

**BLOG IN THE STRUCTURE OF THE INTERNET-REPRESENTATIONS MEDIA:
COMMUNICATIVE ASPECT
(ON THE EXAMPLE REPUBLIC OF TATARSTAN)**

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ABSTRACT

The state of a permanent network mobility of the communication environment requires the public communication of mobile restructuring from subjects and the response to it by the development of new strategies for public behavior based on online interaction. Journalism initiates the processes of interaction with the audience, stimulates the development of media behavior. The peculiarities of media behavior include: the search and retrieval of information; social interaction; personal identification; slacktivism; the participation in creative industries. Constant institutional changes are associated with the emergence of new communication formats - a blog in the structure of Internet media outlets, as one of them, serves as the manifestation of media behavior main characteristics among the participants of network communication. A blog in the structure of Internet media representations promotes the representation of various cultural traditions in the information environment of the Internet, social interaction, the scope of information retrieval expansion, the promotion of a media brand, the enhancement of communication subjectivity by the creation of online communities in blogs and dispersed, complex links. A blog is used for the self-organization of subjects - as for author journalists with the pages in social networks and entering into various groups in these networks, so as for the users - the representatives of the audience who take part in content creation. A blog is a transitional format to transform traditional forms of communication into the multimedia communication of news brands. A blog contributes to the possibility of media Internet branch space recombination to create new communication structures through which a visitor overcomes the communication uncertainty which arises as the consequence of the information array growth.

Keywords: blog, infocommunication, corporate blog, online media representation, media brand, communication channel.

INTRODUCTION

The current state of the information and communication environment is characterized by researchers as the state of permanent network mobility. The subjects of public communications are forced to redevelop taking into account this state, reacting to it by the development of new strategies for public behavior. Journalism, as one of them, initiates interaction processes and stimulates media behavior.

Media behavior is a kind of social-personal activity characterized by motivated information acquisition, the participation in social interaction and self-identification. Media behavior actualizes the development of Internet communications, significantly expanding the information flow that interests a user according to I.M. Dzyaloshinsky [1, p. 58], as the space for media behavior. Media behavior is based on media activity, studying which one can answer the following question "what does a user use the Internet for?" and to highlight its functional features:

- information one, defined by P. Kashmore in his postulate: "it is also important to be an informed and a skeptical consumer as a good author in the era of content generated by a user" [2];
- social-communicative, explaining the vector of social interaction;

- personal-identification, shaping the personal orientation of behavior in the network, which is of interest to researchers: the concepts of personal motives study for consumers' behavior on the Internet and the patterns of online behavior are presented in the works by A. Balik, D. Munting and M. Murman [3; 4];
- characterized by slacktivism, which is based on complacency to support a particular issue and the resolution of a social problem committed for self-satisfaction from the illusion of involvement, with the psychotherapeutic effect of "employment by a public affair" to some extent in the opinion of Sherry Arnstein [5]. The researchers regard the consumer online activity as a sign of real civic participation in democratic projects [6; 7];
- creative feature, determined by the motivation of entertainment with the direct creation of creative industry products - media texts, audio and video content.

Media behavior is also under the power of information, which requires that the institutional structures match the tasks performed by the information in society. Media as the channels of social interaction are forced to change constantly in an institutional way, taking into account the media behavior of audience, which is manifested in the creation and the use of new communication formats to maintain online activity of the audience and a high level of social interaction. These elements of media institutional structural changes include Internet representations, as a set of websites, electronic documents, Internet tools, the profiles of social networks and other Internet resources and media events used to present information fully, to conduct interactive interaction with the audience and the other participants of the communication process to ensure a full-fledged representation of public and media interests [8].

Journalists and media producers drew attention to blogs as a communicative format which stimulates the display of media activity among the participants of network communication. The study of their communicative characteristics will increase the level of network interaction in the systems of online media representations.

