CULTURAL-PRAGMATIC ASPECTS OF MEDIA TEXTS AS AN OBJECT OF LINGUISTICS

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JOURNALISM ETHICS PRINCIPLES IN THE CONDITIONS OF MEDIA CONVERGENCE

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It's been 20 years since the beginning of media convergence process. Many scientific papers have been written and media convergence has been studied from various sides. However, authors paid little attention to the transformation of journalism ethics principles in the conditions of media convergence.

As you know, most of the ethical principles have been developed during the XX century, when the Declaration of Principles on the Conduct of Journalists and editorial codes of ethics appeared. Despite the differences in the formation of norms and rules of the world media in the XXI century with the development of the Internet and new information technologies different countries are faced with a common problem associated with freedom of expression, free flow of information and media pluralism on the Internet. The media have faced a global challenge to develop new norms and rules of journalist's behavior in the Internet, as well as the problem of revision of many ethical principles. After all, according to experts, including Ya Akdeniz «measures regulating the content developed for traditional media, can not and should not be applied to the Internet» [1, P. 20].

It is no coincidence that foreign experts have long used such terms as «Digital media ethics» [2] or «Online Journalism Ethics» [5]. It is associated with issues of plagiarism and copyright infringement; problems encountered in the publication of unverified information; unethical journalism in blogs and social networks; issues arising when working with user-generated content (UGC); as well as a global problem with increasing conversion of journalistic content in a product that must be sold

in any way, often at the expense of ethics. It is associated with the new principles, that journalists have faced when selecting and testing topics. Journalists today often do not think about whether the story meets the ethical standards, they think about how many comments and likes it collects and whether the reader wants to share it. All these issues have arisen with the development of media convergence process.

Today nobody questions the fact that the media should use the online edition to publish «hot» news to attract users to the site. At first glance, it's just accelerates the delivery of the material. But the important ethical issues can arise. The emphasis on speed is an integral part of the news business, but in the past it took newspaper journalists the whole day to produce the content, all the actual information was carefully checked.

The explosive growth of authorship has led to the fact that humanity for just a few years has begun to produce almost the same amount of information as it was producing in the previous history of its development. And this in turn has led to an overabundance of content and could not exert any influence on the media business: in fact, it is very difficult to sell something that in abundance, and that you can get for free. Therefore, in the figurative expression of famous Russian journalist A. Miroshnichenko, content today began to be used as «bait» to raise the audience on the site [3, P.63]. And what is the audience? According to the experts of Center for Research Group RIA Novosti, «the current media already are dealing not with a traditional consumer of information, but with the generation of «numbers», «media fast food» [6, P.9]. «The so-called generation of «figures» are people with clip mind, accustomed to consume rich multimedia content on different media platforms, they do not stay long on any one source of information. The essence of clip mind is that it loves to switch quickly between disparate fragments of meaning. And, importantly, people with clip mind have already accustomed to the fact that they have to share in social networks with all they have read, seen or heard. It is clear

that the media are adapting a «content-bait» for requests of information consumers. That is why for several years journalists say that modern information user wants to consume content that is best to share (shareable content).The so-called shareable content – it, as a rule, small stories, entertainment, equipped with funny photos and possibly videos, infographics.

Journalists have to promote their stories in social networks, they are financially interested to collect a large number of comments under the story. By the way, user comments in the site and other forms of UGC organizations are also linked to many ethical issues. Despite the presence of moderation in the websites, user comments raise many ethical issues related to the abuse, boorish remarks against the heroes of the stories, experts, other commentators and journalists. Moderators often deliberately not pass positive feedback, leaving negative feedback, because they provoke people to write more comments, and this adds traffic to the site. However, it should be noted that many media are now trying to solve the problem of ethical principles violation in the user comments. Here is an example of how the media are trying to solve the ethical problem associated with the publication of user comments. The solution is simple – to separate the users of the site for their views, and then provide access to commenting. For example, during the election of the Pope in 2013, «The New York Times» under the material on this subject offered readers a mini-survey: it was necessary to indicate their religious preference («Catholic» or «Protestant») and a few other parameters. Depending on the choice of the reader in the tape of comments the system chose people with the same profile. This was done in order to avoid abuse in the comments.

