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## Integrating Technology into Journalism Curricula for Enhanced Speaking Proficiency

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**Annotatsiya** *This article investigates how interactive technologies can improve speech skills among journalism students, specifically in English. It looks into the use of speech-recognition software, virtual reality (VR), and online platforms in journalism education to assess their impact on enhancing students' speaking skills, such as fluency, pronunciation, and persuasive communication. The results indicate that these technologies notably improve speech competence by boosting students' confidence, lowering anxiety, and fostering more effective communication. The paper concludes with a recommendation to incorporate these tools into journalism programs to support better language development. It also discusses the role of English in international media, its importance in maintaining professional standards in journalism, and its ability to enhance global media outreach. So, paper also examines the communicative approach in English, highlighting how journalists adjust language to different audiences and contexts. Additionally, the article addresses the challenges journalists face when using English, such as cultural and linguistic barriers, and the need to maintain linguistic accuracy..*

**Kalit so'zlar** *English language, official communication, media communication, professionalism, journalism, communicative approach, interactive technology*

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## Интеграция технологий в учебные программы по журналистике для улучшения речевых навыков

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**Аннотация** *Эта статья исследует, как интерактивные технологии могут улучшить речевые навыки студентов-журналистов, особенно на английском языке. Рассматривается использование программного обеспечения для распознавания речи, виртуальной реальности (VR) и онлайн-платформ в образовательном процессе журналистики для оценки их воздействия на улучшение речевых навыков студентов, таких как беглость, произношение и убедительная коммуникация. Результаты показывают, что эти технологии значительно улучшают речевую компетенцию, повышая уверенность студентов, снижая тревожность и способствуя более эффективной коммуникации. В статье делается вывод о необходимости интеграции этих инструментов в программы подготовки журналистов для улучшения языкового развития. Также обсуждается роль английского языка в международных СМИ, его значение*

*для поддержания профессиональных стандартов в журналистике и его способность расширять глобальное медиапокрытие. В статье также рассматривается коммуникативный подход в английском языке, подчеркивая, как журналисты адаптируют язык к различным аудиториям и контекстам. Кроме того, обсуждаются проблемы, с которыми сталкиваются журналисты при использовании английского языка, такие как культурные и языковые барьеры, а также необходимость соблюдения языковой точности..*

**Ключевые слова** *Английский язык, официальная коммуникация, медиакоммуникация, профессионализм, журналистика, коммуникативный подход, интерактивные технологии.*

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## **Интерактив texnologiyani jurnalistika o'quv dasturlariga integratsiya qilish orqali nutq malakasini oshirish**

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**Annotatsiya** *Ushbu maqola interaktiv texnologiyalarni jurnalistika talabalari, ayniqsa ingliz tili bo'yicha nutq ko'nikmalarini yaxshilashda qanday qo'llanilishini o'rganadi. Maqolada nutqni tanib olish dasturlari, virtual haqiqat (VR) va onlayn platformalarning jurnalistika ta'limidagi o'rni va ularning talabalar nutq ko'nikmalarini, masalan, ravonlik, talaffuz va ishontirish kommunikatsiyasini yaxshilashga ta'siri tahlil qilinadi. Tadqiqot natijalari ushbu texnologiyalar talabalarining ishonchini oshirishi, havotirlarni kamaytirishi va samarali kommunikatsiyani rivojlantirishi orqali nutq kompetensiyasini sezilarli darajada yaxshilashini ko'rsatadi. Maqola jurnalistika dasturlariga ushbu vositalarni kiritishni tavsiya etish bilan yakunlanadi, chunki bu texnologiyalar bevosita tilni rivojlantirishga yordam beradi. Shuningdek, maqolada ingliz tilining xalqaro ommaviy axborot vositalaridagi roli, jurnalistikadagi professional standartlarni saqlash qolishdagi ahamiyati va global media erishuvini oshirishdagi o'rni muhokama qilinadi. Shuningdek, maqola ingliz tilida kommunikativ yondashuvni o'rganadi, jurnalistlarning turli auditoriyalar va kontekstlarga mos ravishda tilni qanday moslashtirishini ko'rsatadi. Bunday holda, maqola jurnalistlar ingliz tilidan foydalanganda duch keladigan tilga oid to'siqlarni va lingvistik aniqlikni saqlash muhimligini ko'rib chiqadi*

