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Fundamentals of Multimedia Journalism in Media Convergence

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Abstract

The development of new information technologies has had an impact on all sectors. In particular, journalism had the opportunity to create not only collective and personal virtual editions, but also to enrich them online. Now, only one person can run the whole editorial office and present his work to the whole world. One of the peculiarities of the Internet is that it provides the information infrastructure continuously for the general public.

This article describes the basics of multimedia journalism in the context of media-convergence, classification of hybrid genres, interactive information activities, design of the journalism and multimedia hyperliner

Keywords: Multimedia Journalism, global information, classification

Accelerated messaging has dramatically altered the global communication process, giving new solutions and opportunities to all areas of humanity. Significant impact of scientific and technological innovations on the realities of the process can be observed, especially in the rise of mass communication media to a new level of modern technical discoveries.

The competition for global information space has led to the rapid development of technical inventions, and the Internet has become a center of revolutionary changes in international political, economic, social and cultural spheres. The huge wave of development has had a significant impact not only on mass communication and the media, but also on existing traditional economic models, business trends, medicine and pharmaceuticals, social approaches, communications and political governance. On the Internet, information is regarded as a commodity product, radically renewing its traditions of composition, format, genre and direction. The practice of simultaneously transmitting or receiving data to any part of the world has shown that consumers can actively participate in the socio-political processes in society and have a significant impact on public administration. Interactive information activities of the community have contributed to the integration of personal, corporate computer networks and mobile

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communication as a result of online interaction of the population. Technological advances have made the media more effective, encouraging not only the journalist but also the audience to actively seek out news, to process information, and to provide active news in the community.

Learning internet journalism separating from traditional journalism is a wrong approach. It would be better to call an internet journalist as a specialist can consume modern technology. However, one thing is very considerable. An Internet journalist works using hi-tech concerning the waves of developed phenomenon. The reason of coming to this conclusion is that journalism is developed as a subject of de jure and then resulted in internet system. De facto journalism ironically swallowing de jure traditional journalism and it produces consequently Web journalism.

What is Internet Journalism itself? Let's compare three directions in journalism. From the day journalism appeared it has been used as:

-information collector

- data redirector

- data distributor.

This case has been practiced in any field of mass media –press, radio, TV, internet. Mass media is not only information distributor; moreover it can be the means of propaganda and promotion [9, 20]. The information presented by journalists should have its social importance, coincidence to general outlook and acceptable for the contemporary period. In addition to this it should be multifunctional, correspond with the legislation and ought to enrich the level of economic and social knowledge. Religious-moral norms should not be evaded and social-ideological existence ought to be embodied in any source of journalism. Nowadays Internet journalism is divided into several sub-genres: online journalism, data-journalism, web-journalism and cyber-journalism. In this paper we will learn the terms thoroughly and define them broadly. As it is said traditional journalism and internet journalism are being coincided to each other.

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The convergence of various mass media in the international network has led to the convergence of information in a comprehensive manner (text, video, multimedia, voice, and graphics) to the consumer.

Thus here's the right question: What is the media-convergence in the media? One of the first forms of convergence is that all traditional information tools are in one digital form called the electronic platform of the computer and its activities in the international network - medium convergence [1, 87]. The integration of different genres and social media in the social network has led to their confusion in science - convergence. The root of this concept is also derived from Latin - convergere, which means "to approach", "to join". This notion was, first reported in 1977 by V. S. Helemendik, used a new approach to information propagation as well as the systematic activities of the media. Convergence in the media is driven by the integration of traditional and popular (new, modern) media, with the increase in content or the creation of alternative media platforms. The formation of an information society and the rapid development of information technology have radically transformed the infocommunication process and created a unified global information environment. Media may contain a wide variety of verbal, visual and audio information. In turn, the psychological portrait of an audience of passive consumers became active participants and they began to actively influence the information space with the help of modern techniques. In addition, in a rapidly evolving life, the mass communication system has changed significantly due to the enormous data capacity.

Currently, the users can individually consume the information on the Internet through computers and mobile devices, that is, independently choose the format and volume of the information they need. To meet the growing need, modern mass media corporations are revisiting traditional business models. Convergence is taking place in the industry (ie, practical mixing of media), creating high-tech versions for the development of completely original journalistic products, from the merger of media institutions to the integration of verbal, visual,

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and audio formats in one work; the convergence and intergeneration of genres in journalistic material. Now, the traditional text content of the media has changed the format of the Internet transformation format, and multimedia genres available on the global network have covered all the possibilities of journalism. Its main achievement was bringing together activists from various fields (internet, radio, television, press) as a whole of a universal journalist. Through these genres, excellent technical software interfaces have been created to enhance the value, impact and scope of information for the audience. The Internet is a huge field of data for any area, including network journalism; it combines all of its information-related features with centuries-old tv (with 70-year history), press (550-year history), radio and technology, and programs [10, 122]. Therefore, its diversity and versatility are gaining more and more attention from the audience. Even the emerging online culture of only a small social or ethnic group, or a political class that protects various interests, shows how important it is for human development. In addition, it is not only a communication space, but also a space of ideas and ideas.

Under the influence of media, many traditional genres have been transformed, and new "hybrid" genres have emerged in network journalism. The process of influencing the Internet on traditional journalistic text has, first and foremost, fed the media with multimedia tools and has led to a more general storytelling. The atom of information is the smallest unit of information that can be represented as text, picture, audio or video. The formation of infomolecules as a result of atoms' cohesion constitutes the core matrix of information in it. This structure can be represented as an article, story or other genre by its general appearance.