If the user-generated content can be controlled at least at the level of comments, the journalists themselves can't be controlled not always. A lot of ethical issues cause journalists web logs in media websites. The genre of diary assumes full freedom of expression, both in terms of content and in terms of stylistic. This statement is in contradiction with the legal and

ethical norms. Therefore, the question arises whether the journalist is a journalist, when keeping weblog in the media website, if he lays the responsibility for its keeping? Often journalists allow themselves to blogs and social networks to make offensive statements that contradict the principles of ethics and standards of the media law. In 2009, a reporter of ABC News Terry Moran unveiled on his Twitter words «not for publication» of US President Barack Obama. In 2010, the observer of «The Age» Katerina Divini was got the kick because of the rough statements in the social network against the Australian minor stars [7, P. 167].

World's leading media are trying to find solutions to the problems. Many of the world's media included in their corporate standards requirements for the conduct of employees in social media. And, nevertheless, the practice note that technologies are being developed today are so fast that we did not have time to formulate ethical rules of conduct for journalists on the Internet. Indeed, on the one hand, technological advances, and in particular the production and dissemination of information technology, have always contributed to social progress, increased a person's ability to process and retain knowledge, helping the development of the media industry. However, on the other hand, as the well-known Soviet and Russian scientist Nikita Moiseyev said technological progress is always ahead of the moral and spiritual development of man [4]. Today, when technology is developing particularly rapidly, and the process of media convergence is directly linked to the digital revolution, there is a sharp decline in human moral character, and the media plays a significant role. As technological progress, which is ahead of the moral and spiritual development of man, journalism education often lags behind practice. For a long time In the foreign and Russian schools of journalism new educational programs and courses have related to the production of multimedia content, but there is no special courses on ethical principles in the era of media convergence.

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STUDENT JOURNALISM PROJECTS IN NEW MEDIA: PROFESSIONAL ORIENTATION IN STUDYING

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The search for a balance between theory and practice within educational process of future journalists is one of the topical subjects in the field of the national journalistic higher education development nowadays. In order to deal with this issue practitioners get actively involved into studying process, student labor exchange, job fairs and internships for young professionals are being organized. Nevertheless, it is obvious that work experience and professional portfolio are the biggest challenges for a young journalist when it comes to finding a job.

Numerous university-based student projects in the field of journalism are being created with ever-increasing frequency in order to improve the information environment of universities and make the demand for their own alumni higher. As a rule, various web-based platforms and social networks are being used in order to minimize costs for such student projects. Furthermore, such approach helps projects engage with wide audience and effectively attract attention of undergraduate applicants.

Creating news media (such as student web-based media) as professional associations of students pursues three objectives at the same time, namely a prompt reporting and extensive media support of all events organized by a university, cost minimization (considering that content is being created by students under the supervision of their lecturers) and, finally, promotion of students and alumni in order to get employers interested (which includes teaching students how to develop practical skills in writing, copywriting, photo and video recording, and how to make a portfolio). A number of online communities based on social networking platforms like *News of the Institute of Advanced Studies in Journalism and Mass Communications, FreshNEWS, Bonch News of St. Petersburg State University of Technology* and *Hot Marketing News of Russian Economic University* can serve as a good example of such news media. A special mention should go to student registered mass media, such as the *News Portal "The 1st Line" of St. Petersburg State University*, for instance.

Yekaterina Sharkova, Ph.D. in Political Science, senior lecturer at the chair of Public Relations in Business of St. Petersburg State University, and the mastermind and supervisor of the educational Press Centre of the Institute stresses how important such news media are for the professional development of students and notes the following: "Our challenge is not only to give a comprehensive education to students, but to help them get fully integrated into a professional community. Therefore, editors of some reputable news media know who the permanent contributors of the Press Centre and ask us to send only their articles because the highest quality of their text and photo materials is guaranteed."

As an employer who hires graduates and students Yekaterina Yemeliyanova, the CEO of *Mediator* PR agency, notes the following: "While interviewing job applicants for the position of an associate I don't usually focus on the work experience of a candidate but, instead, pay attention to his or her motivation, personal qualities, ability to present oneself and willingness to work. I will always prefer a person who wants to learn and work hard rather than a professional with good education and even substantial work experience but without enough enthusiasm and motivation." Such an approach emphasizes how important it is to pick up practical skills while studying at a university in order to increase one's motivation for professional growth.

