The System of Media Critics in the Journalistic Environment in Postmodern Conditions

Hanna MARCHUK[1],
Galyna PRYSTAI[2],
Solomiia KHOROB[3],
Nataliya MARCHUK[4],
Nataliia Shoturma[5]

[1] Vasyl Stafanyk Precarpathian National University, Ukraine, han_wos@yahoo.com

[2] Vasyl Stafanyk Precarpathian National University, Ukraine, gal_pry@i.ua

[3] Vasyl Stafanyk Precarpathian National University, Ukraine, khorobb@i.ua

[4] Vasyl Stafanyk Precarpathian National University, Ukraine, marchuk_family@i.ua

[5] Vasyl Stafanyk Precarpathian National University, Ukraine, sho_shoturma@i.ua

Abstract: Media criticism is an area of modern journalism that provides critical cognition and assessment of socially significant, relevant aspects of information production in the media. Media criticism studies and evaluates the mobile complex of the diverse relationships of the print and electronic press with the media audience and society as a whole, contributes to the introduction of social and professional adjustments to the activities of the print and electronic press. Modern media criticism covers not only aspects of the functioning of the print and electronic press related to journalism, the activities of journalistic groups and editorial policies, but also invades a wide range of problems, the formulation of which involves the study and evaluation of media content, the relationship of the media and their audience, the media and society as a whole. Today in the space of the Internet the most effective mass criticism of the media. Authors of media criticism blogs set as their main task the recording and analysis of materials that do not meet accepted journalistic standards and have poor quality and ethically dubious content. Media criticism blogs in new media are becoming a platform for discussion, where the problems of the influence of the media on society and the role of the media in this society are discussed.

Keywords: *media; critics journalism; journalistic; postmodern; system.*

1. Introduction

The main function of media criticism is a constant and comprehensive analysis of the content of the media in a postmodern society. This is, first of all, the definition of adequate reflection and the degree of compliance with the real state of society and its needs. Media criticism determines the degree of social realism, that is, the degree of correspondence of the displayed elements and processes of society with the real social phenomenon reflected in the media in a post-modern society. In addition, media criticism should monitor the relationship between the media and society, since the social role of the press at the present stage is obvious: public opinion is largely formed on the basis of the content of the media. Since the activities of the media largely depend on administrative and economic regulation, as well as the presence or absence of conditions that guarantee true ideological, political, and cultural pluralism, media criticism should be aware of factors that clearly affect the activities of the media and determine its content.

Media activity in a postmodern society increasingly not only determines the knowledge and ratings of the audience, but also affects decision making.

Media criticism is obliged to respond promptly to aspects of the media content and the activities of the media, which are of public importance and are associated with topical problems in the development of society. Criticism must be relevant and modern, especially when it comes to electronic media, where the concept of "relevance" is characterized by different time periods.

2. Main research and results

1.1 2.1. The potential of "new" media as a platform for the implementation of media criticism in a postmodern society

Today, information technology is an integral part of the modern communication process. The zone of influence that traditional media and television monopolized has changed since the Internet invaded it.

The concept of "new" media in this work refers to interactive electronic publications, new digital technologies and forms of communication between content authors and information consumers. "New" media include internet sites, blogs, video games, social networks and

instant messengers (Vartanova, 2019). In the situation of "new" media, the availability of any information in a digital environment is sharply increased. At the same time, the key characteristic of accessibility is, first of all, efficiency.

The catalyst for the transformation of media in the 21st century has become social networks and instant messengers. Evolving from a product of multimedia capabilities, these platforms have become "new" media: they have become a platform for direct distribution of content, displacing traditional media.

"New" media form a new communication environment and integrated data flows that can lead to unforeseen results due to the participation of a person.

There are five principles of technology that form the "new" media. These principles include: a) the presentation of information in numerical form, b) modularity, c) automation, d) variability, and e) transcoding.

A numerical representation in relation to "new" media means that any media product created using a computer or converted from an analog medium has a digital code. "New" media can be formalized through a mathematical algorithm, which, in turn, allows you to create accurate digital copies and manipulate them (Karpenko, 2018).

The objects of the new media have a modular structure, that is, all the elements of the object are part of the whole, thereby they can constitute a more complex object without losing their independent existence. As an example, we can cite a multimedia film consisting of many frames, photographs, sounds, which are reproduced with a certain order, but at the same time retain their originality: changing a component does not necessarily change the whole.

Numerical representation and modularity allow you to automate the process of creating new media products.

New media have the property of variability. They cannot be fixed once and for all. In traditional media, the author creates the product "manually", so any changes in the content entail a change in other, depending on each other, processes - for example, reprinting a newspaper page when making changes (Hindman, 2003). To special cases of variability L. Manovich considers the possibility of the existence of objects of "new" media in an infinitely possible number of formats and forms, taking into account the degree of detail and content (Karjakina, 2020).