Multimedia story or article - as a unique type of online journalism is a genre of information units, combining interactive features and media elements[3, 25]. This product is called multimedia hypertext, which is rich in audio, text, graphics and video formats.

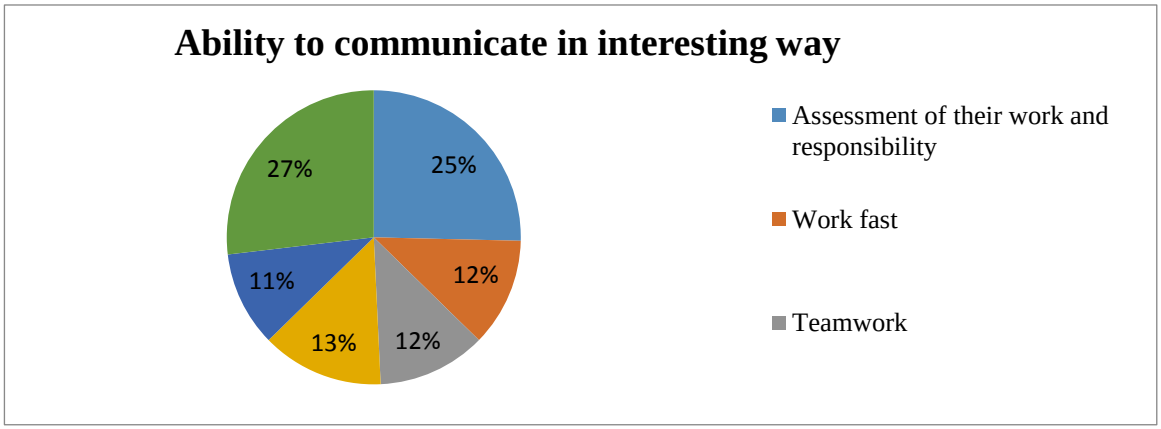
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The multimedia hypertext structure can include: hypertext text, video, photo, slide show, audio, infographic, cartoon, interactive forms (online voting, reviews, ratings). They can be classified into primary and secondary components. Initial components include text, photos, video or audio from other sources. No material is provided without references.

The following recommendations have been developed for a universal journalist working in a convergent editorial office:

- development of news materials for online resources;
- posting audio and video podcasts on the Internet;
- shooting and editing of video footage;
- preparation, processing and posting of pictures on the Internet;
- ability to work well in computer programs;
- good knowledge of the Internet;
- preparation of universal news notifications in the form of SMS-notifications;
- Publication of information online, number and website;
- running various blogs;
- to analyze and analyze qualitative facts and information;
- ability to work and mobilize at any time of the day.

The following table lists the important factors in a journalist's competence in the case of convergence. These characteristics are linked to both his psychological and professional status.



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The information presented on the Internet is searched using a set of algorithms that are considered to be close to human logic, specifically tailored robot programs [4, 41]; The user may value and search for the usefulness and reliability of the content. Search engine programs load information on the following parameters:

- search for data by language classification;
- data selection (text, image, music, video);
- information dissemination area - search by region;
- search by date and download time;
- look for data across a restricted and unrestricted blog areas;

It covers not only multimedia elements but also the whole content. It is understood that the basis of online content is that certain information is visually presented for needs. Media modes used by various Internet programs have their own creative and negative sides. Multimedia content can easily attract the human mind and present information in a variety of formats with interesting tools. The scene is enriched with a map of the scene (infomap) and other visual (visual storytelling) programs. However, reading these types of media texts requires a lot of attention and time from the reader. In addition, the phone or computer must be loaded with special software to access the Internet-enhanced content. In the global network, media content over time will need to expand its internal structure, change patch panels, and make programs easier. Site upgrades require proper operation of various software algorithms, continuous monitoring, content control, and clear synchronization programs.

Hence, the media content on the Internet is not just a vast amount of information space, but it is implemented in two ways, considering the new way of communicating with millions of people:

1. Vertical - the information is collected and written by a certain author and presented to the reader, radio listener, TV presenter. At the same time, the

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information was limited to one-way distribution and the possibility of feedback. There is no common principle of communication between theorists and practitioners;

2. Horizontal - in this type of communication, countless audiences have the opportunity to interact with the author to comment. Since, the discovery of the global network, the way of mass communication and information sharing has become a source of intensive communication in the world, both vertically and horizontally [7, 221].

Information that is usually converged has the following principles:

• adaptation: information is taken in various genres and formats;

• autonomy: the data are autonomously designed with a number of applications and are perfectly targeted;

• collaboration: this includes all media outlets, such as text (press), voice (radio), image (TV).

• communication: information should be universal to all Internet users.

Today, the main criterion for processing and storing information is the development of effective methods for the organization and application of its mathematical algorithm. To this end, problem-oriented information monitoring is organized in the global network environment.

Summarizing the above examples, medioconvergence is a unique scientific phenomenon as a complex multidimensional phenomenon. It calls for a blend of various programs, formats, genres, and trends that evolve in the information system. That is, from the point of view of integrating the media into data integrity, the structure of data involves the transfer technology. In particular, the state of convergence is an innovative product of our century technical discoveries. This system has changed, modernized and refined its internal structure in accordance with the changing society as a result of globalization, mass communication. Journalism (press, radio, television) has evolved over the centuries, adapting its unique experience to the various events of renewal. Even, in the case of

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convergence, the genres in the media intertwined, and the algorithm for converting publications came to its perfect form, combining media features. As a global process, medioconvergence can be conditioned by the internetization of a modern form of media interaction in the context of information and computer revolution.

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