

IMPACT OF SOCIAL MEDIA ON JOURNALISM

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Introduction. In recent years, the news industry has undergone radical and irreversible changes. The reason for these metamorphoses was the expansion of social media, which forever changed the journalistic norms of the XXI century. The level of interest in social platforms and their efficiency has increased, mainly due to the Internet, which helps people around the world to stay connected.

Relevance. Nowadays, we can observe a growing impact on traditional forms of journalism by social media. This article describes, explains those processes and shows the results of such important influence. The impact of social media on journalism is strongly discussed and described by many English-speaking scientists. Amjad Omar Safori, Oscar Michel, Niky Kumari have written fundamental articles on mentioned topic.

Objective. To find out a role of social media in developing of journalism, identify whether social networks really affect the news sphere.

For almost the entire history of journalism, the model of communication between the media and the audience has been completely one-sided. The publicist acted exclusively in the role of creator, but not a communicator. Most modern media either have a duplicate online version of their information platform, or fully position themselves as online media. This approach gives the voice to the audience that wants to express their opinion and discuss some news.

Online journalism follows the methods of selectivity, speed and interactivity - these qualities are inherent in social networks. Readers can choose topics of their interest with the help of hyperlinks and headings, which becomes a convenient application in navigating between informational messages. The reader no longer needs to flip through old issues of newspapers to find out the information, which preceded the news that interests the consumer.

One of the best features that journalism has adopted from social media is easily placed audio, video and photo content, visualization of various phenomena in charts, diagrams, computer graphics. These techniques help to interest the consumer.

Comparing traditional methods with new improved approaches of technological broadcasting, we can observe diversity, adaptability in writing style, content language, article size and its construction according to communication platforms.

Due to the influence of social networks, online media are trying to create a constantly updated information platform. The news is updated about every half an hour. The audience receives information in portions, within minutes of its appearance. Under such conditions, journalists cannot “polish” the news to its full readiness, because their less professional, but faster competitors will spread the note at the time of receipt. Amateurs such as bloggers and non-professional citizen journalism joined the competition for consumer attention. The issue of time has become one of the main quality indicators of press.

The downside of the sensational rush is the spread of unverified data taken from rumors in the Internet. Such cases undermine the credibility of the media, although they are an integral part of the competition.

A big part of sensational or breaking news originate publicity on social (Twitter, Facebook, Instagram) or search platforms (Google, Yahoo). This happens because the news participant or observer share their experience, impressions of a particular event. These web users are becoming the primary source, which radically changes the concept of the media industry.

So, most of the news passes from hand to hand through Facebook posts or tweets (posts on social media Twitter). By the time the journalist received the message, news had already taken a shape in social networks. The reporter should take note of this fact and show the news from another angle, which was not covered yet. The requirements for published texts are increasing, so the journalist, usually with the help of media platforms, only finds an interesting informational reason. In the future, he uses a variety of sources to find new, more complete data.

Conclusion. Apparently, journalistic activity has changed significantly

under the influence of social networks. The changes affected the methods of gathering and sharing information. We found a two-way communication between the reader and the journalist, where the latter leaves the role of controlling the flow of information. We can conclude that social networks have had a significant impact on the journalistic process, and the role of the news industry has undergone radical changes.

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