



## Article

# General Requirements Set by Society for The Professional Competence of A Journalist

Ravshan Rayimjonov Zokirovich

1. Vice-Rector for Academic Affairs of UzJMCU

\* Correspondence: [oktamjonxazratkulov7@gmail.com](mailto:oktamjonxazratkulov7@gmail.com)

**Abstract:** In the age of rapidly evolving information technologies and societal demands, the professional competence of journalists plays a crucial role in maintaining the credibility and relevance of mass media. Society increasingly imposes expectations not only on journalists' technical proficiency but also on their ethical, civic, and communicative responsibilities, forming a multifaceted "social order" for the profession. Although the nature of journalism is well-explored, there is a lack of comprehensive analysis detailing how societal expectations shape the core competencies of journalists across modern media platforms. This article aims to identify and categorize the general and professional competencies that define journalistic professionalism today, while analyzing how these expectations are reflected in journalists' daily practices and institutional training standards. The study outlines key competency groups—moral-ethical, psychological, social-civic, and professional—highlighting attributes such as communicativeness, creativity, initiative, responsibility, and adaptability. Drawing on historical insights, such as M.V. Lomonosov's early principles of journalistic conduct, and modern educational standards, the research demonstrates the continuing relevance of a competency-based approach to journalistic professionalism. The article proposes an expanded framework that bridges general competence with specialized skills for different journalistic formats (print, broadcast, digital), emphasizing not just knowledge acquisition but practical implementation. These findings support the modernization of journalism curricula and professional development initiatives, ensuring journalists are equipped to meet evolving public expectations and uphold the integrity and function of media in democratic society.

**Keywords:** journalist, competence, community, mass communication, media

**Citation:** Zokirovich, R. R. General Requirements Set by Society for The Professional Competence of A Journalist. Vital Annex: International Journal of Novel Research in Advanced Sciences 2025, 4(5), 139-143.

Received: 03<sup>th</sup> Feb 2025Revised: 11<sup>th</sup> Mar 2025Accepted: 24<sup>th</sup> Apr 2025Published: 21<sup>th</sup> May 2025

**Copyright:** © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license

(<https://creativecommons.org/licenses/by/4.0/>)

## 1. Introduction

In today's dynamic media landscape, society's expectations of journalists have evolved significantly, reflecting growing demands for not only technical proficiency but also ethical, psychological, and civic responsibility[1]. Journalism, as both a profession and a social institution, has always been central to the dissemination of information, formation of public opinion, and safeguarding of democratic values. As such, society places a clear "order" on the profession—an implicit mandate that journalists must embody competence across a spectrum of attributes to meet public expectations[2]. These requirements extend beyond writing and reporting skills; they encompass moral integrity, psychological resilience, civic consciousness, and professional competence. In the context of rapidly expanding digital media, the convergence of platforms, and heightened audience scrutiny, the need for journalists to demonstrate adaptability, critical thinking, and creative storytelling has become paramount. This includes the ability to navigate social media, synthesize complex information, and maintain credibility amid widespread misinformation. The relevance of journalistic competence was recognized as early as the 18th century, with M.V. Lomonosov outlining foundational principles of impartiality and intellectual rigor that remain applicable today. Modern interpretations of professional competence further highlight the necessity for journalists to cultivate skills such as social flexibility, intuition, communicative clarity, and ethical responsibility[3]. Ultimately, the

journalist's role as a mediator between society and information sources positions their competence as a cornerstone of public trust. This article explores the general and professional competencies demanded of journalists in the modern era and discusses the structural attributes essential for meeting the expectations of a society increasingly reliant on accurate, timely, and principled information[4].

## 2. Materials and Methods

This research employed a theoretical-analytical methodology to explore the general and professional competence requirements placed on journalists by modern society[5]. The analysis was grounded in both historical context and contemporary discourse, utilizing literature review, comparative analysis, and conceptual synthesis as the primary methodological tools. Foundational texts by early theorists such as M. V. Lomonosov were revisited to trace the evolution of journalistic standards and ethical principles, while current theoretical contributions on professional competencies were reviewed to highlight their applicability in today's media landscape. Sources included scholarly articles, dissertations, and textbooks addressing journalism education, mass communication practices, and the transformation of media in the digital age. Through qualitative analysis, the study identified core competence categories—moral-ethical, psychological, social-civic, and professional—and explored their implications in shaping journalists' roles[6]. The research also examined debates regarding the balance between practical skill development and academic thinking in journalism education, aiming to clarify the boundaries between ideal and real-world journalism. The competencies of journalists across different media formats (press, television, radio, and internet) were compared based on established educational standards and expert opinion. Furthermore, professional traits such as responsibility, creativity, communicative ability, initiative, social adaptability, and stress resistance were examined in relation to evolving media demands[7]. By synthesizing classical theory with modern competency frameworks, the study constructed a comprehensive understanding of the multidimensional expectations placed on journalists and the methods by which such competencies can be developed and evaluated[8].

