THE ROLE
OF GLOBAL MASS MEDIA
IN THE CHANGING IMAGES
OF GLOBALIZATION

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The purpose of this publication is informing the result of scientific analyzing and the latest chagrining in the Global mass media & International Journalism, is to serve a guide to the international relations. The articles have been written with a keen awareness that the study of Global mass media.

"Regional or Area studies" too is emerging as a new field that cuts across traditional disciplinary boundaries. This strong emphasis on inter disciplinarily requires students of international journalism & mass media owners to familiarize themselves with literatures on subjects that have often been studied in isolation from each other. The biggest challenge facing today's mass media and journalism researcher lies, therefore, in connecting and synthesizing the various strands of knowledge in a way that does justice to the increasingly fluid & interdependent nature of our world. While the main purpose of this book lies in providing its audience with a descriptive and explanatory account of the various dimensions of International relations.

This is the result of an Educational Conferences & master classes – Methodical Complex, For all mass communications & journalists course offered as part of People's Friendship University of Russia For more information, see: www.rudn.ru

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THE ROLE OF GLOBAL MEDIA IN PUBLIC DIPLOMACY

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Abstract: This paper analyzes the importance and challenges of the global media in today's public diplomacy. As global media has increasingly proved its effectiveness in recent decade, governments of different nations have competitively involved in a war of public diplomacy through media to promote the image of their countries and set a ground for foreigners to understand their positions in the international arena. The dependence of policymakers, on live news coverage provided by different media Institutions such as CNN and other outlets for their own benefit is the order of the day. The challenge of our era is to recognizes that we can help achieve our foreign policy goals through engagement with foreign public and that our success depends on cooperation. This phenomenon can be viewed in both positive and negative ways.

Key words; Global media, Public diplomacy, Policymakers, International Relations.

INTRODUCTION: The advancement of technology in mass communication has allowed global media to reach every corner of the world more rapidly with vivid graphics, thereby enabling it to play a very important role in public diplomacy which deals with the influence and impact of public attitudes on the formation and execution of foreign policies, it encompasses dimensions of international relations beyond traditional diplomacy.

In our increasingly interconnected world, strategic communication from states to foreign audiences - so called public diplomacy, has become more and more important. Media as such can shape and influence images of foreign countries. As a public diplomacy outlet it can ultimately generate public support for a country's views and values abroad. In recent years, non-Western actors are becoming more and more proactive in communicating their views and values to global audiences, while also reporting about international affairs in accordance with their own governmental agendas.

The success or failure of public diplomacy through global media, can however, only be judged by its intended foreign audience. The most critical criterion is the credibility of the media, which can be accomplished by the independence of media as well as freedom from editorial bias. Only when such media activities are combined with cultural programs and people-to-people exchanges can its synergy effects be maximized. However, as seen in past cases, carelessness and negligence can seriously damage the public diplomacy efforts of major powers. To prevent some major incidents, public awareness campaigns should be arranged to encourage every citizen to join in the public diplomacy activities. As expected of the global media to play a constructive role in the expansion of common ground for promoting peace and harmony among citizens of neighboring countries through consultations with counterpart media in the same region, propaganda is definitely not far-fetched from it.

a) THE POWER OF GLOBAL MEDIA IN THE FOREIGN POLICY-MAKING PROCESS: Global media has become one of many tools every policy maker employs in coordinating its own public diplomacy programs. The BBC and Voice of America have long proved their utmost influence in the foreign policy-making process, and other major media are following same path, including CCTV, Russia Today, and France 24. Also, new media are also aiming at special groups of people with less IQ of rebuttal from their targeted audiences. Radio Sawa, Al Hurra Television, and other broadcasters of different languages are some good examples.

There is no doubt that the involvement of the global media in the policy-making process is complex. Let's picture this scenario; There is an occurrence of international event, and the political leaders learn about it from the media. This information is processed through various image components and then the policy or decision formulating process is set in motion. Media advisors and PR professionals participate in the process, officials consult with them and consider their advice. In their conclusion, they take the media into account when they define their policy and match it to the appropriate media tools. Many studies of foreign policy making neglect to deal with this complex role of the media. They mostly described the media as one of the channels of informing leaders of international events, as input for the decision-making process. But the actual reality illustrates that this perspective undermines the place of the media and therefore it should be dealt theoretically as well as in applied research case studies using a more complex approach emphasizing the crucial role of the global media in foreign policy.

Due to the anarchic nature of the international system , there's no state that can achieve a stand in the position of a global hegemony. The world is too vast for any state's limited reach. Thus, a state in the quest of security and fulfilment ought to use further means to influence other actors in the international system. Based on this fact, the articulation of foreign policy within a media-governed setting should be done in such a way that the motives of the acting state should appeal not only to international law, but also to international civil society, thereby acquiring consent for the intended actions. The best way of achieving that is through an eloquent projection of the country's intentions, thereby acquiring ethical legitimization for the intending actions.

As the influence of global media continues to multiply, the governments tend to utilize it to publicize their policies and positions on certain issues. In the case of Al-Jazeera TV, initially, the American government officials refused to honor invitations to the Al-Jazeera's programs for many years because in their opinion, the TV station holds unfavorable stance towards the United states. However, from 2005, the United State Department officials began involving and taking part in Al-Jazeera actively because according to report, the U.S. drew a conclusion that engaging on TV of any kind results in more benefits than not appearing at all. By informing the audience about the American policies on TV, the U.S. government aimed to improve its overall prestige. In line with such view, President Barack Obama had an interview with Al-Arabiya Television, one of the most influential Arabic broadcasters, during the first week of his first term in order to directly appeal to Arabic and Islamic people. In the same token, the media tends to enthusiastically accommodate politicians' wishes to attract viewers if it has news value.

It is worthy of note that, politicians go beyond the traditional norm of public diplomacy and try as much as possible to give more detailed and comprehensive information through some sophisticated techniques. This global trend has motivated big powers such as the U.S., China, Russia, and the EU to designate increasingly larger budgets to their own beneficiary global media. In fact, they are now fully involved in a day to day war to win the hearts and minds of people of the world. But an important issue that requires an examination is the so-called limited effect of global media. There are some quite numbers of places world that either do not welcome global media or simply lack access to it. The official diplomats of every state should be demanded to engage and involve the local media. In order to achieve this, the diplomats ought to have knowledge of both the local language as well as

the local politics. When this is put to place, they can substantially comfortably participate in debates on TV.

    b) CHALLENGES TOWARDS A SMARTER PUBLIC DIPLOMACY: Public diplomacy, which is targeted at creating mutually beneficial ties between governments and citizens of other nations, is perceived as transformative by some, while viewed idealistic by others. With the précised goal of "winning the hearts and minds" of foreign citizens in the world, the U.S. government has immensely invested huge money into various international engagement and involvement programs. Based on the opinion that engagement is a key factor to highlighting a state's soft power, experts have created some multitude programs, such as gastro diplomacy, cultural diplomacy, science diplomacy, water diplomacy, sports diplomacy, etc. A typical assumption behind certain soft power initiatives is that individual interaction with foreign cultures is mostly resulted to establishing good will amongst the people and help to get rid of negative stereotypes as a result of misinformation.

For effectiveness of Public diplomacy campaigns, they must focus on specific target audiences, alongside measurable objectives, and also there is a need to develop strategic messages to the foreign publics. The ability to identify target audience, to build voter coalitions, and tailor campaign messages based on extensive research are the beginnings to smarter public diplomacy. Furthermore, campaign managers should religiously work towards an evaluative research which will provide them with substantive measures of campaign effectiveness.

A question that come to mind is; Could one imagine a U.S. presidential election campaign strategy which focus is on winning the support of all Christians in the U.S. regardless of segmentation? The answer is 'Not likely'. Yet, we could see a modern American public diplomacy engagement whose effort included investing hundreds of millions of dollars into an unrealistic goal of winning the hearts and minds of Muslims around the globe. This particular approach failed to realise the multi-sectorial, multi-national, and multi-ethnic composition of the billions of Muslims around the world whose interest differs. This wrong assumption is one of the shortcomings and minuses of the America's international engagement efforts, and also one of the core reasons for the ineffectiveness of campaign.

Whether their pursuit is to create awareness of an issue, to promote the acceptance of a foreign policy, or to aim at specific action, the right path to measuring public diplomacy is based on governments' ability and initiative to

identify SMART campaign objectives and goals. For better understanding, the SMART acronym stands for Specific, Measurable, Achievable, Realistic, and Time-bound objectives. Another step to greater height is that Public diplomats must change their orientation on "winning the hearts and minds of people around the world", rather they should divert all measures towards quantifiable SMART objectives that concretely aim at the campaign's primary target publics, its given time frame, and its desired results. For example, the United States may hope to increase awareness of its educational scholarship program amongst women in Liberia by 20 percent within a twelve-month period. China may set the SMART public diplomacy objective of increasing the number of French university students who participate in the Confucius Institute activities in Paris by 15 percent within a two-year period.

Public diplomacy scholars and experts understands the potential importance of soft power programs. Although, some people might disagree on the extent of their impact and the role they ought to play in any nation's overall global engagement strategy. The mental and physical skills to measure the real-life impact of whatever public diplomacy program should be a core requirement that should be set forth by program administrators. There is a common argument that states that soft power programs outcomes cannot be directly measured, this decreases the opportunity of gaining public support or even governmental funding in the future during times of budgetary restraint. Ultimately, many public diplomacy campaigns' aim is to effectively influence not only foreign public opinion but also foreign media coverage; and in other cases, they aim at producing tangible outcomes in the form of tourism, and investments. While some goals can be simply measured in terms of dollars and cents, others may require more sophisticated methodologies and techniques, such as social media analytics which is not limited to sentiment analysis, influencer analysis, or conversation trends. And also, may require longitudinal public opinion survey research. As a solid component of international relations, public diplomacy programs should strategically align with any nation's foreign policy objectives for better results.

c) KEY LESSONS TO BE NOTED BY THE TARGET AUDIENCE OF PUBLIC DIPLOMACY: It's required of the foreign services to transform themselves from being reporters and lobbyists on reactive issues to shapers of public debates around the world. There's an argument for a new type of multilateral public diplomacy – retooling embassies to become lobbying and policy-exchange organizations; creating an infrastructure to link up political parties and NGOs across

borders to create a common policy space; and planning proactive communication campaigns. Diplomatic institutions need to move beyond the old model of bolting on a few new units and recruiting a couple of extra staff from NGOs – changes which are essentially cosmetic. Instead, what is needed is a fundamental re-balancing of the diplomatic offer and a larger investment in it. Note the following;

1. Governments do not pay enough attention to the way that stories will be received abroad. The main way to engage with mass audiences in other countries is not through embassies on the ground, but by working through foreign correspondents in your own capital.

2. Western governments are competing with each other in 200 countries when they have bilateral interests in just a fraction of that number. This unhelpful competition undermines objectives in developing countries while preventing a proper focus of resources on those countries where they have a bilateral interest.

3. Governments need to change the tone of public diplomacy - so that it is less about winning arguments and more about engagement. In an environment where citizens are skeptical of government and sensitive about post-colonial interference, public diplomacy institutions need to be much more interactive - building long-term relationships and understanding target groups rather than delivering one-way messages

4. Foreign services and public diplomacy institutions need to build the possibility of crises into their planning by developing greater budgetary flexibility. and public diplomacy SWAT teams that can be mobilized at very short notice.

5. Public diplomacy should be focused on the countries which are most relevant to our interests - not those which are easiest to influence.

CONCLUSION

As illustrated in this paper, we could see that despite some certain challenges in recent time, global media is playing an inevitable role in public diplomacy as it has helped numerous policy makers to increase their audiences all over the world. Initially, government campaigns were created to promote the national interests of their host countries, however, global media today does more in promoting more noble values that are commonly applicable to all individuals regardless of their state of origin. These values include but not limited to peace, human rights, and general wellbeing. It might seem not so difficult for global media to produce programming that aim at a common good, but In reality, this is quite difficult due to the fact that

the target audience reactions cannot all be positive because of cultural, religion, history and mindset differences.

There is definitely room for the global media to play a constructive role in mitigating the resentment that has been surrounding different nations of the world. However, it cannot be expected of them to easily come to a consensus, it has to be a step by step motion. They can start with relatively less difficult issues to gradually expand the common ground, and then move to more delicate and complex issues. There is need for global media outlets to always remember that they have relatively small domestic audiences when compared to a larger foreign audience. This serves as a setting for neighboring countries to jointly conduct public diplomacy. Global media, with its powerful influence, is the most fitting medium for this joint public diplomacy project as it takes to consideration the sentiment of the people around the world and therefore aim to exercise its influence to promote the common good beyond the borders of its nation.

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PUBLIC TELEVISION IN RUSSIA: PRIORITIES OF THE PROGRAM POLICIES

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Abstract: The author discusses the concept of public television in Russia in the aspect of the maximum realization of their social and cultural-enlightening mission in society.

Key words: public TV, program policies, values, cultural mission, professionalism, and reputation.

INTRODUCTION: In many countries, particularly in Europe, America, Canada and the other there is a public broadcaster financed by the subscription fee of the audience. For example, this British company BBC-1, the German ARD, ZDF, the American PBS, French France Television, etc. All in 49 countries of the world.

An attempt to create public television in Russia has already been made of the 90-ies. Russian public TV (ORT) for the first time released on 1 April 1995, however, it was not destined to become a truly public television.

The idea of creation of the Federal TV channel «Public Russian television» (OTV), as one of the key institutions of a democratic and civil society in the Russian Federation, the beginning only be achieved 2012 goal, when the President of the Russian Federation Dmitry Medvedev on April 17, 2012 signed a decree №455 «On public television in the Russian Federation».

Essential characteristics of modern models of public service broadcasting organizations the following. Firstly, it is the control over broadcasting on the part of civil society, not the state. Secondly, the total exclusion of all advertising blocks, any of the commercial products. Third, the complete exclusion of the state censorship of broadcast OTV content, and create the air of information pluralism. Program policy should be based on objective, reliable, truthful information, both internal and external, foreign, calculated on the satisfaction of the audience needs of different segments of the target audience. All this should contribute to the qualitative, positive change in our society for the better.

How to build a programming policy of TV channel? This question is the most important. The President of the company «Author's TV» Anatoly Malkin thus formulates his vision of the program content. OTV: «In my opinion, there should not be news in the pure form. Analytics - Yes. Discussion - Yes. The news here must be present only as an information occasion, or those which it is impossible to ignore. News in pure form is a lot of. But the analysis of this news is not all and not always. Besides, news programs are very expensive in production. No talk shows and programs that exploit the base feelings and complexes. Any criminal and investigation programs, which may become an informational accompaniment of all kinds of raiding and political orders.