Transcoding — the ability to transfer physical objects to "new media" objects with the subsequent transition from one format to another — is one of the essential consequences of computerization of the media.

"New" media became an important tool in the era of globalization, as they opened up new forms of communication between people from different parts of the world. Today, the concept of "death of distance" has become relevant, since the digital world has created all the conditions so that there is no distance between users. Personal blogs, pages on social networks allow them to communicate with each other, without taking into account the spatio-temporal parameters (Korochensky, 2019).

One of the characteristics of the "new" media is hypertextuality. Hypertext is usually understood as the connection between various media products that form a single context. This also existed in traditional media, when journalists reminded readers of what they wrote some time later, covering the same topic. But on the Internet, hypertext links go to a whole new level: they occur in a single environment and create a third dimension of text - depth (Korochensky, 2018).

The key feature of the "new media", which requires a more detailed commentary, is interactivity (Borden, 2012). This is a two-way process of interaction with the audience, including its participation. Interactivity in new media has obvious communicative potential, as it is implemented in specific techniques - such as, for example, commenting, rating, discussion.

YouTube is the largest video hosting service in the world. With the rapid development of social networks as new media, YouTube is becoming a widely used service where authors and creators can upload their own video products, as well as consume and share other video products they like on social networks (Coombs, 2010). The subscription system allows you to follow and directly participate in the creation of the content of a particular channel, commenting and expressing your own opinion.

YouTube is not only an entertainment platform, but also a communicative one, which ranks it among a number of social networks and media: a user can exchange information with a large number of people with whom they have common interests and problems.

YouTube is a social network and platform for disseminating information, which puts it in the category of a new type of social networks that ensure successful socialization through content, realizing user-to-user interaction. Changing the paradigm of social networks leads to the fact that the social aspect includes not only communication according to the "user-

user" model, but also "user-content user". Such platforms create new social momentum and play a special role in the dissemination of information.

Changing the model of information consumption is a natural consequence of the spread of "new" media. On the Internet, such a thing as "periodicity" in understanding the consumption of information disappears, which is one of the basic requirements for the functioning of print media.

With the advent of the ability to instantly disseminate information and change it in real time, the consumer receives it here and now. The consumption model has changed from a one-time volume of information to constantly updated, which is always available and has the ability to feedback.

In connection with these changes, readers have a paradigm shift in the perception of news and publications. If before the media were just a source of information, today the media is also leisure for the reader. New approaches of the media to content, to media and distribution channels allow the reader to develop a new experience in interacting with the media.

2.2 A blog as a platform for expressing citizenship in a postmodern society

Bloggers can be subjects in the formation of discourse, which in a certain way will be an alternative to official discourse.

In most cases, interested personalities (politicians, journalists, political strategists and political scientists) join the blogosphere, who often use the blog as another channel for expressing their own thoughts and influencing public opinion (Fornas, 2013; Olsson, Nordm Falkheimer, 2015).

Cyberspace in a postmodern society provides for the absence of a clear hierarchy in which all members of the communication process have equal opportunities, but a new virtual stratification can be traced, which to some extent reproduces reality.

Internet users are aware that a popular blog can be a way to achieve prestige, power and social capital, which can potentially be converted from virtual to real.

For sociologists, such a statement acquires additional relevance from the point of view of the importance of increasing the role of public sociology in modern society, because a blog can become an instrument for reflecting the results of scientific developments and expressing one's own position regarding acute socio-political problems.

Not all information published on the Internet can be considered verified and reliable, since there is no legislative restriction as such.

On the Internet, each user can publish all kinds of information, neglecting the veracity.

The most successful manifestation of social communication occurs on the Internet, where random contacts that form online communities arise on various Internet platforms. The network provides an opportunity to develop civic self-organization and the formation of social capital. The formation and development of civic participation is based on freedom from traditional authorities and a responsible attitude to the realization of one's own civil liberty, on interest in socially significant issues expressed in active participation and finding solutions, on the coordination of common and private interests (Gnedash, 2020).

Citizen journalism is not only a professional activity. This is the active participation of the audience in the collection, analysis and dissemination of information (White, 2000). Citizen journalism in the Internet environment is distinguished by such qualitative characteristics as the high mobilization rate of citizens and fast mass feedback from the audience compared to the "pre-day" activism of citizens. At the same time, the audience has the ability to control actions, which increases the transparency of the procedures. Civic participation allows you to interact at the same level with political forces up to the creation of public projects with government initiatives in a postmodern society (Kachkaeva, 2020).

