

## IMPORTANCE OF JOURNALISM PSYCHOLOGY IN THE PROFESSIONAL ACTIVITY OF A MODERN JOURNALIST

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**Abstract:** This article discusses the importance of the psycho-physiological aspects of a journalist in today's Mass Media, exploring the intersection with audience psychology and addressing the relevance of emotional intelligence in journalism psychology. Emphasis is placed on the significance of studying "Journalistic Psychology" in the context of external pressure and manipulation while delivering information to the targeted audience.

**Keywords:** Mass Media, journalist, psychology, psycho-physiology, information, journalist's temperament, manipulation, social psychology, communication.

Journalism aims to actively engage with and contribute to society. The essence of journalism is revisited and reinterpreted within the framework of societal values. Therefore, a journalist in today's demand must possess knowledge in "journalistic psychology" to understand the intricacies of communication.

Journalistic psychology emerged in the 1980s as a successful subfield of communication psychology, actively evolving to become an integral part of academic knowledge imparted to journalism students. It synthesizes the theories and practices of various disciplines, including social psychology, sociology, philology, philosophy, and pedagogy, converging in the interdisciplinary field of converged media studies. The synthesis is evident in the convergence of several academic disciplines in the field of journalism, such as social psychology, sociology, philology, philosophy, and pedagogy, to form a unified theory and practice.

The discipline utilizes George Lasswell's communication model (who says what - in which channel - to whom - with what effect) to structure the importance of journalistic effectiveness through the examination of essential objects (author/journalist - news - audience). "Journalistic psychology" creates the possibility of structuring through the following blocks: cognitive psychology, text psychology, interpersonal communication technology/impact on the audience. In this context, "journalistic psychology" encompasses two levels: media content psychology and media consumption psychology. The specific objects of study within this discipline include media texts, the journalist's personality, the audience, headlines, social institutions, and the media environment. [2]

The identification of problematic aspects in "journalistic psychology" contributes to the ongoing education of future journalists by evaluating contemporary methods of

delivering timely information, analyzing them, and assisting in the process of news dissemination to the audience while guarding against external manipulations. The principles and methods of "informational-psychology impact on personality" are diverse, yet in traditional terms, they can be categorized into three main types:

1. State-sponsored;
2. Dominant news regulations;
3. Unofficially related information. [6, page 24]

Over the years and especially in the current context, the results of informational struggles that have gained relevance are evident not only in real texts but also in the creation of texts that shape reality. Indeed, the contemporary methods of delivering information through the media have a significant impact on the psychology of the audience. Therefore, one of the specific objectives of "journalistic psychology" is to explore the psychological factors that contribute to the change in public opinion, as exemplified by the increasing influence of psychological factors in the media landscape.

Through the information provided above, we have recognized the importance of knowledge in "journalistic psychology" in influencing the audience through the media and guiding journalists in resisting external pressures during the information dissemination process. This understanding is crucial not only in the preparation of media content but also in the distinctive role of journalism as a profession that upholds its own integrity within the broader framework of the media's established norms.

Creativity is the manifestation of objective imagination. It serves as an evaluative measure for the outcome of creativity, helping to define the essence of creative activity and identify the specific characteristics of the creative process. In the process of creativity, individuals engage with various challenges and connections with external elements.

The study of creativity can be divided into several components, including the creative process, the creative individual, creative abilities, and the creative environment.

According to the Russian psychologist A. Andreyev, the study of the creative process involves several stages: generating ideas, forming concepts, and putting them into practice through various actions and self-directed efforts. In this context, the underlying principles of the creative process are elucidated.

The first principle (conscious creativity) involves the emergence of readiness for a new, genuine idea, creating a favorable environment for creativity.

The second principle (unconscious creativity) entails a spontaneous burst of inspiration on a specific challenge, driven by an underlying idea.

The third principle (transformation from unconscious to conscious) involves the development of the initial creative idea into a well-formed concept through reflection and analysis.

The fourth principle (conscious creativity) is characterized by the refinement and realization of ideas through the process of structuring and shaping their final form. [1, page 25]

Through this, the author emphasizes the importance of understanding various psychological aspects to tailor a single creative work to the audience. Journalistic creativity is the process of acquiring news, reworking it, and presenting it to the public through a distinct creative process aimed at highlighting a specific truth about society. When discussing journalistic psychology, attention is drawn to the journalist's expertise and creative abilities. Moreover, the temperament, a crucial factor in the journalist's effectiveness, is highlighted in the challenges of the profession. Temperament refers to the individual's disposition in relation to the external world, indicating the correlation between physiological and mental aspects through external signals. Psychologists and physiologists classify temperament into four types: choleric, sanguine, phlegmatic, and melancholic. Among journalists, individuals who are active, energetic, but prone to impatience are referred to as choleric. They are driven by enthusiasm for news, eager to act, and exhibit consistent enthusiasm and creativity. On the other hand, melancholics, characterized by sensitivity, often exhibit reserved behavior, especially in challenging situations. The author notes that journalists with a sanguine temperament are well-suited to the field of journalism due to their adaptability to new situations, sensitivity, and ability to handle various challenges with composure. According to experts, journalists with a sanguine temperament are particularly well-matched to the field of journalism because of their open-mindedness, sensitivity, and ability to maintain composure in various situations. In conclusion, the selection of individuals for journalism based on their psychological temperament is crucial. Understanding one's psychological temperament and aligning it with the demands of the journalism field is essential for success. The significance of knowing the psychological characteristics and temperament of individuals working in the field of journalism, whether preparing content for newspapers, television, or radio, is emphasized. The author highlights that the psychological and physiological characteristics of media professionals, as well as their abilities and challenges, are crucial, as journalists are individuals who bring their unique temperament and professionalism to the media world.

In contemporary media, interactivity, public relations (PR), and the close connection with the audience are among the primary requirements. Therefore, when journalists engage with the public, the psychological context of the dialogue and the awareness of their own character become crucial. According to A. V. Grusha, the

completeness and depth of the dialogue play a vital role in the media's ability to address pressing issues and connect with the audience. This is closely tied to the interactive nature of the dialogue and its full realization during the conversation between the media and its audience.

Expanding on this perspective, L. L. Resnyanskaya emphasizes the audience's right to be aligned with journalists in the public domain and asserts that journalists' responsibility and professionalism are directly related to the realization of the audience's rights.

Journalists who conduct interactive discussions, conversations, and interviews are integral to the media landscape. The quality of dialogues and conversations that have been properly conducted or even moderated by journalists not only leads to accurate information but also signifies the speaker's commitment to a certain level of responsibility. However, understanding how the journalist's communicative behavior in dialogue and conversation may influence the overall perception and responsiveness of the audience is essential.

The field of journalism psychology, the psychological position of journalists, and their ability to communicate effectively with individuals who possess different psychological characteristics and information needs are currently among the most important issues. Therefore, for a contemporary journalist, understanding their own psycho-physiological characteristics, learning effective ways of psychological communication with the audience, and establishing proper channels for interaction are crucial aspects of their professional competence.

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