Today, television has become an instrument of making money. Therefore, at least the policy and its complete absence in the form of agitation, propaganda and other forms of political struggle and party building. Public television should be completely cleared of suspicion that it is used in someone's interests but for the interests of civil society. And no advertising».

What determines the content of the public television of Russia General Director of the channel Anatoly Lysenko: «I represent a public (or other) TV broadcasting, in which part of the time allocated to the discussion of the most important problems of the people, to discuss topics that affect all. You can start with everyday problems with housing and communal services, pension issues, education.... Discuss topics which affect all. They are easy to identify the methods of survey and study of the same Internet. Another TV should be organized as television debates, public hearings» . Public television in Russia will radically differ from the already existing Federal TV channels, to teach the audience to perceive deep smart and serious programs, including cultural-educational. Public television should contribute to the development of civil society, to introduce and promote the culture and art of the peoples inhabiting our multinational country. «The requirements for public television in terms of cultural and educational functions of higher, since any television program in one way or another introduces the viewer to the culture. Even in the newscasts of himself the appearance of the people, their style of communication, the degree of literacy influences the audience installation». For the successful work is very important to attract the channel OTV master's ether, capable to their author's programs win the attention and love of TV viewers. Only professional journalists are able to channel OTV quality and meaningful programs, direct esters, search for new forms of information delivery, order, to diversify genres. «Public broadcasting is a forum in which ideas can be expressed freely,

where circulate the information, opinions, criticism. This is possible only when the independence of the public broadcaster, so his freedom of speech must be confirmed by the lack of pressure from the authorities and the commercial structures. The function of independence is to encourage and support the formation of «the public», which is the most important aspect of the public sphere». It is also necessary to seriously consider the creation of replacing foreign programs, significantly limiting the procurement of foreign branded gear and create the national television content, the more so that the content of the programs of the public television of should fully take into account the national interests and national mentality, and the public journalists with their programs promote universal moral values of a modern Russian society. competent program filling of ORT - a key question which is before the management of the channel, the guarantor of successful and fruitful activity for the benefit of the company, its qualitative changes. The main purpose of the public television of Russia should also be the creation of a multicultural television space.

The concept of the public television of the Russian Federation should provide a wide coverage of the cultural diversity of our multi-national country, to tell about the life of the regions of the Russian Federation.

A strong party in the work of the channel must be the creation of educational programs devoted to the interaction of national cultures and сплачивающих Russian society into a single powerful nation, and, of course, news without politics. Public television has already begun to test programmers of news: "there are two issues of the news - seven minutes at 13.00 and twenty minute at 18.00. From the next week will be the six editions of four to seven minutes and two for twenty minutes, in the middle of April we plan to test the already 12 issues, and in the beginning of May, the TV channel will go on a 24-hour test broadcasting», - told RIA Novosti in the press service of the nag.

Fundamental to effective functioning of the OTV is a question of personnel policy of the channel. Who will create a program for OTV - journalists, invited to the leading Federal TV channels or young budding journalists, graduates of higher educational institutions of Russia? Success is seen in attracting new persons, mostly young journalists. I think channel should go this way. To minimize, if not eliminate the invitation of the actors as the leading TV channels; what is observed on the leading channels in our country. channel should work professionals of journalism! Special attention should be paid to the broadcasting of speech and television texts. It is no secret that in the air of many Federal TV channels position with the purity of the Russian language is not all right. Air tank illiterate expressions, slang, and

sometimes obscene language. I would like to hope that the public TV will become more attentive to the texts, sounding in the air.

As follows from the above, the direction of the work of the channel OTV should be educational, become viewers effective instrument for implementation of the cultural and educational mission of the TV, to raise the quality level of the TV, thus contributing to the intellectual and cultural growth of the spectators ...   In connection with the advent of television channel OTV arises the question about the fate of the state TV channel «Russia». The head of the presidential human rights Council Mikhail Fedotov believes that «in one country may not coexist state and public television, because then the question arises: what we have state - anti-social? Or the society is anti-state? No country in the world that is not. All countries have or the public television, or private - is that there are such and such. In some countries, I would say this is the least - developed - there is a state TV». The same opinion is shared by a well-known journalist V. Pozner: « Someone will say that for creation of the public television of it is enough to remove the censorship of the state TV. State television in General should not be. Nowhere else in the civilized world the state television is not. There is only the public and the private. The only country where there is a public and state television, " this is Azerbaijan. I don't think that this should serve as a model for Russia».

CONCLUSION

I would like to hope that the public television will be for the Russians source of objective information, the source of enlightenment and the consolidation of our society.

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THE INFLUENCE OF SOCIAL MEDIA:
A CASE STUDY ON INTERNATIONAL TERRORISM

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ABSTRACT: The Influence of Social medial has and still continues to affect both regional and global security. Today, terrorist groups are influencing, recruiting, inspiring, and guiding global strategies not just by Internet operations but through an organized, steady infusion of Social Media or propaganda videos and call-to-action messages circulated via social media platforms, such as blogs, Facebook, YouTube, Twitter, and Instagram, Flickr, and are now spreading to newer media as they develop – Ask.fm, Kik, Friendica, and, most recently, VK.com, Diaspora, JustPaste.it, and SoundCloud. And are also utilizing apps that are available on Google Play and iTunes for Apple.

Key words: This paper analysis the influence of social media on terrorism and the countering measures been used, analyzing ISIS, Al- Qaeda, etc. (Terrorism, Social Media, Influence, ISIS, Al-Quaeda.)

INTRODUCTION: The days of would-be terrorists needing to travel to far-off camps to make contacts and learn how to build bombs is rapidly receding. Social media forums like Twitter and Facebook provide a readymade Rolodex of sources.

The strategy of bringing like-minded people together via conversational media to increase radicalism has increased over the years. Social media are increasingly instrumental in spreading terrorist's ideology to the younger generation, now in their 20s or even younger, who have grown up watching video clips on YouTube and for whom social media are an integral part of life.

By March 2013 al Qaeda in the Islamic Magreb (AQIM) launched a Twitter account that has already gained more than 5,500 followers, and AQIM's account is following seven people including the Somali terrorist group Al Shabaab's official twitter handle and the al Nusra front in Syria, which in turn is following another rebel group in Aleppo.

You can see how rapidly the connections start to multiply and how easy it is for a budding terrorist to build up global contacts.

Today, terrorist groups are influencing, recruiting, inspiring, and guiding global strategies not just by Internet operations but through an organized, steady infusion of Social Media or propaganda videos and call-to-action messages circulated via social media platforms, such as blogs, Facebook, YouTube, and Twitter. Which also include Instagram, and Flickr, and are now spreading to newer media as they develop – Ask.fm, Kik, Friendica, and, most recently, VK.com, Diaspora, JustPaste.it, and SoundCloud. These same users are also utilizing apps that are available on Google Play and iTunes for Apple. They explain to their supporters in detail how to use them effectively, with video tutorials and more.

The Internet has arguably replaced the role of the printed media in the field of terrorism, as, for the first time in history, terrorists can take whatever message and images they decide to straight to the online world, which is global in reach (Klopfenstein in Kavoori 2006) Stohl (in Staci, Bennett, and Flickinger cited in Arda Bilgen) argues that terrorists are primarily interested in audience, not the victims, and emphasizes that how the audience reacts is as important as the act itself.

"President Obama said in his remarks wrapping up a Washington summit in 2015 on Countering Violent Extremism. "The high-quality videos, the online magazines, the use of social media, terrorist Twitter accounts—it's all designed to target today's young people online, in cyberspace."

 The terrorist's social media framework is targeting disenfranchised youth with convoluted, fictional information and creating grassroots terrorists within regional and international borders, which then encourages domestic terrorists to set their own goals and take direct action with open-source and open-ended jihad at home. Hence, the article will now address the influence of social media on terrorism

a) THE INFLUENCE OF SOCIAL MEDIA ON THE ACTIVITIES OF TERRORIST ORGANIZATIONS

According to ARDA BILGEN 2012 citing Rohner and Frey stated that, "mutually beneficial relationship between terrorist organizations and the media. As some remarkable terrorist attacks in history indicate, whether it is in the Africa, United States (US), Europe, or the Middle East, it is by and large the case that the architects of terrorism exploit the media for the benefit of their operational efficiency, information gathering, recruitment, fund raising, and propaganda schemes".

Through the media, they aim to publicize their political causes, inform both friends and foes about the motives for terrorist deeds, and explain their rationale for resorting to violence.

Thomas Hegghammer, a senior research fellow at the Norwegian Defence Research Establishment, acknowledged the role of social media in "the scale and speed of the mobilization."

In a study by Gabriel Weimann from the University of Haifa, Weimann found that nearly 90% of organized terrorism on the internet takes place via social media. According to Weimann, terror groups use social media platforms like Twitter, Facebook, YouTube, and internet forums to spread their messages, recruit members and gather intelligence.

These organizations include many designated terrorist entities tweeting include the Taliban (alemarahweb and ABalkhi); Hamas (hamasinfo) and its military wing Al-Qassam Brigades (AlqassamBrigade); Hizbullah and its Al-Manar TV (almanarnews); and countless others.

Jean Paul Rouiller from the Geneva Centre for the Training and Analysis of Terrorism says social media is vital to modern terrorist organizations. "They would not have been able to (sic) survive, they would not be able to recruit people. The human touch always needed, but social media is their shop- window," he said .

In addition to every shop-window of Twitter and Facebook accounts there are also more limited private chat-rooms where terrorist leaders from around the world exchange information and tactics.

According to Rouiller, one notorious forum was run by French terrorist suspect Nabil Amdouni until it was closed down by the French, and who was arrested in the summer in Toulon 2012.

Rouiller claims that documents recovered during the killing of Osama bin Laden in Abbottabad suggest that bin Laden himself may have posted messages on this forum. The dead al Qaeda chief was very careful to stay away from electronic devices himself, but it is thought he wrote down messages on pieces of paper which a trusted lieutenant would then type and save on to a USB stick, finally passing this to someone else to post on the forum.

b) TERRORISTS USING SOCIAL MEDIA TO BUY WEAPONS AND FUNDRAISING

The terror groups active in Syria are using social media sites like Facebook to buy and sell heavy weapons, guns and ammunition, according to UK media reports.

Islamic State and Al-Qaeda terrorists could potentially also use Facebook to buy an anti-aircraft rocket launcher capable of blowing a passenger jet out of the sky. One of the weapons for sale is a MANPADs, or man-portable air defence systems, a type of missile launcher capable of bringing down both civilian and military jets. It is being sold for USD 67,000 on the page called 'The First Weapons Market in Idlib (Syria) Countryside'.

The sellers are Syrian rebels, the nature of the conflict in the war zone means the weapon could easily fall into Islamic State hands. One post on the page shows an AGS-17 Soviet-Era grenade launcher available for USD 3,800.

The page also hosts an advert for a TOW missile launcher, which the seller claims comes from "The US Pentagon". TOW missiles have been controversially supplied by the CIA to selected rebel groups in Syria and Iraq since the civil war erupted in 2011.

Youssef Yassim, an Islamic State supporter from Idlib, who uses his profile on Facebook page to buy a "thermal camera" – used for hunting at night.

Hackers allegedly aligned with ISIS threatened Facebook founder Mark Zuckerberg and Twitter CEO Jack Dorsey in a new video. The 25-minute film, uncovered by deep web company Vocativ, displays images of Zuckerberg and Dorsey with bullet holes over their faces.

In addition, Twitter is also widely used for fundraising for jihad. For example, on February 26, 2014, Sheikh 'Abdallah Al-Muhaisni, a Saudi cleric who has joined the mujahideen in Syria, launched a Twitter fundraising campaign (@Jahd_bmalk) to buy ammunition for the "Islamic brigades" fighting in Syria. According to various tweets from the account, over 26,000 riyals have been donated thus far. A previous campaign was titled "Participate in Jihad with your Money." In previous Twitter fundraising campaigns, photos of donations such as stacks of gold bars, luxury cars, and so on were circulated, along with photos of the weapons purchased with proceeds from their sale.

Internet fundraising techniques illustrates terrorists' technological sophistication and strategic manipulation of readily-available technology in order to raise funds for militant campaigns.

Al-Quaeda, Taliban: Al-Qaeda has been noted as being one of the terror groups that uses social media the most extensively. Brian Jenkins, senior advisor for the Rand Corporation, commented on Al-Qaeda's dominant presence on the web:

While almost all terrorist organizations have websites, al Qaeda is the first to fully exploit the internet. This reflects al Qaeda's unique characteristics. It regards itself as a global movement and therefore depends on a global communications network to reach its perceived constituents. It sees its mission as not simply creating terror among its foes but awakening the Muslim community. Its leaders view communications as 90 percent of the struggle. Despite the risks imposed by intense manhunts, its leaders communicate regularly with video and audio messages, which are posted on its websites and disseminated on the Internet. The number of websites devoted to the al Qaeda-inspired movement has grown from a handful to reportedly thousands, although many of these are ephemeral.

Ayman al-Zawahiri, the current leader of al-Qaeda, argues that "[al-Qaeda is] in a battle, and more than half of this battle is taking place in the battlefield of the media. [Al-Qaeda is] in a media battle for the hearts and minds of the ummah" (Seib and Janbek 2011).

Al Qaeda's media arm, the Global Islamic Media Front, released an English-translated bomb-making manual over the Internet on various social media sites. The training material in this manual originated from the teachings of Abu Khabbab al Misri, a well-known Egyptian bomb maker in the Explosive Ordnance Disposal (EOD) community who taught in terrorist training camps in Afghanistan and was killed by a US missile strike in Pakistan a few years ago. This new, comprehensive explosives training manual-gone viral-teaches kitchen laboratory operations; general chemistry; in-depth instructions for synthesizing primary, secondary, and improvised explosives from commonplace ingredients; and directions for making detonators and IEDs. This trend of using social media as a learning platform to grow technical capabilities is creating new ways for homegrown jihadists to harness skills in building IEDs and improve operational techniques for launching lethal attacks. Moreover, social media is providing greater geographical reach for prominent terrorist groups and their widespread affiliates by providing experienced bomb makers and terrorist leaders.

Inspire magazine, published by Al Qaeda in the Arabian Peninsula. The magazine's earlier issues attempted to encourage Americans to join terrorist training camps abroad by depicting an almost summer-camp like atmosphere.

