RAQAMLI TRANSFORMATSIYADAN SUN’IY INTELLEKTGACHA: GLOBAL JURNALISTIKANING YANGI PARADIGMASI

FROM DIGITAL TRANSFORMATION TO ARTIFICIAL INTELLIGENCE: A NEW PARADIGM OF GLOBAL JOURNALISM

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ANNOTATSIYA

Bugungi kunda media industriyasi ommaviy kommunikatsiya tarixidagi eng chuqur transformatsiya jarayonlaridan birini boshdan kechirmoqda. Raqamli platformalar, ijtimoiy tarmoqlar, mobil texnologiyalar, katta ma’lumotlar (Big Data), algoritmik tarqatish tizimlari va, ayniqsa, generativ sun’iy intellektning jadal rivojlanishi axborotni ishlab chiqarish, tarqatish va iste’mol qilish jarayonlarini tubdan o‘zgartirdi. Ilgari axborot tarqatishning asosiy kanallari professional media tashkilotlari nazoratida bo‘lgan an’anaviy model o‘rnini jurnalistlar, media tashkilotlari, texnologik platformalar, blogerlar, inflyuenserlar, sun’iy intellekt tizimlari hamda oddiy foydalanuvchilar bir vaqtning o‘zida kontent yaratish va uni tarqatish jarayonida ishtirok etadigan murakkab raqamli ekotizim egallamoqda.

Mazkur maqolada ommaviy axborot vositalarining raqamlashtirish, texnologik innovatsiyalar va sun’iy intellektning jadal rivojlanishi sharoitidagi transformatsiyasi tahlil qilinadi. Xususan, generativ sun’iy intellektning tahririyat jarayonlariga integratsiyalashuvi, jumladan, axborot to‘plash, audio va videomateriallarni matnga aylantirish, tarjima, ma’lumotlarni tahlil qilish, kontent yaratish, faktlarni tekshirish, kontentni individuallashtirish hamda auditoriya bilan o‘zaro aloqada qo‘llanilishiga alohida e’tibor qaratiladi. Tadqiqotda sun’iy intellektni faqat avtomatlashtirish vositasi sifatida talqin qilish yetarli emasligi asoslanadi. Aksincha, u jurnalistik ish jarayonlari, kasbiy kompetensiyalar, tahririy mas’uliyat, mediaiqtisodiyot hamda media tashkilotlari va auditoriya o‘rtasidagi munosabatlarni o‘zgartirishga qodir bo‘lgan tarkibiy omil sifatida namoyon bo‘lmoqda.

Shu bilan birga, sun’iy intellektga asoslangan jurnalistika qator kasbiy va axloqiy xatarlarni ham yuzaga keltirmoqda. Jumladan, algoritmik tarafkashlik, sun’iy intellekt tomonidan uydirma yoki noto‘g‘ri axborotning yaratilishi (gallyutsinatsiyalar), dipfeyk texnologiyalari, sintetik kontent, mualliflik huquqi bilan bog‘liq nizolar hamda jamoatchilik ishonchining susayishi shular jumlasidandir. Maqolada media tashkilotlarining kelajakdagi raqobatbardoshligi va ijtimoiy legitimligi faqat texnologiyalarni joriy etish darajasiga emas, balki innovatsiyalarni kasbiy standartlar, inson tomonidan tahririy nazorat, shaffoflik va javobgarlik tamoyillari bilan uyg‘unlashtira olish qobiliyatiga bog‘liq bo‘lishi haqida xulosa qilinadi.

Kalit so‘zlar: Raqamli transformatsiya, ommaviy axborot vositalari, jurnalistika, sun’iy intellekt, generativ sun’iy intellekt, mediainnovatsiyalar, raqamli jurnalistika, tahririyat transformatsiyasi, algoritmlar, faktlarni tekshirish, media etikasi, jamoatchilik ishonchi

