

# opción

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,  
Linguística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

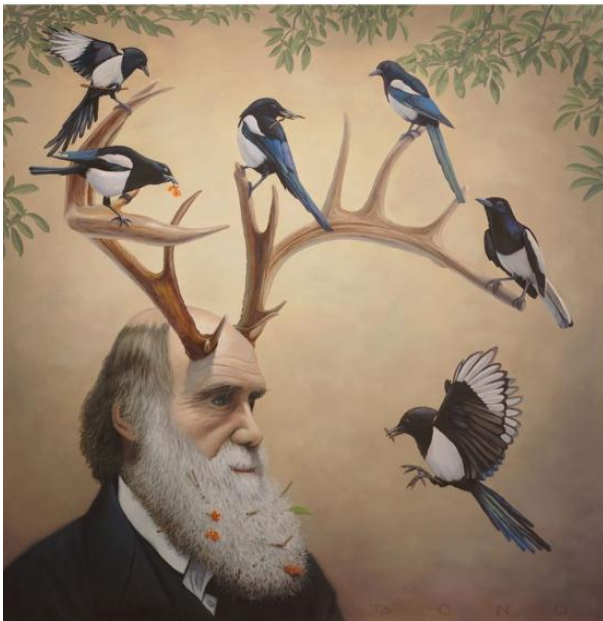
Año 35, 2019, Especial N°

# 22

Revista de Ciencias Humanas y Sociales

ISSN 1012-1587/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia  
Facultad Experimental de Ciencias  
Departamento de Ciencias Humanas  
Maracaibo - Venezuela



## **Interaction of mass media with the audience in the context of convergence**

**Ramis Rassyhovich Gazizov<sup>1</sup>**

Kazan Federal University, Kremliovskaya str., 18,  
420008, Kazan, Russian Federation  
[gazizov-da@yandex.ru](mailto:gazizov-da@yandex.ru)

**Anastasia Sergeevna Yufereva<sup>2</sup>**

Ural Federal University named after the first  
President of Russia B.N. Yeltsin  
[a.s.iufereva@urfu.ru](mailto:a.s.iufereva@urfu.ru)

### **Abstract**

The article focuses on communicative convergence, which involves the process of the audience and periodicals role change in the information and communication space via comparative qualitative research methods. As a result, despite the significant increase of information on the Internet, most professional journalists are convinced that they have retained the right to retain the monopoly on information. The respondents came to this conclusion, based on the fact that journalists have all the necessary skills and competencies that allow them to engage in journalistic activities, while other users, in particular, bloggers, do not have the necessary qualities.

**Keywords:** Convergence, Media, Internet Technologies, Journalists.

## **Interacción de los medios de comunicación con el público en el contexto de convergencia**

### **Resumen**

El artículo se centra en la convergencia comunicativa, que implica el proceso del cambio de roles de la audiencia y las publicaciones periódicas en el espacio de información y comunicación a través de métodos comparativos de investigación cualitativa. Como

resultado, a pesar del aumento significativo de información en Internet, la mayoría de los periodistas profesionales están convencidos de que han conservado el derecho a conservar el monopolio de la información. Los encuestados llegaron a esta conclusión, basándose en el hecho de que los periodistas tienen todas las habilidades y competencias necesarias que les permiten participar en actividades periodísticas, mientras que otros usuarios, en particular los bloggers, no tienen las cualidades necesarias.

**Palabras clave:** Convergencia, Medios, Tecnologías de Internet, Periodistas.

## 1. INTRODUCTION

Convergence is one of the phenomena that is able to reflect the fullness of the transformations taking place in the sphere of mass media (from the Latin. convergo - approach, agree). Nowadays, academic literature developed various trends in the study of convergence, which can be divided conditionally into the following groups. The first group of scientists VARTANOVA (2003), LUKINA (2010) views convergence as the phenomenon that provokes merging and convergence of various communication technologies and, thus, the emergence of new media platforms for content creation and distribution. The second group of authors BARANOVA (2015) defines convergence as the process meaning restructuring of the organizational structure in the media in terms of such department emergence as digital-department, SMM-department (social media marketing - Authors' note), web-department, etc.

