

THE SPECIFICS OF COMMUNICATION WITH AN AUDIENCE WITHIN NEW MEDIA

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СПЕЦИФИКА КОММУНИКАЦИИ С АУДИТОРИЕЙ В НОВЫХ МЕДИА

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Abstract. The relevance of the research topic is due to the fact that the development of society in modern conditions of informatization directly depends on its ability to receive and effectively use the necessary information aimed at meeting the needs of various social actors associated with the implementation of the communicative functions of the economy, politics, culture, social sphere. This entails, first of all, a reorientation of the main strategies of the electronic age. The Russian media space, in the context of the active development of the information and technological spheres, is gaining new opportunities in reflecting the potential of society. It is important to assess the possibilities of transforming communication with the audience in new media and identify the most significant trends in the development of the content itself, ways of visualizing it, and new practices of influencing the audience.

Аннотация. Актуальность темы исследования обусловлена тем, что развитие общества в современных условиях информатизации напрямую зависит от его возможности получать и эффективно использовать необходимую информацию, направленную на удовлетворение потребностей различных социальных субъектов, связанных с реализацией коммуникативных функций экономики, политики, культуры, социальной сферы.

Это влечет за собой в первую очередь переориентацию основных стратегий электронной эры. Российское медиапространство в условиях активного развития информационной и технологической сфер обретает новые возможности в отражении потенциала социума. Важно оценить возможности трансформации коммуникации с аудиторией в новых медиа и определить наиболее значимые тенденции в развитии самого контента, способов его визуализации и новых практик воздействия на аудиторию.

Keywords: communication, new media, journalist, audience, content, interaction, feedback.

Ключевые слова: коммуникация, новые медиа, журналист, аудитория, контент, взаимодействие, обратная связь.

The study of various concepts of communication in the modern world, the emergence of the information society, and the relationship between the role of power in the new system of social relations has been going on for quite some time. There are a number of valuable works dedicated to various theoretical aspects of this theme. The basis of the research for this works topic primarily came from the scientific works of the following authors: representatives of the Toronto school of communication studies, H. Innis and M. McLuhan; political process theorists K. Deutsch and D. Easton; researchers of the information society D. Bell, J. Masuda, and M. Castells. Special attention is given to works devoted to the study of the mass media culture industry, the role of media as a tool for the transmission of power ideology, and the examination of communication processes. An important role in the context of studying new media is assigned to authors of educational and scientific works, namely: S. V. Volodenkov, E. Morozov, Y. J. Zderkvist, M. Granovetter, A. Bard, P. Golding, D. McQuail, and J. Trout.

Currently, the media sphere includes both standard traditional components and completely new ones. This refers to various video hosting platforms, online media, blogs, news agencies, as well as virtual games. According to Professor R. Neuman from the USA, new media represent an entirely new format of functioning for various media that are accessible on different digital devices, and they also imply that different users must actively participate in the process of content transmission and its immediate formation. New media are given special significance among the large number of other entities that are formed thanks to new technologies, as well as changes in human behavior.

Technologies have an impact on the entire communication environment, increasing its capabilities and enabling each person to gain new experiences that were previously unavailable to them. In addition, they affect individuals in particular. The emergence of various new technologies in the media sphere influences the large number of options available for consumers to choose from various communication channels, as well as increasing the ability to change content based on the goals and conditions that were initially set. Given the rapid process of development of various technologies, including various gadgets and access to the Internet, users have the ability to quickly access the resource they need and obtain the necessary information. Additionally, there is a process of forming an entirely new environment that allows for interaction with content. This environment is interactive and is in a continuous process of change based on the patterns that exist in social network dynamics.

The role of the communication sphere in the life of each person is becoming increasingly important. Moreover, given the continuous improvement of media spheres, there is also an increasing need for absolutely new methods of interaction between this media sphere and its audience. Technologies radically change both the communication environment of the individual, increasing its capabilities and providing opportunities for obtaining completely new experiences that were previously unavailable to people, and also affect the changes in people themselves. Therefore, it is necessary to comprehensively analyze the various features of the changes in the entire media sphere and its components.

With the emergence of the Internet, the methods and techniques of modern journalism have rapidly changed. Due to globalization, there is a process of shifting information paradigms, in which the exchange of information necessary for joint communicative activities takes center stage. The communicative goal and mutual understanding of communicants are transformed into a genre feature of network media.