The blogosphere is not so much a tool for organizing planned actions as a space where spontaneous public reactions arise about socio-political events. The blogosphere shows the greatest potential for the development of various forms of "citizen journalism" and "participation journalism" at any scale. The blogosphere is a space of open dialogue for Internet users acting in various roles (Fuchs, 2010).

Currently, the "new" media is not only a platform for modern journalism, but also a platform for the activities of media critics (Hasanov, 2017).

Media criticism blogs in the "new" media are becoming a platform for discussion, which discusses the problems of the influence of the media on society and, in general, the role of the media in this society (Allern, 2017). In an effort to improve the quality of journalism in general, media critics and media experts discuss the shortcomings and advantages of specific journalistic materials, based on their own analysis and experience.

There are two categories of media critical blogs.

The scientist includes blogs in the first category criticizing the journalist's lack of competence in covering specific facts, non-compliance with international journalistic standards, lack of fact checking, custom publications or other publications pursuing the personal goals of the journalist (Bakanov, 2019).

The second category of media criticism blogs, according to the researcher, presumes the journalist's initially reprehensible intentions: biased and subjective attitude to the object. Such intentions increase interest in the news and provide increased attention to readers. As a rule, according to the researcher, the second category of blogs is more common.

Journalists or the media are criticized for misconduct: unfair information, breach of confidentiality, falsification of photographs, hidden advertising, or influence on outside journalists. Often criticism is also directed to the formal attributes of the text: spelling, punctuation, but these are already special cases (Picard, 2010; Deuze, 2007).

The quality of media products is continuously associated with the quality of competencies of the creator of the product - a journalist. In this case, media criticism plays a significant role. The channels of distribution of media criticism are not limited to: print media, television, "new" media.

Journalism is faced with a number of problems that media-critical blogs are trying to cover, among them the growing complexity of semantic diversity, poverty of editorial resources, loss of political and economic independence, and high competition. This all affects the quality of journalistic materials.

Thus, the Internet is changing not only the media system itself, but also the criticism of these media. Journalists themselves have the opportunity to instantly and freely respond to criticism of their activities. It is thanks to social networks and platforms that criticism has become open for discussion. The blog is becoming a convenient format that provides the opportunity to openly and impartially express your point of view, based on specific examples and facts.

3. Conclusions

The development of modern technologies leads to an increase in the economic, political, intellectual potential of mankind due to a change in the types and methods of interpersonal and intergroup interaction. The increase in interest in the phenomenon of "new media" and, as a particular form of

them, social networks in recent years has become more noticeable and brings new research topics at various levels.

Modern society has achieved outstanding results in the development of the field of telecommunication technologies, thereby providing the opportunity for any individual, without binding themselves to the conventions of borders, complying with the rules of state regulation of the media and only guided by their own desires and moral standards, to disseminate information to everyone with access to the Internet . Under such conditions, a person who has managed to interest his opinion or the way of covering various aspects of society's life is able to exert a significant influence on individual and public consciousness with the help of "new media".

One type of information activity on the platforms of "new" media is currently network criticism, which in many countries is undergoing an active phase of development and is becoming more popular not only in professional circles, but also among Internet users.

The digital age provides new opportunities for the development of various aspects of journalistic activities, including media criticism and investigative. Digital technologies allow media criticism to be as productive and effective as possible.

The authors of media-critical blogs set the main task to record and analyze materials that do not meet professional standards and have poor-quality and ethically dubious content.

Media criticism blogs in new media can become a platform for discussion, where the problems of the influence of the media on society and the role of the media in this society as a whole are discussed. In an effort to improve the quality of journalism in general, media critics and media experts discuss the shortcomings and advantages of specific journalistic publications, based on their own analysis and experience.

Digital technologies make it possible to carry out various kinds of investigations, analyze information in a short time, and also cover a wide range of information sources. Digital technology erases the space-time boundaries, since today everything can be solved via the Internet.

A review of research on "new" media and media criticism has led to a number of generalizations.

Media criticism is a complex and systemic phenomenon, a special area of journalism designed to help society in understanding the problems and trends in the media. One of the main tasks of media criticism is to study

the activities of the media as a constant source of information about existing reality.

As part of our work, we consider how media criticism can implement its activities in the context of "new" media. To the "new" media in this work, we include media websites, blogs, video games, social networks and instant messengers.

"New Media" has the characteristics of interactivity, multimedia, hypertextuality, convergence and digitality. One of the main features of the "new" media is interactivity. In an interactive environment, the boundary between producers and consumers of content is blurred. The audience becomes an author, creating a context of reality.

In these conditions, media criticism can successfully implement its activities on blogs. Media criticism blogs are becoming a platform for discussion, as well as an alternative platform for disseminating information.

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