Al-Qaeda has an Internet presence spanning nearly two decades. The Czech Military Intelligence Service commented that Al-Qaeda are spreading its ideology among the Muslim community in Europe, mainly through the means of social media.

The Taliban has been active on Twitter since May 2011, and has more than 7,000 followers. Tweeting under the handle @alemarahweb, the Taliban tweets frequently, on some days nearly hourly. This account is currently suspended.

In December 2011, it was discovered that the Somalia-based terror cell Al-Shabab was using a Twitter account under the name @HSMPress . Since opening on December 7, 2011, the account has amassed tens of thousands of followers and tweets frequently.

Shortly after a series of coordinated Christmas bombings in Kono, Nigeria, in 2011, the Nigerian-based terror group Boko Haram released a video statement defending their actions to YouTube.

ISIS: ISIS poses a direct threat to international safety and security, as they are the largest in land control and fighting size, and wealthiest terrorist organization in history. ISIS now controls more territory and resources than any terrorist organization that has ever existed.

The new head of GCHQ, Robert Hannigan, has spoken about how Isil terrorists in Syria and Iraq have "embraced the web". He added that terrorists are now able to hide their identities using encryption tools which were once only available to government agencies.

Here we breakdown some of the activities what terrorists are doing on popular social media platforms. Isis has proved fluent in YouTube, Twitter, Instagram, Tumblr, internet memes and other social media. Its posting activity has ramped up during a recent offensive, reaching an all-time high of almost 40,000 tweets in one day as they marched into the northern Iraqi city of Mosul. With Islamic State, more commonly known as ISIS or ISIL, leads the way. Its highly organized social media campaign uses deceptive tactics and shows a sophisticated understanding of how such networks operate. Islamic State has emerged as one of the most potent users of social media. Its social media presence has expanded its influence well beyond the battlefields.

Amateur videos and images are being uploaded daily by its foot soldiers, which are then globally shared both by ordinary users and mainstream news organizations. Isis use of hashtags is interesting, as they focus them on group messaging and branding

concepts. Social-media monitor Recorded Future found that Isis had succeeded in creating hype with a total of 700,000 accounts discussing the terrorist group.

In many respects, Islamic State learned their propaganda craft from al Qaeda on the Arabian Peninsula (AQAP). However, IS quickly eclipsed its mentor, deploying a whole range of narratives, images and political proselytizing through various social media platforms. Playing cat-and-mouse with ISPs and soft are providers like YouTube and Twitter, supporters of IS across the world have contributed to these various social media texts. As Jeff Lewis explains, as quickly as platform managers close down accounts, IS and its supporters continually create new IDs which they then use to build new accounts and sites for propaganda .

ISIS not only employs social media to spread its messages and recruit followers, including Westerners, but also to empower its supporters to take part in that process.

The increasing numbers of Americans and other Westerners seeking to join ISIS, combined with the support it has received on the ground in some places, suggest that its online efforts may be paying off. Two apparent Americans have been featured in pro-ISIS propaganda videos: One using the name Abu Dujana al-Amriki in 2013, and one using the name Abu Abdurahman al-Trinidadi in 2014.

ISIS's sophisticated use of social media - a blueprint that will likely be copied and expanded upon by other terrorist groups as well - serves as a stark reminder of the role social media plays for terrorists around the world. Amplify ISIS's message, tweeting links to ISIS propaganda and hashtags at an unnaturally fast pace, which causes them place higher in search results.

J.M. Berger testifying before US House of Representatives Committee on Foreign Affairs said; we can confidently estimate that during the autumn of 2014, there were at least 45,000 Twitter accounts used by ISIS supporters. This figure includes accounts that were both created and suspended during the time it took us to collect the data.

The country that has received the most threats by ISIS via videos broadcasted on social media is Russia, with more than 25 in two years. France follows, with almost 20 in the same time frame. During the last two weeks, events have shown that threats to those countries were not only digital, but also real.

On October 31, fourteen days before the attacks in Paris, ISIS released a video encouraging young people in France to join the terrorist group. Something similar happened on June 26, when a terrorist inspired by ISIS committed a terrorist attack

in Lyon. One month earlier, ISIS had released a video on social media encouraging young French citizens to commit terrorist attacks. Finally, one month before the January 7 attack on the offices of Charlie Hebdo, ISIS released a video where a group of young French citizens asked their peers to enlist in the ranks of terrorist group.

ISIS has also attempted to branch out to alternate social networks such as Friendica, Quitter and Diaspora, but with limited success; Friendica and Quitter in particular were quick to remove the group's presence from their sites.

The use of social media tools to communicate openly with target audiences, such as potential recruits in the countries jihadists wish to attack, is contributing to the emerging spread of bomb-building capabilities and IED operations around the globe. (Ibid)

Mr Hannigan commented that even the groups grotesque videos of beheadings highlight the sophistication of their use of social media. "This time the 'production values' were high and the videos stopped short of showing the actual beheading," he said.

c) COUNTER MEASURES

a.   Using the same strategy they use

(i) The campaign of the success of U.S. Delta Force raid that freed 70 Kurdish prisoners held by ISIS in Iraq promoted through six different Twitter accounts specializing in countering ISIS in social media which released video of the U.S. raid against ISIS on Twitter, adding the Arabic hashtags used by ISIS in their communications. According to data provided by the Twitter analysis software Tweet binder, the six Twitter accounts published 843 tweets in one week with the Kurdish prisoner video, reaching an audience of 711,313 Twitter users. These brought extremely powerful voices because this was the first time that Arabs and Muslims express in public the atrocities of ISIS'.

b.   Shorting down the channel of influence

(i) Until last fall, Twitter took an extremely permissive approach to the question of what content it would permit. Starting shortly before ISIS disseminated a video of the beheading of American journalist James Foley, Twitter began to take a more aggressive approach to ISIS specifically, and thousands of ISIS supporter accounts

have been suspended since. Other jihadist groups have been targeted, but in lesser numbers.

c.   Using it as an investigative means

d) RECOMMENDATIONS

Defeating this resilient, asymmetrical threat will require flexibility in legacy security measures and operations, as well as strategies of creative insights and collective developments of smart security solutions from all stakeholders. This should include developing a far greater depth of knowledge in explosives-especially in improvised and commercial explosives-and in global IED designs, operations, and capability levels and a more comprehensive understanding of the general threat spectrum the world faces. Law enforcement's ability or inability to swiftly respond to the growing use of social media channels and evolving IED tactics around the world will signal to the enemy the depth of U.S. strength in defeating this irregular, unprecedented challenge in the;

1.   Military operations against terrorism should be accompanied by a digital communication strategy that provides audiovisual material to be shared on social medial.

2.   Counter-narrative campaigns against ISIS should be based on true stories of Arabs and Muslims who have experienced firsthand experience the suffering caused by ISIS.

3.   ISIS counter-narrative campaigns obtain more engagement and more views when they are distributed through non-government channels.

CONCLUSION

Extremists of all kinds are increasingly using social media to recruit, radicalize and raise funds, and Isis is one of the most adept practitioners of this approach.

Some experts think there are examples of terrorists who have immersed themselves in this online world of extremism and have "self-radicalized" without ever having met another terrorist in real life.

ISIS has maintained Twitter accounts for several of its official media outlets, including Al-Hayat media, which mostly distributes polished propaganda pieces in

Arabic, although it also maintains Twitter feeds in various other languages, including English; Al-Medrar, which publishes in a variety of languages; Platform Media, which primarily tweets news updates in Arabic; and Al-Battar media, which has English and Arabic feeds that tweet news, graphics, official statements, and videos. In addition, multiple ISIS regional groups maintain Twitter feeds posting news, images, and video of their activities. Major Nidal Hasan, who allegedly shot dead 13 people and injured 30 others at Fort Hood in 2009, is an example cited by analysts like Neumann, as a "self-radicalizing" terrorist. Authorities say he was in email contact with the Yemen-based preacher Anwar al-Awlaki in the months prior to the shootings.

The internet/social media can be used as a "facilitator--even an accelerant--for terrorist and criminal activity." The increase of online English-language extremist material in recent years is readily available with guidance to plan violent activity. "English-language web forums […] foster a sense of community and further indoctrinate new recruits". The Internet has "become a tool for spreading extremist propaganda, and for terrorist recruiting, training, and planning. It is a means of social networking for like-minded extremists...including those who are not yet radicalized, but who may become so through the anonymity of cyberspace."

The differences between Al-Quaeda and ISIS, al-Qaeda terrorists use the internet to distribute material anonymously or 'meet in dark spaces'. Isis has taken a direct approach especially when uploading videos of them attacking towns and firing weapons.

Never before in history has the statement "anyone can become a terrorist" been more true or easier to attain than with the advent of social media. This pervasive, asymmetrical threat is proliferating through the use of social media tools; bringing about long-term security challenges for intelligence organizations and domestic law enforcement agencies; and raising the domestic threat of unpredictable, small-scale surgical strikes by homegrown terrorists using vehicle-borne, person-borne, and leave-behind IEDs-the terrorist's weapon of choice. Finally, it's clear that terrorists have been spreading propaganda and IED instructions over the Internet for years, but the role that social media is playing in today's means of communications is much more dynamic. And developing a more effective strategy to defeat ISIS in social media and in the public opinion sphere is more paramount than ever.

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MODERN SOUTH S AFRICA's MAIN DAILIES & WEEKLIES NEWSPAPERS

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ABSTRACT: - This paper concerned with the strategic role of mass communication & mass media in the development of modern Africa.

In sub-Saharan Africa covers 17 countries, describes changes & developments in the African media since 2000, and identifies future actions with the greatest impact on developing African media. "AMDI was launched the first times by the BBC World Service Trust in January 2006, in collaboration with DfID and the United Economic Commission for Africa," Based in London. South Africa one of the leader of developments.

The country's turbulent history and the passage from apartheid to democracy have made its people remarkably news hungry, fed by a robust, free and flourishing press.

South Africa has more than 22 daily and 15 weekly newspapers, most in English. Some 14.5-million South Africans buy the urban dailies, while community newspapers have a circulation of 5.5-million. There is also a range of general and specialized news websites which, in terms of the speed and breadth of their coverage, are on a par with the best in the world.

South Africa has always had a courageous and opinionated press. For over 40 years the apartheid state tried to gag the country's newspapers, using legislation, harassment and imprisonment, culminating in the late-1980s States of Emergency. Through all of this, SA's press continued to report on all the news they could.

With democracy in 1994, South Africa's newspapers were freed from all restrictions. People of SA's to believe in their new Constitution safeguards freedom of the media, freedom to receive or impart information or ideas, freedom of artistic creativity, academic freedom and freedom of scientific research.

Present-day, ranks SA's press as the 26th freest in the world. That's ahead of the United Kingdom, ranked 28th, Greece (33rd), Italy and Spain (tied at 39th) and Australia (41st). Our press is the freest in Africa, and more free than any press in South America, Asia, the Middle East and Australasia.

But in this text us a part examination of SA's newspapers, we look at the main dailies and weeklies, who owns them, and at the country's remarkable journalistic history.

SA'S DAILY PAPERS

Daily Sun is the first South African tabloid aimed at the black working class. Initially met with disdain by the established press, its huge sales - and the fact that it has made new newspaper readers out of millions of South Africans - have earned it some respect. In the few years since its launch by Media24, the Daily Sun has become the largest daily newspaper in South Africa. It is sold in Gauteng, Limpopo, Mpumalanga and North West. Average daily sales: 301 800   Average daily readers: 2.29-million

The Star is published in Johannesburg and distributed throughout South Africa, with most sales in Gauteng. Once aimed exclusively at the white market, today over 50% of the Star's readers are black. It is owned by Independent Newspapers. Launched in Grahamstown in the Eastern Cape in 1887 as the Eastern Star, the paper moved to Johannesburg in 1889. Average daily sales: 171 542   Average daily readers: 616 000, Weekly sales - Saturday Star: 143 797, Weekly readers - Saturday Star: 447 000

Sowetan is Daily Sun's main competition, also aimed at an English-literate black readership. Initially distributed as a weekly free sheet in Soweto, the paper was transformed into a daily in 1981 to fill the void left by the Post, which was de-registered by the apartheid government. Sowetan is owned by Johnnic Communications. Average daily sales: 118 261   Average daily readers: 1.54-million

DIE BURGER Afrikaans-language daily Die Burger, first published in 1915, is distributed in the Western Cape. The paper is owned by Media24., Average daily sales: 109 513   Average daily readers: 562 000

Beeld is also an Afrikaans-language daily, printed six days a week and distributed in Gauteng, Mpumalanga, North West, Limpopo and KwaZulu-Natal. First published in 1974, the paper is owned by Media24., Average daily sales: 105 681   Average daily readers: 364 000

Citizen The Citizen is published six days a week and distributed mainly in Gauteng. The newspaper is co-owned by Johnnic Communications and CTP/Caxton., Average daily sales: 90 978   Average daily readers: 466 000

CAPE ARGUS Independent Newspapers' Cape Argus is an afternoon daily aimed at middle- to upper-income readers in Cape Town. Some 53% of its readers are coloured, 33% white, 11% black and 3% Indian., average daily sales: 75 549   Average daily readers: 407 000, Weekly sales - Saturday and Sunday Argus: 107 839, Weekly readers - Saturday Argus: 410 000, Weekly readers - Sunday Argus: 298 000

Isolezwe Isolezwe is the premier isiZulu newspaper, published Mondays to Fridays. The paper has also launched the first Zulu-language website in the world. It is owned by Independent Newspapers., Average daily sales: 58 848   Average daily readers: 391 000

DailyNews Independent Newspapers' Daily News, first published in 1878 as the Natal Mercantile Advertiser, is targeted at the middle market of Durban and the rest of KwaZulu-Natal., Average daily sales: 56 256   Average daily readers: 308 000

CAPE TIMES Independent Newspapers' Cape Times, a daily published since 1876, aims at the middle classes of Cape Town. It has a mainly white and coloured readership., . Average daily sales: 51 285   Average daily readers: 316 000

BUSINESSDAY When Business Day was launched in 1986, it was the country's first mainstream business daily. The paper covers corporate reporting, black economic empowerment, economic policy, corporate governance and financial markets. It is co-owned by Johnnic Publishing and London-based Pearson's plc. , Average daily sales: 42 322   Average daily readers: 113 000

THE MERCURY The Mercury, published since 1852, is Durban's morning newspaper. It is owned by Independent Newspapers. Its readership is 47% white, 18% black and the rest colored and Indian., Average daily sales: 40 526 Average daily readers: 213 000

Daily Dispatch The first issue of the East London Daily Dispatch was published in 1898. The newspaper is the Eastern Cape's biggest selling daily, with a Xhosa and English supplement published on Wednesdays. The Dispatch was edited by Donald Woods from 1965 until his arrest and banning in 1977 for exposing government responsibility for the death of Steve Biko. It is owned by Johnnic Communications. , Average daily sales: 33 535, Average daily readers: 226 000

THE HERALD Founded in 1845 as the Eastern Province Herald, the Herald is one of South Africa's oldest newspapers. Its first edition - four

pages - came out on May 7 1845 and cost one penny. The Herald is owned by Johnnic Publishing and distributed in the Eastern Cape, with its main base in Port Elizabeth., Average daily sales: 30 230   Average daily readers: 193 000

Volksblad   First published in 1904, Volksblad is the oldest Afrikaans daily in the country and the largest in the Free State and Northern Cape. It is owned by Media24., Average daily sales: 28 707   Average daily readers: 126 000

PRETORIA NEWS Pretoria News, first published in 1898, is Independent Newspapers' daily in the capital city. Mainly sold in Gauteng, it is also distributed in Mpumalanga and North West. Some 65% of its readers are black and 33% white., Average daily sales: 28 055 Average daily readers: 86 000, Weekly sales – Pretoria News

Weekend: 16 397,   Weekly   readers   -   Pretoria   News Weekend: 89 000

Witness South Africa's oldest newspaper, the Witness, serves English readers throughout KwaZulu-Natal, with most of its readers in greater Pietermaritzburg and inland KwaZulu-Natal. Owned by Media24, it was formerly known as the Natal Witness., Average daily sales: 23 804   Average daily readers: 167 000

DFA Diamond Fields Advertiser Established in 1878, Independent Newspapers' Diamond Fields Advertiser is based in Kimberley and targets the communities of the sparsely populated Northern Cape., Average daily sales: 8 954   Average daily readers: 55 000

BUSINESSREPORT Launched in 1995, Business Report is South Africa's second financial daily, edited in Johannesburg but printed in three cities. It is inserted in all Independent Newspapers morning titles in Johannesburg, Cape Town, Durban and Pretoria.

