

## АКТУАЛЬНІ ПИТАННЯ ФІЛОЛОГІЇ ТА ЖУРНАЛІСТИКИ

UCD 070.19

DOI <https://doi.org/10.32782/2710-4656/2022.1-3/46>

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### THE MAIN ASPECTS OF THE FUNCTIONING OF MODERN MEDIA IN THE CONDITIONS OF CONTENT CONVERGENCE

*Actuality of analysis of the public setting of content convergence consists first of all in that it is necessary to outline the organizational aspects of modern Medias as an important factor of mass communication activity in the cut of responsibility for realization of interests of certain community groups, which consume a media product. The aim of secret service consists in research of basic social factors of hierarchy of content convergence in modern mass-media, analysis of organizational aspects of activity of modern Medias. Directions are outlined of possible development of convergence mass communication as engine of transformation of the systems of certain social and humanitarian options. Certainly, the factors of activity of Medias can be examined as the social phenomenon that exists and functions as accommodation cooperation between the subjects of society. Within the limits of former Soviet Union efficiency of activity of facilities of mass communication was an obvious political problem. In general, mass communication activity as management form performed the concrete ideological order, oriented on three layers created by the totalitarian system. Two factors were founded of mass communication activity: first - an unreserved observance of ideological cleanliness, second, taking into account proletarian consciousness of soviet people. Taking into account them in practice, it is not enough to take place activity of facilities of mass communication peremptorily. In the conditions of democratic Ukraine a situation changed substantially. Activity of facilities of mass communication however a management form already must not unreservedly take into account someone, only ideological loading, class structured, maintenance of interests of the single political system. Achievements in-process facilities of mass communication at modern terms had to depend not so much from realization of some concrete interests, and from social and political efficiency of system of facilities of mass communication, level of competence and maturity of facilities of mass communication, general culture, moral internals of journalists.*

**Key words:** convergence, content, media, promotion strategies, social management.

**Problem statement.** Actuality of analysis of the public setting of content convergence consists first of all in that it is necessary to outline the organizational aspects of modern Medias as an important factor of mass communication activity in the cut of responsibility for realization of interests of certain community groups, which consume a media product. The aim of secret service consists in research of basic social factors of hierarchy of content convergence

in modern mass-media, analysis of organizational aspects of activity of modern Medias. Directions are outlined of possible development of convergence mass communication as engine of transformation of the systems of certain social and humanitarian options. Certainly, the factors of activity of Medias can be examined as the social phenomenon that exists and functions as accommodation cooperation between the subjects of society.

**Analysis of recent research and publications.**

To the problem of study of social factors that influence on functioning of content such home researchers paid attention at modern facilities of mass communication: V. Ivanov, N. Zrazhevska, V. Rizun, Y. Finkler, V. Vladimirov, S. Demchenko. From the foreign inheritance of science of journalism first of all it costs to remember such scientists as R. Ammon, D. Bell, J. Benidzher, Z. Bzhezinskiy, R. Boguslav, O. Vartanova, M. Kastells, G. Lazzuell, M. MakKlyuen, M. Oleyn.

The **aim** of the article is research of social factors of hierarchy of content convergence in modern mass-media, analysis first of all organizational aspects of that model of activity of facilities of mass communication, that actual for Ukraine and has the appearance of the ambiguous, double system of semantic descriptions of activity of facilities of mass communication. By a research object content convergence as factor of activity of modern facilities of mass communication.

The task of research consists in the analysis of general objective and subjective semantic factors of modern Medias, which apply the convergence going near of mass communication practice and estimation of this practice.

It is possibility to such management that operates not only the separate semantic filling of activity of facilities of mass communication but also convergence approach of the systems to converts in activity of facilities of mass communication on the whole.

For research of certain theme the row of scientific works that touch our secret service was analyzed, the analytical is used, and method content of analysis for finding out of degree and level of preparedness of audience to perceive information, and also essence of content value of information.

**Research methods.** To achieve this goal, an integrated approach is used, which contains the following research methods: empirical and analytical method in order to clarify and generalize the theoretical basis of the work; content analysis to obtain quantitative and qualitative characteristics of the analyzed materials.

