CROSS-MEDIA AS A NEW TYPE OF COMMUNICATION: FEATURES AND PROBLEMS

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Our modern world is updated hourly and technology constantly moving forward. This applies to journalism in general. Cross-media journalism comes to the aid of full digitalization. Because this is exactly the genre in which both analog and digital media are supposed to be used. Content can be fully streamed anywhere and on anything: from a mobile phone to a personal computer.

The task of this article is to analyze the current state of development and functions of cross-media, consider the main problem of cross-journalism. It is capabilities are overestimated, there is a lack of References and competencies for its full implementation in modern realities and find possible methods for solving it.

Cross-media projects, as a new format for submitting content in journalism, are not fully implemented. Their advantages and opportunities were overestimated, because the proper basis for its implementation was not created: the universalization of the profession of journalism, greater and better interaction of information channels with each other, in which they could develop in the right direction. Justification of this problem reveals all the essence of the concept of "cross-journalism".

The difference between cross-media and traditional journalism is that in contrast to mono-broadcasting, when there is only one channel for transmitting information, forums, blogs, web pages, and others. Information is broadcasted from everywhere and its distribution channels are constantly being upgraded. Cross-journalism, which is based on multimedia content delivery and distribution to all possible media platforms, has also responded to the challenges of our time. It is associated with the trend towards the universalization of the journalistic profession, namely, with the emergence of journalists who are able to create content for different platforms of the same profile. There are many discussions between media owners that argue about the impact and consequences of this type of journalism for the audience, how people will perceive such multi-channel projects, whether it will be difficult for them to perceive it [7, p. 15].

But at the same time, these projects open a new page of the era in the media. Such journalism has good prospects, of course, not without the fact that the new format requires certain changes: updating editorial management,

changes in the organization system and infrastructure, but creating high-quality content. Ignoring technical innovations and the new role of the audience will undoubtedly lead the media company to significant losses. According to a study by the German School of journalism, the following definition of cross-journalism is generally accepted:

"Cross media is a kind of New Journalism, and form a special phenomenon. They have a specific philosophy, a special algorithm of functioning, use certain strategies, require careful planning of content preparation and coordination of the activities of new types of editorial offices, which is why they form new requirements for specialists" [2].

Regarding the history of the formation and development of this field of journalism, it should be noted that researchers distinguish the following stages: 1. Cross-media before 1984, 2. The beginning of the 1990s and 3. The new millennium.Each of the stages has a number of its own prerequisites and specific features. Let's see them in more detail.

Stage 1. The focus was on local TV and radio channels, and printing houses were being merged. From 1984 to the 1990s, publishers began joining forces with local radio stations to become competitive in the market.

Stage 2. Early 1990s. The introduction of a legal framework (expert opinions and other References) in media regulation is beginning. Such changes were caused by a quick development of technologies and a change in the interests of the target audience. Already in addition to articles, links to statistics or expert comments are added for wider coverage of the material. For example, Burda Verlag started (1991) distributing a new newspaper, "Super Zeitung", in the new federal states in a new format and the audience was increased.

Stage 3. The new millennium is characterized by the problem of cross-media development. The main reason is the overestimation of the advantages and opportunities of correct presentation of content on the World Wide Web. There was a noticeable decrease in the number of electronic publications on the media market. But large media enterprises did not close down, did not stop issuing electronic References, on the contrary, they attracted all possible strategies and ideas to ensure that the development of cross media took place [3, p 355].

In Ukraine, the modern process of developing cross-journalism began in 2012, thanks to the participation of foreign grant-givers. The European Tempus project "cross-media and high-quality journalism" started the practice of creating a cross-media product in Ukraine [5].

Cross-media journalism, which, according to the German researcher of the direction of cross-media, K. Jakubetz, is the "quintessence of modern journalism" due to the fact that it is a generalization of the latest processes of

updating journalism in our time and makes it more innovative and original. Among the main principles of "modern journalism", we can distinguish the main ones: speeding up the flow of information to the target audience. This information applies to all age categories. In addition to the traditional passive text consumption, it is now possible to create blogs or forums for users. The material is available anywhere and anytime, using the internet, mobile devices, digital communication channels, etc [1, p. 269].

The main problem is that the advantages of cross-journalism in comparison with its real capabilities have been overestimated. Yes, it has good prospects, but not immediately in time and in the material base. First of all, we do not yet have such high-quality training of journalists who can combine different genres in which they write. After all, this is a change in the work, the rules for submitting content and a departure from traditional methods. There is a universalization of journalists: he is already a reporter, his own presenter, decides how to submit information and in what format. It should be noted that content submission formats can be combined, for example: articles can be accompanied by links to videos in social networks or podcasts. Due to the fact that the broadcast goes simultaneously to different devices, you need to think through everything to the last detail: how this or that information will look in the blog, what it will look like in the article, and what in a social network or forum [4, p. 15].

Without priority training of such specialists, cross-media will not be able to fully develop. The material must be constantly updated and added to cross-sources.unfortunately, it is still too early to talk about such an "ideal" cross-media project.

Solution methods. To begin with, as we noted earlier, it is necessary to have professional training of specialists-journalists who could easily cope with cross-media. We need significant material and personal References. The next stage is to study the features of market competition, namely media competition. Without this, it is impossible to track new challenges of the time, and they, in turn, require universalization and social qualitative orientation of the journalist. Strengthening the innovative movement of materials between information channels, for interactivity and easier perception for recipients – also require the necessary skills.

Conclusion. Summing up, we note that cross-media, as a relatively new genre of journalism that can meet the requirements of the time are really important. This has become a real phenomenon of the new information society. The user himself already has the opportunity to choose the source of information: whether it is a TV, or his own smartphone, or a newspaper, or an internet page, or a magazine, or a forum. First of all, such journalism is defined by "always up – to-date" - the ability to view news anywhere,

in a convenient time/format for a person.Solving the problem of cross-journalism is necessary and relevant, such activities are necessary for the modern Information Society of our century. Today, we are at the stage of formation and development of cross-media only as a new form of acquisition of professional skills by journalists.

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