

ABOUT THE EDITORIAL POLICY OF DARYO. UZ WEB JOURNALISM

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Abstract:

This article is about the editorial policy of Daryo.uz web journalism.

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In the 21st century, web journalism is developing rapidly. It is characterized by the freedom of time for the mass media audience. Internet publications as mass media should have the following five main elements:

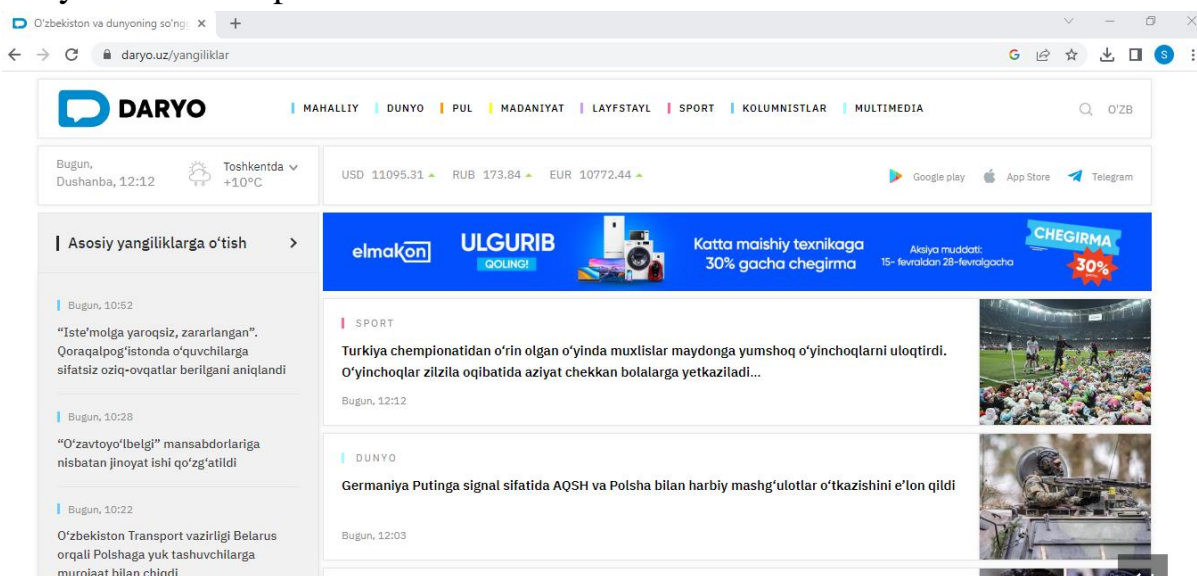
- 1) Tool (Media),
- 2) Action (Action),
- 3) Relationship (Relationship),
- 4) Context (Context),
- 5) Feedback (Communication).

In the conditions of the convergence of digital technologies, the creative activity of journalists with media and information literacy will rise to the level of quality. Also, the process of universalization created conditions for journalists to do the following:

- creation of current, social information;
- be able to critically analyze existing social processes;
- to understand the extent and level of influence of the media on social processes, the forms of information presentation in it;
- to use it and creatively understand it in demonstrating their active citizenship position;
- making thorough and independent decisions on all sides;
- getting new information about the environment;
- helping to form a sense of commonality;
- providing and supporting public debates and dialogues on current issues of society's development;
- support of continuous education throughout life;
- using the media while ensuring one's safety and feeling social responsibility;



- to support the formation and development of civil society and the global information network. The above-mentioned aspects are clearly visible today in the activity of Daryo.uz internet publication.



