
CREATING AN INTERACTIVE STORYMAP

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ABSTRACT

This article highlights the specifics of multimedia journalism. in which the main focus is on genres

Key words: *Internet, website, storiymeps, geographic, presentation, cascade, traditional, model, maps.*

Today, the global network of the Internet has the ability to create multimedia elements in different directions and genres. The reason is that the network can provide different capabilities to the map being created due to its techno programs. There are a variety of sites and multimedia services on the Internet that offer a wide range of storimep online tools. An example of this is the ESRI service. The company providing this site service was founded in 1969 in the United States. It is one of the leading industries that mainly develops geographic information systems and applications. It is known as the most active software engineering provider, operating not only in the US but also in international projects.

The company provides its programs and various services through storymaps.arcgis.com. A variety of geocard data can be applied using multimedia elements designed for general users. It has a number of features such as multimedia elements, internal code of websites, videos, pictures related to the world map. The content of the maps varies, and in some cases it is possible to download and apply the frame of the site (additional settings) along with multimedia elements. It is these additional services that will significantly expand the range of new possibilities for the creator of storiymeps. The program language is English, Russian, and is designed in a simple way for the general public. The ability to store data in icloud sometimes prevents it from being completely erased. The first user to visit the site must register.

The created interactive map can also be shared on social networks. It is possible to change the language as soon as you enter the site. If the desired country classification is not selected, otherwise the application will run in full English. Created samples are saved in jpeg, png and pdf. This allows you to adapt to any format of the network¹. Through this site it is possible to create not only storiymeps but also other types of online multimedia (infographics, maps, graphics). To create information in the Storymep direction, select "Create Story". The main menu will have eight different types of maps:

–Map tour-sample with interactive map creation using photos, videos, graphics and illustrations. It allows you to completely change the internal settings, write independent text. However, the content provided for the sample routinely retains the same format. First of all, you need to select a video, photo, text to create a pattern. The author can use it from his computer archive, a source of information on the Internet. The creative pattern creation window on the map tour is divided into two parts. These two sections can be done using its "create a basic map" button. After that, additional services will be added from the "edit" button. In the built-in settings, the user can create elements, adjust colors, add logos and captions, and set the map scale. You can also insert various icons and links through embed-encoding decryption.

–**Map journal** - in this example, the map can be converted into a set of videos or photos of different formats and presentations. It consists of text or description on the left side of the map and a set of maps on the right side. The advantage of this sample is that it does not require accurate geographic data and marker (height, latitude) information. Its built-in settings are more reminiscent of a presentation-style format.

¹Cottle, S. (2007). Ethnography and news production: New(s) developments in the field. *Sociology Compass*, 1(1), 1-16.

–**Cascade** is a traditional storimep example that combines several types of multimedia tools, such as a map, longrid, or infographic. Unlike other models, the internal content of the created multimedia elements cannot be completely changed

–**Map series** is a composite model that can contain several maps. The internal structure can cover different formats at the same time.

–**Crowdsourse** allows you to add audience data or a set of data from social networks. However, this sample is only provided in paid form.

- **Basic** - a set of online maps specializing in statistics and exact numbers. There is a wide range of settings for the visualization of geographical data.

- **Swipe** is a template that allows you to create two different map samples and thus perform different classifications and analyzes. It is possible to save maps in different formats and directions.

–**Shortlist**- a pattern that creates storymeps by linking maps to various geographic data and markings, online geocontent. In this case, the creative work created directly can be seen only with the help of the Internet. The reason is that in the storymep maps created in this example, all the information is put in interactive links².

In conclusion, storymeps has been recognized by creators for its breadth and unique way of expressing data compared to other methods. there are various multimedia tools in the network to create it. In terms of the coverage of these instruments, it is also important to attract the attention of the audience.

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² Deuze, M. (2005b). What is journalism? Professional identity and ideology of journalists reconsidered. *Journalism*, 6(4), 442-464.