

## ETHICS AND AESTHETICS IN INTERNET JOURNALISM

*Murtozayeva Nigora Murtoza kizi*

*Student of International Journalism,*

*Samarkand State Institute of Foreign Languages*

*Email: [nigoradolat789@gmail.com](mailto:nigoradolat789@gmail.com)*

**Abstract:** This article analyzes the violation of ethics and aesthetic standards in Internet journalism, especially bloggers' damage to professional journalism. The expansion and rapidity of Internet information sources has brought journalism to a new level, but at the same time, it has also created ethical and aesthetic problems. Some bloggers and Internet journalists are creating materials that are not based on facts and are focused on sensationalism, causing the formation of misconceptions in society. Also, non-observance of language norms, use of rude expressions and use of manipulative methods lead to lowering the reputation of journalism. The article discusses the consequences of these problems and ways to solve them.

**Key words:** internet journalism, ethics, aesthetics, bloggers, information quality, manipulation, journalistic standards.

### Introduction

Today, Internet journalism has become the most convenient and fastest means of information dissemination. With the migration of traditional press and television audiences to the Internet, the importance of delivering information through online platforms is increasing. However, in this process, violation of moral (ethics) and aesthetic standards is becoming a serious problem.

Many bloggers and some internet journalists pursue their own interests and damage the reputation of the journalism profession by distorting the truth, disseminating unverified information, and violating privacy. This reduces the confidence of the society in information and causes the formation of misconceptions.

Internet journalism is one of the fastest growing fields today, which allows for quick delivery of information to the general public. However, an important issue is emerging in this process - moral (ethics) and aesthetic norms. Unfortunately, many bloggers and some internet journalists ignore these standards and spread misconceptions in the society.

This article analyzes how ethics and aesthetics are violated in internet journalism, especially bloggers crossing the border and the negative impact of this process on journalism.

### Ethics and its violation

Objectivity, impartiality and reliability are the main principles in traditional journalism. However, with the development of Internet journalism, those who do not follow these principles have increased. Bloggers, in particular, are trying to gather more audiences by presenting

information in a sensational way. As a result:

Dissemination of unfounded information - Dissemination of facts without verification leads to the widespread dissemination of incorrect or false information.

Malicious manipulation - Some bloggers or sites distort the truth for their own interests.

Invasion of privacy – Some bloggers are expanding their audience by invading the privacy of celebrities or ordinary people.

Such situations have a negative impact on the minds of the young generation, causing them to have a wrong approach to information.

Loss of aesthetics

Internet journalism is forgetting not only ethical principles, but also aesthetic standards. In the past, speech culture, art of writing articles, stylistics and impressive methods were important in the press, but today many bloggers and some journalists focus not on the quality of the text, but on speed and noise. This leads to:

Violation of language standards - Many Internet publications and blog posts do not follow the standards of literary language and present illiterate texts.

Increase in slang and profanity - Some Internet journalists use profanity or vulgar language in their articles.

Articles without weight and content - Instead of covering a specific problem, texts without content, which are not based on facts, are increasing.

All this damages the reputation of Internet journalism and discredits real journalists.

Outbound bloggers

Today, blogging is open to everyone, not just journalists. This freedom, on the one hand, has expanded the possibilities of information exchange, but on the other hand, it has created serious problems. Many bloggers do not adhere to the standards of professional journalists and distribute as much material as they want.

Some bloggers are spreading fake information in the name of journalists, as a result of which real journalists are discredited.

Many blog posts are based on gossip and rumours, which causes the formation of prejudices in society.

Some bloggers are engaged in discrediting or slandering others for personal gain.

This situation has a negative impact not only on Internet journalism, but also on the

consciousness of society.

### **Conclusion**

Although Internet journalism has created an opportunity to deliver information quickly and easily, ethical and aesthetic problems are also increasing. Bloggers and some internet journalists are crossing the border and damaging the reputation of professional journalism. If the spread of false information, invasion of privacy, use of foul language and distortion of facts are not eliminated, Internet journalism may become the most unreliable source in society. Therefore, it is necessary to strictly define the ethical and aesthetic requirements related to this field and ensure their compliance.

Although Internet journalism has become an integral part of modern information distribution, the violation of ethical and aesthetic standards in it causes serious problems. Some bloggers and Internet journalists damage the reputation of journalism by distorting the truth, spreading unfounded information, and not respecting privacy.

Although the speed and mass of information has increased the demand for it, quality and responsibility are lagging behind. The non-observance of language standards, the use of rude expressions, the proliferation of meaningless and manipulative articles have a negative impact on the public mind. In addition, as a result of bloggers not knowing the borders and spreading fake information on behalf of journalists, there is a danger that traditional journalism will be seen as an unreliable source.

Therefore, in Internet journalism, it is necessary to strictly adhere to ethical and aesthetic principles, provide quality information, and develop journalism through an analytical approach based on reality, not hype. Only then will society have the opportunity to receive reliable information and benefit from culturally literate journalism.

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