Daryo.uz is an Uzbek-language news publication that has been operating since January 2013. Chief editor - Ahmad Yusupov. In 2013, the "Uz National Domain" internet festival took the 3rd place in the "Innovation of the Year" category. In 2014, it took the first place in the "Most Popular Media Site of the Uz Domain Internet Festival" category. According to the information of the "www.uz" site, it is constantly the most popular site in the ".uz" domain. Daryo.uz internet publication was registered as mass media in 2015 with certificate No. 0944. "Daryo" is an internet publication designed to provide readers with the latest news happening in the world and in Uzbekistan in a simple and understandable language and quickly. Slogan: "Don't stay out of the river of news!" More than 2 million people read the news of the publication in 1 month. The number of views on the site exceeds 27 million in 1 month. Today, more than 50 experienced, well-known young journalists, as well as editors and proofreaders work in the publication. In the creative team, you can meet both young personnel and journalists with extensive work experience. "Daryo.uz" is visited by 300,000 people a day and more than 2 million people a month. The number of subscribers on social networks, YouTube and Telegram is more than 1.5 million. His audience is almost all of Uzbekistan. The average age of students is from 18 to 34 years. This is a new public interested in new ideas and new

opportunities. The site provides local, world, money, culture, lifestyle, and sports news in Uzbek, Russian, and English languages. There are sections such as "Latest news", "Main news", "Most read", "Multimedia", "Columnists".

The editorial team of the site has developed its own rules of corporate ethics. In addition, students are required to follow legal norms. This can be found out from the rules of the "Privacy Policy" and "Terms of Use" sections of the site. Full copying or partial quoting of text materials, as well as the use of photographic, graphic, audio and video materials, provided that there is a hyperlink to the "daryo.uz" site or an inscription indicating the authorship of "Daryo" internet publication is attached, or is put. Some printed information may not be intended for users under the age of 18. Advertising on "Daryo.uz" is one of the most effective ways to reach a wide audience and inform almost the entire country about a product or service. "Daryo" website (www.daryo.uz) is a private publication of "Simple Networking Solutions" LLC. The use of the site means that the readers agree to the terms and conditions, as well as to the changes and additions made to them. Any material posted on the site and social networks of the publication is the object of copyright. The site's rights to the displayed materials are protected by the legislation on intellectual property rights. Printing, transferring, reproducing, distributing and otherwise using the information on the "Daryo" site is allowed only with the written permission of the editors. Requests should be sent to the e-mail address info@simple.uz. Graphics and video images with the watermark (logo) of "Daryo" (www.daryo.uz) on the site and social networks of the publication can be used only with the prior written permission of the editors. If permission has been obtained, it is necessary to indicate the name and surname of the author and the name of the site when publishing a photo or video. The watermark on the photo must be preserved. It is forbidden to change, edit, prepare other works based on them, falsify them, use them for commercial purposes or make any other modifications. All images without the "Daryo" watermark (logo) belong to the right holders indicated next to them. When quoting, it is mandatory to show a hyperlink to the relevant page of the site from which the quote was taken. At the same time, the hyperlink should be given in the first or second paragraph of the material. The editor does not have the opportunity to exchange messages and enter into correspondence with all users. If the editor does not receive a response to the request for permission to use this or that material within 2 working days, it means



that the request for permission has been rejected. The policy on processing of personal data and ensuring the confidentiality of personal data is applied to all information posted on the website www.daryo.uz and mobile application "Daryo", social networks.

Users of the publication, visitors, other users of the publication can learn about the user in the process of using the publication, its services, programs and products. The use of publishing services means the user's unconditional consent to this policy and the terms of personal data processing specified in it. In case of not agreeing to the specified conditions, the user should refuse to use the publishing services. The personal data provided by the user independently during registration or using the publication within the framework of this policy means the user's personal data. The administration of the publication, in general, does not check the correctness of personal data provided by users and does not control their legal capacity. At the same time, the administration of the publication assumes that the user provides reliable and sufficient personal information on the issues proposed in the registration form and updates this information. The risk of providing incorrect information is assumed by the user who provided it. www.daryo.uz publication does not control and is not responsible for the websites of third parties that the user can use the links on the site pages. The publication collects and stores personal data for the following purposes:

- Identification of the user registered in the publication to use all available services of the publication.
- Providing the user with access to personalized resources of the publication.
- Establish feedback with the user, including sending notifications, requests for use of the publication, processing user requests and applications.
- Improve publication quality, ease of use, development of new services and services.
- Implementation of advertising activities.