The third group of researchers AVILÉS (2004), COTTLE (1999), ÖRNEBRING (2010) focuses on the aspect of convergence that is related to the formation of new professional competencies of journalists as the result of changes in the state of the information and communication environment. The fifth group JENKINS (2003; 2006), MEIKLE (2012) of researchers associates convergence with the formation of a user segment on the Internet, in which content is created and shared by people all over the world. The desire to fix their own presence in the virtual space is becoming increasingly necessary for people of different cultures. Abstraction from geographic and temporal boundaries makes it possible to talk about the shift of reality to the Internet (KHADEMOSHARIE, TADIBI, BEHPOOR & HAMEDINIA, 2018).

In the resulting cultural dimension, the participants of multitasking interactions accumulate around social media, participate in the production and distribution of cultural meanings within the messages of various formats (text, audio, video). This type of convergence is extremely important when you describe the features of the interactions between professional journalists and other network users, who also have the ability to create and distribute content in real-time. Accordingly, the research focus of this article is communicative convergence, by which we mean the process of new types of interaction development between professional journalists and other social subjects (actors).

## **2. METHODS**

In the present work, they used the method of the included observation by the authors in 17 convergent mass media of Yekaterinburg (Russia). The primary data was obtained by the authors after independent sociological research in the form of in-depth interviews with professional journalists (November-December 2016). There are the following rationales for the selection of media in the respective city. Ekaterinburg is the fourth most populous city in Russia after Moscow, St. Petersburg and Novosibirsk. The city is located in the central part of the Eurasian continent, on the border of Europe and Asia (1667 km east of Moscow). Yekaterinburg is a large administrative, industrial, scientific and educational center of the Ural region. As of January 1, 2015, the population of the Ural capital was 1 million 461 thousand 372 people.

Yekaterinburg is characterized by a high level of Internet penetration, a wide distribution of new communication technologies among city residents, a well-developed media system, and a variety of social and political life. Yekaterinburg is considered progressive in terms of media market development: there is a wide variety of publications in the city that exist in the conditions of intense competition. Ekaterinburg is represented by dozens of publications with different content and thematic focus. TV broadcast includes about twenty channels, more than 30 radio stations broadcast. The city has more than 20 news agencies and portals.

20 people took part in the interview: 5 employees of print media (2 respondents from newspapers; 3 from magazines); 3 radio station staff; 4 from TV companies; 3 from news agencies; 2 work on city portals; 3 teachers of the Faculty of Journalism (2 respondents work at the department of the periodical press at the Institute of Humanities and Arts of the Ural Federal University, 1 - at the faculty of television and radio journalism of the Humanitarian University). The interview was anonymous. The authors of the study recorded the gender, age, education (training trend), experience in journalism and position. The survey involved 15 men and 5 women of different age categories: at the age of 20 to 29 years old - six respondents, at the age of 30 to 39 years old - six respondents, six respondents were at the age of 40 to 49 years old, 3 respondents - at the age of 50 years and above.

16 respondents have a journalism education degree (two of them have a second university degree in economics and political science). 2 respondents have higher economic education. 2 informers have higher education in the field of philology and cultural studies, respectively. Two respondents have experience in journalism from 1 to 4 years, two respondents - from 5 to 9 years, seven respondents - from 10 to 14 years, two respondents - from 15 to 19 years, four respondents - from 20 to 24 years, two respondent - from 25 to 29 years old, one respondent - from 30 and more (AMEEN, AHMED & HAFEZ, 2018).

### **3. RESULTS AND DISCUSSION**

First of all, let us turn to the ideas of professional journalists about the audience role change in the information and communication space. According to the views of survey participants, there are qualitative changes in the audience behavior under the conditions of the Internet. Among the most frequently encountered characteristics are the following ones: the audience has become more demanding, the audience has become more discriminating and smarter, and the audience has become less gullible (BINDER, ODAG, LEISER, LUDDERS & KEDZIOR, 2018).

Such qualitative characteristics indicate that the role of the audience in the information and communication environment has changed. If earlier the members of the audience were perceived as passive consumers of information, then their positions were revised with the development of communication technologies (especially social networks, blogs) and information increase. Virtually everyone can play the role of not only the content recipient, but also its creator. The involvement in a communication system uniting people around the world brings the current virtual environment closer to the image of a global village in which everyone has the right to speak out and be heard (according to G.M. McLuhan).

Despite the increased attention to the speed of content transfer and share, several respondents out of twenty noted that the audience



was completely uninterested in analyzing and became less demanding in information source selection: The audience has become less selective during the selection of sources for reading. Today, the resources that offer low-grade information products based on unreliable facts and rumors are quite popular.