ABSTRACT

The contemporary media industry is undergoing one of the most profound transformations in the history of mass communication. Digital platforms, social networks, mobile technologies, big data, algorithmic distribution systems and, most recently, generative artificial intelligence have fundamentally changed the production, distribution and consumption of information. The traditional model in which professional media institutions controlled the principal channels of information has evolved into a complex digital ecosystem where journalists, media organisations, technology platforms, bloggers, influencers, artificial intelligence systems and ordinary users simultaneously participate in the creation and circulation of content. This article examines the transformation of mass media in the context of digitalisation, technological innovation and the rapid development of artificial intelligence. Particular attention is paid to the integration of generative AI into newsroom processes, including information gathering, transcription, translation, data analysis, content production, fact-checking, personalisation and audience engagement. The study argues that artificial intelligence should not be interpreted merely as an instrument of automation. Rather, it represents a structural factor capable of changing journalistic workflows, professional competencies, editorial responsibility, media economics and the relationship between media institutions and their audiences. At the same time, AI-driven journalism generates significant professional and ethical risks, including algorithmic bias, hallucinated information, deepfakes, synthetic content, copyright disputes and the possible erosion of public trust. The article concludes that the future competitiveness and social legitimacy of media organisations will depend not simply on technological adoption, but on their ability to combine innovation with professional standards, human editorial oversight, transparency and accountability.

Keywords: Digital transformation, mass media, journalism, artificial intelligence, generative AI, media innovation, digital journalism, newsroom transformation, algorithms, fact-checking, media ethics, public trust

The history of journalism has always been closely connected with technological progress. The printing press transformed the dissemination of written information, radio introduced immediacy and mass audio communication, television added the power of visual storytelling, while the Internet fundamentally changed the speed, scale and geography of information exchange. Each technological innovation changed not only the means of delivering information but also the professional practices, economic models and social functions of journalism. However, the current stage of technological development is qualitatively different from previous transformations. Digital technologies are no longer simply changing the instruments used by journalists; they are transforming the entire architecture of the media ecosystem.

Information has historically been one of the most influential social resources. As Khurshid Do‘stmuhammad emphasises in his work *Axborot — mo‘jiza, joziba, falsafa*, information should be understood not simply as a collection of facts, but as a complex social and philosophical phenomenon capable of influencing human consciousness, behaviour and public processes. In the digital era, this characteristic of information has acquired an entirely new dimension. Information has become simultaneously a strategic resource, an economic product, an instrument of political influence and a central element of everyday social communication.

The emergence of digital platforms has weakened the traditional monopoly of institutional media over information production and distribution. News is

increasingly discovered through search engines, social networks, video platforms, messaging applications, recommendation systems and, more recently, AI-powered conversational interfaces. The audience is no longer merely a passive recipient of professionally produced information. Users comment on news, redistribute it, reinterpret it, criticise it, remix it and increasingly produce their own content. The boundary between producer and consumer has consequently become less distinct.

This transformation has created a platform-mediated information environment. Media organisations now operate within technological infrastructures whose algorithms influence which stories become visible, how rapidly they circulate and which audiences encounter them. Traditional editorial gatekeeping therefore increasingly coexists with algorithmic gatekeeping. The editor decides what should be published, while the algorithm often determines who will actually see it.

The Reuters Institute's *Digital News Report 2025* demonstrates an accelerating shift towards social media and video platforms, accompanied by declining engagement with many traditional news sources. Artificial intelligence is adding another layer to this transformation. AI-powered systems can now search, summarise, translate, analyse and generate information, potentially changing not only the way journalism is produced but also how audiences access knowledge.

For Uzbekistan, these developments have particular strategic significance. The country has identified digitalisation and artificial intelligence among the important directions of national development. President Shavkat Mirziyoyev has repeatedly emphasised the necessity of accelerating the introduction of artificial intelligence technologies, training qualified specialists and integrating modern digital solutions into different sectors of the economy and society. Such priorities create a broader institutional environment in which journalism and mass communication must also reconsider their technological development.

The contemporary transformation can therefore be described as a movement from a relatively linear model of communication, in which information travelled from a media organisation through a journalist to an audience, towards a multidimensional network involving sources, journalists, editors, algorithms, platforms, AI systems, bloggers, influencers and users. Journalism operates within this increasingly complicated system while remaining responsible for one of its oldest professional obligations: establishing the reliability of information.

Digital transformation should not be reduced to the conversion of traditional media products into digital formats. Publishing a newspaper article on a website, uploading a television programme to YouTube or creating a social media account represents digitalisation, but not necessarily comprehensive digital transformation. Genuine transformation involves the deeper reorganisation of media institutions. It affects newsroom management, editorial workflows, professional roles, distribution strategies, audience analytics, business models, content formats and institutional culture.

