



Artículo de investigación

Convergent trends of national media development under contemporary conditions of globalization and modernization of media sphere

Tendencias convergentes del desarrollo de los medios nacionales en las condiciones contemporáneas de la globalización y la modernización de la esfera de los medios

Tendências convergentes do desenvolvimento da mídia nacional sob as condições contemporâneas de globalização e modernização da esfera da mídia

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Abstract

This article is devoted to the analysis of the modern national media development features under the influence of rapidly progressing phenomena of convergence and modernization. The ubiquitous spread of the Internet has led to dramatic changes in many spheres of life, including in journalism. The nature and specificity of communication between people, the culture of distribution and consumption of information, the genre features of the media, and the work of the editorial offices are currently undergoing significant transformations, largely due to the processes of convergence. In this regard, in the work there was defined the essence of the concept "convergence", and there were described various types of convergences: network convergence, convergence of terminals and convergence of services by the example of Kazakhstan mass media. The empirical material was Kazakhstan's network and regional news portals, newspapers and radio stations, which are the main channels for the distribution of content. The study showed that when creating their own websites, the mass media are trying to implement the principles of multimedia and hypertextuality in order to attract the audience, involving the active use of information in the form of text, animation, iconography, video and audio materials, and the principle of interactivity, aimed at organizing effective interaction with audience.

Resumen

Este artículo está dedicado al análisis de las características modernas de desarrollo de medios nacionales bajo la influencia de fenómenos de convergencia y modernización que progresan rápidamente. La difusión ubicua de Internet ha llevado a cambios dramáticos en muchas esferas de la vida, incluido el periodismo. La naturaleza y especificidad de la comunicación entre las personas, la cultura de distribución y consumo de información, las características del género de los medios y el trabajo de las oficinas editoriales están experimentando transformaciones significativas, en gran parte debido a los procesos de convergencia. En este sentido, en el trabajo se definió la esencia del concepto "convergencia", y se describieron varios tipos de convergencias: convergencia de redes, convergencia de terminales y convergencia de servicios con el ejemplo de los medios de comunicación de Kazajstán. El material empírico fue la red de Kazajstán y los portales regionales de noticias, periódicos y estaciones de radio, que son los canales principales para la distribución de contenido. El estudio mostró que cuando crean sus propios sitios web, los medios masivos intentan implementar los principios de multimedia e hipertextualidad para atraer al público, involucrando el uso activo de información en forma de texto, animación, iconografía, video y materiales de audio y el principio de

Keywords: convergence, mass media, Internet, multimedia, information space, website, audience

interactividad, dirigido a organizar una interacción efectiva con la audiencia.

Palabras clave: convergencia, medios de comunicación, Internet, multimedia, espacio de información, sitio web, audiencia

Resumo

Este artigo é dedicado à análise das características modernas de desenvolvimento da mídia nacional sob a influência de fenômenos de convergência e modernização que progridem rapidamente. A difusão onipresente da Internet levou a mudanças dramáticas em muitas esferas da vida, inclusive no jornalismo. A natureza e especificidade da comunicação entre as pessoas, a cultura de distribuição e consumo de informação, as características do gênero da mídia e o trabalho das editorias estão passando por significativas transformações, em grande parte devido aos processos de convergência. Neste sentido, na obra, definiu-se a essência do conceito "convergência", e foram descritos vários tipos de convergências: convergência de redes, convergência de terminais e convergência de serviços pelo exemplo dos meios de comunicação do Cazaquistão. O material empírico foi a rede do Cazaquistão e portais regionais de notícias, jornais e estações de rádio, que são os principais canais de distribuição de conteúdo. O estudo mostrou que, ao criar seus próprios sites, os meios de comunicação tentam implementar os princípios de multimídia e hipertextualidade para atrair o público, envolvendo o uso ativo da informação na forma de texto, animação, iconografia, vídeo e áudio. e o princípio da interatividade, visando organizar uma interação efetiva com o público.

Palavras-chave: convergência, meios de comunicação de massa, Internet, multimídia, espaço informacional, website, audiência

Introduction

Rapidly developing information and communication technologies significantly increase the intensity and qualitative level of public awareness, thereby transforming the entire media system. Back in the 1980s, an outstanding American philosopher and futurist E. Toffler presented his concept of society development in the form of three successive stages, characterized, in part, by their peculiarities in the transformation of the media. So, the main information transmitters for an individual of the first wave were family members, a teacher, a priest or officials. During the second wave, the number of information channels increased due to newspapers, magazines, radio and television, which turned into a giant loudspeaker. By 2025, this stage will finally be replaced by the third wave, which will lead to an even faster acceleration of information flows and a restructuring of the depth structure of information (Toffler, 2011). The era of the third wave can be called without exaggeration the Internet era, which is a universal means of creating, storing and transferring data. The wide spread of the Internet has led to a sharp reduction in the print press circulation and a decrease in the audience of on-air media. In 2017, the daily audience of Internet services