The most important change is associated with information amount increase that constantly affects a person. Thus, there is nothing left in a person's head. This is especially noticeable with the example of education: earlier people did not have so many channels of information and access to them, but they were more erudite. It is much more interesting for me to talk with a worker who is 60 years old than with a young man who has two higher educations. The first one knows a lot more not only in terms of everyday life, but also in terms of horizons (the man, 40 years old, the experience in journalism - 25 years, radio program director, higher education, training direction - economic).

A third of respondents (7 out of 20) pointed to another trend - the quantitative increase of the media audience due to the growth of the younger generation. The survey participants attributed this pattern to the fact that today many people (especially the people from 15 to 25 years old) have access to the Internet, where receiving information is relatively free. Accordingly, the audience has expanded due to additional target groups (students, young professionals, etc.) that consume information actively. Attention should be paid to another

peculiarity in the views of survey participants - the attitude to the position of convergent media in the information and communication environment. When it came to the media monopoly on information, the opinions of respondents were divided. Based on their responses, several points of view were highlighted.

Most of the respondents agreed that the media did not lose their monopoly on information. The respondents substantiated this view by comparing the obligations between journalists and bloggers. In their opinion, journalists are professionals who have certain knowledge, skills and abilities that allow them to assess the situation critically, understand what is happening, check the accuracy of the information and explain correctly the processes and phenomena in various areas of life to the audience. Bloggers do not have such competences and have extremely limited resources for working with information. As an example, respondents noted the privileged position of a journalist in terms of their access to various sources of information: journalists have the right to submit official requests to state and public structures and receive a prompt response, to attend press conferences as an editorial staff, which cannot be visited by bloggers or any other person.

Respondents emphasized that the role of the media as an intermediary is still relevant. The purpose of the media is to develop the mechanisms of large flows of information limitation in order to convey such a volume of messages that a person could handle. Repeatedly, survey participants compared the media with a filter that

misses only relevant and reliable content that meets the principles of objectivity by including several points of view. On the issue of fake news that is thrown for some purpose. That is why we need traditional media with a great reputation.

The basis of our well-being is the reputation of our radio as an independent media outlet, which more often provides a platform for liberal politicians, public figures than for any other, but, nevertheless, no one will reproach us in the absence of this reputation or professionalism. If we broadcast news on air, we select them, check them. If there is a conflict, then we give two points of view traditionally. We act as a filter on the way of fake news (the man, 40 years old, the work experience in journalism - 20 years, editor-in-chief of the radio station, higher education, training direction - cultural studies).

Other respondents believe that the media have lost their monopoly on information with the advent of the Internet. The beginning of this process was laid at the moment when new communication technologies began to allow representatives of a wide audience to interact with each other, to participate in the creation and exchange of messages in real-time. Moreover, quite often the news about a particular event in social networks, blogs, forums appears much faster than in the media. If an event occurs in the world, then news about it appears on the Internet after 1-2 minutes. It is sufficient enough to recall the news of the crash of the TU-154, which occurred

this weekend. Not much time has passed since the crash, and the information has begun to spread on the Internet rapidly. Traditional media coverage of this event was late, as the tragedy occurred at the weekend (male, 25 years old, the experience in journalism - 4 years, scriptwriter and radio presenter, radio site administrator, education - higher, training direction - journalism).

The third group is represented by the few responses of the respondents who agreed that the media never had a monopoly on information (5 out of 20). Since the monopoly on information is caused by distribution channels, in our country the media lost their monopoly on information fifteen years ago. This happened at a time when, in addition to press, television and radio, new information channels began to appear, especially the first Internet forums (the man, 40 years old, experience in journalism - 12 years old, director of the portal, editor-in-chief of the IA, higher education, training field - economy).

#### **4. CONCLUSIONS**

Based on the study, we will draw a number of conclusions. Firstly, the majority of respondent's state that the role of the audience in the information and communication environment has changed. In particular, professional journalists noted that the audience has become more demanding, the audience has become more discriminating and

smarter, and the audience has become less gullible. These estimates indicate that the perceptions of the audience differ from those observed before the advent of the Internet. Since then people were perceived as passive consumers of information. With the development of communication technologies (especially social networks and blogs) their positions were revised.