## 3. Results

The work of journalists has been of great value to society throughout all times. For this reason, society consistently strives to create favorable conditions for journalists' activities and, in turn, places significant demands on representatives of this profession. The hope and trust formed in society towards journalists represent a social demand for an "optimal" professional oriented towards their preparation and practice. Society's "order" for a journalist is manifested in the professional and qualification requirements placed upon them.

These requirements can be divided into four groups:

- a. Moral and ethical (honesty, diligence, sensitivity);
- b. Psychological (characteristics of temperament, character, memory, thinking, and imagination);
- c. Social-civic (social responsibility, principles, impartiality in assessment, ability to fight for truth);
- d. Professional (communication skills, artistic abilities, competence)[9].

In our view, among the listed groups, professional qualities are the most crucial. The competence of any specialist is based on competencies, that is, specific requirements. These play a key role in selecting personnel for creative professions, particularly journalism, and in the personnel policies of organizations. Every specialist should possess general competence, meaning foundational knowledge across all spheres of public life. This knowledge must be continuously updated. That is precisely why there are various ways to broaden one's general worldview: self-education, working on self-improvement, attending professional development courses, and gaining life experience. Each method is

effective in its own way, and together they can lead to success. As for the profession of journalism, it is impossible to imagine its practice without broad general competence. A journalist often covers diverse issues in the media (for example, due to a shortage of specialists in local newspapers, a single journalist might write about both developments in the education system and agricultural problems).

The personality of a professional journalist is shaped in accordance with the objective requirements of their profession. Such a combination of professional qualities has always been a focal point of attention. Notably, the conduct and personal attributes of journalists were first addressed in 1755 in an article titled "Reflections on the obligations of journalists in statements and essays aimed at supporting the freedom of philosophy" by the renowned Russian scientist M. V. Lomonosov[10].

This scientific article presents seven rules that journalists must follow:

- a. Assessing one's capabilities and potential, for it does not merely inform us about things and places we already know, but rather embarks on the difficult and complex task of identifying new and important ideas from the works created by great individuals;
- b. The ability to get rid of bias towards the author, that is, to be impartial;
- c. Dividing the described essays into two groups: those written by individual authors and those written by scientific communities (where Lomonosov emphasizes that a journalist must be highly attentive to the interpreted text to avoid gross errors, indifference, and hastiness)[11].
- d. Do not rush to deny or accuse hypotheses, as they can be the only way for great minds to reach truth;
- e. Not to assimilate the opinions and judgments of others;
- f. A journalist has the right to refute certain theories and points of view only after a thorough study and reflection on the issue;

"One must not become arrogant about their superiority, influence, or the value of their opinions". Although Lomonosov developed these rules for journalists writing about scientific research and discoveries, they are universal for any journalistic specialty. Moreover, they have not lost their relevance even today. It is important to emphasize that they are built not on the principle of competence, but on the principle of competencies. M. V. Lomonosov writes in the paradigm of actions rather than knowledge about science[12].

What special knowledge should journalists possess? Debates on this topic have been ongoing for a long time. There have also been continuous discussions around whether journalism education should focus on developing specific skills or rely on academic thinking, and whether aspiring journalists should concentrate on practical journalism training or its research. Finally, another contentious topic - should we study "real", existing journalism or "ideal" journalism as it ought to be? Different participants in the debate express varying opinions. This is related to the fact that the term "journalism" itself is terminologically ambiguous, not clearly distinguished from the concepts of "mass communication", "media", and "news". In addition to general competence, as mentioned above, there is also a narrower concept - professional competencies. T. Osipova and M. Korobkina, based on the understanding that professional competencies encompass "a set of personal and professionally significant qualities necessary for effective work," conditionally identify the following competencies of a journalist:

- a. Professionalism. The comprehensive application of professional knowledge in fulfilling job responsibilities and achieving set goals. A journalist's professionalism is determined by the quality of the information they present[13].
- b. Communicativeness. The ability to engage in easy and appropriate communication with people of various professional and social statuses. The most crucial aspect for a journalist is to establish contacts that will serve as the foundation for future activities, namely, to build a database of newsmakers.

- c. Creativity. The skill of inventing something new, original. The specific aspects of creative thinking are "novelty, usefulness, and effectiveness".
- d. Initiative. Proactive journalists achieve more success. They are able not only to give interesting ideas about the material, but also to implement them.
- e. Developed intuition. The ability to predict the development of events, subconsciously understand the interests of the audience, and foresee how the created media product will evoke a reaction[14].