SA'S WEEKLY PAPERS

Sunday Times Johnnic Publishing's Sunday Times is South Africa's biggest national newspaper, read by over 3-million people. The paper includes Sunday Times Magazine, Lifestyle, Business Times and Metro sections. Established in 1906, the Sunday Times is distributed all over South Africa and in neighbouring countries such as Lesotho, Botswana and Swaziland., Average weekly sales: 504 657   Average weekly readers: 3.24-million

Rapport Rapport is South Africa's national Afrikaans Sunday newspaper. It is distributed countrywide and in Namibia. Owned by Media24, Rapport

has the biggest Afrikaans-language market penetration in South Africa., Average weekly sales: 325 807   Average weekly readers: 1.6-million

A specialist soccer newspaper published on a Wednesday, Soccer Laduma is aimed primarily at young lower-income black men - 87% of its readership is male. It is published by Media24, Average weekly sales: 209 547 Average weekly readers: 2.03-million

Son is the first Afrikaans-language tabloid in the world. The newspaper is based on British tabloids such as the Sun, focusing on scandal, gossip, entertainment and sport. It is owned by Media24 and published on Fridays., Average weekly sales: 179 287   Average weekly readers: 744 000

First published in 1982 as Golden City Press, City Press is aimed at the black market. Its name was changed in 1983 by its owners, Jim Bailey and the South African Associated Newspapers. Media24 acquired the paper in 1984. It is published on Sundays, Average weekly sales: 177 615 Average weekly readers: 2.06-million

Established at the beginning of 2002 and aimed at black readers, Sunday Sun is the fastest growing newspaper in the country. Its content is largely of a tabloid nature, and much of its audience first-time newspaper readers. Owned by Media24 and published by RCP Media, Sunday Sun is sold countrywide as well as in Botswana, Lesotho and Swaziland., Average weekly sales: 172 050   Average weekly readers: 1.96-million

The Sunday World, launched in 1999, is a tabloid aimed mainly at black readers. Owned by Johnnic Communications, it is distributed in Gauteng, Mpumalanga, Limpopo and North West., Average weekly sales: 142 912   Average weekly readers: 1.06-million

The Sunday Tribune caters for KwaZulu-Natal readers. Its is published by Independent Newspapers., Average weekly sales: 113 577   Average weekly readers: 672 000

The Independent on Saturday caters for the KwaZulu-Natal market. It is published by Independent Newspapers. Its readership is 47% Indian, 33% white and 15% black, Average weekly sales: 56 220   Average weekly readers: 270 000

Post was launched in the mid-1950s as "a racy read, spiced with sex, soccer and news". Targeted at the Indian communities of KwaZulu-

Natal and Gauteng, it is owned by Independent Newspapers. Post is published on Wednesdays, with the leisure and sport edition Post weekend appearing on Fridays.
Average weekly sales: 49 548   Average weekly readers: 340 000

SUNDAY&INDEPENDENT The Sunday Independent was established in 1995 and aims at readers in the higher-income bracket. Its main sales are in KwaZulu-Natal, Gauteng and the Northern Cape. Its readers are 47% black, 29% black, 11% colored and 13% Indian. It is owned by Independent Newspapers. , Average weekly sales: 41 464   Average weekly readers: 179 000

Mail&Guardian   Mail & Guardian, formerly the Weekly Mail, was established in 1985 at the height of resistance to apartheid. When foreign donor funding started drying up for anti-apartheid organizations in the late 1980s, many of the country's alternative newspapers - notably Grassroots, South, New African and New Nation - folded. The Weekly Mail, however, struck up a partnership with the Guardian of London, ensuring the paper's continued existence. Today, Zimbabwean entrepreneur Trevor Ncube's company, New trust Company Botswana Limited, has a majority share of 87.5% in Mail & Guardian, with the Guardian holding a 10% stake., Average weekly sales: 39 612 Average weekly readers: 233 000

SOURCE OF INFORMATION

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ONLINE MEDIA: MODERN TECHNOLOGIES IN JOURNALISM

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Key Words: mass media, online media, modern technologies, journalism

INTERODACTION: In today's world, the mass media is actively present on the Internet. The emergence of different types of news coverage on the media space has quite substantially influenced the process of informatization. The Internet has become a new means of disseminating and receiving information. As a result, mass media organizations have been able to increase their audience to a considerable extent.

The current situation in the media environment shows that, as a rule, a single periodical publication may have both a printed version as well as the online edition. This allows for the duplication of information, on the one hand for people who prefer the printed version, and on the other hand for an audience that receives all its new messages from the Internet. However, some publications, such as Gazeta.ru, only possess online versions, a factor which, in turn, determines a particular tendency in modern journalism. Therefore, it is quite possible to sometimes come across a certain mass media organization that may be present on the Internet without necessarily having its audio-visual or printed counterparts.

These online media are quite different from traditional mass media. In online journalism, the usual editorial structure remains intact, that is, the chief editor, reporters and journalists are all present in their respective specialties. However, the difference lies in the fact that the dissemination of messages and content feed is much faster, and the information itself is quite updatable.

Another feature of online media is that they respond to a lot of events significantly faster and more efficiently than traditional media outlets. New Internet technologies allow readers to keep up to date with current events at all times, and so now, people no longer need to wait for the release of news on TV, or to visit a certain shop for one's favorite newspaper. Furthermore, the Internet media platform allows users to cover a wider range of topics than in traditional media. Therefore, one can place a variety of headings, ranging from politics, economics and ending with culture, sports and fashion publications, all on a single website. Not to mention the fact that online media allows for feedback from the audience through comments. All these factors influence the media space. Only the most economically stable media organizations have the capacity to continue operating in the print media.

It is also worth identifying the main trends in modern journalism. These include the convergence process, that is, consolidation, merger into a single information space. Convergent journalism is a single media platform on which information is made available for all forms of mass media, including television, radio, the press

and, of course, the Internet. This is a huge advantage for a mass audience, because they can now read, watch, listen to, and receive new information all in one space.

The Internet has allowed traditional media to become a multimedia – this is another trend in modern journalism. Today, any web-site belonging to any mass media organization is saturated with different varieties of audio-visual material, as well as interactive files using pictograms, graphs, tables, and much more. In this case, it is possible to note a new phenomenon for Russian journalism – long-read, literally 'long text'. As a rule, long-reads are created on a separate page on the publication site. They are meant to accommodate bulk texts, rich photos, videos, graphics, etc. The main difference between long-reads and ordinary articles is their more in-depth coverage of topics using unique and more vivid information with a predominance of audiovisual aids.

By looking at the direction in which Internet journalism is currently headed, it can be noted that the rapid development of social media has an impact on online media as a whole. The audience gets used to obtaining information in the form of short posts, as many readers are no longer interested in reading long texts. It follows from this that in the future, online journalism could be in the form of short posts, as well as the transmission of information in the form of photographs, as is already the trend now in social networks.

Also, some researchers are of the opinion that online media outlets will include formalism in situations when only the headline will be considered important, as the material is fed, but not its content. In the opinion of a Ukrainian journalist, Artem Zakharchenko, the apogee of formalism will be witnessed in the period between 2023 and 2024.

Moreover, the role of the blogosphere is becoming more pronounced. The prevailing trend is that anyone, not even having a journalistic educational background, can share their opinions and disseminate information on their own page on the Internet. In the future, users may shift towards bloggers, who will act as the owners of independent opinion.

CONCLUTION

Summing up, it is worth noting that a continuous informatization process dictates its own changes and trends in the mass media. Many traditional mass media organizations that start operating through the Internet become more responsive and convenient multi-media platforms for consumers. Today, anyone can control the kind of information that they find necessary, and Internet mass-media organizations are becoming the world leaders in disseminating new, unlimited information. In the future, these changes could be transformed into something new to how we understand mass media organizations. Not so far in the future, there will be the time when, perhaps, information will be provided in the form of short messages or pictures, and the future of mass media will be characterized by stricter conditions, such as processes involving exclusive and non-standard material feed.

FORMATION OF MEDIA IMAGES: FROM THEORY TO PRACTICE

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Summary: The article studies the phenomenon of media images as signs and symbols of the language of the modern society under uncontrolled and pervasive spread of their influence on all spheres of human activity and society. Simulacra make an impact on our planet inhabitants, regardless of their individual characteristics, and thus create "other" reality. Study methods of mass media images are shaped by various factors. Experts, exploring the philosophical aspects of the language believe that the images created by modern media are not only elements of a new language, but also have a powerful potential to force a person to act according to certain patterns. Recently some research has been conducted to comprehend the nature of media images as simulacra and their functions in society, including forms of coercion. In order to show the relationship between media images and techniques of exercising power, the authors have undertaken this study and analysed the nature and functions of media images. To achieve this goal a historical and philosophical discourse on the problem was considered and a content of the images presented in electronic information media was studied from the standpoint of the methodology of social philosophy. The study has revealed that media images due to their nature are able not only to record, but also to construct a picture of reality in which the human being lives. The study showed that mass media images represent a specific linguistic system and one of the effective technologies of "soft power", setting an image of the wrld, standards, patterns of behavior and thinking.

Key words: communication, information, reality, language, an image, sign, symbol.

Introduction: The study examines understanding of the nature and function of the media image or simulacrum as the main component of a language structure under the modern reality – the reality of global communication. Created and replicated by the media the simulacrum gains today a status as one of the key strategies for ensuring communication and shaping an image of the world, while the language, in its traditional understanding as a system of signs designed for communication and cognition (Ivin, 2004, p.1038), in increasing frequency appears in media images. Furthermore, modern methods for teaching languages are aimed at searching and shaping an image of the language that, in its turn, becomes the main tool in organizing a learning activity for those studying the language in different socio-demographic groups. Despite the overall experience of the philosophical thought, a clear description of the phenomenon of media image has not taken shape yet and knowledge about it is constantly developing. Therefore, the article considers

formation of the media image as a dominant sign and symbol of the modern language that is reflected and strengthened in visualization of not only communication processes but the whole world. To achieve the objective of the research we analyses the nature of media image and its functions which enable it to present itself as a specific sign-symbolic element of the language and the reality designer. The study was carried out on the basis of synthesis of the intellectual capital of classical and non-classical philosophy and the empirical material presented in mass communication and information.

Theoretical premises of the research
The theoretical premises of our research are determined by the theses of classical (Plato, 2007; Hegel, 1975; Descartes, 1989 et al.) and postclassical philosophy (Bart, 2004; Gadamer, 1988; Saussure, 1977 et al.) that are supported by the modern studies (Baudrillard, 2006; Vezhbitskaya, 2013; Virilio, 1996; Prilukova, 2015; Eco, 2007 et al.).

The image of the mass media – a sign and symbol of the language of modern society
Along with others, any society performs the linguistic activity, which is impossible without searching for linguistic forms as the language on the one hand registers everything taking place in society, and on the other hand reflects any nonlinguistic activity and influences the formation of thinking (Vezhbitskaya, 2013). However, emergence and existence of new forms in the language require certain conditions; otherwise, these forms will not have their own social meanings. One of such completely new linguistic forms can be called the image created by modern means of mass communication and information. Since the second half of the XX century, the development of new technologies has led to the fact that signs and symbols embodied and broadcasted in images turn into a force that controls a huge number of people. The word "falls back into the shadow", yielding to the dictates of the screen image, which becomes a special language of the society of production, distribution and consumption of information (Baudrillard, 2006). Now it is not the word that selects certain objects from the environment, but rather the media image, which gives them names and includes them in a category of the similar ones. This allows us to speak about images as of a specific system of codes that distinguish, indicate and define objects and their relationships. It is important to note that media images use a complex semiotic system, where visual and verbal signs and symbols, based on syntax, semantics and pragmatics, are combined. Due to this, it becomes possible to use them in multiple meanings that allows them not only to reflect reality but to set its vision. It is stipulated by the nature of images and the specifics of their "reading" that is by nature emotional rather than logical. On the one hand, images transmitted via communication and information channels are accurate as they record the facts of reality by influencing us "silently screaming" and it is difficult for us to deny what we see with our own eyes; on the other hand, they are projected onto a

certain representation of reality by the consumers who are perceiving them. Therefore, the picture an average person perceives is not logically formalized knowledge, rather it is a formal semantic image in which the reality appears as virtual and designed. A completely new and inherently complex linguistic system is formed – a system of signs and images or symbols and images, which implicitly transmit and imprint certain directives because visual information is processed and absorbed by the brain much faster than any other forms of transmission (Gregory, 1972; Markov, 2012; Ryabtseva, 2004). Thus, the reality displayed in simulacra and the reality reflected in the viewer's mind, appear as the result of the convention of signs and symbols that represent this reality.