Secondly, despite the significant increase of information on the Internet, including through the appearance of user-generated content, most professional journalists are convinced that they have retained the right to remain monopolists on the information. The respondents came to this conclusion, based on the fact that journalists have all the necessary skills and competencies that allow them to engage in journalistic activities, while other users, in particular bloggers, do not have the necessary qualities. Most likely, such an assessment was given by respondents in order to emphasize the privileged status of the journalist profession, which is still in demand by society and the value of which, accordingly, was not devalued due to the appearance of civilian journalists.

## **5. SUMMARY**

One of the phenomena capable of reflecting the fullness of the transformations taking place in the media is convergence. Convergence refers to the process of bringing together a variety of

communication technologies, transforming the media institution from the point of view of the emergence of new departments, the formation of additional professional skills and competencies among professional journalists, and the development of other types of relationships between journalists and other Internet users. The last aspect becomes the subject of research in this article. In order to characterize this trend of convergence - communicative - the authors conducted a sociological survey, after which 20 media experts from Yekaterinburg were interviewed (November-December 2016).

The analysis of the obtained primary data showed that the level and the depth of reflection on convergence occur in the media editorial offices in different ways and depend on the following factors: gender, age, experience in journalism, editorial position, editorial policy trend and media format which is important. On the whole, the technological development of the media sphere is not perceived by the respondents as a revolutionary process leading to fundamental changes in the activities of journalists and, in particular, in the functioning of the media within the political communication system. Journalists continue to reserve the right to occupy a privileged position within the information and communication environment in terms of reliable information creation, processing and distribution. New information technologies are considered by journalists as additional tools, the possession of which may involve the development of additional competencies.

## 6. ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

## REFERENCES

- AMEEN, A., AHMED, M., & HAFEZ, M. 2018. "The Impact of Management Accounting and How It Can Be Implemented into the Organizational Culture". **Dutch Journal of Finance and Management**. Vol. 2, N<sup>o</sup> 1: 02. Netherlands.
- AVILÉS, J. 2004. "Journalists at digital television newsrooms in Britain and Spain: workflow and multi-skilling in a competitive environment". **Journal Journalism Studies**. Vol. 5. pp. 87-100. UK.
- BARANOVA, E. 2015. **Convergent Journalism**. Moscow: Yurait Publishing House. p. 269. Russia.
- BINDER, N., ODAG, O., LEISER, A., LUDDERS, L., & KEDZIOR, K. 2018. "Student Definitions of Intercultural Competence (IC)-Are They Context-Specific?" **European Journal of Educational Research**. Vol. 7, N<sup>o</sup> 2: 251-265. UK.
- COTTLE, S. 1999. "From BBC Newsroom to BBC News Centre: On Changing Technology and Journalist Practices". **Convergence: The International Journal of Research into New Media Technologies**. Vol. 5, N<sup>o</sup> 3: 22-43. USA.
- JENKINS, H. 2003. **Rethinking Media Change: The Aesthetics of Transition**. Media in transition, Cambridge, Mass.: MIT Press. p. 404. USA.
- JENKINS, H. 2006. **Convergence Culture: Where Old and New Media Collide**. New York: New York University Press. p. 308. USA.
- KHADEMOSHARIE, M., TADIBI, V., BEHPOOR, N., & HAMEDINIA, M. 2018. "The effect of 12-weeks concurrent

training on the serum levels NGF, BDNF, and VDBP in women with multiple sclerosis”. **International Journal of Applied Exercise Physiology**, Vol. 7, N° 1: 77-86. Iran.

LUKINA, M. 2010. **Internet Media: Theory and Practice**. M.: Aspect Press. p. 348. Russia.

MEIKLE, G. 2012. **Young S. Media Convergence: Networked Digital Media in Everyday Life**. Basingstoke: Palgrave Macmillan. p. 248. UK.

ÖRNEBRING, H. 2010. “Technology and journalism-as-labour: Historical perspectives”. **Journalism**. Vol. 11, N° 1: 57-74. USA.

VARTANOVA, E. 2003. **Media Economics of Foreign Countries**. Aspect Press. p. 335. Russia.





**UNIVERSIDAD  
DEL ZULIA**

---

# **opción**

Revista de Ciencias Humanas y Sociales

Año 35, Especial No. 22 (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.

Maracaibo - Venezuela

[www.luz.edu.ve](http://www.luz.edu.ve)

[www.serbi.luz.edu.ve](http://www.serbi.luz.edu.ve)

[produccioncientifica.luz.edu.ve](http://produccioncientifica.luz.edu.ve)