surpassed the audience of Kazakhstan's TV channels by 1.6 times, and the budgets of Kazakhstan's network media exceeded the budgets of TV. According to TNS Central Asia, in April 2018, 64.1% of the country's population were active users of Kaznet. In the age group of 15-24 years, this indicator was 97.4%, and among respondents aged 25-44 it was 92% (WEB Index of Kazakhstan. Internet audience. April 2018). According to a public opinion poll conducted by the AST Foundation Kazakhstan, 70% of Kazakhstan's residents use social networks that offer ample opportunities for communication, listening to music and watching films, creating communities of interest. Among users of social networks, there are more women than men - 55% and 45%, respectively, more urban residents (76%) than rural ones (61%) (Research: Residents of what cities of Kazakhstan are most "sitting" in social). In general, the data cited correspond with foreign research, in particular, with the Pew Research Center (Perrin et al, 2015). which indicates a worldwide trend of Internet dominance in the information and communication system. In this case, as L. K. Lobodenko, globalization, hypertextuality, multimedia and interactivity of the modern information and communication system have led

to the fact that media space can encompass the entire diversity of values, priorities and interests of society and integrate them in various media forms (Lobodenko, 2013).

At the same time, according to V. V. Sheremet, increasing competition, fight for the audience, politicization and commercialization of the media, their activities in the context of information confrontation and information wars require the media to transform their form of existence for their survival in the modern media industry (Sheremet, 2012). In this regard, researchers have recently been increasingly focusing on convergence: the features of media functioning in the integration context of various types of mass communication. S. Quinn and D. Quinn-Allan talk about the irreversibility of these processes. They write that the modern media field can no longer exist without the Internet, social networks, blogosphere, advertising and PR, and interaction with them (Quinn & Quinn-Allan, 2015). When analyzing the experience of one of the world's largest media corporations CNN in attracting the so-called civilian journalists to cover current and hot news, L. Elber came to the conclusion that the media are aimed at actively attracting the audience to create a diverse information and quality information product (Elber, 2008).

Thus, we can state that the processes taking place today in journalism and the media have radically transformed the structure of the modern media industry, changed the media system, and they differently form both the national and global media space.

METHODS

The purpose of this paper is to identify, describe and to structure convergent trends in the development of modern national media, based on active interaction between the mass media and the Internet segment of the information space.

In achieving this goal, the authors implied implementation of a wide array of scientific methods. Sociocultural methods were used in the study due to the peculiarities of the mass media functioning in the Kazakhstan society, which has certain cultural values, norms and attitudes. Also, methods of actual practices in the field of mass communication, the classification method, and the inductive, logical and

comparison and collation analysis methods were applied. A systematic approach was used to select the empirical material.

RESULTS AND DISCUSSION

The term "convergence" (from Latin *convergere* - approaching, converging) is the reality of many branches of knowledge. Originally, this term arose in biology, where convergence was understood to mean identical characteristics in different organisms developing in the same environment. In linguistics, this concept denotes the coincidence of certain fragments of the language system (phonetics, vocabulary, etc.) in two or more language groups in connection with sufficiently long and intensive language contacts. In culturology, convergence acts as one of the key aspects of cultural change in society. In the political science, convergence is called the concept of the unity of the modern industrial world emerged in the second half of the twentieth century.

The founder of the convergence concept in journalism is the professor at the Massachusetts Institute of Technology, Ithiel de Sola Poole, who in his work "Freedom Technologies" (1983) described the convergence of traditionally unconnected means of communication, calling this phenomenon "convergence". Under the latter, the scientist understood the leveling of the boundaries between the media as a means of two-way communication, such as telephone, mail, telegraph and as a means of mass communication, such as the press, radio and television (Pool, 1983). J. Kolodzy writes that convergence in the media sphere is an essentially new way of thinking about what news are, how they are created and how they are communicated to the audience (a new way of thinking about the news, making the news, and delivering the news). The author emphasizes that journalists should use all means of communication to convey their messages to the audience (Kolodzy, 2006).

In Russia and Kazakhstan, researchers and practitioners relatively recently began to extensively use this term. It is necessary to name such scientists as A. A. Amzin, E. L. Vartanova, E. A. Baranova, L. K. Lobodenko, S. Kh. Barlybaeva, I. K. Mambetova, A. B. Esenkulov and others. In particular, S. Kh. Barlybaeva notes that the convergence in journalism is conditioned by the movement of the modern media industry

towards total integration with information and telecommunication technologies, the result of which is the formation of a new integrated mediamarket where network services, multimedia services, software and media products are firmly connected (Barlybaeva, 2014). According to E.A. Baranova, convergence is the accessibility of any content, for example, text materials, graphics, audio and video materials anywhere in the world where there is Internet and mobile communications (Baranova, 2014). The scientist pays attention that currently online versions of major publications do not correspond to a printed copy of this media, being an independent multimedia resource [Ibid, p. 19].

