

<https://doi.org/10.29013/EJLL-23-2-33-36>

*Okkozieva Maksuma Zafarovna,
Independent researcher, University of Journalism
and Mass Communications, Tashkent, Uzbekistan*

HEALTH COLUMNS AND SPECIALIST PUBLICATIONS AS A TOOL FOR PROMOTING MEDICAL CULTURE

Abstract. Today, specialization, development of each field through important sectors is demanded by the time itself. Similarly, journalism is moving towards a series of specializations. That is probably why the terms military journalism, sports journalism, international journalism, eco-journalism, and legal journalism are frequently encountered, and these specialties have already created their own schools. Medical journalism is one such important specialized field.

Keywords: medical journalism, medical culture, specialization, healthy lifestyle, demographic indicator, social activity.

Introduction

Many people look down on medical coverage. Some wonder how some TV shows and leading medical publications have gotten to the point where the topic of health is important and interesting to anyone. However, there are terms that have not been formed as terms in the field, but in terms of their content, they should become one of the big branches. Medical journalism is one such term.

Medical journalism is a type of social activity aimed at collecting, processing, and distributing important, up-to-date information and news related to health through mass communication channels (press, radio, television, photography, documentary film, Internet, news agencies, books, etc.), its main subject is medicine and the facts and events directly and indirectly related to it.

T. I. According to Frolova, [1] “Medical journalism is a part of general journalism. No matter how high the demand for it is in the mass media market, there is not always enough of a common base that is interesting for journalists and people. Sometimes health issues are talked about and discussed in the framework of social journalism. “The medical problem always worries people, causes debates, but never loses its relevance.”

In this regard, I. M. Dzyaloshinsky’s opinion is also valid [2]. “High-quality medical journalism is useful and necessary for medical workers themselves. Acquaintance with the material covered in mass media helps to increase their awareness and skills about a certain disease and new technologies for its treatment. That is why it is important to have a qualitative and correct approach in this regard in the mass media. Through this, it will be possible to present new and reliable information to representatives of the medical field.”

A. S. According to Gunter, “... the media plays a huge role in answering questions from the public about health issues. Mass media – press, television, radio and the Internet – are very important as a communication mechanism.” The mass media has a great influence in setting the agenda of how to organize a healthy lifestyle and what should be given importance to it [3].

Health is necessary and one of the most important conditions for an active, creative and full life of a person in society. This is exactly what K. Marx paid attention [4] to in his time and showed disease as a life with limited freedom. Inadequate level of health negatively affects people’s social, physical and economic activity, labor productivity and intensity; has

a negative effect on the natural demographic indicators of the population, as well as on the health and physical development of the offspring. In this regard, information about health should occupy a leading place in the information space of television, radio, press and the Internet.

Health topics covered in the media today may seem overwhelming in scope, but they often consist of only existing medical advice or doctor's prescriptions. Another category of journalists provides texts containing industry terminology. This is a form of scientific journalism and is not intended for the general public. In this regard, Elizaveta Babitskaya, a medical journalist of the "Meduzy" website, says: "Scientific journalists often conduct research and write scientific news based on this. Medical journalists, on the other hand, follow the medical recommendations and guidelines available in the field" [5].

At first glance, there is not much in common between medicine and culture. Nevertheless, there are many intersections between them, because medicine develops in the context of culture, it is influenced by the specific features of the country's historical development, existing traditions. This in itself increases the interest in studying the relationship between culture and medicine, because additional knowledge can contribute to a better understanding of the development of medicine and cultural studies.

Another American researcher who studied the relationship between medicine and culture, L. Payer, 1988, "Medicine and Culture. How Should the United States Treat England, West Germany, and France?" creates a work called According to L. [6] Peer, health and illness, medical opportunities, drug use practices and the image of the doctor are different in different countries. At the same time, cultural factors influence.

Materials and methods

The possibility of increasing medical culture in medical publications is relatively wider. Periodical health education columns and television programs have been serving to improve the healthy lifestyle of

the population for many years, and they have taken a strong position in the media market. These publications cover topics such as medical news, current questions and answers, sports, proper nutrition, women's and men's diseases.

Another serious problem in the industry is the coverage of the health topic by journalists who are far from medicine. Medicine and health is a very broad area for information and material preparation. Accordingly, medical articles prepared by journalists can be divided into several categories.

"First, [7] it is material on various diseases and their treatment methods, preventive measures, medical news and other health related topics. Typically, such articles contain enough industry-specific terms. Even in publications intended for the general public, such a situation can be found. For example, "Why milk bleeds" [8], "Остаться в темноте. Из-за каких болезней может ухудшиться зрение? [9]"

Second, some articles are interpreted closely to the social nature of medical problems. In the center of such articles is the fate of someone, the problems of a certain person. The same method was used in the article "I overcame hypertension" published on the "Muzaffar.uz" website.

Third, although most of the medical topics are published under the heading "Health", they cannot be called medical in the full sense. For example, articles such as "Healthy weight loss, good memory and skin health – about the beneficial properties of walnut water" [10], "5 types of masks made of olive oil for the health of skin and hair" [11], natural cosmetics and its beneficial effects on human health, harmless weight loss methods in gyms this is one of them. On the one hand, the source of information in these cases is often not a doctor, but trainers, stylists, beauticians. But health problems are not fully reflected.

Fourth, news coverage. Although they are relevant to the topic, they do not directly serve to illuminate the issue. Usually, such materials are presented in the form of a statement of a press conference, the

opening of a medical institution or a new hospital building. Many such articles can be found on the official site of the Ministry of Health of the Republic of Uzbekistan, ssv.uz. As one example, we can take the message “Jizzakh branch of Samarkand State Medical University will be established” [12].

