



## IMPROVING THE PROFESSIONAL TRAINING OF FUTURE ECONOMIC JOURNALISTS ON THE BASIS OF AN INNOVATIVE-INTEGRATIVE DEVELOPMENTAL APPROACH

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**ABSTRACT:** - In this article, one of the most important and relevant types of journalism, which is one of the globally developing fields in the world, is about the organization of the educational field of economic journalism in the educational institutions of Uzbekistan and further improvement of the professional training of future economic journalists. the word goes.

**KEYWORDS:** Innovation, integration, professional training, economy, journalism, potential, mass media, information technologies, competence, acmeology.

### INTRODUCTION

As the President noted, "It is an important issue for us to bring up determined young people who are able to take responsibility for the fate and future of our country, to mobilize all the knowledge and potential in this way."

The development of every industry depends on qualified personnel. In today's era of

globalization, where the possession of fast and accurate information is of crucial importance, the role of mature specialists in the field of journalism and mass communication is increasing more and more. Newly established directions in the field of journalism, including economic journalism, will further increase the level of education to make a radical turn in the development of the field, ultimately, to

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expand the ranks of mature specialists who will contribute to the provision of openness, transparency, and transparency in society, and who will support the large-scale reforms being carried out in our country does.

## **THE MAIN RESULTS AND FINDINGS**

"In the world, special attention is being paid to the organization of scientific discussions and forums on the issue of the formation of communicative competence in future specialists, including future economic journalists, based on blended learning. As an example, we can say that recently, the representative office of UNESCO in Uzbekistan and the Center for the Development of Modern Journalists of Uzbekistan held a seminar called "data-journalism" for media workers working in Jizzah region. It is also important to improve the communicative model of education, to clarify the peculiarities of the acmeological approach in the process of forming interactive communication skills in students, to develop and effectively use interactive technologies for organizing communicative cooperation, to improve the quality of higher education and to fundamentally improve it is earning. That is why our state is making great changes in this field, creating wide opportunities and carrying out large-scale reforms. The decision of the President of the Republic of Uzbekistan Shavkat Mirziyoev "On additional measures to improve the quality of education in higher education institutions and ensure their active participation in comprehensive reforms implemented in the country" is recognized as a joint. At the same time, as in all times, the issue of increasing the effectiveness of education in the training of highly qualified personnel remains of urgent importance today. As the head of our state noted, "science, education and training are the

cornerstone of development and the force that makes the country powerful and the nation great." We can say that the role of journalists is very important in realizing noble goals for the development of our country, establishing democratic values, ensuring the constitutional rights of citizens in the field of information, enriching the spirituality of our people, and doing good deeds in various fields.

Therefore, the essence of the innovative-integrative educational environment in the process of professional training of future economic journalists is that it is a complex created by integrating innovative methods and technologies with the traditional educational process in order to effectively teach a specific subject. lib, with its help, didactic production of educational subjects with the help of special software, based on the latest methodology aimed at increasing the activity of learners in the process of mastering the subject. In this case, there will be a wide opportunity to evaluate the results obtained by comparing the traditional teaching process with the innovative teaching process, and based on them, conclusions will be drawn, the technology of the educational process and a generalized recommendation will be developed. The innovative-integrative educational environment creates an opportunity to use educational material in a variety of ways in the activities of learners.

Uzbekistan's socio-economic development largely depends on the training of specialists who can fully join the world's intellectual potential. To ensure this, it is necessary to train future specialists based on modern requirements. Currently, great attention is paid to the improvement of the national system of personnel training and retraining for the mass media. One of the effective ways to solve such an important task is to engage

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future specialists in creative activities, to deeply study the specific characteristics of journalism, historical development, current situation and prospects in the era of rapid globalization, and the scientific research conducted in this regard. - important works are being carried out to ensure the effectiveness of research and creative work and to radically improve the quality of training of highly qualified personnel for this field. In addition, efforts are being made to train personnel with deep knowledge, skills and qualifications to carry out scientific research. Another important aspect of fulfilling this task is that science and technology are improving and developing day by day, and as a result, there is a need to train qualified specialists accordingly. To date, 70 percent of countries in the world use integrative educational programs and textbooks in their educational system.

It is known that in the preparation of future economic journalist specialists for professional activity, it is necessary to identify software-methodological tools, intellectualized technological maps, intellectualized teaching system, etc. The reason for this is that it can be an important assistant and didactic basis in the preparation of future economic journalist specialists for professional activity. The demand of the times is to "create a national education system that can withstand today's fierce competition on a global scale, improve textbooks and training manuals according to the requirements of the time, create a new generation of them, and optimize educational programs and standards." Modern trends in the field of education and approaches to career guidance in the digital space are also highlighted in the Development Strategy of the Republic of Uzbekistan for 2022-2026, in which the issues of career guidance and further expansion of career services are

discussed in detail. The idea embedded in the state policy reflects the importance of the career guidance system in preparing young people for a successful life in the new conditions of the digital age.

## **CONCLUSION**

Therefore, it is necessary to develop a system of suggestions and recommendations aimed at the solution of the above urgent issues and to constantly improve them. We present preliminary proposals and recommendations for the orientation of future specialists to the profession: positive formation of future economic journalists in the initial work skills of the type of activity they have chosen; providing preliminary and general understanding of the economy, providing information on the mutual integration of mass media and economy and journalism, maximum use of modern information technologies, the labor market, demands and needs, and the requirements of each profession (competencies) ) to give insights about; instilling in students the concepts of interest, ability, high level, mobility, accessibility, responsibility, ability. To create conditions for them to find their place in the society as individuals, to have an active citizenship position; to encourage them to love their profession not only because it has a high position and prestige, but also because it is a profession that is really in great demand and need, and it is a profession that is beneficial for society and our people. In addition, organizing open conversations with representatives of the profession, well-known and skilled industry experts, etc.

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INNOVATIVE-INTEGRATIVE DEVELOPMENTAL APPROACH”**