



CONVERGENT EDITORIAL ISSUE IN JOURNAL PUBLICATIONS

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Abstract

This article primarily presents a convergent view of the organization of journal publications' editorial offices, which are considered a distinct system. Issues of working with the audience and content distribution have been studied in modern convergent editions.

Keywords: Magazine publications, hypertext, animation, audience, brand.

Introduction

Based on the processes of digitalization and convergence, mass media is developing multi-channel, multimedia, and interactive capabilities. The network's mass media has a characteristic not typical of traditional media: it has voice, animation, hypertext, and a two-way connection with the audience.

The specific demands of the modern audience are prompting the media to enhance their content in a unique way and enrich it with meaning. Therefore, there is a need to present content in new media formats on various platforms: internet portals, social networks, mobile, television, and the iPad platform. New formats require a vivid audiovisual composition, originality of the text, and maximum adaptation of the media product to the specific user.

The personalization of mass media content is shaped by the desire to meet the needs of a specific audience. For this purpose, entertainment publications are compelled to offer readers various game forms using new platforms.

Multi-channel convergence is one of the main features of the mass media. As a result of digitalization, information products begin to spread through multiple channels: nowadays, a printed journal can be distributed offline or through online channels. For example, since 2007, each issue of the magazine Computer Bild has been distributed via DVD. Games are downloaded on the disk along with antivirus software, and a good movie is uploaded along with a magazine in the media section. According to the magazine's editor, Aleksandr Malyarevskiy, "The placement of a film on a Computer Bild magazine disk is a natural phenomenon. Computer Bild regularly writes about the software add-ons needed for home theaters. And I think it would be right to place films that reveal the useful side of these programs" [1].





For example, the Russian computer and gaming magazine "Igromaniya" is accompanied by a single-layer DVD and a double-layer DVD. One will feature everything (trailers, teasers, video news, video reviews, self-created reports), while the other will feature fashion, online game teasers, and flash games.

The British corporation BBC began publishing a magazine based on the Top Gear television program. The main goal of the Top Gear was to provide traffic safety information by reviewing new vehicles. In the magazine's concept, along with the Top Gear brand, the show's hosts, Jeremy Clarkson and James May, address readers through sections. Along with the TV announcers, a rating of cars based on various indicators is compiled in the journal. For other topics, there's a big difference between the Top Gear magazine version and the broadcast.

One of the brands uniting the channel and the magazine is National Geographic. The National Geographic geography journal was the first to open for the scientific community. The journal began to be published by the US National Geographic Society. To disseminate knowledge of geography to the public, he founded the journal National Geographic in 1988. Starting in 1896, National Geographic Magazine became a monthly magazine. National Geographic was among the first to publish photos of animals at night. Color photographs from underwater were also published in the journal.

In 1997, the National Geographic Channel launched an English-language geography channel for subscribers of satellite and cable television. The TV channel has access to all the information stored in the National Geographic Society. Television programs are broadcast in 27 languages.

In 2012, Russia's "Kommersant-Vlast" developed its own application for the iPad. Experts emphasize that when the program is activated, the introduction of subsequent issues of the magazine will appear on the screen. Click the download button to read additional articles. When each new issue of the journal is released, an additional one provides information. The application is completely free [2].

With the rapid development of the internet, a global information environment has emerged. In a short time, thousands of network newspapers and magazines have appeared. In 1996, there were 1300 newspapers in the USA. Electronic journals without paper copies have become a real competitor to traditional journals due to their multimedia nature. The Washington Post was one of the first publications to use digital technologies on its website, including audio files, iPods, and mobile services. Vogue magazine was among the first to launch the advertising and information portal ShopVogue.tv. Advertisements published by advertisers on paper are regularly published on the website [3].





In 2008, the US magazine Esquire was one of the first to utilize electronic ink technology. A small display was placed in the magazine, on which, along with the inscription "The 21st Century Begins," a Ford Flex advertisement was placed. The screen was placed in only 100 thousand out of a 720 thousand circulation and could only display news. Many things can be done with electronic ink. When used in conjunction with WiFi technology, images and text can be modified." The cover of Esquire magazine consisted of several layers, with a printed circuit board placed in the center.