A contemporary newsroom increasingly functions as a multimedia and data-driven organisation. A single journalistic story may simultaneously become a website article, Telegram post, Instagram Reel, YouTube video, podcast, infographic, newsletter and short-form social media publication. Consequently, journalists are increasingly expected to combine traditional professional competencies — interviewing, investigation, writing, editing and source verification — with digital

competencies such as smartphone journalism, multimedia production, social media management, data analysis, visual storytelling and artificial intelligence literacy.

The logic of news production has also shifted from periodic publishing cycles towards continuous information flows. Newspapers traditionally operated according to daily production cycles, while television news was structured around scheduled broadcasts. Digital journalism operates twenty-four hours a day. Information can emerge, circulate internationally, generate millions of views and provoke significant political or social reactions within minutes. Speed has consequently become one of the central competitive advantages of contemporary journalism.

However, speed creates a professional contradiction. The faster journalists are expected to publish, the less time they may have to verify information. Digital transformation has therefore increased both the technological capabilities of journalism and the probability of professional error. The central challenge of modern journalism is increasingly to remain fast without sacrificing accuracy.

Artificial intelligence intensifies this contradiction while simultaneously offering instruments that can help manage it. Earlier forms of newsroom automation were primarily associated with structured data. Algorithms could automatically produce reports about financial markets, sports results, weather forecasts or election statistics. Generative artificial intelligence has dramatically expanded these possibilities because modern systems can process and generate natural language, images, audio, video and computer code. The emergence of large language models has therefore moved artificial intelligence from specialised technological departments into everyday newsroom workflows.

As argued in the monograph *Jurnalistikada sun'iy intellekt davri* (Alimov, 2026), artificial intelligence should be regarded not merely as another technical instrument available to journalists but as one of the factors transforming the professional paradigm of journalism itself. AI changes the speed of content production, the structure of editorial work and the range of competencies required from journalists. At the same time, it makes critical thinking, professional judgement and verification more important rather than less important.

AI can already assist journalists at almost every stage of the production process. It can rapidly process large volumes of documents, reports, databases, transcripts and archives. For investigative journalists, this capacity can substantially reduce the time required to identify patterns and connections within complex datasets. Automatic speech recognition systems can transform interviews, press conferences and video recordings into searchable text within minutes. Multilingual AI systems enable journalists to translate interviews, documents and news reports, thereby expanding the possibilities of international and cross-border journalism.

AI systems can also generate preliminary summaries of lengthy reports, academic papers and government documents, helping journalists identify relevant information before conducting deeper analysis. In data journalism, machine-learning systems can assist in detecting anomalies, patterns and correlations within large datasets. In multimedia production, a single article can be transformed into several formats: a social media version, a video script, headline alternatives, a podcast outline, an infographic text or a newsletter summary.

This transformation points towards the emergence of what may be called the AI-assisted newsroom. According to the Reuters Institute's *Journalism, Media, and Technology Trends and Predictions 2025*, a large majority of surveyed media leaders

believe that generative AI is already transforming newsroom operations to varying degrees. Media organisations are experimenting with automation, personalisation, recommendation systems, content generation, newsgathering, verification and data journalism.

The future newsroom is therefore unlikely to consist either entirely of human journalists or entirely of automated systems. Instead, journalism is moving towards a hybrid professional environment in which humans and intelligent machines perform complementary functions. AI can undertake repetitive, technical and computational tasks, while journalists concentrate on areas requiring contextual understanding, ethical judgement, investigation, creativity, empathy and responsibility.

Such collaboration may considerably increase newsroom productivity. However, it also creates new professional risks. Artificial intelligence can generate linguistically convincing information without understanding truth in the journalistic sense. A large language model can produce a grammatically perfect paragraph containing inaccurate facts, fabricated references, invented quotations or non-existent statistics. In AI terminology, these inaccuracies are often described as "hallucinations." For journalism, however, the issue is much more serious: an AI hallucination that passes through the editorial process unchecked becomes misinformation published under the responsibility of a media organisation.

This is why human editorial control remains indispensable. AI can generate content, but responsibility cannot be transferred to an algorithm. Artificial intelligence has no professional reputation to protect, no ethical responsibility towards society and no accountability comparable to that of a journalist, editor or media institution. Even in highly automated newsrooms, responsibility for published information must remain human and institutional.