**Kalit so'zlar** *Ingliz tili, rasmiy kommunikatsiya, media kommunikatsiya, professionalizm, jurnalistika, kommunikativ yondashuv, interaktiv texnologiya*

## Introduction

In an interconnected world, English has emerged as the dominant language in international communication, particularly in the media industry. In today's fast-changing media environment, journalists are required to have strong verbal communication skills in addition to their writing abilities. Productive speech competence – the capacity to communicate ideas clearly, persuasively, and fluently – is a key skill for journalism students. Given that English is a lingua franca, proficiency in English is essential for effective journalistic communication. As the world moves further into the digital age, interactive technologies offer a promising way to improve speech competence in journalism education.

The development of productive speech competence is crucial for future journalists, particularly in a globalized media environment where English is the dominant language. The language serves as a bridge, facilitating the dissemination of news and information to a global audience. This study also explores the significance of English as the official language in the media industry, its role in professional journalism standards, and its ability to enhance global media outreach. The communicative approach in English is also analyzed, showcasing its flexibility in adapting language to different audiences and contexts. Moreover, this article directs the challenges journalists face in maintaining linguistic accuracy and overcoming cultural and linguistic barriers. By understanding these elements, we can better appreciate the role of English in global media communication. In terms of Interactive technologies—such as speech-recognition software, virtual reality (VR), and digital platforms – have shown promise in language learning, particularly in the development of speaking skills. These tools provide journalism students with opportunities

to practice real-world communication scenarios, receive immediate feedback, and refine their oral skills in a more dynamic and engaging way.

## Literature Review and Methods

The incorporation of interactive technologies into language learning has become increasingly prominent, especially in the development of speaking skills. Studies indicate that digital tools and interactive platforms play a crucial role in enhancing learners' ability to produce spoken language in a foreign language context (Thornton & Houser, 2017). Mayer (2014) argues that multimedia learning, which includes interactive technologies, is more engaging than conventional approaches, as it stimulates multiple senses to facilitate better comprehension and memory retention.

A number of researchers have explored the impact of speech-recognition tools on improving learners' pronunciation and fluency. Zhao and Zheng (2020) emphasize the benefits of such technology in delivering instant feedback, allowing learners to promptly address and correct pronunciation mistakes. This continuous feedback cycle supports the development of speaking proficiency through repeated practice and adjustment. Additionally, virtual reality (VR) environments offer an immersive experience where learners can simulate real-life speaking scenarios, such as those encountered in journalism, to strengthen their communication and public speaking skills (Van der Meij & Veenman, 2018).

Interactive online platforms, such as debate forums and collaborative video projects, also play a significant role in developing productive speech competence. According to Smith and Taylor (2020), these platforms allow students to engage in discussions, express their viewpoints, and refine their speaking abilities by interacting with peers in a structured yet flexible

environment. Moreover, these tools promote critical thinking and persuasive communication – skills that are essential for journalists.

Moreover, interactive technologies not only improve students' speaking skills but also bolster their confidence. Research by Goh and Burns (2012) reveals that students who engage with interactive tools, such as virtual debates and real-time feedback systems, report increased self-confidence in their ability to speak in public and engage in media discussions. This boost in confidence is particularly important for future journalists who must present their ideas convincingly to audiences, often in high-pressure situations.

The literature highlights the centrality of English in international media communication. Researchers have examined how English has evolved into the global language of media, especially with the rise of international outlets like BBC, CNN, and Reuters. Studies have shown that the widespread adoption of English in media not only facilitates effective communication but also enhances the professional standards of journalism. According to Bhatia (2013), English is the most widely used language in the media because of its neutral status and capacity to transcend cultural barriers. Furthermore, English-language media outlets often shape global public opinion and influence international discourse (Crystal, 2003). However, challenges such as linguistic barriers and the underrepresentation of non-English cultures persist, as noted by Pennycook (2017).