In 2012, The Wall Street Journal announced the release of an interactive issue of Esquire. The editors of the Netpage application implemented this device as a result of their collaboration. With its help, students buy products, hold their phones to a picture in the magazine, and click the "Buy" button. The Netpage company has developed a unique application that allows readers of the magazine's paper copy to save articles and photos to their phones and share content they like with friends.

The British magazine The Sun was among the first to post a QR code on its pages. Over time, many American magazines began to use advertising models. This is a convenient device for convergent printing, printing network, and tablet versions. They also familiarize themselves with additional information about the material, for example, video, infographic, or interactive infographic [5].

In Karakalpakstan, "Amudaryo" magazine is highly regarded as a platform that unites young people interested in literature. Indeed, literature-oriented magazines perform a number of functions: firstly, they show readers the main processes in literature, and secondly, the literature-oriented magazine itself shapes the literary process through its content. At the beginning of the 20th century, a Russian scholar wrote in an article titled "Journal, Critic, Reader, and Writer": "What makes a journal necessary? If there is no such interest, then it is better for poets and writers to publish their own books" [6].

At the same time, publications focused on literature and art shape the cultural environment in society. According to F.B. Beshukov, the country's cultural environment is primarily shaped by the mass media, namely, humanitarian publications, which he refers to as "intellectual" journals as a new type of humanitarian journal.

Literature-oriented magazines also participate in the formation and improvement of the literacy level of citizens in society. For example, although the magazine "Amudaryo" is widely recognized as a magazine focused on fiction and literature, the literary works and journalistic articles published in its pages also contribute to the formation of a certain culture and perspective in society. It's worth noting that in the





writer A. Qurboniyozov's story titled "Juvqildak," published in the second issue of the journal in 2025, the existence of hypocrisy, excessive praise, and similar habits found among people in society is depicted through the complication of events. Indeed, a literary work also creates the foundation for educating people based on social order and for the formation of certain moral norms in the environment.

Convergent editing can also be used in the Karakalpakstan journals market. That is, editorial journalists can create content using multimedia formats in their work and use multi-channel distribution to deliver content to the audience.

As many know, magazines are publications that create content that guides readers towards in-depth reading in their target area. For example, the "Amudaryo" journal, published in our republic, has long been a journal that publishes literary and scientific articles. So, how can a development strategy be formed in an era when magazine readers want to explore interactive content? In our opinion, and based on the aforementioned experiences, the use of the following methods can yield results:

- Website copy of the journal. Students will have the opportunity to connect with an accessible and easily accessible audience. However, maintaining an online version for the editorial office creates additional pressure; firstly, along with financial expenses, it will be necessary to create additional jobs. Carrying online copies with journalists and staff working with paper copies might seem like flying into space, but it's a convenient option for raising the magazine's prestige and increasing its readership. So, there's no need to wait for the content to be published on the online version of the magazine until a paper copy is printed; you can post updates and additional readers' materials immediately. Especially, the creative works of students who couldn't fit in the magazine can also be published online (it can also be done with additional money). Furthermore, the regular updates of the online journal can attract a new audience alongside its regular readership.

- The magazine's YouTube or audio podcast format. Firstly, the launch of the magazine's own page on the YouTube platform will create an opportunity to gather young people interested in literature around the magazine, and secondly, it will be possible to organize podcasts with prominent artists in Karakalpakstan. This, in turn, increases the possibility of attracting young people interested in the field of literature to the magazine. Audio podcasts, on the other hand, allow for the conversion of works or copies of books by Karakalpak artists into audio files. This will allow for the creation of an audio book from audio excerpts in the future.

- Social media pages. This could also become a platform for showcasing the talents emerging from among our creative youth to the public. The publication of works by





talented individuals from various regions of our republic through short releases will contribute to a further increase in the number of readers.

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