

Using Traditional Media Opportunities Network Media Resources (On The Example Of Activity The State Television And Radio Company "Tatarstan")

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Abstract

The article is devoted to study the problem of using the capabilities of network media resources by traditional media. With the development of Internet communications and electronic media the situation has significantly deteriorated for traditional media: print media, television, radio. The old methods of attracting an audience no longer work as effectively as they used to. Traditional media journalists are faced with the task not only to write material that will satisfy the needs of the audience, but also to ensure that it reaches the user faster through different platforms and formats, while meeting the requirements of search engines and aggregators. In this regard, a set of new tasks appears in the work of a journalist, which differ from traditional algorithms of journalistic activity.

The article discusses the experience of the Tatarstan State TV and Radio Company in the development of new formats and platforms.

Keywords: media, radio, television, website, information space, content.

Introduction

The rapid development of Internet technologies and online media has had a strong impact on traditional media. It should be noted that today television remains one of the most

popular sources of information, satisfying the needs of a huge number of users, but it is no longer constantly in demand, since it is not able to perform the search function. Therefore, repeated attempts were made to integrate television into the Internet and appeal to Internet projects, however, due to the high cost of a digital signal, watching TV on a computer made no sense.

If earlier the basic function of the mass media was to collect, process and disseminate information, now the media are approved as mass communication media. To put it simply, the current function of the media is to provide communication with society for its development. Digital technologies are developing at an unprecedented pace and contribute to accelerating the rhythm of life, thereby stimulating the media market to merge with the telecommunications sector. As a result, a new media market is being created, dominated by multimedia services and network technologies. In these conditions, many of the traditional broadcasters are changing the specifics of news presentation and using new platforms to host content in order to attract additional traffic. They are forced to adapt to the new algorithms of traffic sources. These are search engines, social networks and news aggregator services.

The interaction of television with the audience has also changed due to the increase in interactivity. The television audience is now perceived not as a faceless mass, but as a conglomerate of individuals. Therefore, broadcasters are building a different approach to attract the attention of a certain segment of the audience. The information product is now placed simultaneously in the local and global information space. The speed of presentation of information has also greatly increased, which affected the algorithms of the work of a television journalist. He is faced with the requirement instantly react to events in the information field. Due to the increase in the speed of work, a journalist, as a rule, does not have enough time to work out the topic of an informational occasion in detail, so he turns to press releases or social networks. In search of an informational occasion that will interest the audience, a journalist has to actively monitor the blogosphere and social networks.

Thus, the paradigms of traditional television are completely changing, both in technological and organizational and creative aspects.

Methods

Many researchers are engaged in the problems of studying new approaches in the activities of traditional media in the conditions of digitalization. In recent years, a fairly large number of studies on this topic have appeared. Many aspects of the media transition to digital technologies are contained in the works of Bardoel J. [1], Castells M. [2,3], Henry Jenkins, Sam Ford and Joshua Green [4], Mohammed Layani [5], Lall J. [6], Nitin Agarwal, Huang Liu [7], Nora Ganim Barnes [8], V. Gorokhova.M., Grinberg T.E. [9], Litvinovich M. [10], etc.

The work uses such empirical and general scientific methods as observation, comparison, analysis.

Results And Discussion

The difficulty of reformatting traditional media during the formation of online journalism was that often representatives of traditional media did not fully understand the specifics of working in on the Internet, because to achieve the necessary efficiency, it is not enough just to post information on the web. When posting content on the Internet, it is necessary to radically change its structure and make the material as interactive as possible. In traditional media, the user does not have the ability to search and archive, although this feature is at the beginning some online publications were also neglected, and therefore were not popular.

One of the main mistakes made by traditional media when working in the Internet space is ignoring the specifics of hypertext. As an example, let's consider a television text that is simplified and optimized for the convenience of the viewer's perception of information "by ear". Most often, such texts are constructed from short sentences and simple syntactic constructions. If the text from the TV broadcast is placed in a newspaper, it will look too primitive.

A similar situation develops between text and hypertext. In traditional media, it is possible to use the phrase "Recall that May 21 took place ...", in online media it is unacceptable to write only the text. It is necessary to embed a hyperlink to the events that occurred on May 21. In addition, hypertext allows the reader to trace the entire history of the event. When switching to the Internet, many traditional media ignored this opportunity and quickly lost their audience. In addition, a number of Internet media used primitive technologies in their work and ignored the possibility of automation.

Due to the above reasons, the development of a number of online publications has stopped. At first, an information portal was created based on the existing traditional media, then a number of articles and issues from the issue were posted there, but neither the search nor the archive worked, and therefore the electronic version was not popular, and soon it was abandoned.