The images generated by representation of the reality are similar to it – they embody actual objects, events, facts and phenomena. However, in their meaning they contain additional information predetermined by both the audience and the form of presenting this information (McLuhan, 1964). While exchanging media images, people focus on certain characteristics of reality, concentrating on some of the properties just by replicating the "picture" that in turn leads to its continuous reproduction and tyranny. The resulting images are starting to attract more attention than what sparked them to life. This is how a mechanism of simulation manifests itself and works: the sign reflects reality, distorts it, then masks its lack of substance, and finally turns into its own simulacrum and loses its relation to any reality (Baudrillard, 2006). Signifier and signified are swapped and, moreover, the signifier begins to mean something that is not there, i.e. the sign or symbol becomes a reality. A good example of this is images of military operations. For a war we need a whole life of individuals and the life of only one individual is enough to get an idea of it from a number of contemporary films, TV series, computer games, film loops etc. For instance, the war in the Persian Gulf (17 January – 28 February 1991) due to the art and technology of digital photography was presented in the form of a solid model of the battle ("73 Easting"), taking place in real time, and the audience could play various roles ranging from a strategist-commander to an ordinary soldier. So the war turns into a film and the film turns into a war-journey in the world of spectacular special effects (TV series " Spetsnaz", director A. Malyukov, 2002). All these change not only the history but also the nature of perception of its facts, death, suffering and violence – they become a game. Entering the world of a game, the man is not looking for any special meaning, rather he accepts the conventionality and sense of that world, knowing beforehand that it is temporary and can be replayed.

By its nature, the image generated by the mass media is significantly different from all other images generated by the mind and in the mind. It is created and replicated by human and technical means in accordance with the logic of a digital code, which subordinates man forcing him to act in compliance with strict rules and algorithms of information technology while producing and broadcasting the image. In the most general form, all other images are nothing but a complete mental act, and their content only encompasses what the human mind has. Moreover, in the

process of creation, transmission and perception of media images the process of thinking is slowed down as the content of the image is set – it incorporates only what can be prescribed by the artificial language of a digital code. The "picture" supplied to the viewer already contains some "easy to read" meaning. Words in the form of concepts as a reflection of and fixing in the mind of what is on the screen are not needed to "read" a media image – the image has already been presented clearly and in the form of a complete versatile picture. The meaning of the whole in it is expressed clearly without a special mental effort on the part of the viewer. Therefore, the thinking of a modern man is quite often referred to as "right-brained" or "imaginative". For all that, the man gets far more information than he can comprehend, therefore, the remaining information "goes" into the world of the unconscious and gets recycled.

Media images as signs and symbols of the language are able to combine with one another and thereby describe the complex world and patterns of human relations in the form of a "set of images" with no specific sequence or causal certainty. In the flow of quickly successive media images there is no time for the disclosure of their meaning, the mind starts to "lag behind" their content, grasping only fragments of these meanings, generating interpretations, which are beginning to be interpreted, often by themselves (Virilio, 1996). The same news, the same event can have completely different values during a short period of time (a military conflict appears to force militants to peace; a bloodless information war makes real people go out to the street where blood is shedding, etc.). Form is not just acquiring content, it becomes content itself or, in other words, a sign becomes a symbol and vice versa. Therefore, the media image is both a sign and a symbol that allows it to quickly "supply" values and convert the content into the meaning (Prilukova, 2011). Yet the audience forget that the world they are seeing with their own eyes is created for them by those who possess technologies and means of communication and information. So the new technologies represent reality by defining the hierarchy of meanings, for a visual image-shot is converted into an image of meanings in visual-information society. The literal meaning of such a sign and symbol points to the socio-cultural and personal associations, i.e. the dentate is replaced by a connotat.

Images of mass media from the standpoint of semiology can be described as a functional token and a symbol reflecting the hypostatized area of media reality. They perform different functions: from utilitarian ones (study and description of reality, identification among others, etc.) to shaping and defining the vision of the world (education, training, ideological guidelines, samples and standards of individual and mass behavior, etc.). In addition, nowadays modern media images appear as instruments for community integration, focusing direct interactions of people mediated by all sorts of gadgets mediated. Despite the fact that pictures and sounds dominate in media images and semiosis are often groundless – one simulacrum reflects and engenders others of the same kind thus influencing people' minds, forcing them to act in a certain way. In fact, the formation and development of consciousness is taking place when images-signs and images-symbols imbue

everything with their meanings (Prilukova, 2015). Today, an event takes place only if it has been repeatedly presented on the screen, because a media image possesses much greater power and expressiveness to influence the human brain than any other form. All this enables the image, created by electronic media, to act as semiotic constructor of reality by delivering events, alternating, analyzing and ranking them according to its discretion. While the signifier and signified of the sign "merge" at one point, although they vary in their substrate, and some sense is immediately found in the symbol, in the case of the media image when the sign and symbol merge in a single whole it sets a pattern of thought (Baudrillard, 2006). The analysis of the nature and functions of a media image gives us an opportunity to reveal their "secret" – they are both symbolic reality and the perception of reality which have been created by man and where he places himself. Ultimately, the point is in the multidimensionality of linguistic activity and the need for its continuous interpretation.

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THE CHANGING FACE OF GLOBAL JOURNALISM:
A CASE-LAW IN EAST AFRICA

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ABSTRACT: The Article highlights the proceedings of the Burundi Union of Journalists case against the government of Burundi on infringement of their rights in the media under the East African Treaty following the adoption of a new press law. The court's ruling favors the applicants in some provisions. The article also compares the freedom of press in other African countries.

Key words: Human rights, freedom of press, democracy, rule of law, amendment, information.

The East African court of Justice (EACJ) decision in the case of Burundian Journalist Union v The Attorney General of the Republic of Burundi ruled in favor of the applicant -The Burundian Journalist Union who in 2013 had presented the case before the Court citing infringements of articles 6(d), 7(2), 27(1), 30(1) of the Treaty of the establishment of the East African Community (EAC) .The applicants also filed the case based on the East African Court of Justice Rules of procedure citing an infringement of rule 24.

Following its adoption by the National Assembly of Burundi on 3rd April, 2013, the Press Law was then passed by the Senate and finally signed into law by the President of the Republic of Burundi on 4th June, 2013. The amended press law sparked rage and criticism from the international Arena. The UN Secretary General in a statement said that «the new Media Law in Burundi contains provisions that may have a negative impact on the freedom of the press» Further he expressed concerns of the lack of freedom of expression in the new law, which are «essential components of a healthy democracy». The UN Secretary General urged the Head of state to adhere to a legal framework in accordance with international human rights standards.

The applicant's contention was that the enacted Press Law contained strict restrictions of freedom of the press which is globally accepted as a "cornerstone of the principles of democracy, rule of law, accountability, transparency and good governance". The applicant stated that the new law violated the right to freedom of expression and all the restrictions contained in it are in contravention of the Republic of Burundi's obligations under Articles 6(d), 7(2) of the EAC Treaty. The Press Law provided for due censorship and journalists were required to publish only "approved"- so to speak, information. The law also imposed journalists not to conceal their sources or otherwise face hefty fines. These penalties are outrageously severe for the "supposed" violations. In particular, the Applicant claimed that Articles 5,6,7,8 and 9 of the Press Law requiring obligatory accreditation for all journalists and articles which outlined a broad set of restrictions of publishing

material (articles 17, 18 and 19) consequently violated the Treaty. Other oppressive provisions in the new law included a tighter rope around the neck of regulations of the print and web media, prior censorship regimes for films that were to be directed in the country.

The complainants beseeched the court to declare that the New Press law constituted violation of Burundi's obligation under the treaty to uphold human and people's right. The complainant's petition thus appealed to the court to order the government of Burundi to repeal the Law or amend it analogously to its legally binding obligation.

The applicant took the advantage of the fact that in order to present a case before the EACJ, parties are not under obligation to initially exhaust local remedies. Moreover, a response from the constitutional court of Burundi was not forthcoming even at the time the reference was made at the EACJ. A Partner States adoption of a new law should consider that the new law does not conflict The Treaty. The Press Law of Burundi thus contradicted this. Working with tooth comb finesse, the judges at the EACJ quoted cases that considered freedom of press is indeed a human right and a catalyst for peace and democracy. The final decision of the judges regarding article 20 of the new press law requiring journalists to reveal their sources was found to be in violation of the EAC Treaty. Stating that the way of dealing with internal state confidential matters was by enacting other laws to deal with that issue, as opposed to forcing journalist to disclose their sources, the court held that provisions in article 19 of the new press law which restrict dissemination of information were also in violation of the Treaty. Further the judges agreed that a government should not "determine what ideas or information should be placed in the market». Although the EACJ found that only a few provisions of the new press law violated the Treaty, it ordered the government to take measures within its internal legal mechanisms in accordance with article 38(3) of the treaty.

CONCLUSION

The Burundi case law above shines some rays of hope in the protection of freedom of press within the strict confines of the law. Despite the varying situations in a given African state, reports from research projects, reveal that effectiveness of the press in Africa has been on the decline since the nineties. The only countries considered to practice full freedom of press, according to the latest index report from 'The freedom of the press' are Cape Verde, Sao-tome and Principe, Ghana and Mauritius. According to the same report Zambia press freedom for example was in 2012 'upgraded' to 'Partly Free' due to favorable changes brought about in the media by the new government following the 2011 elections. On the other hand, Guinea which had held 'Partly free' status of press freedom in 2010 was in 2012 downgraded to 'not free' following the failure of the incumbent president to implement reforms of the country's public media. The level of press freedom in a given country encourages inclusion and willingness of the public to participate and make positive contribution in the affairs of their country. The higher or the better the environment for press freedom in a country, the more politically stable it becomes.

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THE ROLE OF MEDIA IN THE GROWTH OF CIVILIZATION AND ENLIGHTENMENT OF THE NIGERIAN POPULACE

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Key words: What is Media?

Current existing media instrument in Nigeria

The most effective media

Its effect on Civilization

Its role on Enlightenment of the populace

Introduction: When elements, central and peripheral, to the electoral process are in symphony, the process results in an election adjudged free, fair and credible. The emergent office holders will be the best among the contestants. The result will be a virile and vibrant democracy where the citizenry enjoys real "fruits" of democracy and not sour grapes as most elected authorities in Nigeria feed their people with. Central to the process of ensuring the institutionalization, operationalization and sustenance of a credible electoral process in Nigeria is the mass media.

The media has been variously defined by scholars of mass commutation among which media is referred to as a collective means of communication by which general public or populace is kept informed about the day to day happenings in the society. The media is also said to be an aggregation of all communication channels that use techniques of making a lot of direct personal communication between the communicator and the public. While talking of mass media however, the word "mass" means a large number of people or a collection and media means organs or channels. Hence mass media is a collection of organs of communication and information dissemination that reaches out to a large number of people. The information circulation is not only confined within members of the public but the media also serve to coordinate the information flow between government and the public and vice versa, in our own case between leaders and the led and vice versa. More importantly, the media is also referring to, as "The fourth Realm of the Estate", i.e the fourth pillar in support of the essential tripod of government, the Executive, the Legislative and the judiciary. The two broad categories of the media

are (a) the print media and the electronic media. The print media comprises of Newspapers, Magazines, Journals and periodicals and the electronic media includes the Radio, Television and all related modern means of communication such as the computer and the internet. The term "press is also used to refer to both category of the media, the print and the electronic media.

Brief on Nigeria's Democratic Experience

On May 29, 2010, Nigeria commemorated 11 years of uninterrupted democratic government, that is, the period between 1999 and 2010.

This is out of a national life span of about 50 years. (Adekola, 2010). It' has been a troubled democratic experience for the nation since the first experiment in democratic governance in 1960. Military interregnum had aborted attempts at democratic governance in 1966, 1983, 1993. The interjections notwithstanding, uninterrupted democratic governance in Nigeria today has run for about 15 years.

The brief above rests on the premise that the meaning and significance of the term democracy are all too obvious. Experience worldwide, especially in developing countries of Africa, Nigeria inclusive, has proven and continues to prove that such assumption is not only dangerous, but may also hamper the growth of democracy in the nation. This conclusion is vitiated by the carrying one by our political leaders and political public office holders whose utterances and actions are a great assault on the basic tenets of democracy, which is "representativeness".

In this light therefore, it serves good purpose to remind ourselves even as media professionals of what democracy really means. Though frequently talked about and having being in practice since the 17″ century in parts of Europe. The term 'democracy' does not have a single universal definition even among scholars.

Ranney, cited in Felix (2005), defines democracy as "A form of government organized in accordance with the principles of popular sovereignty, popular consultation, political and economic equality and majority rule." This is achieved through institutionalization of electoral processed principles of popular sovereignty, popular consultation, political and economic equality and majority rule." This is achieved through institutionalization of an electoral process.

Democratic Mandate of the Media: To speak of the mandate of the media in a democracy is to assign a constitutional role for it. It is indeed to proceed on the assumption that the media is a constitutional instrument or phenomenon. Though, it is rarely mentioned unlike the Executive, legislature and judiciary, the philosophy of

modern governance and especially of modern democracy conceives the media as a monumental force and as an institution similar to the tiers of government and to the arms of constitutional government.

In the Nigerian Experience, the media was mentioned only in section 22 of the 1999 constitution as part of the fundamental objective and directive principles of the state policy. The obligation of the media as indicated that section equally endows it with the duty not only to discharge its normal watchdog role in all aspects of governance and in guarding and advancing the frontiers of the people's liberties and freedom but also the obligation to regard itself as "the policing institution over the fundamental objectiveness and Direct principles of state policy as well as the citizens' fundamental Rights". The fact that the constitution imposes a duty on the media to monitor governance implies that it should undertake vigilance over the relationship between the people and the government.

How the media discharges these grave responsibilities which involve unfettered access to information is an interesting subject matter that should engage not only the media itself but also indeed, all civil society actors, both domestic and international.

The point is that the media has a constitutional mandate in the advancement of the political and democratic process. It is equally true that the nature and character of the democratic process greatly impacts upon the performance of the media. It is in this sense that the nature and character of military regime can affect tremendously the performance of the media just as the nature and character of a democratic regime can do the same. Consequently, until it is fully researched and analyzed, it is not enough to proclaim that democracy necessarily provides a much healthier environment for the media or that a military regime necessarily undermines or stifles the fundamental performance of the media.