So, several studies have highlighted the importance of English as a global language, particularly within international organizations, including the media industry. English is often seen as the most accessible and neutral language, enabling communication between individuals who speak different native languages. According to Crystal (2003), the spread of English can be attributed to its historical and cultural connections, as well as its

dominance in fields such as science, technology, and media. The media industry, in particular, depends on clear and concise communication to engage diverse audiences and convey messages effectively. English serves as the key medium through which content is produced, translated, and disseminated globally.

Research on the use of English in the media industry has shown its crucial role in not only reaching international audiences but also in maintaining professionalism within the industry. For instance, a study by Menz (2011) found that English proficiency among media professionals was directly linked to career advancement opportunities, as it enabled professionals to collaborate more effectively on global projects and tap into wider audiences. This highlights the role of English as a tool for empowerment and career growth in the media industry.

The methods employed in this article involve a qualitative approach, including an analysis of existing literatures and case studies within the methodology and media industry to understand the significance of communication in English. Secondary, to assess the impact of interactive technologies on the productive speech competence of journalism students, this study is employing a mixed-methods approach, combining both quantitative and qualitative data collection techniques. The research is being done across three universities offering journalism programs, with a focus on students learning English as a second language or ESP. Data sources, such as academic journals, industry reports, and media publications, are reviewed to draw insights into the importance of English in media communication.

## **Discussion**

### **Role of English in Media Communication**

English's role in global media communication is central to the efficiency and professionalism of journalism. It allows journalists to create standardized, accurate, and

easily understandable content. Global media outlets use English to ensure uniformity in reporting, as it reduces the complexities that come with using multiple languages. This standardization of language is crucial in maintaining clarity and consistency in news coverage, which is essential for fostering informed public discourse. As noted by Nida (1969), a shared language among media outlets enhances the accuracy and precision of information across borders.

One of the key benefits of English in media communication is its ability to expand media outreach. By using English, media outlets can reach a global audience, surpassing local language barriers. In the digital age, English-language content is often accessible worldwide, especially through the internet and social media platforms. As Munday (2008) argues, English not only serves as a tool for communication but also as a means for media organizations to enhance their international presence. The communicative approach stressed students' natural capacity to learn language and attempts to replicate 'authentic' language-learning conditions in the classroom. "It often privileged spoken over written forms, at least initially, and generally avoided use of the students' mother tongue."

This global reach is particularly significant when covering international issues like political conflicts, climate change, or health crises, where quick and widespread dissemination of information is vital.

#### *Professionalism and Ethical Standards*

English in media communication ensures adherence to professional journalistic standards. The use of formal English is essential in maintaining objectivity, fairness, and clarity. Renowned style guides like the Associated Press (AP) and Chicago Manual of Style provide essential rules for writing in English, ensuring that journalists maintain accuracy and

impartiality. These guidelines are integral for aligning global media practices with ethical standards. Additionally, the use of English in official documents and press releases helps to ensure that the language remains consistent and professional, regardless of geographical location.

English's role in shaping professionalism extends to its use in conferences, reports, and media releases, which demand an unbiased and clear presentation of facts. The communicative approach in English emphasizes the importance of adjusting language to suit the context of communication. For instance, the tone used in political reporting differs from that used in casual social media posts, but both require clarity and correctness. This flexibility in language use contributes to the professionalism that defines English-language journalism.

#### *Challenges in Using English for Media Communication*

Despite the clear benefits of English in media communication, several challenges persist. Linguistic and cultural barriers are significant obstacles that journalists often face. Many reporters use English as a second language, which can result in miscommunication, mistranslation, or loss of nuance. Inaccurate translations can lead to confusion and distort public perception. As discussed by House (2008), translation issues in English-language media often arise from differences in cultural norms and expressions, making it difficult to achieve the intended message across diverse audiences.

Moreover, the dominance of English in global media can marginalize non-English languages and cultures. As English-language media outlets gain more prominence, they may overshadow voices from smaller linguistic communities. This linguistic dominance can result in an imbalance in global media coverage, where diverse perspectives are

underrepresented. This challenge emphasizes the need for media organizations to embrace a more inclusive approach, ensuring that non-English voices are given appropriate visibility.

