



## **“Media-Event” In The Information Service**

**Raykhona Tolbjon Kizi Ochilova**

**Master’s Student Communications University Journalism And Mass Media In Uzbekistan**

**Yokutkhon Mamasobirovna Erkaboeva**

**Senior Lecturer Department Of Media Theory And Practice, University Of Communications Journalism And Mass Media In Uzbekistan**

### **ABSTRACT**

Today, not only in Uzbekistan, but also in other developed countries, "one of the main priorities of the Information Service Officer is to establish good relations with the public." There is a lot of work to be done in this regard. There are new concepts, new terms, one of which is a media event that is just entering Uzbekistan. There are also goals and objectives of information services.

### **KEYWORDS**

Media-event, media, information service, event.

### **INTRODUCTION**

In Uzbekistan, special attention is paid to establishing public relations of various governmental and non-governmental organizations. Of course, the press service of each organization is responsible for this task. For this reason, the posts of deputy heads of all organizations, heads of press services, at least press agents and secretaries have been created. As you know, every organization has its own audience.

From the meaning of the term "press service" it is clear that it is a unique direction in the field of journalism. The press service can be staffed by a mature journalist who is familiar with press activities, has specific knowledge

and experience, pen-shaking skills, as well as the ability to collaborate with radio and television. According to some theorists, in a society, "a politician's press secretary should be a well-known journalist, a well-known writer, a talented TV reporter, and even an attractive TV star."

### **THE MAIN FINDINGS AND RESULTS**

The Information Service covers the activities of public authorities in the media by organizing public events, disseminating information (press releases, bulletins, etc.), as well as posting and updating information about their activities on the official website of

public authorities and administration. takes action.

Conducting events for the public and the media is one of the most important tasks of the press service, so the quality of such events plays a crucial role in the formation of the service's reputation. At a glance, all the events organized for the media are similar. A single target audience will try to enforce their own laws and procedures. Each information-related event has its own completely different approaches, focus, and means of influence. Sometimes the difference is not so noticeable, however, in any case, the incorrect organization of the event affects the overall efficiency of the work. The main purpose of the events for journalists is to inform the public through the media. Although all the events organized for journalists may seem the same to someone who is far from the field, they differ from each other in their intended purpose and the characteristics of the transfer, combined into a single information event.

We know that the press service organizes various events to inform the media. For example, briefings, press conferences, press tours, etc. What are the features of the media event? Let us first consider the lexical meaning of this term. "Media-event" translates from English as "media reality".

Media reality is called an event in one word. In short, it can include any event (promotional event) that is covered in the media or held primarily with the media in mind. The Media Events Center can host events such as news announcements, anniversaries, press conferences, or outings or demonstrations. Instead of paying for advertising time, the media or fake events tend to use public relations to attract media and public attention.

Media-event is quite developed in foreign countries, including Russia, Germany,

Great Britain, India, France, USA and many other countries. In Uzbekistan, it is developing.

The media event will also feature a media kit. A press release and conference program will be distributed. Visiting participants will be registered. But the special thing is that it is open to journalists (local and foreign), freelancers, bloggers. A buffet will also be organized as part of the media event.

## **CONCLUSION**

In conclusion, the main purpose of the Media-event is to inform journalists about reliable, impartial and up-to-date information on the subject (to get more information, in other words, to fill the journalist's "bag"). This requires great skill and responsibility from the press secretary of the organization.

## **REFERENCES**

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