A characteristic feature of modern media studies is the study of new types of media that are rapidly gaining popularity in the 21st century. While traditional media used to be the object of scrutiny, social networks have now become an integral part of people's lives. Thanks to their speed, variety of media content, and interactive visualization, online publications, blogs, and social networks have actively taken over the media space [1, p. 39-47]. As important sources of information, they are capable not only of using known methods of work, but also of creating new ones, due to their specific channels of distribution, namely the global network. One of such techniques is interacting with the target audience. Since this method tends to change and update constantly, it requires a new format of understanding, making scientific research in this field particularly relevant [2, p. 19-23]. These changes are happening so quickly that science sometimes does not analyze them immediately, and real changes in the practice of new media may even surpass the release of scientific materials. Nonetheless, in order to draw accurate conclusions by comparing experience with the results obtained, it is important to use understanding at any stage. It is worth noting that the current scientific tools and experience of practicing journalists are sufficient to make reliable preliminary conclusions regarding network media. This is what I will try to uncover in this article, paying special attention to one of the fastest developing segments of new media - social networks.

In the modern media space, the author's "feedback" role with the audience is one of the main tasks in communication development. In the conditions of media system transformation, communication is a flow process with a natural nature. At the current moment, the relevance of information decreases quite quickly, and media with a convergent nature receive the most relevant data quickly. Various methods and forms of interaction between the audience and the media provide an opportunity to make different additions to the communication processes with the audience and make this process two-way, as well as contribute to the fact that editorial offices collect different opinions, which makes it possible to change the work of the media and make it more effective [3, p. 41-43].

A characteristic feature of "new media", which typically operate in the field of interviews, is independence. The person being interviewed can freely speak about their own life positions, as well as views on various political topics. The audience's reaction to the phrases of the person participating in the interview can be quite unpredictable, and phrases that are uncomfortable for the majority of the audience affect the audience's interest in the story, and sometimes an entirely new news story is formed [4, p. 200-212]. The duration of an interview can be from half an hour to

two hours, which means that the materials from these broadcasts are practically not edited or cut.

Based on a study of various theoretical sources (Crosbie V., Zasursky I., Karyakina K. A.), a criterion basis was identified for conducting research on the empirical object. The criteria were combined with each other on the basis of a number of modules. They can be observed in Figure 1.