E. L. Vartanova reads three thoughts into the concept of "convergence". First of all, convergence is a merger of technologies that allows various technical media to provide information to the audience, based on the digitalization process, i. e. digitization of the verbal content of media materials. In addition, convergence is a merger of once different and disconnected media, for example, radio and the Internet, which allows significant expanding the audience of the integrated media type. So, only 19% of Kazakhstan people listen to traditional radio, whereas according to TNS Central Asia in April 2018, 45.78% of respondents listened to RETRO FM on-line, Avtoradio - 43.18%, Russian Radio - 42.85% Love Radio - 33.95%, Dala FM - 29.71%, Zhuldyz FM - 27.25% (Radio Index. April 2018). Finally, convergence is the merger of media markets (Vartanova, 2001). Media Holding Time Warner owns company CNN, which in turn consists of 14 news channels, 2 radio stations, 6 Internet sites and 37 foreign bureaus. Kazakhstan media holding "Khabar" includes TV channels "Khabar", "24.kz", Kazakh-TV, "El Arna" movie channel and their on-line versions.

Thus, we can conclude the following: convergence in the media sphere is the provision of conceptual interaction between media of different types, taking into account their organizational, structural and genre features, aimed at creating original information products with subsequent placement in various media environments to capture the attention of a potential audience.

Mediaconvergence, which in recent years has become a defining trend in the development of Kazakhstani media, has generated innovative media that fully implement the principles of

integration and multimedia. Analysis of media data showed that they are characterized by the following convergent trends.

1. Convergence of networks, the result of which is the ability to broadcast various types of information: visual, textual and audio information, iconography, etc. For example, on the website of the radio station Qazaq Radiosy ([http://qazradio. fm](http://qazradio.fm)), you can not only listen to the radio, but also watch videos, photo galleries, download and vote for the track you like, read the latest news from the world of show business, sports and cinematography and entertainment notes.

It is noteworthy that this trend can be traced not only at the republican level, but also at the regional level. For example, various multimedia platforms, including photographs, audio and video recordings, are represented on the website of the regional social and political newspaper "Ogni Alatau" (<http://ognialatau.kz/>). Moreover, photo and video materials are isolated in separate structural blocks. The headings of the site - Home page, Agrarian sector, Law and order, Say life "Yes", Society, People, etc. deserve separate attention, what greatly facilitates navigation in the site and searching for necessary information. E. Vankuvering writes that electronic publications may be interested in a wider range of audience and attract different age groups thanks to the variety of headings and subheadings (van Couvering, 2016). In addition, the published note can be shared in the most popular social networks of Kazakhstan: Vkontakte, Odnoklassniki, Twitter and Facebook.

The convergence of networks is hardly thinkable without the interaction between the mass media and social networks. For example, you can subscribe to VKontakte, Odnoklassniki, Facebook, Twitter, Instagram and Youtube at IA "Khabar" (<http://khabar.kz>). To date, 21 827 people have subscribed to news of IA "Khabar" at such social networks as VKontakte, 21 987 people - at Odnoklassniki, 21 687 people - at Facebook; they have 177 019 followers in Instagram, 147 654 in Twitter, 321 342 subscribers in Youtube video hosting. Information portal "Nur" has a more impressive audience. So, the news of this Vkontakte portal is followed by 500 725 people, in Instagram - 470 000 people, Facebook - 261 878 subscribers, in Odnoklassniki - 28221 users. Other online media also actively interact with social networks, and in social networks.

V. V. Artyukhin calls the convergence of networks as "a fusion of text, sound and image" (Artyukhin, 2010), but E. V. Oleshko believes that the term is much broader. It testifies to the merger of the mass media editorial staff activities with the target audience and their transformation into a cohesive media community (Oleshko, 2012).

2. The convergence of networks is inseparably associated with the convergence of terminals, implying the combination of various options and capabilities (the reception, transmission, storage and processing of information). A prime example of converged terminals is smartphones, tablets, laptops and other electronic devices with Internet access. Specifically for them, mobile applications for mass media have been created, allowing you to be aware of the events in the mode 24/7. Analyzing 148 mobile applications (81 applications for smartphones and 67 for tablets) developed for the mass media in 10 different countries, T. Cantarero and co-authors highlighted their undoubted advantages: one mobile application replaces a whole stack of newspapers or magazines; polygraphy and attractive design, provides expansion of the audience and increase in its loyalty, an additional channel for effective active content sales, constant and close contact with the audience (Cantarero et al, 2017).