Weather in a military rule or a democratic regime, the media suffers a huge array of poverty and disabilities, the elements of which include the political and business interest of its ownership or proprietors, the extent of limitation of patronage and manipulation of market forces, location and cultural preferences, values of the target or readership audience, the work conditions and salary of journalists, and the staff of the industry all of which affect performance of the media in its relationship to the democratic process.

The media in the electoral process in Nigeria have a three tier operational period. pre-election operational period, election operational period and post-election operational period.

Essentially, the media have the responsibility to ensure that the wheel of the electoral process grinds such that there is good and responsible performance in the land.

In Nigeria electoral experience, however, the media have fallen short of exemplary performance. According to Agba (2007), a European Union Election observation mission in respect of the 2003 general elections in Nigeria reported that: media performance during the Nigeria election was flawed as it failed to provide unbiased, fair and informative coverage of political parties and candidates contesting the elections. Federal and State owned (and even private owned) media were biased in favor of parties and candidates in power.

This alleged unsavory performance by the media was also highlighted by John and Enigbe (2001) when they wrote, inter alia, that

….. there is recklessness and partisanship on the part of the press during elections … instead of restraint and responsible reporting of events; the principle of objectivity is always abandoned by the press in championing the causes of their master's political struggles …

The focus on the media in the electoral process is understandable. Media scholars are agreed that keeping surveillance on the environment, education, information, entertainment and transmission of a people's cultural heritage are acknowledged functions of the media in the society. Through reportage, the Fourth Estate of the Realm brings to public domain the actions and inactions of the three other realms, the Executive, the Legislature and the Judiciary. Indeed, the media serve as the mechanical, social and economic thread that binds the three other realms to society social fabrics. Exemplary performance by the media will strengthen the three other realms and energize society's social fabrics.

Also On News Diary Online

Dancing On the Brink? By Dan Agbese Ciroma (2005) in Agba (2007) highlighted one way the media can have such performance. This is through: Journalistic writing …commentaries, editorials, articles, reviews, columns, broadcast discussion…. (The media) Should raise and answer pertinent questions that help to elucidate confusing issues, particularly those relating to policies and leadership.

The imperative of having competent professionals who can do what Ciroma mentioned above were highlighted by Kasoma (2010) and cited by Udoudo and Bassey(2011). He said:

Good reporters are essential to their communities and their nations as any professional or government person. A populace needs to be well informed in order to be good citizens of their countries. Journalists must learn what is of interest to their readers, listeners and viewers and provide them with reports that are useful to them.

Media and the Transition: The media in the New World order have emerged as a crucial part of the apparatus for vetting and legitimizing elections.

They provide information to the voters about the candidates, the electoral process, actual voting dates and the rules of the game.

All aspects of the transition to democracy in Nigeria (1998-1999) and subsequent elections were extensively covered and intensely reported by the media. Following the refreezing of the political space by General Abdulsalam Abubakar on 20 July 1998 and the release of a transition time-table, a senior journalist, Tunji Oseni organized an agenda setting seminar for journalists in August 1998, entitled "The Media and the Transition" It had the declared aim of getting journalists to reflect on the transition programme. As enumerated by the departed senior journalist, the responsibilities of the media in a transition period include.

•Keeping the administration to its word or promise on the handover of power to civilians.

•Being strong in the face of danger and offering where necessary, alternatives to the transition agenda.

•Serving as a feedback on government policies as well as expanding the score of the transition to area such as morality, accountability, management of national economy and the amelioration of poverty. (Oseni, 1999).

The Presidential elections of February 1999 were intensely covered by both national and international media. Confronted with a choice between accepting a flawed election and its cancellation, the media mostly advised a grudging acceptance of the results without glossing over the hitches and the flaws.

Doubtless, the watchdog role of the media was at work throughout the transition and beyond.

The media in a stable democracy are considered the principal institution from which members of the public can better understand their society.

Challenge of the Electoral Process: The electoral process in Nigeria is bedeviled by mean challenges. These challenges are not systemic; rather they are external to the process itself. They are inflicted on the system by the operatives. And they are legion.

These challenges include: tardiness or ill-preparedness on the part of the electoral body INEC, many a times, election materials often arrive polling stations late, or not at all, unscrupulous officers abscond with election materials or voters' names are found missing on voters lists, among others.

Political parties and their agents also do compound the problem by engaging in ballot snatching or stuffing or disrupt voting exercises. We also have the issue of belligerent oppositions which see nothing good in the electoral process and denigrate it as such unless they win elections!

These and other problems confronting the electoral process in Nigeria provide daunting challenges, but the media have a responsibility to confront and surmount them for the sake of the society and deepening of the democratic culture in Nigeria.

Put simply, the role of the media in the electoral process is to ensure that ultimately the process is well known by the citizenry and operatives canvass and fight for its entrenchment and sacredness. In order to do this, the media professional should do the following:

Media and Democratization: The argument that the media play a role in democratization has been advanced not only by government officials, but also by many in political science and in communication science. Berman and Witzher (1997) for example, argue that the three accesses and exchange of information is indispensable to the notion of democracy.

The very nature of democracy suggests that free and open communication, through a variety of channels, is necessary to foster critical practices found in democratic societies. According to this argument, the mass media in a stable democracy are the principal institutions from which members of the public can better understand their society. The media provide citizens with information about their world, by fostering debate about various issues and by encourage informed decisions to be made about available courses of action. The media are also a site of contestation in which divorced positions are advanced, significant opinions are heard, interests and inner-working are exposed, and input is received. These all contribute to public debate. The media are also expected to provide a monitoring

function on government, industry and society (Curren 1991) Garnham (1992) states that it is "axiomatic that some version of communicative action lies at the heart of both the theory and practice of democracy" O'Neil (1998) writes that "without the freedom of communication mass media provide, the foundation of democratic rule is undermined". McQuails (1994) notes that "The conduct of democratic (or undemocratic) politics, nationally and internationally depends more and more on mass media". And Ungar (1990) claims that "A free press is needed everywhere, no less in developing countries than in advanced industrial society". Linz (1975), in presenting what he considers to be components of a liberal democracy cites among other criteria, freedoms of association, information, and communication. These interconnected ideals, considered cornerstones of U.S democracy, are of course enshrined in the first amendment of the U.S Constitution, (Voor hoof, 1998).

Challenge of the Media

Be knowledgeable: It is axiomatic that you cannot give what you do not have. In order to strengthen the democratic process in Nigeria, media professionals must be familiar with relevant extant laws.

Be Incorruptible: The sophomore journalism student learns early that "there is no free lunch anywhere." A corruptible media person, who will take money to look the other way when election is being rigged, can only do a disservice to the electoral process.

Learn Interpretative

Reporting: If the media are to play a significantly positive role in adding value to the electoral process in Nigeria, then their professionals should be adept at interpretative reporting. They must move from their realm of rote in electioneering reportage to interpretation. As noted by Ige (2003) they must tell the reader, viewer or listener about the 'why?' of the event…. give events meaning by pointing out their consequences, (and) make complex events meaningful to the media consumer." Mancher (1981). Says interpretative reporting goes "beyond recital of facts into the subjective areas of judgment and inference." By being grounded in interpretative reporting, the

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Journalist will go beyond parroting the sugar-coated politician who has uppermost in his mind everything but fulfillment of electioneering promises. This will also cure the media of what Agba (2007) sees as its failure "to engage in thorough analysis of party manifestos."

Patriotism: In view of the "might" conferred by the "mighty pen", the journalist is expected by the society to rise above mundane human foibles prevalent in our society such as ethnicism and religious fanaticism. It is the responsibility of the media to ensure that election and electioneering are devoid of them. Inflammatory remarks and comments and appeal to base religious and ethnic sentiments by politicians should be excluded from media reports. This patriotic zeal should be extended to Nigerian media professionals' relationship with foreign Journalist. The penchant of some of these foreign colleagues for negativism should not be stoked by the Nigerian journalists.

Oiling the electoral Process: The media are well placed to serve as the lubricant with which the Nigerian electoral process is oiled. Beginning with the registration of voters, display of voters list, registration of political parties, conduct of party primaries, congresses and conventions, electioneering and. election proper, the media should provide leadership in ensuring responsible- conduct. The media can do this via education, information, mobilization and monitoring.

Education: Each facet in the electoral process requires that the target audience be properly educated. For instance, Nigerians desirous of forming a political association must be educated on requirements for the exercise. The media, through the simplicity of their language, can via news reports, features analysis and commentaries adequately educate the citizenry.

Information: In a multi-party democracy such as we have in Nigeria, and given the flurry of activities both the electoral body, the political parties and politicians engage in, it is the responsibility of the media to distill from the cacophony of information and ensure everyone involved in the electoral process, the electorates inclusive, get useful information.

Mobilization: All efforts in the electoral process will amount to naught if the electorates fail to turn out to cast their votes on election days. To this end, the extent to which the media succeed in mobilizing the citizens to participate in the electoral process will largely determine the depth and strength of democracy in the land. People must be mobilized such that they are able to make informed political decisions.

Monitoring: Given the prevalence of malpractices like election rigging and violence in the polity, the media should ensure it is ever vigilant and therefore

monitor the electoral process before, during and for the period immediately after elections.

CONCLUSION: In view of the fact that the electoral process in Nigeria is comparable to that prevalent in developed democracies of the Western world, the challenge to ensure it runs smoothly, while not the exclusive preserve of the media, no doubt largely depends on it. Through responsible performance, patriotism and incorruptibility, the media can ensure the process not only runs well, but that it is further deepened. The media should ensure objective scrutiny of players in the process like the Federal and State Electoral Commissions, the security agencies, politicians and political parties. The electorate should be educated, informed and mobilized to treasure their voting rights and exercise them responsibly. How effectively the media performs its role in the electoral process will add to or deduct from the number and quality of the 'structures' in its estate.

In a period of universal aspiration for good governance, mass media should ensure it takes its rightful position in fostering good governance always, and at all times way war against relapse into bad governance. In doing this mass media should be at the fore front of educating the populace, both the governed and the governors of some instrumental steps to be taken.

•All our elected leaders at all levels of government should note that public office is public trust. Therefore, they should continuously build bridges of understanding and confidence between themselves and the electorates.

•The electorate should not remain perpetually docile but should raise appropriate questions on all critical issues that affect them either directly or indirectly. The leadership should appreciate such questions in good fate and not misconstrue them as confrontational oppositional attack on their manner of governance.

•All the citizens, both the elected leaders and others should subject themselves to the rule of law and due process. They should also constantly enhance both accountability and transparency in all public and private transactions that are guided by predictable rules of the game.

•Government should perpetually guarantee freedom from discrimination based on race, ethnicity, class, gender or any other attribute.

•Government should ensure that all their economic and social policies are aimed at eradicating poverty and expanding the choice the citizens have in their lives and not to worsen their conditions.

It is our conviction that one way of easily overcoming the difficulties inherent in meeting the wishes and aspirations of the entire citizenry of a country is to choose the path of democratic good governance, and we are optimistic that if the citizenry

appreciate that democratic governance is a collective venture of both the governed and the governors, we would start to enjoy sustainable development in no time.

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GAME SOFTWARE AS A TOOL FOR LANGUAGE LEARNING

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ABESTRACT: The modern world is interconnected; with just a click of a button, we can communicate with individuals around the word in real time, erasing geographical boundaries and renegotiating communication patterns. This massive global network, mediated by technology, allows for new opportunities for extensive language learning. For example, learners of any language, such as Russian or English, are able to communicate with native speakers world-wide. This enables learners to not only practice their language skills, but also to develop cross cultural relationships and practice informal and formal communication scenarios. This paper describes one such project and focuses on the project management and technology decisions that enabled this cross-cultural communication project to be developed.

While studies in this area are still emerging, there is already a developing field of research which highlights the positive benefits of language learning through technology. One notable prior study is the February 2010, Yakutsk University wiki project which utilizes Storyline with the University of Tromso, Norway. Storyline allows for cross-cultural learning focusing on specific themes and collaborations through Web 2.0 tools and other programs including YouTube and Google (Zamorshchikova, Egorova, & Popova, 2011) Games offer students rewards to motivate them to accomplish new tasks and achieve new goals within levels. Games allow for effective scaffolding because when designed well, they provide appropriate levels of progressive difficulty to enhance learning and critical thinking (Gee, 2003; Renaud, Wagoner, 2011).

Our project, sponsored by a U.S. Department of State Peer-to-Peer Grant, involved building cultural bridges on topics of mutual interest between the students at the University of Central Florida and the students at the Grot school for the Blind and Visually Impaired in St. Petersburg, Russia. One of our main project goals was to use digital tools to build a bridge between cultures. Throughout the 2014-2015 school year, students communicated with each other through the Canvas learning management system platform (Hover & Muhlhauser, 2013) and through Skype video conferences supported by the Center for Distributed Learning at the University of Central Florida, creating an integrated class of both American and Russian students as well as a unified group for discussion posts.

Russian students and students from the United States were divided into two groups of about 10 students each (five from Russia and five from the United States). The teams were named "Team Awesome" and "Team Happy People" to reinforce the positive nature of the collaboration. The discussion posts were based on Dr.

Kourova's 24 cultural ways of understanding/observing. Sample topics included learning ways, dress ways, death ways, building ways and speech ways. Our final outcome was to be a chain story, created by the groups. As the project progressed, we also decided to create a digital story that was ultimately told through a game-based format.

Our design goal was to utilize technology in order to have our colleagues and friends at the Grot School for Blind and Visually Impaired experience the United States as realistically as possible without needing to be geographically present in the US. After examining technological and narrative goals, our team ultimately decided to use the Twine Platform (Friedhoff, 2013) to realize our vision of creating an interactive storytelling game loosely inspired by the narrative style used in the Oregon Trail (Caftori & Paprzycki, 1997). The Oregon Trail is a choose-your own-adventure-game based on the historical Oregon Trail, a path that stretched 2,200 miles east to west to help American emigrants travelling from Missouri to Oregon in the western expansion of the mid-1800s (Oregon Trail | History Net. n.d.). The game was developed by Don Rawitsch, Bill Heinemann, and Paul Dillenberger in 1971 and produced by the Minnesota Educational Computing Consortium (MECC) in 1974 (Cambell, 2013). It became popular as an educational game in the 1980s classrooms in many parts of the US as computers became more affordable and commonly used in K12 classrooms.

The decision to use the Twine program was based on its user friendliness and the simple graphical user interface for playing the resulting Twine games or reading the resulting Twine stories. This was appropriate for an audience who is not well versed in traditional video games. Additionally, Twine is a creative commons open source software. This means anyone is able to create their own Twine games and interactive narratives.