Generative AI also raises a fundamental question concerning authorship. Traditional journalism assumes a relatively clear relationship between journalist, editor, source and publication. AI complicates this structure. A journalist may develop an idea, use artificial intelligence to organise information or generate a preliminary draft, verify the facts, substantially rewrite the text and submit it to an editor. The final product is therefore created through a hybrid process. Nevertheless, professional authorship must remain connected to human responsibility. The central principle should be clear: **AI may assist in producing journalism, but humans must remain responsible for journalism.**

The influence of AI extends beyond the newsroom into patterns of news consumption. For more than two decades, search engines and social media platforms have functioned as intermediaries between news organisations and audiences. Generative AI is now introducing another intermediary. Instead of searching for a topic, opening several websites and comparing sources, users can increasingly ask an AI assistant a question and receive a synthesised response immediately.

This creates a transition from the traditional digital sequence of "search — links — media websites" towards a new model based on "question — AI-generated answer." The consequences for journalism may be profound. Media organisations invest professional, financial and intellectual resources in producing original journalism, yet audiences may increasingly encounter that information through technological intermediaries rather than directly through the original publisher.

Such a development creates a visibility paradox. The original media organisation remains essential because it produces verified information, but its visibility may decrease as AI systems summarise and redistribute that information. Media organisations therefore need to strengthen direct relationships with their audiences through trusted brands, mobile applications, newsletters, podcasts, subscription communities and other channels that reduce excessive dependence on external technological platforms.

At the same time, artificial intelligence cannot be analysed separately from the broader platformisation of journalism. Social media algorithms have already transformed news distribution by prioritising engagement, personal relevance, emotional response and predicted user behaviour. The result is a hybrid system in which editorial judgement increasingly interacts with algorithmic recommendation.

This creates both opportunities and risks. Digital platforms allow relatively small media organisations to reach enormous audiences at comparatively low distribution costs. A regional newsroom, individual journalist or independent content creator can potentially achieve national or even international visibility. Yet algorithmic systems may also favour emotionally charged, sensational, controversial or misleading information because such content frequently generates stronger engagement.

The rise of influencers, bloggers, podcasters, YouTubers and other independent content creators further complicates this environment. Traditional media organisations no longer compete only with other newspapers, radio stations or television channels. They compete with the entire digital content ecosystem for the limited attention of audiences. Consequently, information itself is no longer the primary scarce resource. The scarce resource is human attention.

This transformation requires journalism to reconsider its approaches to storytelling. Professional media cannot ignore contemporary audience behaviour and simply continue producing information in forms developed for the pre-digital era. Journalism needs more effective visual communication, explanatory formats, mobile-first content, short videos, podcasts, interactive storytelling and audience engagement. Yet adaptation to new formats must not result in the abandonment of professional standards. The challenge is not to transform journalism into entertainment but to make reliable information competitive within an entertainment-dominated digital environment.

The same technologies that improve journalistic productivity can simultaneously increase the scale and sophistication of information manipulation. Generative AI significantly reduces the technical and financial barriers to producing synthetic content. Text, images, voices and videos can now be generated at unprecedented speed and scale. Deepfake technology represents a particularly serious challenge. Synthetic video can make public figures appear to say things they never said; AI-generated audio can imitate voices; artificial images can create apparently photographic evidence of events that never occurred.

For decades, photographic and audiovisual evidence occupied a privileged position in journalism because seeing an event was often considered strong evidence that it had occurred. The AI era fundamentally changes this assumption. The traditional logic of “I saw it, therefore it happened” must increasingly be replaced by a new professional principle: **“I saw it, therefore I must verify it.”**

Fact-checking is consequently moving from a specialised branch of journalism towards a universal professional competency. Journalists increasingly require skills in reverse-image search, metadata analysis, geolocation, source triangulation, frame-by-frame video analysis and open-source intelligence techniques. The ability to identify synthetic or manipulated content will become as fundamental to journalism as interviewing and writing.

These developments are directly connected with another fundamental issue — public trust. Digital transformation is occurring at a time when many societies are experiencing declining confidence in institutions, fragmentation of audiences and growing news avoidance. Artificial intelligence can either intensify this problem or become part of its solution.