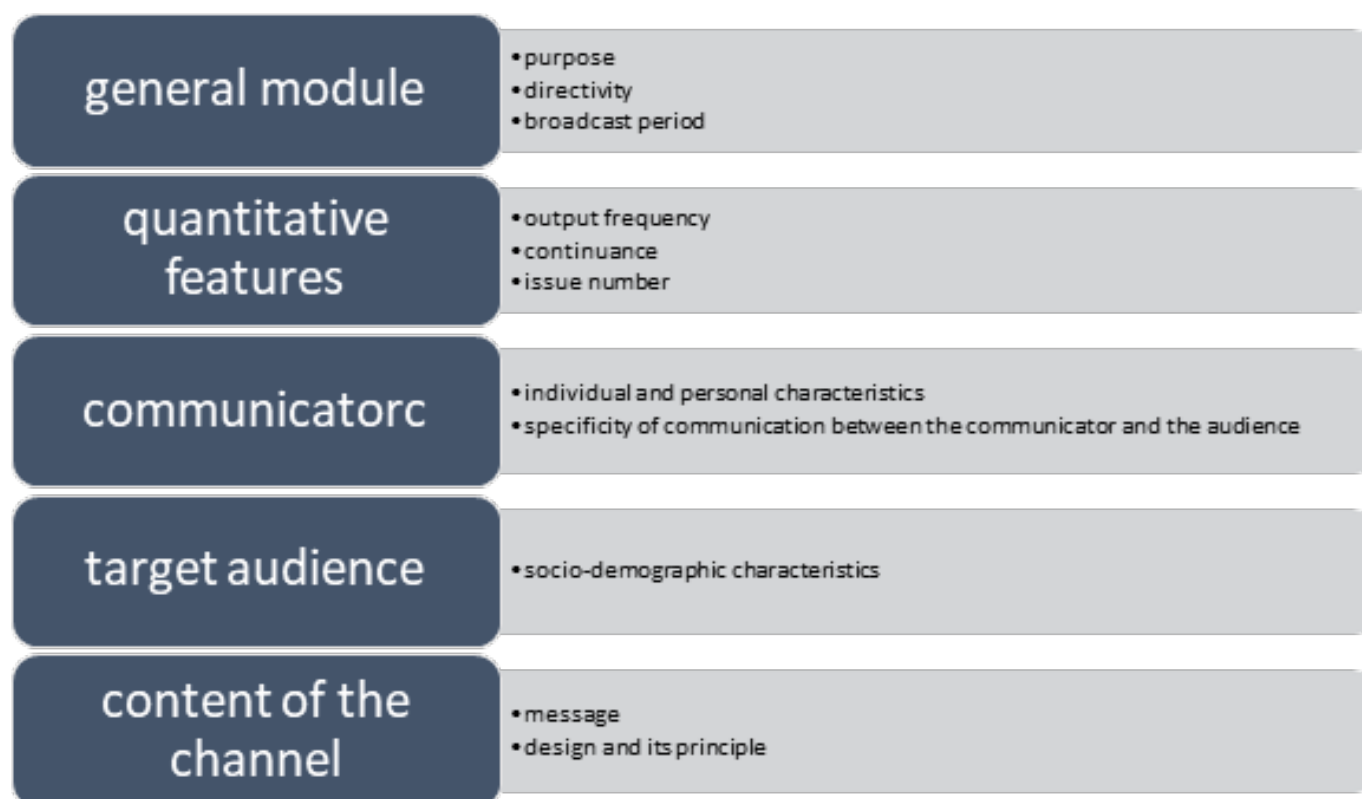


Figure 1. The criteria

Based on the specifics of communication with the target audience, a communication style called "I-other-integration" is applied. In most cases, this style is considered to be the most effective. Within this style, the basis is a feeling of trust towards one's communication partner, and the formation and implementation of the relationship is carried out on equal terms. Based on the typology provided by Gazarkh S.M., an interview includes a type of communication that is considered to be medium-distance. This means that the audience is present fairly close to the events that are happening and being covered within the interview [5, p. 104-120]. Thanks to this aspect, a balance can be achieved between "globality" and "intimacy".

In a complex of content, various programs can be holistic, informative, and complete. A whole complex of components, including shooting locations, images, and unambiguous statements, corresponds to what is discussed in the interview between the interviewee and the author.

Some interviews take place in the studio in the form of interruptions so that the audience can most comfortably perceive the information provided to them, and shots from different locations are included, and so on. People choose for themselves what they will watch, where, and at what time [6, p. 74]. A large number of different media allow consumers to use information as they see fit and return to studying content at the most convenient moment for them.

The names of various programs also allow satisfying the interest that viewers have. The value of watching a video is increased by using editing techniques that make the viewer feel like a participant in the discussion directly in the studio. Comments are a direct way of interacting with the audience. They allow viewers to engage in joint creativity with the author, express their attitude

towards the proposed material, and discuss with other users [7, p. 128].

The external packaging of the channel and its releases is aimed at a youth audience and is determined by the content.

A unified style, restraint, and economy in design decisions do not distract and improve the perception of the transmitted information. The use of infographics (illustrations, inserts, etc.) allows for the chronology of the discussed events and creates a sense of presence. Typically, the described methods of visualizing information allow engaging the audience in the discussion, clarifying facts that were not obvious, adding humor to the program, and engaging various ways of perception, significantly increasing the acceptance of the transmitted content by users. The "Like" and "Share" widgets allow the project team to analyze audience preferences in content [8, p. 136] and organize quality feedback, which is available in an entirely open format.

From the "Trending" tab on the start page of electronic media in the browser, you can navigate to videos on the YouTube platform. This method allows for two types of interaction with the audience - news feeds and search. YouTube determines users' preferences and suggests corresponding videos. An interview gets into the "Trending" section after being viewed by a large number of users.

The ongoing debate about the modernization of media is currently unfolding and taking on a new dimension, primarily because PR technologies are becoming increasingly intertwined with journalism and inseparable from it.

The main reason for the rapid changes that are taking place in the field of journalism today is the convergent journalism, which currently exists as a result of the process of merging communicative and information technologies, affecting the emergence of new forms through which the process of data transmission to the audience occurs. Journalists are faced with the necessity of creating content in a multimedia format.

A particularly popular question lately is related to new media, which include interactive media on the Internet with features such as hypermedia and fast access to the content of interest at any time the user needs it.

It is also worth noting that new media is the result of various modernizations that are currently taking place in the field of journalism, and they have a direct impact on the various changes that are happening in the field of journalism today. Thus, it can be said that journalism and new media are interrelated and have a mutual influence on each other.

These aspects have a direct impact on the entire field of journalism. Various researchers point out that the role of journalism in the media sphere is undergoing significant changes.

For example, Vartanova E.L. states that throughout the past century, journalism has continuously changed. Previously, it was a profession that determined all the content of the mass media and was practically the only profession in this field, but currently, there are many professions in this direction.

It cannot be ignored that journalism nowadays, due to various changes, is expanding its functional capabilities.

Currently, in addition to standard functions, journalism also possesses propagandistic, advertising-referential, integrating, educational, organizational, cognitive, and many other functions.

The emphasis is most often placed on the fact that journalism, which is undergoing various changes in our time, associated with the modernization of the social environment, also has many other functions.

Currently, various media sources provide information to modern society and also have an impact on it. As a result, there is a great interest among the scientific community in new media, and this interest is continuously increasing.

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