The situation in Russian Internet journalism began to change after the appearance of online media that did not have offline versions. In their work, they used the specifics of Internet technologies: a content management system, an automatic publication system, and others. Subsequently, traditional media began to use this experience when switching to the Internet.

As an example, we can cite the website of the NTV television company – ntv.ru. This is the first traditional media that switched to the Internet and relied on full-fledged multimedia in its work. On the portal of the TV company, along with operational information, videos and TV releases were posted. The rapid development of technology allowed the NTV television company to enter the top three most popular Runet sites by the beginning of the twentieth century.

The traditional Russian media, which were moving to the Internet, began to use the experience of their foreign colleagues. The specifics of building foreign online publications consisted in creating two sources of filling: the usual offline edition and a specialized Online edition. The latter were engaged in the preparation and optimization of information for the

network. As an example, CNN can be cited, within which a special branch of CNN-interactive is engaged in filling out three company websites.

Among the features of the work of publications on the web, additional services that representatives of traditional media cannot provide to the audience can also be called. This is a subscription to news via email, RSS, mailing on social networks, an accessible archive of records and a quick search. In addition, advanced media provided the user with interactivity in the form of forums. In the future, comments came in their place. The audience had the opportunity to express their opinion about the news or about the quality of the material directly. Progress of information

technology has allowed to maximize the interaction of the contact of the journalist and the reader. Up to the point that the dialogue between them can take place in a mode close to real time [9, p.80].

However, the "secondary crisis" affected most of the projects created during the investment boom in online media, regardless of the structure of the online editorial office [10]. The main problem is the lack of exclusive content. Online publications are often deprived of exclusive sources of information, unlike traditional ones. As such, they used news agencies and other online media. The use of the same sources led to the leveling of the news feeds of online publications. User I found myself in a situation where the source of news does not matter, since their content is not much different.

Due to the fierce competition, not those publications that published high-quality and operational materials won, because they all the content was almost identical. Thus, the list of current media leaders who were able to win and satisfy the demands of the existing audience within the framework of the information strategy being implemented was determined.

In the Republic of Tatarstan, as a bright representative of the traditional media, successfully using the Internet, one can cite the website of the state television and radio company "Tatarstan", which is, as reflection of the television broadcast, as well as independent Internet media. The website of the state TV and radio company has been operating since 2007. Until 2019, the portal hosted only content from the television broadcast, since the second half of 2019, the site has its own news feed, which is updated every half hour. Despite the fact that it is mostly a traditional media site and the main priority of the editorial board is to submit materials on TV and radio, GTRK "Tatarstan" regularly gets into the lists of leaders in attendance among Tatarstan Internet media.

The website of GTRK "Tatarstan" has a large structure, which actually houses three media outlets - television, radio and network editorial. A huge archive of old TV programs, reports and films is distributed in several sections: "Russia-1", "Russia-24", "National Broadcasting" and "Projects". In each of these sections there are corresponding subsections by category. The radio previously had a separate website, but recently moved to the main portal of the company in the form of a separate page, which contains an archive, online radio broadcasting and a list of radio programs available for listening.

The news structure on the website of GTRK "Tatarstan" can be divided into two types – original and traditional. By original, we mean materials created and posted specifically for online media, while traditional ones are duplicates of television content. As part of the news agenda, they complement each other and you can often see the following scheme of work: an

event occurs in the morning, material on this topic appears on the site in the near future, with the appearance of details, all new materials appear, and by the evening a full-fledged one is laid out

a television story from the scene of the event, where details are indicated that an online journalist could not write about, due to certain circumstances. As a result,

it turns out that the information occasion was worked out during the day from all sides and in full.

On the website, the news is structured according to the following sections: "Picture of the day", "Picture of the Week", "News Feed" and "Popular". The "News Feed" publishes all the latest information materials without regard to the degree of importance, so it is updated every half hour. The "Picture of the Day" publishes current news materials of the current day, which the online editorial board considered the most important for the user. In the "Picture of the Week", respectively, analytical or extended reports from the final program "Sunday. Local time". In the "Popular" section five of the most widely read materials for the last 7 days have been posted.

Separately, it should be noted that GTRK "Tatarstan" as a traditional online media focuses on the main product - television broadcast. Therefore, many sections of the site are associated with traditional means of transmitting information, and a separate part where purely network content is published on the portal is not noticed. It is also noteworthy that the Tatarstan State TV and Radio Broadcasting Company is a bilingual media outlet, broadcasting in Russian and Tatar. The same situation is developing for the company in the network environment: it has a duplicate website in the Tatar language, which publishes content from Tatar-language broadcasts and the news is published. This is the only difference between the Russian version and the Tatar version of the site, otherwise they are almost completely identical.