Poorly implemented automation can weaken trust when audiences cannot distinguish between human journalism and synthetic content. Undisclosed AI-generated articles, fabricated illustrations, inaccurate automated summaries and algorithmic errors can seriously damage institutional credibility. Conversely, responsible AI use may allow journalists to spend less time on repetitive technical work and more time on investigation, verification, explanation and direct engagement with audiences.

In this context, trust may become more valuable than content itself. Digital content is becoming increasingly abundant and inexpensive to produce. Generative AI can produce thousands of texts, images and videos in a short period of time. What remains scarce is credible, verified and accountable information. Professional media therefore need to reposition themselves not merely as producers of information but increasingly as institutions of verification and trust.

The strategic value of a newsroom will depend on whether audiences believe that its information has been verified, its sources are credible, its mistakes are corrected, its use of artificial intelligence is transparent and human beings remain accountable for editorial decisions. In other words, technological competitiveness without credibility has little long-term value for journalism.

The adoption of artificial intelligence also raises significant ethical questions. One of the most important is transparency. Audiences should know when AI has played a substantial role in producing journalistic content, particularly when synthetic images, audio or video are involved. Another challenge is accuracy: all AI-generated information must be verified before publication. Bias represents another serious concern because AI systems are trained on enormous datasets that inevitably contain social, cultural, political and linguistic biases.

Privacy is equally important. Journalists must be extremely careful when uploading confidential documents, unpublished investigations, personal information or sensitive source materials to external AI systems. The convenience of an AI tool must never override the professional obligation to protect confidential sources.

Copyright and intellectual property constitute another unresolved field. Generative models have been trained on vast quantities of existing content, including journalistic works. This has generated global debates about ownership, licensing, attribution and compensation. At the same time, media organisations risk becoming increasingly dependent on a relatively small number of global technology companies, creating new questions about editorial and technological sovereignty.

For these reasons, AI governance should become an integral part of newsroom governance. Professional media organisations require clear internal rules regarding acceptable uses of AI, verification requirements, disclosure standards, protection of confidential information, copyright, synthetic content and editorial accountability. These rules must be periodically updated because technological development is occurring faster than conventional institutional regulation.

The spread of artificial intelligence also changes the professional competency model of journalism. The journalist of the near future will require more than traditional writing and interviewing skills. AI literacy will become essential: journalists must understand both what artificial intelligence can do and what it cannot reliably do. They need the ability to formulate effective prompts, critically evaluate generated outputs, analyse data, understand algorithmic distribution and recognise the ethical implications of automated technologies.

Yet the growing importance of technological competence does not make human competencies obsolete. On the contrary, it increases their value. Creative thinking, contextual intelligence, curiosity, empathy, scepticism, courage and ethical judgement remain qualities that define professional journalism. Artificial intelligence may identify patterns within millions of data points, but it cannot independently determine why a particular injustice matters to a particular community. It can generate interview questions, but it cannot establish the human relationship of trust that encourages a vulnerable source to speak. It can imitate narrative structures, but it does not possess lived experience or moral responsibility.

This is why the widespread question “Will artificial intelligence replace journalists?” is theoretically inadequate. A more productive question is: which journalistic functions can be automated, which must remain human and how should responsibility be distributed between technological systems and professional actors?

AI is particularly effective at processing large quantities of information, detecting patterns, generating preliminary drafts, translating texts, transcribing speech and adapting content to different formats. Humans remain stronger in understanding social context, interpreting ambiguity, investigating institutions of power, conducting sensitive interviews, evaluating ethical dilemmas and building trust with sources and audiences.

The most effective future model is therefore likely to be based on human–AI collaboration. AI provides speed, while journalists provide judgement. AI processes data, while journalists interpret meaning. AI generates possibilities, while journalists determine relevance. AI assists production, while editors retain responsibility.

These transformations are especially important for developing media systems. Smaller newsrooms frequently operate with limited financial, technological and human resources. Artificial intelligence can reduce production costs, accelerate translation, facilitate multimedia production and make sophisticated analytical tools available to organisations that previously could not afford them. This creates significant opportunities for emerging media markets, including Uzbekistan.