**Main material.** The value of problem of strategies of activity of facilities of mass communication consists in the first turn in that facilities of mass communication come forward as a transmitter of actions and aspirations of politicians, parties, power on the whole, - if it can be generalized, then speech goes about express of basic professional functions of imperious followers. Responsibility

for development and realization of the semantic loading of mass communication activity as the public phenomenon has the special value; it hardly can be compared to some by other type of responsibility before society. It is necessary to mark that behavior of facilities of mass communication in the context of responsibility before society converts their activity into the special type of public activity. The attributes of convergence organization of activity of facilities of mass communication swim out from here. Errors in the content filling of work of journalists as objective result and human public factors necessarily affect moods of audience and public calmness. However, speaking about content errors in activity of facilities of mass communication, it costs to pay attention to these errors often are consequence not absence of possibilities to expound that a journalist wants (that, by the way, creates space for maximally correct clarification of positions of every participant of content convergence at the informative market). There is in modern Ukraine of facilities of mass communication are within the framework of the concrete organizational, structural and public pressing.

The role of operative element of influence is taken convergence facilities of realization of concrete strategy of activity of facilities of mass communication (more detailed see: [1, p. 100] on multidimensional of possible resonance in society, a priori offering here the complete set of concrete facilities of the content filling of influence on an audience. In activity of facilities of mass communication content is related to tactics behavior of facilities of mass communication, but in the context of "application domain".

Content convergence of facilities of mass communication envisages that facilities of mass communication can execute perspective and current tasks. In first case of tactician of behavior of facilities of mass communication must take into account basic tendencies and conformities to law of development of journalism in society. In the same time tactical facilities of mass communication influence must not be more difficult, than perspective task, as elements of content, that is pulled out on a foreground during realization of facilities of mass communication of influence on an audience, are lost [2, p.118].

Tactical actions of facilities of mass communication are display level of the concrete providing of public interests on some clearly certain phase of development of society. But actuality performance of perspective goal of activity of concrete means the mass communication stopped up by the concrete public factor of scope content does

not diminish here. Efficiency of public descriptions of facilities of mass communication depends on many factors. Activity of facilities of mass communication can objectively come forward as an effective factor of public management only then, if she is practice of the use of content convergence that certainly will result in a reflection in facilities of mass communication of totality interests of different community groups, their intercommunication and interdependence.

The phenomenon of alternativeness in activity of facilities of mass communication is directly related to the variety of going near an audience and gives a feed-back within the limits of environment, in that the content filling of work concrete facilities of mass communication.

But and activity of facilities of mass communication comes forward as the special form of social management. From it in her limits it is necessary to distinguish the organizational and creative beginning of the convergence going near realization of influence on society. Organizational aspect of the convergence going near realization of influence on society it costs to bind to the necessity to adhere to structural principles of activity of concrete means of mass communication in the context of existence of the legal field, political personal interests, and audience interests. Creative aspect of the convergence going near realization of influence on society correctly to bind attitude facilities of mass communication toward principles and receptions of realization of own possibilities from interpretation of that content that is passed by facilities of mass communication.

Divergences that are the basis of activity of facilities of mass communication are based on two contradictions: social (those consist of audience descriptions of activity of facilities of mass communication) and objective (those swim out from content nature of social interests the reflection of that folds principles of functioning of facilities of mass communication). If to conduct speech about the perspective aim of functioning of facilities of mass communication, then description of divergences can be so wide, that even the list of basic hierarchical interesting aspects of these contradictions it is difficult to imagine within the limits of one article. In fact this hierarchy includes for itself all spectrums of relations that dominate in society.

Efficiency of activity of facilities of mass communication is determined by not only level of development of communication emotions, but ability of content to settle those contradictions that arise up in public structures and concerning that (whether in connection with those) activity

of facilities of mass communication comes true. The analysis of content convergence will allow getting around understanding of essence of contradictions, those stages on that they could ripen. These stages it can be three:

First is primitive stage (initiated by founders or proprietors of facilities of mass communication with the aim of study of events)

Second is the content stage (on a way to realization of mass communication of informing facilities of something)

Third is eventual stage (proportionality of content to the audience queries).