With the consent of the user, the publication receives e-mail address, name and surname information. Some information is transmitted automatically using the software installed on the user's device during the use of publication services. For example, IP address, Cookie data, information about the user's browser, technical specifications of the hardware and software used by the user, date and time of access to publication resources, addresses of requested pages. The personal data provided



by the user is used for authorization in publication resources and exchange of views with him, including sending notifications. The publication stores personal data of users in accordance with its internal rules. The privacy of the user's personal information is maintained, except for cases where the user voluntarily provides information about himself for general access to an unlimited number of persons. The site has the right to transfer the user's personal data to third parties in the following cases:

- If the user agrees to such actions.
- If the transfer is necessary for the user to use a certain service or to fulfill a certain agreement or contract with the user.
- If the transfer is provided in accordance with the law.
- In the case of sale of the publication, the acquirer assumes all obligations to comply with the terms of this policy in relation to the personal data it receives.
- In order to ensure the opportunity to protect the rights and legal interests of the publication administration or third parties in cases where the user violates the terms of use of the publication.

The processing of the user's personal data is carried out in any legal way, including in information systems of personal data using automation tools or without using such tools. Processing of users' personal data is carried out in accordance with the Law of the Republic of Uzbekistan "On Personal Data" of July 2, 2019. In case of loss or disclosure of personal data, the publication administration will notify the user about the loss or disclosure of personal data. The administration of the publication takes the necessary organizational and technical measures to protect the user's personal data from unauthorized or accidental access, destruction, modification, blocking, copying, distribution, as well as other illegal actions of third parties. The administration of the publication, together with the user, takes all necessary measures to prevent losses or other negative consequences resulting from the loss or disclosure of the user's personal data. The user has the right to stop using the publication's resources at any time and to delete the account he created. To do this, you need to send a request to delete your account and personal data to info@simple.uz from the e-mail address specified during registration in the publication. The administration will delete the user's account and related personal data within fourteen days after receiving his written reasoned request.



The site user is obliged to:

- 1) Providing information about personal data necessary to use the publication's resources.
- 2) Update, complete, delete provided information about personal data or a part of them, if these data have changed.

The publication administration is obliged to:

- 1) Use of the received information only for the purposes specified in this privacy policy.
- 2) Ensure that confidential information is kept confidential, not disclosed without the written permission of the user, and also not to sell, exchange, publish, or disclose in any other possible way the user's transferred personal data, except for the cases provided for in this privacy policy. provide
- 3) Takes precautionary measures to protect the confidentiality of the user's personal data in accordance with the processes generally used to protect this type of data in existing business operations.
- 4) In case of detection of incorrect personal data or illegal actions, the user or his legal representative or the authorized body for the protection of the rights of the subjects of personal data applied or asked for the verification period. block personal data of the user.

The administration of the publication has the right to make changes to this privacy policy without the consent of the user. The new privacy policy will be effective from the moment it is posted on the site, unless otherwise specified in the new version of the privacy policy. All suggestions or questions regarding the privacy policy on the site should be reported to the publication administration at the email address info@simple.uz.

Mobility, interactivity, versatility, multi-functionality and multimedia journalism in general are gradually harmonizing and becoming the main criteria of modern media. Traditional texts are being replaced by materials incorporating text, audio, and video formats, as well as online interactivity in mass media. New channels of communication to the audience are being used more and more actively in the media of Uzbekistan. Experts of the national movement "Rise" analyzed the Internet mass media of Uzbekistan and identified the most popular publications that influence the



majority of the audience and shape public opinion. TOP-3 sites for providing links in Telegram:

- Kun.uz (2939.44);
- Daryo.uz (971.75);
- Uza.uz (924.4).

Compared to 2020, the number of visitors to the Daryo.uz website and followers of other pages on networks, including subscribers to the Telegram channel, has halved. In general, the media space of Uzbekistan is changing, audio (podcasts) and video format materials (short films, stories, large interviews, documentaries) are becoming more popular. Users do not want to read large texts. In order for them to open and read the link given to the text, the authors have to use all methods - work on the title, visual appearance. Another "live" format has become widely popular, in which the contents of important events and events are given in two or three sentences in a short and concise manner or in the form of a live broadcast on social networks. Technologies are changing. Rapid development of mobile communication, Internet, new gadgets and devices allows people to get information now and in a way that is convenient for them. Formats and tools are being updated. Mass media must adapt to new realities in order to "swim with the stream".

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