METHODS

The empirical sampling was made up of online media representations of the Republic of Tatarstan, which are published in Russian: "Tatarstan", "Idel-Idel", "Expert Tatarstan" magazines, the sites of the following newspapers: "Vechernyaya Kazan", "Republic of Tatarstan", "Kazan Gazette", "Chelninskiye News", the business electronic newspaper "Business-online", the portals "Tatcenter", "Chelny Biz", the information agency "Tatar-inform". On the basis of monitoring, blogs were studied as a communication format used by media to enhance online audience activity. The structural and functional analysis was used in order to identify the specific features of blogs and the specifics of their use by media.

RESULTS

The monitoring of blogs in the structure of Internet media representations of the Republic of Tatarstan made it possible to determine the features of the Internet as a communication and social participation tool, conditioned by:

- the adaptation to technological challenges, a high speed of structural changes in the network space, thus, the implemented social media practices are defined as "web surfing", when a user is given the opportunity to glide on the surface of the information and communication environment, selecting interesting sites;
- the horizontal nature of the links reflected in the blog format; the media organize multi-level communication with users as a written one including them in the Internet representations. They form mobile web pages, avoiding static ones, which confirms J. Bencler's thesis about the ability of blogs to make the Internet "fit for writing" [9, p. 216];
- the ethical regulation that information technologies need on the Internet, which, according to R. Kapurro, reflects the current state of social relations [10];

- the ethnic-cultural character of the communities in the Internet, emerging as the community of qualities, meanings and other semiotic signs that unite and retain people in the interaction plane, which, according to M. Collier, helps to maintain cultural dialogue [11]. T. Smith believes that an important factor of such a dialogue is the constant nature of media updates, the informality of which becomes the feature of communications platforms created in blog sphere [12], which allow to formulate and describe emerging problems, determining the interethnic meaning of communications [13, p. 162].

A.A. Kalmykov defines a blog as an informationally filled diary, one of the author's project forms [14, p. 146]. A blog in the structure of Internet media presentations is defined as a communication format which integrates the freedom of access to information and the right to communicate within the digital environment through an author design which R. Kapurro considers as the main element of ethical communication that reconstructs various phenomena of the real world in digital analogs [15].

A blog in the structure of Internet media representations of the Republic of Tatarstan solves a whole series of communication issues.

1. The representation of various cultural traditions in the information Internet environment and more widely - social interaction: (the microblogs of publications are the author cultural and interethnic projects for the comprehension of a man's existence in the world of digital culture). The obtained results confirm F. Sudweeks and C. Ess opinion [16] that the processes of modern information technology mastering can be defined as cultural activity. The authors of blogs tend to communicate with the audience that receives information from a screen, taking into account the influence of this way of text perceiving on human culture as a whole. According to R. Kapurro, the emerging intercultural dialogue is one of the most important aspects of digital communication [17]. In the multi-ethnic and bilingual space of the Tatarstan Internet the intercultural characteristics of blogs are manifested in bilingual comments (Russian and Tatar languages).

2. The expansion of information retrieval scope: blogs, being intertextual forms of communication, provide the access to various levels of information, in particular, to large databases; At the same time, the prerequisites for the creation and the development of data blogs are determined which allow to analyze large data arrays, turning them into the process of "the world critical exploration" according to S.I. Simakova [18, p. 483]. Data-blogs are of a hybrid nature and represent media projects.

3. The promotion of a media brand with the orientation function in the system of media brands during the performance of corporate functions, for example, the successful corporate blogs of such business publications as "Business Online" (<https://www.business-gazeta.ru/blogs>) and "Expert Tatarstan" (<http://experttr.ru/korporativnye-blogi/>).

4. The strengthening of communication subjectivity by the creation of online communities in blogs on the basis of free association of individuals, who are the creators of dispersed, complex links. According to F.I. Sharkov, such communities are the service that unites people more often by interests [19]. A blog is used in online media representations for the self-organization of actors as author-journalists with the pages in social networks and who enter into various groups in these networks, and users involved in content creation.