In our opinion, the following should also be included in the list of core competencies for a journalist:

- a. Social flexibility. Ability to adapt to rapidly changing conditions.
- b. Responsibility. Accept responsibility for professional actions, journalistic works, every word spoken or written
- c. Stress resistance. Emotional difficulties, coping with stress, controlling anger, nervous strength[15].
- d. The ability to convey information. It is important for a journalist to be able to convey information in a way that is convenient for the reader (spectator, listener, or user) to receive in the context of increasing competition. Otherwise, the media consumer will find another interesting piece of news in another mass media.

#### 4. Discussion

The authors of the textbook, edited by L. P. Shetyorkina, developed a number of general requirements for a press journalist, television journalist, radio journalist, and internet journalist. These include:– фактларни топиш ва ифодаш;

- a. Possession of more information than is reflected in the material;
- b. Presenting different points of view;
- c. The content of journalistic works should directly correspond to the interests of society and readers, as well as every person;
- d. Every detail, every word in media materials must be fully understandable;
- e. Journalistic materials should be interesting from beginning to end.

Undoubtedly, a journalist's general professional competencies are the leading criterion for determining a journalist's competence in various media fields. However, in our opinion, the competencies of an internet journalist or TV journalist, a newspaper or magazine employee, in particular, would be broader and more specific.

#### 5. Conclusion

In conclusion, the modern journalist operates in a highly dynamic social and technological environment, which necessitates not only the possession of broad general knowledge but also a comprehensive set of professional competencies. The article has shown that the "social order" imposed by society on journalism reflects a deep expectation for truthfulness, responsibility, and communicative effectiveness in the media. These expectations translate into a system of moral, psychological, civic, and professional requirements, with the latter being particularly critical in shaping the journalist's effectiveness. A journalist must not only report facts but also critically engage with diverse perspectives, demonstrate creativity, initiative, and social adaptability, and maintain resilience in the face of stress. Furthermore, historical perspectives, including the insights of M. V. Lomonosov, remain highly relevant, highlighting the timeless principles of impartiality, analytical rigor, and intellectual humility. In an era marked by rapid digital transformation and growing competition among media platforms, the journalist's ability to convey accurate, engaging, and socially relevant information becomes increasingly vital. This necessitates a continuous process of self-education and professional development. Ultimately, the competence of a journalist is not merely defined by academic credentials or technical skills, but by the depth of their ethical commitment, the clarity of their communication, and their responsiveness to the evolving needs of society. As the media landscape continues to evolve, so too must the standards of journalistic

professionalism, aligning with both the responsibilities of the profession and the expectations of the public it serves.

## REFERENCES

- [1] S. Donierov, «Development Features of Newspaper Editorial Offices Under Media Convergence (Case of Uzbekistan After 2010)», Candidate of Philological Sciences Dissertation Abstract, Tashkent, 2019.
- [2] S. J. A. Ward, «Digital Media Ethics», *Center for Journalism Ethics*, 2018.
- [3] W. Lowrey, «Institutionalism, News Organizations and Innovation», *Journalism Studies*, cc. 436–449, 2008.
- [4] J. V. Pavlik, «Journalism and New Media», *Columbia University Press*, 2001.
- [5] C. Neuberger, «Journalism in the Age of Digital Networks: The Transformation of a Profession», *Media, Culture & Society*, cc. 531–546, 2014.
- [6] N. Muratova, «Journalism on the Internet: Features of Online Publications in Uzbekistan and Their Functioning in the Global Information Market», Candidate of Philological Sciences Dissertation Abstract, National University of Uzbekistan, Tashkent, 2011.
- [7] E. S. Herman и N. Chomsky, «Manufacturing Consent: The Political Economy of the Mass Media», *Pantheon Books*, 2002.
- [8] D. McQuail, *McQuail's Mass Communication Theory*, SAGE Publications, 2010.
- [9] E. A. Baranova, «Media Convergence as a System-Forming Factor in the Transformation of the Media Institution», Doctor of Philological Sciences Dissertation Abstract, Moscow, 2019.
- [10] M. Luginbühl, *Mediatization and Journalistic Practice*. Springer VS, 2015.
- [11] Yu. V. Vardanyan, «Structure and Development of Professional Competence of a Specialist with Higher Education: Based on Training of Teachers and Psychologists», Candidate of Pedagogical Sciences Dissertation Abstract, Moscow, 1998.
- [12] R. K. Nielsen, «The Changing Business of Journalism and its Implications for Democracy», *Reuters Institute for the Study of Journalism*, 2016.
- [13] G. Alimova, «The Formation of Journalism on Social Networks, Activity Tendencies and Characteristics (Comparative-Typological Analysis of Global and National Experience)», Candidate of Philological Sciences Dissertation Abstract, Tashkent, 2018.
- [14] E. S. Kilpelainen, «Transformation of Professional Competencies of Journalists in the Era of Media Digitalization», Candidate of Philological Sciences Dissertation Abstract, Moscow, 2019.
- [15] M. Deuze, «What is Journalism? Professional Identity and Ideology of Journalists Reconsidered», *Journalism*, cc. 442–464, 2005.