



THE PLACE OF PHOTO MATERIALS IN INTERNET JOURNALISM

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Article history:	Abstract:
Received: 10 th February 2026 Accepted: 8 th March 2026	This scientific article analyzes the role of photographic materials in Internet journalism and their use. The importance of photography in the creation of media websites or any organization is considered. As a result, the role of digital platforms and their properties are considered. In Internet journalism, not only the essence of the messages is considered, but also the interpretation of photographic materials. As a result, the results of Internet journalism in the future and their impact are discussed. In general, this article is aimed at analyzing the role, significance and prospects of photographic materials in modern society in Internet journalism, and seeks to scientifically and theoretically substantiate a new stage of journalistic activity.
Keywords: photographic materials, Internet journalism, websites, media, information, photo perspective, blog, social networks	

INTRODUCTION

Internet journalism is a developed version of traditional journalism in the modern information space, which is information covered through photo and video materials. The role of photography in Internet journalism is of great importance. Creating a media website or an online page of an organization and thereby introducing the target audience to the policy, activities, and services offered by a legal entity has become a requirement of the time. Articles on the Internet should be placed in a style designed for quick browsing and clear visualization, in a format designed for reading on a monitor, with logical sections separated by paragraphs. It is advisable to choose a short and clear title for each material and provide a photo whenever possible. A photo that matches the information not only increases its quality, but also its value. This process serves to gather a wider and deeper audience than traditional journalism. Secondly, it is advisable to ensure the quality of the photographic materials provided on the media website and that they are photographed and collected in a prescribed manner, and that they can be edited and placed in accordance with the principles provided for each photojournalist during the editing process, in compliance with legal norms.

ANALYSIS OF RELEVANT LITERATURE:

The 21st century is a period of rapidly developing information technologies, which have a profound impact on almost all aspects of social life. In particular, the methods of transmitting, distributing and consuming information are changing radically. In this process, the relationship between traditional mass media (mass media) and digital platforms, their interaction, competition and integration are gaining special scientific and practical importance. Traditional mass media include media such as newspapers, magazines, radio, and television. The main feature of these media is that they deliver information in a one-sided manner to a mass audience. The content is usually prepared by professional journalists and undergoes editorial control. For many years, traditional mass media have occupied a key place in society as a source of information. However, as a result of the development of digital technologies, Internet-based digital platforms have emerged, making it possible to deliver information in real time and in an interactive manner. Although in ancient times, information was conveyed to people through verbal means, today, with the help of media materials, it has become much easier to transmit, distribute and analyze information. The emergence of websites To see the place of mass media in social networks, it is enough to have only internet websites.

RESEARCH AND METHODOLOGY.

Digital platforms allow users to not only receive information, but also create and distribute it. This has transformed the communication process from one-way to a two-way and multi-directional system. By the beginning of the 21st century, one of the main tools for distributing information and photos in the field of "citizen journalism" has become a blog in online journalism. Today, there are media outlets specializing in photojournalism. If earlier people believed in what they heard, today it is the opposite. Each social network This feature makes it suitable for responding to rapidly changing world events. Secondly, through online journalism, information is distributed not one-way, but in a multi-directional and

interactive way. Readers can leave comments on articles, express opinions, and even share their observations. This strengthens the dialogical connection between the journalist and the audience and directly affects the quality of the content.

CONCLUSIONS AND SUGGESTIONS (ANALYSIS AND RESULTS).

Internet journalism is a modern type of media that has fundamentally changed traditional forms of information transmission and formed a new paradigm. Its main features — speed, interactivity, multimedia approach and personalized content presentation — fully meet the requirements of today's information society. While traditional media is limited to a one-sided and delayed information delivery model, Internet journalism provides multi-sided, real-time communication. Internet journalism eliminates the boundaries between journalists and audiences — each user becomes both a consumer and a producer of information. This changes the approach to the journalism profession and creates new skills and responsibilities. In the modern media environment, Internet journalism is becoming not only a source of information, but also an important tool for social activism, critical thinking and the formation of civil society. Therefore, improving scientific research, legislative frameworks, and ethical standards in this area remains an urgent task.

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