Twine was developed by Chris Kalmias in 2009. From the beginning, the program was released as open and free software on both Mac and Windows operating systems. The structure of the output story or games files are originally saved as. twos files, but can also be converted into HTML files, making the output text very versatile for many different potential uses. Twine is also unique in that it does not need specialized software, other than a Web browser such as Chrome, to run the created games. After subsequent updates on the system, it was popularized by Anna Anthropic, a game designer who praised the innovativeness of the platform and subsequently conducted tutorials on learning the software (Friedhoff, 2013).

In design mode, Twine employs a spatial layout similar to a word map chart which allowed our storytelling to be conveyed from script into a playable format. The layout can be formulated into different shapes and easily allows the inclusion of text, sound and imagery. We used Creative Commons photos identified through the Yahoo photo site Flickr as well as photos taken by our students. Sound clips were either recorded or used from Sound snap, a sound database website.

The use of Creative Commons/open source resources was established in 2001 with support from the Center for Public Domain, which contains over 1 billion CC

licensed works as of 2015 (Home - Creative Commons, (n.d.) These types of open source databases allow for more accessible information exchange without infringing copyright law. This allows for the sharing of knowledge freely and legally, where users can continue to build new projects, modifications, and collaborations in all fields of information (Creative Commons, n.d.). Such a model is in line with a more utopic view of technology as a means of providing the global exchange of information.

In terms of bringing together content, audience, and technology, we found that any since Twine uses hypertext to alter the course of a story instead of code, it was fairly easy to bring even novice game designers into the experience as co-authors. As Friedhoff (2013) notes, "Multiple non-official Twine references go even further to attract people who may not see themselves as capable of making a game." (p. 3) Dr. Kourova and her students were exactly that audience: students from the humanities and sciences who had little to no gaming knowledge and whose original projects were in the field of modern languages.

The project was three-fold and was completed the spring of 2015:

1.) The first portion consisted of writing an interactive script based on visiting multiple tourist locations in the states of Florida, New York, Pennsylvania, Massachusetts, and Washington D.C., with the final destination of the University of Florida in Orlando. The underlying narrative impetus used by the game was for Russian students to meet with the American students and explore the university. The script was edited two or three times to account more for playability and having a more of a "fun" factor which would steer it away from a language learning assignment to an interactive game.

2.) The second stage involved using the Twine format to include a playable adventure complete with dialogue, imagery, and sound. In addition to using a simple black and white text format, students also voiced characters within the story to account for the varying needs and abilities of the Grot students. We wanted to eliminate potential visual obstacles and include a strong audio focus to engage other senses as much as possible. We used a digital audio recorder, the Zoon H4n Handy Recorder, to record sounds and dialog in .WAV format and then import them into the final game.

3.) The final stage was deployment, or delivery of the game. Dr. Salter edited and tested the final game and launched it on her personal Web server at http://selfloud.net/Russia/. This enabled the game to be tested over the Internet when the UCF team visited St. Petersburg to demonstrate the game to the students and faculty of the Grot School.

This final project was brought to the Grot school to be tested first hand by the students along with assistance by Drs. Salter and McDaniel. Ultimately, we were able to not only provide applicable language use through another technological avenue, but also to give real life motivation for differently abled students pursuing

English. It was also impactful to see not only the game being played, but also the conversations and interactions between US and Russian students that happened around the game as it was played.

Future research in this area might revolve around creating a similar game to be used for Russian language study or other languages. Similarly, new work might seek to continue modification on the English Twine platform for it to be a polished educational resource that can be used by budding game designers with little background in programming or scripting, but perhaps an underlying passion to deliver new educational experiences for communication and language learning using the latest game-based technologies.

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THE BURDEN OF RESPONSIBILITY IN MEDIA IMAGES

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Abstract: Society of the late XX-beginning of XXI century characterized by the fact, that mass media broadcast only the picture of the day. The event takes place only in if it is presented in the media and communication. The role and function of media and communications is enough investigated and described in the modern scientific and other literature. However, the mechanisms of substitution of reality images need to be thinking about. On the one hand, images allow to see everything with your own eyes, on the other hand, they force to live in offering samples and behavior. Therefore, today more than ever important to consider the development of an information policy concept aimed at creating a safe and comfortable information environment. Therefore, the development of an information policy is more than ever important today. It should be aimed at creating safe and comfortable information environment.

Keywords: reality, communication, image, thinking, consciousness, designing, power, responsibility.

Modern society is usually described as a society of the information, one of the main characteristics is the global communication and "what is known about our society and even the world, everything is known because of media" (Luhmann, 2005, p. 8). The unprecedented growth of information and the "invasion" of information technologies in all spheres of activity have led, on the one hand, to increase the role of knowledge about the world. It infinitely expanded the possibilities of man. On the other hand, the surface and sensory perception of the world – an eye "feels" the world and supplies about it overwhelming part of information (80%). The eye as an organ of the senses "reads" the images of the mass media and sends them to the brain, where the received information is treated as a body of the brain. The eye is only brain's special forming, carrying out the operations of obtaining and processing information. Information comes from the external world (Gregory. 1972). Information is reduced in klip images which enclose the various of signs and symbols. As a result, complex and constantly varying world appears in the mind as a set of images of media reality that represent it.

"Reading" of images is not so logic as emotional process that due to the nature of the masses in media images. Some efforts are necessary to read the text. These are: the knowledge of the alphabet and rules of reading, linear "movement" in the text and the phased deployment of the contents, etc. You don't need such kind of efforts when you look at the image, the story is presented as a whole, "picture" is given in full. The world finds touch in nature, appealing to the senses, and does not require interpretation – meanings given in the picture. The most important thing is not

cognizance but expression, or in other words, the important thing is not the content but the form. The eye is constantly moving in search of a new, and many specifically human aspects of life become monstrous, but a colorful spectacle – the death of a "view" cameras on the roads, disfigured and bloodied bodies of those killed and injured in the attacks, the last smile of the smallest passengers of the crashed aircraft, a suicide note in selfie form, etc. The eye, being the main (and sometimes the only) supplier of information about the world and man, leads to a loss of borders between the current reality and the reality of the mass media. The world does not appear as it is at the real moment (Luhmann, 2005, p. 22). The line between a real event and media event ceases to be distinguishable. Moreover, quite often media events look more attractive and convincing than reality itself, and the search for truth in the image is replaced by the proposed plan. The real event is the "shadow" of images because images become a kind of events' models. Reality and truth are multiple, becoming the sphere of construction (construction, "doing"). The possibilities constructing reality by means of media have been clearly demonstrated for the first time during the Persian Gulf War, which was originally staged as a media event (1991).

Mass media and information have become a limitless extension of human senses. They qualitatively changed his perception of the world. Also media became the main instrument of its permanent design. Despite the fact that the visual images stored for long in the mind, the visibility has strong evidence – even in the ancient world the proof of the theorem of Pythagoras drew the sketches, and said: "Look" (Granovskaya, Bereznaya, 1991, p. 35). In addition, modern communication technology allows "documented" to reproduce the facts, objects, processes and phenomena, which never existed in reality (the first striking example of such a "documentary" – a film F. Coppola's "Apocalypse Today"). Today is actively discussed the possibility to reproduce reality directly into the human brain, not on any data carries.

The perception of the world blurred the distinction between the real world and the observed world. A man is in a state of loss the awareness of the contradictions of a virtual (media) and real worlds for the shortest possible time. The eye is constantly moving in search of a new, trying to complete "capture" of the world - from the perception and conception to construction. Visual thinking begins to act. Graphic force starts to form which includes the ability of imagination, leaving a "footprint" in the form of concrete actions the person (Kant, 2000, a, p. 146). Images continuously multiply, supplying samples, standards, multiple meanings and values, allowing them to create and manage picture of the world. They can be used to describe things and striving for granted.

All images, regardless of their genre distinctions are string of stories, merging into a unified whole. The world, as recorded in the images looks as one endless series in which events follow one another. Characters are easily recognizable. Only the geographical names, proper names, the appearance of the characters and the posts they occupy, the scope of application of special effects are changed. At first sight

the story of each series seems the new one, but its deployment is carried out according to strict canons of the series – "good" and "evil" continually fighting among themselves and, despite all the hardships of the struggle, the good wins. Often, "good", suffering and defending itselves, defends its innocence far from being good – flattery, deception, force, etc. Bright example this can be found in the reports from the field of local conflicts. Power the military methods of solving the problem get color "peace enforcement". As a result, it is formed and strengthened mutual enmity sides, threatening the world (Military| news 02.04.2016 г.). However, the image is merely a "convenient model of reality", which can continue to work, which can be continue to work (Markov, 2012, p. 92).

Based on the position of P. Berger and T. Lukman that "language implements the world" in a double sense of the word – comprehends and produces it (Berger, Lukman, 1995) – we believe that the images broadcast by the media, act as specific language of modern communications produce the world in people's minds, that is, design it. This is clearly evidenced by the numerous presentation' forms and images' panorama. So gradually the images are converted into a force capable of integrate/disintegrate society, organizing it into everyday life activities. An artificial media reality creates the conditions for the formation of the power of images in media assets. Power takes a completely new features, dissolving in the flow of communication. It does not force anyone; it simply presents itself in the images.

New communication technologies didn't lead to a qualitatively new level of humanization in relations between people. On the contrary, they dragged them to the bitter struggle for access to the mass media and new forms of warfare – Information – war for the minds of people (Prilukova, 2011). However, it is impossible to assess the content of the images clearly: only negative or only positive. They perform a number of functions, such as the one or the other direction.

It is important to note that the images of the mass media are the result of human activity – they are created, replicated and consumed. The human mind is an interaction of different worlds: the world reflected and recorded by the individual consciousness, the world reflected and recorded public consciousness, peace, reflection and the presented images of the mass media, and the real world. The distance between the event and its representation gradually disappears. Consequently, special urgency the question of responsibility for the substantive content of images, which should be as rich, complex and contradictory as the world itself. We speak about the responsibility of the creators and distributors of images for their content, every "picture" has the author (journalist, commentator, critic, editor, operator, etc.), even if he is not specified. Not biased means of communication and information does not exist. It is appropriate to refer to Popper's idea that "God or any other authority tells me to do something, it does not guarantee by itself dictates of justice. Just me alone must decide whether to consider my standards put forward by any authority (moral), good or evil. God is good only if his dictates are kind and it would be a serious mistake – actually extramoral adoption of authoritarianism – to say that it dictates kind, simply because it is his dictates. Of

course, this is true only if we have not decided beforehand (at your own risk), that God may enjoin us the only right and good" (Popper, 2010, p. 41).

The act of communication is a constant formation and disclosure, as subject and object of communication. Consequently, target setting and values play important role in the communication. The perception of us "today depends on yesterday" (Maksimov, 2013, p. 52). Disrespectful attitude is shown most clearly in an attempt to authors of materials to impose "their" point of view on these or other events through the bright and attractive images in the pursuit of sensation, commercial or other benefit. Especially, it clearly manifested today in an effort to write the history of countries and people again, in favor of political expediency. Although the duty of journalists, politicians and others who create and appear in the media reality – the service of the truth, to provide objective and reliable information. A waiver of this leads to the loss of human qualities, because following to the professional duty is testimony of human development as the goal, not the knowledge (Kant, 2000, b).

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PUTIN's RUSSIAN IMAGE IN THE AGE OF GLOBALIZATION 2000-2016

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Abstract: This paper is going to explain about the reemergence of Russia under the leadership of Vladimir Putin. He is bridging the gap between Crimea and Russia through pragmatic measures. His hard work is reshaping the Russian image in the neo-cold war era. He successfully restored the tarnished image of the superpower through his political sagacity and wisdom. In Syria, Putin's punishment to ISIS stabilized the Asad government temporarily but it favoured the U.S. also without any warlike engagement. During different conference sessions Putin explains about the stance of Russia at all forums and use different phrases which he coined himself to serve his purpose, were popularly known as Putinisms. His positive body language is rebuilding a new Russia in the age of globalization. Putin's Russian image seems prestigious in the world politics. Holistic theory along with individualistic theory is used for describing the resurgence of Russia through the authoritative but legitimate governance of Putin leadership at individual level. The collective effort of the United Russia party is also part of this paper that how Putin successfully overcome the economic crises of 2008 and stabilize the Russian population successfully. This paper is primarily based on secondary sources but primary data would be collected during the conference visit.

ON DRONES IN PHOTOJOURNALISM: VISUAL AND ETHICAL ASPECTS

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INTERODACTION: Photographs done by drones in many aspects, visually and technologically, follow the aerial photographs: in both cases we are talking about pictures, which are conducted from birds-eye view by means of different aircraft machines. However, in contrast to the aerial photography the process of obtaining the drone pictures is more robotized: the drones are controlled by a human being while the human being is not involved in the process of framing the picture, framing is carried out more or less randomly, and only editing process as well as selecting is again human-driven. Today in addition to the drones in the classic sense of the word we might observe such technological innovations as micro drone for selfie photos as Zano or PhoneDrone Ethos, a kind of "wings for a smartphone", which looks like a flying structure with a cameraphone attached to it. Through the coming ages we might expect further technological improvements in this area and an increasing number of journalistic publications using eye-birds view photos as a respond to them. However, all these significant number of drone publications that were done until nowadays, mainly in the foreign mass media, is a huge material for analysis and it really is in this research. It is worth to mention «Blue Sky Days» by Thomas van Outdrive among the most high-rated contemporary photojournalistic projects made by drones – it was marked by such prestigious awards as World Press Photo 2015 and Infinity Award for Photojournalism 2015. Apart from the obvious benefits of drone photojournalism associated with advanced features for selection the shooting points which is really important in reporting on such topics as land use, problems of urbanism, mass sport and entertainment events, etc, there is a deterrent mechanism in this type of products. It is related to ethics and avia safety and is regulated by such organizations as, for example, FAA (Federal Aviation Association) in USA. Almost each year FAA specifies the legislation, the last update was in 2015. Generally, today we talk about free shooting at a height of no more than 500 feet and away from airports. Russia is still being in process of creating the basic regulation norms on use of drones in photojournalism (on 31.12.2015 the President of RF signed the law on registration of all drones heavier than 0,25 kg). In this situation understanding of other countries' experience is even more than useful.   The ethical and safe regulation as well as the visual potential of drone photojournalism.

TRANSFORMATION OF GLOBAL MEDIA LANGUAGE
IN THE CONTEXT OF GLOBALIZATION

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ABUSTRACT: There are a lot scientific papers on the transformation of global media language. However, in our view, for the further development of this field of science it's necessary to analyze a number of little-known aspects of the transformation of the media language, which could open new ways to study this problem.

