

THE ROLE OF JOURNALISM IN TEACHING THE NATIVE LANGUAGE TO THE YOUNGER GENERATION

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Abstract: This article analyzes the role and significance of journalism in teaching the younger generation their native language. It examines how journalistic platforms contribute to the formation of youth language culture, promote literary language standards, and encourage the correct usage of the native language. The study also explores the impact of mass media and social networks on young people's language practices, as well as the professional responsibility of journalists in preserving linguistic norms.

Keywords: journalism, native language, youth, language culture, mass media, social networks.

INTRODUCTION

The native language is one of the most fundamental spiritual and cultural assets of a nation. An individual's national identity, cultural awareness, and historical consciousness are deeply connected to their mother tongue. Mastery of the native language enables the younger generation to build a solid foundation for self-identification and intellectual development.

With the rapid expansion of global information and communication technologies, language formation and preservation have become increasingly complex processes. Journalism, however, serves not only as a means of disseminating information but also as a powerful instrument for developing and promoting the national language, its culture, and its standards. Mass media—press, television, radio, and social networks—play a leading role in shaping the language culture of young people. Therefore, the role of journalism in teaching and preserving the native language requires comprehensive scholarly analysis.

MAIN PART

1. The Role of Journalism in Preserving and Developing the Native Language

Journalism is a reflection of national language culture. Strict adherence to grammatical and stylistic norms of the literary language in journalistic discourse contributes to its proper development. In post-independence Uzbekistan, strengthened language policies have enhanced journalism's contribution to popularizing and advancing the native language (Jabborova, 2023).

Journalists enrich youth language culture by employing expressive vocabulary, phraseological units, and stylistic devices that reflect the richness of the language. High-quality journalistic language is essential for the long-term preservation of the national language. Journalism is not merely an information channel; it is also a powerful social mechanism for safeguarding culture, language, and spirituality. Thus, every journalist bears responsibility for protecting and nurturing the native language.

2. Journalism and Youth Language Culture: Theoretical and Practical Aspects

The language culture of young people largely depends on their reading, listening, and communication practices. Through journalism, they learn grammatical rules and stylistic

features of the language. For example, newspapers and publications such as *O'zbek tili* and *Xalq so'zi* positively influence speech culture (Abdullayeva, 2024).

However, the increasing use of informal or imprecise language styles in modern media can negatively affect youth speech patterns. This may lead to linguistic distortions. Therefore, journalists must approach language usage responsibly.

Journalism functions not only as an information source but also as an educational and cultural force that shapes attitudes toward language, communication styles, and thinking patterns. Media professionals, bloggers, and journalists must act as promoters of language culture and consciously use their platforms to preserve and enrich the literary language.

3. The Impact of Modern Social Networks on Youth Native Language

Social networks have become the primary source of information for young people. Platforms such as Facebook, Instagram, Telegram, YouTube, and Twitter significantly influence language formation. While they provide speed and freedom of expression, they also often lead to violations of linguistic norms, including slang, foreign words, and incorrect spelling (World.uz, 2024).

For instance, incorrect spellings such as “shurva” instead of “sho'rva,” “bulmoq” instead of “bo'lmoq,” or “sher” instead of “she'r” are common. Such distortions harm language aesthetics and mislead young learners. When similar mistakes appear in journalistic texts, audiences adopt incorrect language patterns. Therefore, journalists must pay close attention to accurate spelling and pronunciation to maintain language integrity.

4. Journalists' Responsibility and Ethics Toward the Native Language

A journalist is not only an intermediary who transmits information but also an active shaper of language culture. Because their words reach millions, they must uphold high professional responsibility and ethical standards.

Compliance with literary language norms sets a positive example for youth. Regular seminars, workshops, and training sessions on language culture for journalists can effectively improve media language quality (Uzbekistan Journalists' Union, 2024). Accurate word choice and stylistic consistency strengthen public trust and contribute to the enrichment of vocabulary and expressive capacity of the native language.

5. Journalism Education and Modern Approaches to Teaching the Native Language

In today's global information space, journalists must be able to write accurately and eloquently in their native language. Journalism education should therefore include specialized courses focused on language mastery. Online platforms, interactive learning tools, and practical training methods can significantly enhance language education (Abdullayeva, 2024).

Such approaches encourage young journalists to develop deeper linguistic competence and cultural awareness.

6. The Social Role of Journalism in Developing Language Culture

Language forms the foundation of a nation's culture, thinking, and spiritual heritage. Developing language culture is not only the responsibility of linguists or educators but also of journalists. Due to their broad reach, mass media can widely promote linguistic norms and national values.

Language culture involves the correct, aesthetic, and effective use of language. Its development reflects the intellectual and moral level of society. Journalists' cooperation with cultural and linguistic experts ensures the sustainable growth of language standards.

CONCLUSION

Journalism serves as an effective tool for teaching the native language to the younger generation. Through mass media, young people learn language norms and proper usage. Therefore, journalists bear significant responsibility in maintaining linguistic standards and ensuring the quality of media content, particularly on social networks.

Journalists are not only information providers but also protectors and promoters of language culture. Their responsibility toward the native language is not merely a matter of grammatical accuracy; it represents respect for national identity, culture, and spirituality. Strengthening journalism's contribution to language preservation ultimately supports the development of society as a whole.

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