One of the most frequently downloaded mobile applications in Kazakhstan is the application of the Internet news portal "Nur" for iOS and Android. As of April 2018, this application for devices on the Android platform has been downloaded by more than 1 million people. The application has a modern design, easy navigation, and the ability to share news via Facebook, Twitter, e-mail and other Internet services, the ability to add interesting news to bookmarks to read them at any convenient time. Along with this, the developers envisaged the possibility of downloading news on the smartphone even without access to the Internet. Similar applications are available from zakon.kz, Tengrinews, Caravan, Newtimes.kz, Kaz.news, RSS News of Kazakhstan and others.

3. Convergence of services resulting from the convergence of networks and terminals. Currently, the mass media provides previously unavailable services to its target audience. These include: authorization on the Internet portal with

the help of an account in social networks, the ability to evaluate (with such marks as "like", "dislike", "wow!") and comment on news items, the ability to forward them to friends in Telegram and WhatsApp, the appearance of platforms for discussion and voting, the creation of thematic forums on websites of newspapers and radio stations. So, there are feedback forms on the website of "Komsomolskaya Pravda Kazakhstan" (<http://www.kp.kz/>), "Egemen Qazaqstan" (<https://www.egemen.kz/>), "Aiqyn" (<http://aikyn.kz/>), Express-K (<https://express-k.kz/>), as well as on the websites of regional mass media - "Industrial Karaganda" (<http://inkaraganda.kz/qa>), "Kyzylorda news" (<http://www.kzvesti.kz/>), "AktobeTimes" (<http://aktobetimes.kz/>) and others.

Due to the convergence of services, modern Internet users are not nameless and faceless consumers of an information product; they are real participants of the global information process. The discussion of problems, the exchange of opinions, debates, and the manifestation of one's own initiative in the formulation of issues of interest to them allows active users to form an information agenda along with professional journalists, politicians and opinion leaders.

Often, online media offer entertainment content to their audience, because games, quizzes, competitions, tournaments, polls, conferences are an excellent tool for interaction between the Internet media and its audience. For example, the section "Games" is presented on the website of the popular radio station "Europa Plus Kazakhstan" (<http://europaplus.kz>), where anyone can pass funny tests in online mode: guess the star in a suit for Halloween, guess the track with an emoji, or "who you are from the series "Game of Thrones", etc.

The analysis of convergent tendencies in the Kazakhstan media industry showed that each media should provide its audience with unique and exclusive material in the era of tougher competition in the media market. Unfortunately, traditional media cope with this less and less and become almost unclaimed. Mass media intensively interact with other information channels to survive in the competitive struggle and to gain a niche in the information space, what leads to the emergence of a qualitatively new innovative journalism, which is a natural

continuation of the continuous process of journalism development.

SUMMARY

The study of convergent trends in the development of modern national mass media allowed us to formulate the following conclusions.

1. Convergent processes occurring in the media industry determined the multimediaization process: integration of various platforms into one mass media, what resulted in a significant increase in the number of forms for presentation of the information material and the diversity of its content. The consequence of these processes was the emergence of innovative media actively operating in the Kazakhstan segment of the Internet.

2. Network media have firmly taken their positions in Kazakhstan's media space, expanding the existing typology of the mass media: on-line radio, pages and groups of publications in social networks, exclusively web-based versions of information resources, and other eclectic types of media.

3. Network media have unique features that traditional media do not; in particular: high efficiency, round the clock availability and ease of use with electronic devices. An undoubted advantage is the multimedia, i.e. hypertextual and interactive component of this type of media, as well as various forms of interaction with existing and potential audiences, the latest technologies, maximum systematization of the information represented, usability, modern design, mobile applications and thematic material variability.

4. Due to the rapid development of innovative media, Internet users can now take the most active part in shaping the modern information space. Current topics, discussions, comments, and assessments of current events raised by users affect the future media agenda of the day. An Internet user today is not just a spectator or a reader, he or she is an active content organizer and moderator.

5. Convergent processes of the Kazakhstan media field radically change journalism. It can be said with certainty that a new type of information resource has appeared and is intensively developing in the system of national media - the

Internet media, which have already occupied their niche in the information space and have won their target audience.

CONCLUSIONS

Media-convergent processes have led to the fact that at present the websites of broadcast and print media are nothing more than multimedia projects that offer their target audience information in the form of text, pictures, animations, video and audio materials simultaneously.

In the course of the study, we have identified the main convergent vectors of national media - convergence of networks, convergence of terminals, and convergence of services. The options and possibilities of the network mass media in providing information and organizing interaction with the audience were analyzed.

In general, the process of convergence is seen by us as a key factor in the evolution of modern journalism and the media.

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