Social contradictions in activity of facilities of mass communication are related to the degree and level of preparedness of audience to perceive information, and the last is related to the level of preparation, level of development of audience. An of communication management society in the context of understanding of contradictions in society can result in the removal of many contradictions by means of application exceptionally of communication methods. Contradiction into the certain convergence measuring can have different level of tension - up to the attempt of separate proprietors of separate facilities of mass communication to change the rules of playing the informative field of Ukraine.

Text basis of reports, that they are passed by facilities of mass communication, always has news balance is certain. Thus there are not products of "newsroom". Except a news value, that is all anymore important in facilities of mass communication, that, actually, and explain socio-political changes that take place in society, they as if will become more soft that negative aspect that, as a rule, present person in reports.

Mark Olein lined up the formula of content value of information: he asserts, that value of information of equals utility, quality, speed [3, p. 54]. Content convergence determines a value as factor of such content components:

first is possibility of convergence of any by other group of reports;

second is a presence of knowledge necessary for the acceptance of that or other decision;

third is existence of possibilities of competition expectation;

fourth is a prospect of symbolic value.

Perfection of technologies that result in content convergence are a market element, that converted of communication market into such that develops or most dynamically in modern terms. This market operates huge informative resources, developed infrastructure, and operates the newest information

technologies. This market grew into powerful control system by community development.

Depending on a volume and course of communication interests are various possibilities for realization of such content filling of mass communication activity, which will fix tasks that stand before facilities of mass communication in a concrete sentinel interval. The hierarchies of tasks create the hierarchies of facilities of mass communication that take into account the processes of realization of tasks in the activity. Therefore it is possible to assert, that activity of facilities of mass communication envisages existence of permanent convergence accomplice (useful on this stage of functioning facilities of mass communication content) and temporal accomplice (participation in a decision limit in time of order).

Content convergence purchased social meaningfulness. There is a requirement in "intellectual" of those reports that create essence of content convergence. Thus, the role of informative industry grows substantial character. In addition, lately a clear tendency appeared: influence of different after content informative streams. All real ways of decision of communication task include for itself both internal and external terms of realization of content convergence a way. Under such circumstances a spotlight lies not in communication possibility, namely in essence of communication task that stands before content convergence. Priority of possibilities on a way to communication job processing often results in a content imbalance, when, for example, the volumes of communication influence of some public factor create the illusion of boundless possibilities of influence on an audience in general.

In realization of mass communication activity a substantial role convergence campaigns play facilities of mass communication as a method of organization of object of content convergence and communication influence on implementations of those tasks, that stand before editions. Campaign as system of communication influences on the certain (certain in good time) groups of audience, that is counted on a certain term, it is possible to examine rather as preparation of opinion of audience concerning those content filling that carry in itself the report of facilities of mass communication.

On the stage of campaign there is content approbation of that decision, what content is passed, and it can be considered the exposure of minimum borders him convergence efficiency. Content convergence does not envisage some soft variant of approbation in society of possible future

decision, does not create concrete models as methods of previous concordance with society on the whole or by the separate community group of possible perception of this decision. Content convergence that assists of communication campaigns in facilities of mass communication carries out influence on political consciousness of society, on behavior of people. It is not experimental sector convergence activity, but direct influence on consciousness of audience. Participating in the communication campaigns of audience is perceived as influence on public factors with the aim of certain answer for the content filling of campaign in facilities of media.

Campaigns in facilities of mass communication at the level of audience are estimated in accordance with concrete regional interest that unavoidable must be taken into account convergence. But this regional interest in the conditions of communication campaign is already involved, and it causes a necessity to take into account the convergence specific facilities of mass communication in a regional cut, to avoid frank manipulation consciousness of audience. In a context national content convergence in large part depends exactly on such going near work of facilities of media.