A great number of media content like short news reports and daily news articles are published within the framework of student journalism projects. Such permanent coverage of events helps maintain interest to communities in social networks either among students of the university or undergraduate applicants and students of other higher education institutions. In particular, in order to provide coverage of events in a timely manner official resources, mostly in social networks, are used. Moreover, additional news communities are created as well.

Using Twitter, Instagram, Youtube and platforms in other social networks alike is a widespread practice, when it comes to creating student projects in the field of mass communications. The

use of additional social networks allows widen the audience of information resources, visualize information and get knowledge of work with various platforms, which, in turn, helps those students who are going to commit oneself to social media marketing. Today every education institution has Twitter and Facebook accounts.

Furthermore, another important trend today includes creating a wide array of various communities in social networks by student organizations. The system of such communities cooperates through a permanent exchange of news and cross-promos, as well as publication of reciprocal links. Such approach allows distributing and optimizing information flows, creating special interest communities, as well as defining basic areas of class activity and extra-curricular activity of an education unit.

Thus, various new media, which function as platforms for student journalism news media, both contribute to professional growth of graduates and serve as a tool that helps create and maintain positive image of an education institution. The involvement of students in creative and professional activity, as well as giving them an opportunity to be independent in order to make the most of their potential, has become an important condition for professional fulfillment of students.

MEPA - SCALE OF SUBJECTIVE ASSESSMENT OF MEDIA LITERACY: ONE POSSIBLE WAY OF MEDIA LITERACY QUANTIFYING

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Media Literacy is very likely one of the most important concepts in contemporary communication sciences.

It is defined as the ability to understand, analyze, evaluate and create media messages in a wide variety of forms. In other words, media literacy is a new type of literacy that is directed at individual (and social) capacity to use a wide range of media in everyday life. This is the reason why in modern societies marked by proliferation of media contents, media channels and media audiences, education in media literacy becomes one of the most important claims in activities of numerous social actors and institutions. However, while media literacy is growing in public and scientific interest and participation, empirical researches of media literacy appear to be lacking. As many others, we consider that social importance of media literacy is not followed by such great empirical efforts. In our discussion we will present one possible way of media literacy operationalization and media literacy scale construction and measure. Using data from a 2016 national representative survey (N = 1000), we have constructed and validated a scale of subjective assessment of media literacy (MEPA). In our approach in scale construction we used a combination of explanatory and confirmatory factor analysis as main statistical tools. Based on scale model characterized by acceptable fit to data and appropriate metric prosperities (validity and reliability), the authors will propose one version of media literacy scale as composite measure that can be useful in a wide range of social science studies.

MEDIALINGUISTIC APPROACH TO ANALYZING NEWS

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The role of the news in media discourse can hardly be overestimated, news comprises the skeleton of all media content, structuring and organizing it around key stories, which are further discussed, analysed and developed in other types of media texts. This vital function of the news has been recently reflected in a series of studies specifically devoted to news discourse, some of them being carried out within the framework of media linguistics.

Medialinguistic approach to the analysis of news discourse begins with understanding what factors influence the formation and functioning of the information flow. The best way to understand and represent this process is to apply the information model [Dobrosklonskaya, 2008] which helps to structure the unceasing news flow and other media activities into separate but interrelated stages. It allows to answer simple but very important for understanding media questions: with what the process of making news begins, what influences selection of news items, how are events represented and interpreted, how mass media create images and supports stereotypes, what makes cultural- ideological context and how it influences the selection of events for news coverage. That's how it looks.
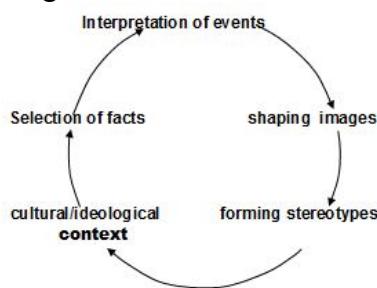
As one can see the model forms a closed circle thus stressing that all stages of the information flow are interrelated. Information model consists of the following stages:

1. Selection of facts for further news coverage
2. Interpretation of events
3. Shaping images
4. Forming stereotypes
5. Cultural-ideological context

Let's see how it works in the news discourse. The process of news coverage begins with deciding what events are worth featuring in the news, in other words, with selection of newsworthy facts.