Another significant challenge is the pressure on journalists to maintain linguistic accuracy. English language media outlets often require their reporters to be fluent and proficient in English, which can be daunting for non-native speakers. Inaccurate language use, even when minor, can lead to a loss of credibility for media organizations and confusion among audiences. The need for language proficiency and fluency in English is a critical issue for global media organizations striving to maintain high journalistic standards.

"Never before have so many people had access to the means of producing video and audio content that was once the preserve of professional broadcasters. The media has become more fragmented – and interactive. News and ideas are no longer delivered from the top down – from an empowered elite to comparatively passive consumers. Everyone can comment on and engage in the news-making process; news production is less of a lecture and more of a conversation. But we're not – as some have claimed – all journalists now. The idea of the 'citizen journalist' flourished as the Web enabled people to contribute words and pictures to audiences world wide without them being scrutinized first or mediated by professionals. But not everybody wanted to be 'journalists' in the traditional sense. Instead, plenty of people were able to contribute to and comment on the coverage of events and issues that affected or interested them. Connectivity and participation have led to 'networked journalism' – a blend of online and traditional, professional and amateur, full-time and part-time media. The new media landscape has added value to all journalism, with professional journalists playing a key role in striving to maintain standards of accuracy and authority

and where necessary acting as facilitators of the new ways of engaging with events." It is obviously clear that, more people now have the tools to create and share media content, making journalism more interactive and participatory. Not everyone wants to be a traditional journalist, but many engage by sharing opinions and information. This has led to a mix of professional and amateur contributions, where professional journalists still play a key role in ensuring accuracy and trust.

### Results

The analysis of existing literature reveals several key results regarding the significance of speech and communication in English within the media industry.

#### 1. **Global Reach and Accessibility:**

English enables media organizations to reach a broader and more diverse audience. Content created in English is easily translated or subtitled, allowing organizations to maintain a global presence. For example, major news outlets like the BBC, Al Jazeera, and Reuters produce content in English to serve international audiences, thereby increasing their market share and brand recognition.

#### 2. **Professional Empowerment and Career Advancement:** English proficiency is increasingly seen as a key skill for media professionals. A study by Menz (2011) indicated that media workers with advanced English language skills were more likely to secure higher-paying roles, especially in multinational media organizations. As such, English proficiency acts as a gateway to career growth and professional opportunities in the global media industry.

#### 3. **Increased Collaboration and Networking:** The use of English in official communication fosters cross-cultural collaboration and networking. Media professionals are able to work seamlessly with colleagues, clients, and stakeholders from around the world. This collaboration enhances

the quality of media content and ensures that it meets global standards. For example, international film festivals and media conferences use English as the primary language of communication to facilitate discussions and exchanges among participants.

#### 4. **Standardization and Professionalism:**

English provides a common platform for standardizing media operations, policies, and ethical practices. Media organizations that adopt English as their official language are able to establish consistent guidelines for reporting, content creation, and editorial practices. This ensures that media content adheres to global journalistic standards and maintains credibility, particularly in times of crisis or when reporting on sensitive issues.

#### Conclusion

This study underscores the importance of integrating interactive technologies into journalism education to improve the productive speech competence of future journalists. The use of speech-recognition software, VR

simulations, and online debate platforms has been shown to enhance fluency, pronunciation, and persuasive communication skills, thereby preparing students for the challenges of a globalized media environment. English has become an indispensable language in the media industry, serving as the standard for official communication across the globe. It enables journalists to communicate effectively, adhere to professional standards, and extend their reach beyond local and national boundaries. The use of English helps media organizations to create clear, accurate, and accessible content, fostering global engagement and the exchange of ideas. However, challenges such as linguistic barriers, cultural misunderstandings, and the marginalization of non-English languages must be addressed to ensure a more inclusive and balanced global media landscape. Despite these challenges, English remains the cornerstone of effective, ethical, and professional communication in the international media industry.

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