together. But cyberbullying leaves a digital "trace". If you are concerned about your safety or something that has happened online, you can call law enforcement hotlines and ask for help.

Of course, there are also negative effects of mixing discussions and social life in social networks. Examples include populism, manipulation of public consciousness, "troll factory", fake news, disseminating information that denigrates the honor and dignity of people, the business reputation of organizations, and cyberbullying. Fake news spreads faster than reliable and objective information and sometimes causes great damage. Network users try to quickly share false news that seems like news, which causes various rumors, fabrications, aggression, distrust of government bodies and business. Being the first to share a message is used in practice: whoever said it first is right. If false news is followed by an official denial, it does not mean that people believed it. In this case, rational arguments lose to



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emotional patterns. As the British politician Winston Churchill said: "A lie can travel halfway around the world before the truth wears its pants."

It can be seen that increasing media literacy and fact-checking is one of the most urgent problems of today's Internet journalism. Fact-checking is the process of verifying the correctness of suspected information. It is necessary to check the data from at least two independent sources. Today, fact-checking sites have been launched in order to combat fake news spreading in the society. For example, the "Antifake.uz" social network channel and the "factchesking.uz" site are official sources for disproving fake information in Uzbekistan.

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