At the same time, technological inequality remains a serious challenge. AI development is dominated primarily by large global technology companies, while many languages remain underrepresented in training datasets. For the Uzbek language, this issue has strategic significance. Developing high-quality Uzbek-language digital resources, corpora, media archives, terminology databases and

verified datasets is not simply a linguistic task. It is part of national digital development.

If a language is insufficiently represented in the digital environment, its presence in future AI systems will also remain limited. Media organisations, universities, research institutes, technology companies and public institutions therefore need to cooperate in developing national-language digital ecosystems while remaining integrated into international technological innovation.

The development of artificial intelligence in Uzbekistan should consequently be considered not only from the perspective of technological modernisation but also in relation to information sovereignty, national content and professional media development. The strategic attention paid by President Shavkat Mirziyoyev to artificial intelligence and digital technologies demonstrates that this transformation has already become an important national development priority. Journalism, as one of the key institutions of the information society, cannot remain outside this process.

The most fundamental transformation, however, may concern the social function of journalism itself. For much of the twentieth century, the central task of mass media was to produce and distribute information. The digital revolution created information abundance. Artificial intelligence is now creating automated information abundance. When machines can generate almost unlimited quantities of text, images, audio and video, the social and economic value of simply producing content inevitably decreases.

The strategic value of journalism therefore shifts towards functions that artificial intelligence cannot independently guarantee: verification, interpretation, investigation, accountability, contextualisation and trust. Traditional media primarily produced information and distributed it to audiences. Digital media added multimedia production and competition for attention. Journalism in the AI era increasingly has another mission: to verify reality, explain complexity and protect public trust.

This represents a profound transformation of journalism's professional philosophy. The journalist of the AI era is not merely an information producer. Increasingly, the journalist becomes a verifier, interpreter and navigator within an environment of information abundance. The profession's social value will be determined not by how much content journalists can produce, because machines can already outperform humans in volume and speed, but by how reliably journalists can distinguish facts from fabrication, significant information from digital noise and authentic evidence from synthetic manipulation.

Conclusion. Digital transformation and artificial intelligence are fundamentally reshaping contemporary mass media. The transformation affects virtually every component of journalism: newsgathering, production, editing, distribution, audience engagement, business models, professional competencies, ethics and institutional authority. Artificial intelligence offers substantial opportunities. It can automate repetitive processes, analyse large datasets, accelerate transcription and translation, support investigative journalism, personalise content and enable media organisations to produce multimedia journalism more efficiently.

At the same time, these technologies introduce serious risks. AI-generated misinformation, deepfakes, algorithmic bias, hallucinated information, copyright conflicts, privacy violations, technological dependency and declining public trust represent major challenges for contemporary journalism. The future of media

therefore cannot be understood as a simple transition from human journalism to automated journalism.

The more plausible model is a hybrid media ecosystem based on collaboration between journalists and intelligent technologies. Within this ecosystem, artificial intelligence should function as an instrument rather than an autonomous editorial authority. Professional journalists and editors must retain responsibility for accuracy, context, ethics and accountability.

Paradoxically, the more powerful artificial intelligence becomes in producing information, the more important the uniquely human functions of journalism become. When information can be generated automatically, verification becomes more valuable. When synthetic content becomes increasingly difficult to distinguish from authentic content, credibility becomes more valuable. When algorithms determine visibility, editorial judgement becomes more valuable. When societies are overwhelmed by information, trust becomes the most important capital of journalism.

Thus, the central question facing contemporary media is no longer whether artificial intelligence will become part of journalism. That process has already begun. The crucial question is whether media institutions can integrate AI while preserving the fundamental principles that give journalism its social legitimacy: truth, verification, independence, accountability, transparency and public responsibility.

The emergence of AI therefore should not be interpreted as the end of journalism. It should be understood as the beginning of a new stage in its development. In this new paradigm, technological competence will be inseparable from professional ethics, digital innovation from human responsibility, and speed from verification. The media organisations that successfully combine these dimensions will be best positioned to preserve their relevance and authority in the emerging information ecosystem.

Ultimately, the future of journalism will be determined not by technology alone, but by the ability of human beings to use technology intelligently, critically, ethically and responsibly. Artificial intelligence can change how journalism is produced, but the fundamental purpose of journalism — helping society understand reality through verified, meaningful and socially responsible information — remains profoundly human.

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