Results and discussion section

Although medical news reports in the mass media are often effective in conveying messages about medicine, they often create misconceptions and misinformation about the subject, partly due to a lack of journalistic knowledge or incomplete clinical research. In addition, in order to attract more public attention, media workers can create an “information storm”. In this case, the user receiving information will not miss the headline called “Cure for cancer has been found”. But when you get into the topic, it turns out that this is the initial conclusion of the ongoing research, that it will take many years and research to be applied to people’s lives, and this may disappoint many readers. That is why such messages and news are called “information storm” [13].

Although this was done to attract the reader’s attention, it partially fulfilled its purpose. He “forced” the reader to read this text. But the reader who reads the message does not get the information he expected and his confidence in such topics begins to fade.

It should be mentioned here that there are a number of complex aspects of covering the topic of medicine. Just one example, if a journalist tries to write the topic as simple as possible, in a language that can be understood by all segments of the population, such texts give the impression that they are too shallow and written on the tip of the hand for doctors. To them, the more the article is rich in medical terms and phrases specific to the field, the more it seems to be prepared based on thorough and in-depth knowledge.

It should be noted that modern mass media can have both positive and negative effects on the dissemination of health information.

Take social advertising. Media can play a positive role in this respect. In particular, advertising of

toothpastes, shampoos, hygiene products, etc. helps to strengthen the need to observe personal hygiene rules in people's minds.

Unfortunately, local media often advertise products that may be harmful to health. For example, food advertising for instant noodles and carbonated drinks focuses on the completeness and healthiness of the offered product. However, according to medical experts, semi-finished products and carbonated drinks only have a negative effect on health, which leads to undesirable consequences such as obesity and metabolic disorders.

Currently, advertising of alcohol and tobacco products is prohibited on television. In addition, in order to effectively fight against bad habits, it is necessary to ban such advertisements not only on television, but also on radio and street billboards.

Conclusion

In general, it can be noted that there are not enough specialized publications and programs dedicated to the formation of health attitudes in Uzbekistan. Modern publications and programs promote behavioral models that do not promote health, but rather lead to a weakening of the body's vital capacity [14].

At this point, let's dwell on a number of mistakes in the coverage of the medical topic. We know that different publications cover the topic of health in different ways. Their sources of information and the literature they use are also different. Unless the subject being covered is consulted with a real expert or verified through reliable sources, the reader will continue to receive incorrect and contradictory information. For example, <https://gepamed.uz/> published an article entitled “14 facts about coffee that you did not know” [15]. In this article, “Coffee is good for the liver. Cirrhosis of the liver is 80% less common in people who drink 4 cups of coffee a day. The site <https://zamin.uz/> confirms the opposite. “Is coffee harmful to human health... (is it)? [16]” and in the article, “When American scientists studied the effect between coffee and human health, the

death rate increased among men who drank 28 cups of coffee per week (4 cups per day) ...” was cited as evidence.

In general, media regulatory policies should protect the public from the harmful effects of material associated with violence, dangerous behavior, and poor quality advertising.

It should be remembered that the main role of mass media in a welfare state is to provide positive information required by the population. In order to

form a traditional way of life and motivation to maintain and strengthen one’s health, positive medical information should be broadcast regularly, as well as the characteristics of the audience (interests, age, gender) should be taken into account. Effectiveness of mass media activities directly depends on how qualified, professional coverage of information about healthcare options and methods. That’s why publications specialized in medicine are necessary and necessary for today.

References:

1. Фролова Т. И. Социальная журналистика и ее роль в общественном диалоге. 2003. – 45 с.
2. Дзялошинский И. М. Журналистика соучастия. Как сделать СМИ полезными людям. 2006. – 104 с.
3. Gunther A. C. The persuasive press influence; effects of mass media on perceived public opinion. *Commun Res.* – 25. 1998. – P. 486–504.
4. Маркс К., Энгельс Ф. Соч. – Т 25. – 385 с.
5. URL: <https://jrnlst.ru/medicinskiy-zhurnalist>
6. Ковтюх Г. С., Козлова М. А. Взаимосвязь медицины и культуры.
7. Шабанова Е. Ф. Проблемы медицинской журналистики.
8. Миак нима учун қонайди. “Шифо-инфо” газетаси. 2022 йил, 14-сон. – 8 б.
9. URL: https://aif.ru/health/life/ostatsya_v_temnote_iz-za_kakih_bolezney_mozhet_uhudshitsya_zrenie
10. URL: <http://muzaffar.uz/psixologiya-va-salomatlik/4426-men-gipertoniyani-engdim.html>
11. URL: <https://kun.uz/news/2020/08/08/soglom-ozish-yaxshi-xotira-va-teri-salomatligi-yongoq-suvining-foydali-xususiyatlari-haqida>
12. URL: <https://ssv.uz/uz/news/samarand-davlat-tibbiet-universitetining-zhizzah-filiali-tashkil-etiladi>
13. URL: https://ru.wikibrief.org/wiki/Medical_journalism
14. Шаповалова О. А. Роль каналов неличной коммуникации в формировании ценностного отношения к здоровью // Материалы докладов XIV Международной конференции студентов, аспирантов и молодых ученых “Ломоносов” / Отв. ред. И. А. Алешковский, А. И. Андреев. Том 3. – М.: Издательский центр Факультета журналистики МГУ им. М. В. Ломоносова, 2007. – 528 с.
15. URL: https://gepamed.uz/news/article_detail.php?action=detail&code=504
16. URL: <https://zamin.uz/hayot-tarzi/35947-kofe-inson-sogligi-uchun-zararlimi.html>