Globalization rapidly alters not only the economic and political aspects of our lives, but also affects the communication. At the same time, being in the heart of inclusive and high-speed communication networks, we have less and less opportunities to personally influence the amount of information, circulating in it, or the rate of its spread. Today in our lives global communication plays increasingly important role.

The most important aspects in the transformation of the media language are integration processes in the media, through which the global media network formed, or a new global media order. In its turn, the integration processes in the global media have several important consequences.

First of all, the nature of the audience is changing. Many analysts distinguish such phenomenon of media activity, like a "multi-tasking", the essence of which lies in the fact that during the day people consume information from a variety of sources, which are not limited by the territory of one country. And although we often perceive a media multitasking as something familiar, but in fact, this phenomenon profoundly changes the ability of the consumer to perceive the content [9].

Inevitably the changing of the entire system of authorship has an impact on global media language. The author's segment of media-system was transformed with the expansion of the virtual space. After all, the World Wide Web provides the right and opportunity of public authorship for everyone. A large number of private opinions are interlacing here, and the phenomenon of "self-organization" begin to ripen, which is able to exist without intermediaries, without mediators, without media. This phenomenon is called "viral editor."

Accidentally finding an interesting message, a random user rewrites it, adds some comments, removes something. That is, the user not only distributes, but also edit the message, trying to arouse the interest of other users. Upon reaching a large number of reposts the messages may start so-called thematic epidemic. This is a fundamentally important aspect of the transformation of global media language. Due to the vast possibilities of the global Internet, the informational message, whether it is text a professional journalist or the text of ordinary user on the network, browse thousands of users. The converted message, which is formed by multiple comments

and repost already combines the global mix of styles and cultures. In addition, today the media language, of course, filled with all kinds of slang.

Now let's to consider how today's media react to media activity in modern society.

It's no secret that the media are using bloggers posts instead of their own reports, that are usually late. The above phenomenon of "viral editor" has many advantages in the face of the witnesses and experts of any jurisdiction on any topic. Together, they share their knowledge, and then disseminate information about the results of their research. However, a plurality of filters are selected the most important things, filtering out unwanted noise. In this way, there is a formation of alternative journalism and the transformation of the global media language. Here it is worth mentioning a well-developed today feedback. In the early nineties, the online media sites did not provide practical feedback for the readers or viewers. The only way to contact the editors were the letters sent by mail, but that could have very limited impact on media content. At present, the media allow to consumers to be not just a spectator, but an active user.

Radio stations and television channels are increasingly using websites to maintain a direct relationship with the audience, to discuss real-time specific themes and reorient discussions. So, now the user requests, expressed through the Internet, can change the topic of discussion, introduce new characters. Following current trends, today's media are placed on their sites not just interactive content, but the so-called interactive platform for communication and discussion with readers of the editorial staff. In addition, there is a gradual dilution of the texts, which were prepared by professional journalists, with so-called «user generated-content", that is, the text that has been created by the user and sent to the editor. Thus, today we are the observers of a gradual process of erasing of the boundaries between "professional journalism" and "non-professional journalism," which, of course, causes a lot of debate and concern of the journalistic community.

As one of the causes of the transformation of the global media language can be designated visually of contemporary media texts. The growth of the media visual equipment was actively developed in the second half of the twentieth century. In particular, the increasing popularity received various illustrated magazines (so-called "high-gloss"). Today, during the digital era, when to take a picture or a video it's no difficulty, media texts are not just simpler, but sometimes non-existent. The design and infographics now allow to visualize what was once the text: charts, graphs, figures, terrain charts, the chronology of events, etc. In the context of the revolutionary increase in the volume of information and a variety of technical capacity audience demands include to a minimum amount of text a maximum of meaning, where visuals always help. Thus, the media texts today do not require bulky literary utterances.

Finally, another important factor that has an impact on the transformation of the media language is internationalization. As shown by numerous studies, the new generation of information consumers, generally has at least a basic knowledge of

one or two foreign languages, and as a greater role in media texts today plays visuals, this basic knowledge is enough to learn the material. Members of national and international social networks have the ability to subscribe not only Russian, but also in the foreign media, and get information on the fly. This is undoubtedly a plus: thanks to many sources the consumer forms more objective opinion about any event. However, the information goes through the same chain: an interesting message - repost - text. This aspect also has a huge impact on the transformation of the text, since it is becoming more international features, feasting upon the foreign words and changing their style.

Thus, the essence of the impact of the integration process reflects: first, multi-dimensional communication, which can be described as the fundamental ability to simultaneously receive information about events, phenomena and/or the person from different sources, covering the requested events from different sides and angles; and, secondly, the fundamental possibility for users to take part in the process of creating of information. The specificity of information messages in the most general terms, is that the text created by professional journalists and at the same is circulating in the integrated communications systems, ceases to be "individual author." In pursuit of promptness modern media do not mind using bloggers posts, what will certainly lead to the transformation of the global media language. Another important aspect of the transformation of global media texts is internationalization. Today users due to technical capabilities able to catch information from around the world on the fly. Liked message from a foreign source, after passing through the chain of transformations, can already combine the global mix of styles and cultures have an international atmosphere by specific linguistic features.

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THE CONCEPT OF DEUTSCHE WELLE TELE RADIO STATION ON THE EXAMPLE OF CONTENT OF THE FOUCS EUROPA PROGRAM

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Summary: The content of the tele radio station Deutsche Welle's broadcast under the name "Focus Europa" is analyzed in this work. The interrelation between a real political situation and that information which sounds on air is looked through.

Key-words: Focus Europa, analysis, content, Deutsche Welle

The program of Deutsche Welle tele radio station under the name "Focus Europa" includes materials of political and public character. In many materials the question of process of migration in Germany stands out.

Thus, program air from 2/11/2016 comprises the following announcement: "So viele Migranten in Deutschland wie noch nie" that so many migrants in Germany more than ever" are translated into Russian as ".

The author of material begins with the actual information. The journalist tells that since 2005 the number of migrants has grown by 8,5%. However, this statement isn't given negative character. On the contrary the journalist mentions increase in stability of the German economy.

Migrants aren't associated with a problem per se here. This phenomenon is perceived as feature of the country rather. "In 65 years of global processes of migration all have got used to for a long time to it" (2).

The following part of material is a narration about the migrant's life, and also about his problems and difficulties in others country. So, the native of Turkey tells in interview as there passes his day. That it is not the mayor who complains of domination of visitors, and the visitor in whose destiny and the journalist is interested.

Further in the program it is said that migrants bring to the country more benefit, than harm. So, in 2012 182 billion dollars in a type of tax have come to treasury from them. The sum has several times exceeded that quantity of money which is spent for migration policy. Then information that 10 years the convention on the rights and protection of migrants works is provided. She is nation-wide, and local authorities have to adapt to her standards.

Then it is specified that in Germany 190 nationalities, and 70,6% have arrived from the European countries, 15,7% from Asian and 3,5% from the African.

However later the journalist states fear because Romanians and Bulgarians have allowed to work at the territory of Germany because of what there can be problems in labor market freely. This fear is confirmed by the comment of the economic expert.

Further dynamics of migration, her modification is considered. If in the 50th years migrants were more from Italy and Turkey, then in the 90th migrants' citizens from victims of crisis of the European Union countries began to go from all Eastern Europe, and later. With it the journalist also finishes the program.

So, we will sum up the results and we will mark out the main features of illumination of a question (process of migration in Germany):

1. Migrants – as one of engines of the German economy

2. Use of real stories from life of subjects of the taken-up question (in our case it is migrants)

3. High extent of observance of ethical standards (there are no offending statements, associations of migrants with a country problem etc.)

4. A correct and reasonable form of fears and forecasts in material (proved by the real facts, but not xenophobia or ethnocentrism)

5. Consideration of a question in dynamics – the journalist describes not only a present situation, but also gives some historical information that helps to understand a question essence more in details.

However, material is quit one-sided as doesn't contain opinions of that part of the public which has other views of process of migration in Germany.

The crime rate increased for quite some time now as a result of a large number of newly arrived migrants isn't mentioned in the program. It isn't said as well that the treasury is replenished at the expense of the migrants long ago integrated into the German society, and new streams only demand additional expenses.

Thus, the faktologiya of material is picked up so that not to aggravate a problem which has now developed in the German society. A number of aspects which could describe current situation more truthfully and authentically is missed.

Information SOURCES:
1. "DW" – [An electronic resource].-access mode: http://www.dw.com/de/themen/s-9077
2. Podcast "Focus Europa" - the access mode: http://rss.dw.com/xml/podcast_europa-aktuell

WECHAT IN MODERN CHINESE JOURNALISM: TAKING "THE TENCENT NEWS" FOR INSTANCE

WEN PENG

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ABSTRACT: Wechat is a Chinese social application which has become popular in recent years. With the development of the new function "public platform" and "friend circle" in Wechat, its users have spread from the individuals to the companies and organizations, which made it a new tool and platform for information transmission. Today more and more Chinese news agencies and journalists have noticed the power of the Internet in journalism and many of them have created an official account on Wechat, which allows them to reach a larger amount of audience.

As a new platform for news transmission, Wechat has many unique functions and features, which make the news on Wechat different from that on other social platforms. Firstly, the way of news transmission is different. The public accounts can push the news to the audience who has subscribed them. And individual accounts can share the news to each other. They can also share a piece of news from an outside website where there is a Wechat share bottom to their "friend circle" on Wechat. Secondly, the contents of the news are selected and different comparing to the news on other social platforms. And the news has a certain updating frequency. This article will also analyze the advantages and disadvantages of Wechat journalism and discuss how to use this new platform better in the work of journalism.

PROGRAM
People's Friendship University of Russian
The Faculty of Philology,
Department of Mass Communication
ПРОГРАММА
международной научной конференции
«Роль глобальных масс-медиа в изменяющемся имидже глобализации» на
английском языке.
«The role of global media in the changing images of globalization»
PROGRAM
25 MAY 2016
Количество участников 120 человек
Место проведения: Российский университета дружбы народов корпус ЕГФ
(Филологический факультет), г. Москва, ул. Миклухо-Маклая, д. 10, к.2; Зал № 730,
MAY 25, 2016
Welcoming ceremony and official opening of the conference.
11.00 – 11.15, Room 730

The Vice Rector of People's Friendship University of Russia,
Olga V. ANDREEVA
Dean of the Faculty of Philology,
The Head of Department of Mass Communication,
DSC, Professor Barabash Viktor Vladimirovich
Plenary Session Chair: - Prof. Barabash Viktor Vladimirovich
&
Dr, Prof. Zenebe Kinfu Tafesse
11.15 – 12.30, Room 730
(Greetings of conference)

1. H.E. Dr Jeanne d'Arc MUJAWAMARIYA Ambassador Extraordinary & Plenipotentiary of
The Republic of Rwanda in the Russian Federation
2. H.E. Prof. Anicet Gabriel KOTCHOFA Ambassador Extraordinary & Plenipotentiary of The
Republic of Benin in the Russian Federation
3. H.E. Paul Christian Chen WENDORF Ambassador of Republic Costa Rica in the Russian
Federation
4. Prof. DSC, Ekaterina PRILUKOVA, South Ural State University
"Burden of Power in media reality of images"
5. Idahosa Stephen OSAHERUMWEN (MA. Student of IR, Peoples' Friendship University of
Russia.
"The influence of social media: A case study on international Terrorism"
6. Dr. Wafao DAOUI International Correspondent of "RT", (Morocco)
Master class: How we can be working correspondent? For ex. At "RT"
7. Prof. Dr. LOMKO Y.A. Professor of Peoples' Friendship University of Russia.

Coffee Break

12.30 – 13.00

Plenary Session

8. Maria ROMAKINA, Lomonosov Moscow State University, Faculty of Journalism, Department of Photojournalism and Media Technologies

"On Drones in Photojournalism: Visual and Ethical Aspects"

9. Prof. DSC Dinara PESKOVA, Vice rector of Bashkir academy of Public Administration and Management under the Head of the Republic of Bashkortostan

10. Larisa CHERKASHINA, Writer, journalist International Pushkin's Club

"Genealogy, Pushkin, History"

11. ORABIYI Joshua, PhD Researcher, People's friendship University Russian (Nigeria)

"The role of the media in growth of Civilization and enlightenment of the Nigerian populace"

12. Prof. PhD, Rana Eijaz AHMAD, Department of Political Science University of the Punjab, Lahore (Pakistan)

"Putin's Russian Image in the age of Globalization 2000-2016"

13. Prof. DSC Natalia GEGELOVA, People's friendship University Russian,

"Public Television in Russia: PRIORITIES OF THE PROGRAM POLICIES"

14. Irina SHELESTOVA, Development Director of MAT&B, People's Friendship University of Russia "The international Academy of Television & Information Business" (MAT&B)

15. Irina PIDBEREJNA, Fulbright English Teaching Assistant at the Bashkir Academy of Public Administration and Management, University of Central Florida

"Language Learning: A Project between the U.S. Department of State Grant Peer-to-Peer Grant Getting Closer and the St. Petersburg Grot School for the Blind and Visually Impaired"

16. Lili NJENGA PhD researcher, People's friendship University Russian

17. Dr. PhD, Olga V. RUBTSHOVA, rector of Academic of Innovation

18. Zherebin Victor __NUK «Lazur»

19. Galina Turchina NUK «Lazur»

20. Dr. Joseph MANCOS, Professor of Political Science at Lenoir-Rhyne University in North Carolina.

21. Dr. PhD, Prof. Elena A. IVANOVA: Russian people's friendship University

22. Mr. Roman LUKAS, The owner & CEO Company of "Kopprika TV", Grate Britain

23. Mr. Dmitry REZNIKOV, The owner & CEO "PR" Company, Moscow

24. Eric T. GUNBA University of Russian Defense Ministry (Cuba)

25. Diaz Vargas UNIOR: University of Russian Defense Ministry (Cuba)

26. Abzagu G. TSHVIZHAVA: University of Russian Defense Ministry

27. Maria OSTROVISKAYA, PR Director of "Marian Club"

28. Dr, PhD, Prof. Zenebe KINFU: Russian people's friendship University

"The main problems of training specialists for activities in Mass communications"

Closing Ceremony

14.00

Room 730

By Dean of the Faculty of Philology, The Head of Department of Mass Communication, DSC, Professor Barabash Viktor Vladimirovich,

Dr. PhD, Vice Dean of the Faculty of Philology, Roman A. SAVASTENKO