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OLIY TA’LIM, FAN VA
INNOVATSIYALAR VAZIRLIGI

OSIYO
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UNIVERSITETI

# FILOLOGIYA FANLARINING DOLZARB MASALALARI

## Xalqaro ilmiy-amaliy anjuman MATERIALLARI



Qarshi - 2026

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OLIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI

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Mazkur maqolalar to‘plamida jamlangan ilmiy ishlar zamonaviy filologiya fanining dolzarb yo‘nalishlari, tilshunoslik va adabiyotshunoslik sohalarida olib borilayotgan tadqiqotlar hamda lingvistik jarayonlarni rivojlantirish masalalariga bag‘ishlangan. To‘plamda til taraqqiyoti, matnshunoslik, diskurs tahlili, tarjimashunoslik, zamonaviy adabiy jarayonlar, madaniyatlararo kommunikatsiya hamda filologik tadqiqotlarda innovatsion yondashuvlar kabi muhim yo‘nalishlar yoritilgan.

Mualliflar tomonidan filologiya fanining turli sohalarida olib borilayotgan ilmiy izlanishlarning nazariy asoslari, ilg‘or xorijiy tajribalar hamda ularni milliy til va adabiyot rivoji sharoitida qo‘llash imkoniyatlari ilmiy jihatdan tahlil qilingan.

Mazkur to‘plam olimlar, tadqiqotchilar, o‘qituvchilar va talabalar uchun muhim ilmiy manba bo‘lib xizmat qiladi.

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## *NEW MEDIA JOURNALISM AND THE TRANSFORMATION OF LANGUAGE NORMS IN CONTENT CREATION*

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**Abstract**

The rapid development of digital communication technologies has significantly reshaped journalistic content production and dissemination. In Azerbaijan, the expansion of new media platforms has altered traditional linguistic standards in journalism, contributing to the emergence of hybrid language forms, colloquial expressions, simplified syntax, and deviations from literary norms. This article examines the transformation of language norms in Azerbaijani new media journalism, focusing on the linguistic consequences of speed-

oriented content production, social media influence, and reduced editorial control. The study argues that while new media democratizes information production and enhances audience engagement, it simultaneously creates serious challenges for maintaining language quality and journalistic professionalism.

**Keywords:** *new media journalism, Azerbaijani media, language norms, digital journalism, linguistic transformation, content creation*

The emergence of new media has fundamentally reshaped journalism worldwide. Digital platforms have accelerated the speed of information dissemination, diversified journalistic formats, and transformed audience interaction with media content. New journalism is multimedia, it uses hypertext links, and it is interactive. First, there is multimediality. Digital media journalism can use text, video, and audio to tell a story. Second, there is hypertextuality. Digital journalists can use hypertext links to other content on the internet. “Link” is both a noun and a verb. One piece of digital content links to another, and users can “click the link” to see more content. Third, there is interactivity. People also call this the “democratization” of media. All people, not only professional journalists, can post online, or publish their own stories, videos, or comments on other people’s content. User generated content, or UGC, has changed news reporting. Citizens are now more direct and active participants in the media. We will talk more about user-generated content in a later video. Now, let’s look at some examples of how new media language works. Online journalists use short sentences, active verbs, teasers, conversational language, emotional language, humor, hashtags, and other symbols. Typical new media news posts include the media outlet’s name, a headline, a picture, and a link to the full story. The purpose of these posts is to generate clicks. In other words, to attract viewers to click the link to content on a different web page. In Azerbaijan, online news portals, social media journalism, and mobile-first reporting have become central to contemporary media practices. However, these developments have also influenced the linguistic quality of journalistic texts.

New media environments encourage brevity, speed, and interactivity, all of which affect language use in journalistic production. According to Pavlik, digital journalism changes not only newsroom practices but also the structure and style of journalistic discourse [5, p. 185]. Similarly, Allan argues that online journalism fosters compressed and informal language structures because of platform-specific constraints and audience expectations [1, p. 96]. One of the most visible changes in Azerbaijani digital journalism is the simplification of sentence structures. Journalists increasingly favor short, fragmented, and emotionally charged sentences to maximize readability and engagement. While this enhances accessibility, it often reduces syntactic complexity and weakens analytical depth. As Crystal notes, digital communication encourages abbreviated linguistic structures that prioritize speed over grammatical completeness [2, p. 78].

Azerbaijani online media frequently incorporate colloquial vocabulary, slang, and conversational constructions into news headlines and body text. This trend is particularly visible in click-driven headlines and entertainment journalism. Such usage blurs the distinction between professional journalism and informal social media discourse, contributing to what Fairclough describes as the "conversationalization" of public discourse [3, p. 11]. Another linguistic issue is the excessive use of foreign-primarily English, Russian, and Turkish-loanwords in Azerbaijani new media content. Terms related to technology, politics, and popular culture are often borrowed directly without adaptation.

This tendency reflects globalization and technological modernization but may also weaken native lexical resources and create comprehension barriers for broader audiences. Traditional print journalism involved multiple editorial stages before publication. In contrast, digital journalism's real-time publishing model reduces proofreading and editorial supervision. Consequently, spelling, punctuation, and grammatical errors appear more frequently in online news texts. Journalistic texts that frequently contain grammatical errors, stylistic inconsistencies, and logical incoherence may become difficult for readers to understand. According to Franklin, speed-based digital production often undermines editorial gatekeeping mechanisms [4, p. 54].

As a result, the accelerated and less-controlled nature of digital news production not only increases the frequency of linguistic inaccuracies but also highlights the growing need for technological solutions to support editorial quality assurance in online journalism. Therefore, automated linguistic analysis tools should be developed for journalists and editors to help prevent such problems. These tools could assist in optimizing texts by identifying grammatical mistakes, repetitive expressions, and stylistic inconsistencies [6, s. 135-136].

Objectivity and accuracy remain among the core principles of journalism. Nevertheless, content generated by artificial intelligence (AI) can sometimes contain bias or convey information inaccurately. One effective approach to mitigating this issue is to train AI models on broader and more diverse datasets, which can contribute to producing more balanced and impartial news content.

The intellectual and linguistic support of texts in journalism, particularly alongside the development of artificial intelligence technologies, creates new opportunities and challenges. This field encompassing issues such as artificial intelligence, linguistic analysis, and the management of multilingual texts facilitates the work of journalists while simultaneously bringing concerns of objectivity, impartiality, and quality to the forefront. To address these challenges, the continuous development of technologies and close collaboration between journalists and technological systems are essential [6, p.140].

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