A similar system of supplementing original and traditional news content is a distinctive feature of all traditional online media. A similar system can be seen on the websites of not only other Tatarstan TV companies - "Tatarstan-24", "NTR-24", "TNV", but also representatives of print publications: "Kazan Vedomosti", "Republic Tatarstan" and others. In particular, in all the listed traditional Internet media, when considering the information grid, it became clear that everyone has a "News Feed" that is not related to the original source, thereby complementing the site. However, there is also a disadvantage when they lag behind the original Internet media due to the lack of voluminous original content unrelated to the print or television primary source. As we indicated earlier, the specifics of the text in traditional media is very different from hypertext, which is commonly used when publishing on the Internet.

A large number of traditional and new online media in The Republic of Tatarstan, where each publication has its own "news feed", creates the previously mentioned "secondary crisis". It is mainly due to the fact that Tatarstan Internet media have similar information reasons and sources of information. Only those online publications that are engaged in the creation of original author's content have an advantage. This can explain that the leaders in popularity among online publications are only original online media.

As we mentioned earlier, many online media saw entertainment and information platforms (Yandex.Zen, Google.Discovery, etc.) a new source of traffic, so we implemented them in our work. The most popular among them is Yandex.Zen, which has a large user base in the Russian segment of the Internet. It allows the media to broadcast news directly from the site to the site without the need for moderation, which means without extra effort. However, to do this, the media needs to prove to the service that their content is interesting to users.

It is necessary to manually publish news in Yandex.Zen is up to a certain threshold of popularity, previously it was 7 thousand minutes of reading materials in a week, now it is 10 thousand minutes. To achieve such indicators, as a rule, individual employees are appointed who are engaged in publishing articles that will be popular with users.

GTRK "Tatarstan" has its own channel in Yandex.Zen. On this site, news is served with inviting or "clickbait" headlines, which are prohibited for Yandex.News, but acceptable for Zen. Such materials, among other things, attract new users who leave comments and engage others in the discussion, thereby significantly increasing the behavioral factor. The main content of GTRK "Tatarstan" on this site is video reports and resonant notes that duplicate materials from the site. However, when opening an entry, the user does not switch to the portal of the TV and radio company, and remains in the service, which means that the GTRK "Tatarstan" has not yet managed to gain the necessary 10 thousand minutes for viewing materials. A similar scheme of work can be seen in other representatives of traditional media. This once again confirms the thesis that the network direction is not the key for such companies and therefore significantly less resources are spent on its development.

Google.Discovery cannot publish materials and posts as in Yandex.Zen. The service independently selects a selection of publications that will be of interest to the user, based on registered Internet resources in Google.News. However, the media have the opportunity to influence by improving the ranking in the news aggregator from Google.

As already mentioned, social networks were of great importance in attracting traffic for online media, but after changing the algorithms of work, they are no longer such an effective tool. Nevertheless, social networks remain an important platform for the development of online publications and due to the change in the work of algorithms, many editorial offices have appeared SMM-specialists who are engaged in the development of groups and the transfer of the audience from social networks to the site. All social networks of GTRK "Tatarstan" conducts regularly, but not as effectively as, for example, the publication "Business Online", which takes into account the specifics of the algorithms of Internet sites.

Summary

Thus, the quality and effectiveness of the activities of traditional publications is greatly influenced by their ability to competently build interaction with network services, which are the main sources of traffic. These services are changing rapidly, changing ranking algorithms and setting increasingly demanding criteria for both materials and the approach of journalists themselves. Based on this, it can be concluded that editorial staff have no other way out for successful work than to adapt to the standards of search engines, social networks,

news aggregators and other Internet services. Thus, in the work of a journalist there are fewer and fewer maneuvers for the manifestation of creative activity and work is added according to a certain standard set by the above services.

Due to these reasons, it is increasingly possible to observe such a picture when traditional publications become similar to each other in terms of content and presentation of the information product. As a result, less popular editorial offices often try to copy the content of larger online publications. In this case, the reason for the "secondary crisis" is not that publishers do not know the principles of online media, but rather the opposite -they can be called secondary because of their compliance with the requirements of Internet services.

Conclusions

Having analyzed the specifics of the work of the original and traditional online media of Tatarstan, it can be concluded that a number of online publications do not take into account the features of ranking algorithms in their work. In part, this may be due to the fact that journalists do not have sufficient knowledge and experience to competently optimize their materials for work Internet services, however, this may also be due to the fact that search engines are not the main source of traffic. The most successful media adapt their articles to the specifics of the network space.

It can be argued that GTRK "Tatarstan" is an example of a successful combination of the capabilities of traditional media and new media.

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