The result of structural and functional analysis provides the determination of the following types of blogs in the structure of Internet media representations of the Republic of Tatarstan:

1. The blogs that make the core of online representations - a main/official website, located in a site rubricator, focused on media content impact increase.

2. The blogs that make the part of Internet-based representations peripheral structures that have the form of communities, focused on marketing problem solution. These include all microblogs in social networks, mainly VKontakte, Facebook and Twitter.

3. The blogs which supplement the structures of Internet representatives, interacting with them through communication issue solution and aimed at a media audience organization.

The role and the functions of blogs in the structure of Internet representations depend on the typological characteristics of the media:

- Business publications are characterized by the inclusion of the Internet representation (a main site) of blogs in the core structure that are of corporate nature - for example, corporate blogs of the "Expert Tatarstan" magazine, the business electronic newspaper "Business Online", the business center of the Republic of Tatarstan TatSenter.ru;

- Social and political publications are characterized by blogs with commenting functions - blogs-comments - "Republic of Tatarstan" (<http://rt-online.ru/#>), "Evening Kazan", "Kazan news" (<http://kazved.ru/article/30485.aspx#comments>), the magazine "Tatarstan". They also make up the structural element of the Internet representation core;

- They use media blog columns or journalist blogs, which are in the form of blog-opinions, creating a counterbalance structure for news feeds from a variety of opinions on various issues, such as the publication "Tatarstan" (<http://protatarstan.ru/Category/columnist/>), "Chelninskie Izvestia" (<http://www.chelny-izvest.ru/blog>), "Vechernie Chelny" (<http://v-chelny.ru/columns/>), "Chelny-biz" (http://chelny-biz.ru/news/180719/#comment_191247); "Tattsentr" (<http://info.tatcenter.ru/expert/all/>);

- A significant place in the structure of Internet media representations is occupied by microblogs - the pages in social networks, intended both for the organization of a media audience, and for a number of marketing and media branding issue solution.

DISCUSSION

Focusing on R. Kapurro's definition given to the Internet environment, one can single out its horizontal, non-hierarchical, interactive and global character, a clear purpose for the production of information, its storage, distribution and exchange [15, p.175].

This allows us to define a blog at this stage of media development as a transitional format for traditional communication forms transformation into the multimedia communications of news brands. A brand is created in a blog format. Its main advantage is the round-the-clock access to certain services and data which are of interest to the audience.

The blog is designed to provide the mobility of communication, organized by media, and attract new visitors based on interactive media consumption practices. I.N. Blokhin, for example, defines this communicative phenomenon as a broad access channel for users [20, p. 34].

A blog promotes the possibility of Internet media representation space recombination to create new communication structures through which a visitor will overcome the communication uncertainty that arises as the result of growing information arrays. A blog is also designed to complement existing communication channels with sectoral and niche channels.

A blog is an irreplaceable communication form for a media brand promotion. Its effectiveness is influenced by the media audience media behavior: the audience determines the directions and the aspects of participation in an Internet representation, but does not give confidence in the support of this media brand, since a user can be a participant in the promotion of another brand at the same time.

CONCLUSIONS

The study allowed to highlight the following features of blogs in the structure of Internet media representation:

1. The communication format of blogs is developed in the conditions of adaptation to technological challenges, a high speed of network space structural changes, differing by the horizontal nature of links.
2. Blogs as a format of communication are used by the media to organize multi-level communication with users as written, mobile and non-static one.
3. The use of media blogs requires ethical regulation based on the ethnic-cultural nature of communities to maintain the cultural dialogue that determines the inter-ethnic meaning of communications.
4. A blog promotes communication within the digital environment through an author design to understand the existence of a person in the digital culture world. In the multi-ethnic and bilingual space of the Tatarstan Internet, the intercultural characteristics of blogs are manifested in bilingual commentary - Russian and Tatar languages.
5. Blogs, being intertextual forms of communication, provide the access to various levels of information, in particular, to large databases.
6. The strengthening of communication subjectivity is achieved through the creation of online communities in blogs on the basis of free association of individuals who are thus the creators of dispersed and complex links.

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