The reverse process of activity of facilities of mass communication is developed in democratic societies. His essence consists in this activity which is controlled by society. A public inspection is in principle property of democratic societies, though task, and mechanisms, and control effect in different democratic societies is different. Not a single communication system operates uncontrolledly, none of her representatives. Limitations mass of communication activity exist always. Democratic society wants objective control, but also here is limitation of subjective character - even already because in these limitations the stopped up necessity control itself.

**Conclusions.** Activity of facilities of mass communication in content convergence is presented in a functional kind as a certain set of organizational and creative receptions and methods of influence on society that serves to forming in society certain vision of problems, receptions of behavior and making decision. What more substantially activity of facilities of mass communication influences on life of society, is possible higher to count self-organization of society. Activity of facilities of mass communication as convergence phenomenon comes forward as a management not only in connection with the necessities of management object but also through the sharp requirement of society in communication influence on him. There is known all-sufficient ness

of facilities of mass communication as forms in this connection.

Convergence organization of activity of facilities of mass communication does not depend on one source of reports and can be considered all-sufficient. The all-sufficient ness is often associated with independence, and sometimes - with neglect to the source of this independence. Consciousness of the masses sees the material point of communicative alienation that is determined by imperious maintenance of communication as to the management process, herein. Thus, speed of informative streams increases, pulling after itself the loop of new problems. Transformation of the surrounding world that is given

by communication facilities, so quickly gets older, that sometimes content filling of convergence does not answer the state of businesses in the real life. The epoch of the system thinking comes.

Self-distribution of the system (group) thinking that shows a sober alternative to the analytical (individual) variant of rational cognition is related to that processes of adaptation of content to reports become all more dependency upon speed of receipt to the consumer. Complication of social and humanitarian realities swims out from wide system ideas, characterizing character of the article of report here. The system thinking that swims out from convergence principles of mass communication activity is based on three key axioms.

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### Золяк В. В., Горчикова А. О. ОСНОВНІ АСПЕКТИ ФУНКЦІОНУВАННЯ СУЧASNIX ZMI V UMOWAХ KONVERGENTNOGO KONTEНTU

Актуальність аналізу суспільного налаштування змістової конвергенції полягає насамперед у тому, що необхідно окреслити організаційні аспекти сучасних ЗМІ як важливого чинника масовокомунікаційної діяльності в розрізі відповідальності за реалізацію інтересів певних груп суспільства, які споживають

*медіапродукт. Метою є дослідження основних соціальних факторів ієархії конвергенції контенту в сучасних ЗМІ, аналіз організаційних аспектів діяльності сучасних ЗМІ. Окреслено напрями можливого розвитку конвергентної масової комунікації як двигуна трансформації систем окремих соціально-гуманітарних параметрів. Безумовно, чинники діяльності медіа можна розглядати як соціальне явище, що існує і функціонує як пристосувальна служба між суб'єктами суспільства.*

*В межах колишнього Радянського Союзу ефективність діяльності засобів масової комунікації була очевидною політичною проблемою. Загалом масова комунікаційна діяльність як форма управління виконувала конкретне ідеологічне замовлення, орієнтоване на три шари, створені тоталітарною системою. Основою масової комунікаційної діяльності були беззастережне отримання ідеологічної чистоти та врахування пролетарської свідомості радянських людей. Враховуючи їх на практиці, недостатньо беззаперечні здійснювати діяльність по передачі інформації, необхідно також суттєво розширювати спектр роботи з інформацією.*

*В умовах демократичної України ситуація суттєво змінилася. Діяльність засобів масової комунікації вже не настільки залежна, адже форма управління вже не повинна беззастережно враховувати ідеологічне навантаження, класову структурованість, забезпечення інтересів єдиної політичної системи. Досягнення в роботі засобів масової комунікації в сучасних умовах повинні залежати не стільки від реалізації якихось конкретних інтересів, скільки від соціально-політичної ефективності системи засобів масової комунікації, рівня компетентності і зрілості медіа, загальної культури та моральних якостей журналістів.*

**Ключові слова:** конвергенція, контент, медіа, стратегії просування, соціальний менеджмент.