Deciding what is newsworthy is not an exact science. News values are formed by tradition, technology, organizational policy, and increasingly by economics.[Montgomery,1996] Nonetheless, most journalists agree that there are common elements that characterize newsworthy events. Below are listed the six qualities of news about which there is most agreement.

1. Timeliness. Undoubtedly, the time factor is of paramount importance. News should be new, yesterday's news is not interesting to anyone. A consumer who picks up the evening paper or turns on the afternoon news expects to be told what happened earlier that same day. Scoops and exclusives - new news are a consistent goal of news organizations.

2. Proximity. News happens close by. Readers and viewers want to learn about their neighbourhood, town or country. All other things being equal, news from close to home is more newsworthy than news from a foreign country. Proximity, however, means more than a simple measure of distance. Sometimes it can acquire a psychological dimension.

3. Prominence. The more important a person, the more valuable he or she is as a news source. Thus, activities of the president and other heads of state attract tremendous media attention. In addition to political leaders, the activities of sports and entertainment figures are also deemed newsworthy. Even the

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prominence of the infamous has news value. The past lives and recent exploits of many criminals are frequently given media coverage.

4. Consequence. Events that have an impact on a great many people have built-in news value. A tax increase, the decision to lay off a thousand of workers, a drought, inflation, an economic downturn – all these events have consequence. Note that the audience for a particular news item is a big factor in determining its consequence. The blackout in France might be front page news there, but it would probably have less coverage in other countries.

5. Human interest. There are stories that arouse some emotion in the audience; stories that are ironic, bizare, uplifting or dramatic. Typically these items concern ordinary people who find themselves in circumstances with which the audience can identify. For instance, when the winner of the state lottery gives half of his winnings to the elderly man who sold him the ticket, it becomes newsworthy.

6. Conflict and negativity. Finally, all reporters know that the best news is bad news. Positive information is less interesting to the wide public than coverage of conflicts, riots and violence. News stories about fires, tsunami victims and bomb explosions are more thrilling than routine information about politics and business.

It is also important to note that news values have the potential to vary from one news institution to another. Those of television and broadcasting are not necessarily the same as those of print journalism. Those of tabloid newspapers are not the same as those of the quality press. And they also vary from one national culture to another. For instance, news stories about the royal family and sexual abuse in religious circles so typical for the British media will not be regarded as such in the US and Germany.

After the event proves worth reporting it gets into the second stage of the information model – interpretation, which is

no less important. The scope of interpretative techniques here is determined by the nature of the media text itself, which inseparably unites verbal and media levels. As it has been widely recognized in mass media the concept of a text goes beyond the formal limits of verbal sign system, approaching its semiotic interpretation, when a "text" refers to a stretch of any type of signs, not necessarily verbal. Most of the researchers agree that mass communication level adds to the text concept new aspects of meaning, determined by media qualities and characteristics of this or that mass communication channel. Thus, media texts on television are not restricted to verbal manifestation only, they incorporate several functional levels: verbal text proper, visual (in journalistic terms "footing") and audio, which includes all possible effects perceived by ear from voice qualities to music. Texts on the radio and in the print media are also characterized by a certain combination of verbal signs with a set of special media qualities, determined by technological characteristics of the media channel, like sound effects on radio or layout and colorful illustrations in newspapers and magazines. All this allows to regard media texts as complex multilevel and poly-dimensional phenomena.

This salient feature of media texts is stressed by many international scholars, who describe media texts as an integral combination of verbal and media components. Thus, a well-known researcher of media language Prof. Alan Bell writes in his book "Approaches to Media Discourse": "Definitions of media texts have moved far away from the traditional view of text as words printed in ink on pieces of paper to take on a far broader definition to include speech, music and sound effects, image and so on… Media texts, then, reflect the technology that is available for producing them…"[Bell, 1996] This assumption perfectly correlates with an often quoted statement of Marshall McLuhan "the medium is the message", formulated in early 60-s. The underlying idea is that technological potential of a mass medium has a tremendous impact of producing, spreading and even

perceiving the message. Taking all this into account media linguistics defines media texts as an integral combination of verbal and media elements implemented in a certain media format, in our particular case, the news.

So actually interpretation is implemented on three levels - verbal, media, and the level of verbal-media interaction. Let's explain how it works. Interpretation on a verbal level presupposes the use of a wide range of linguostylistic means of different types – from choice of words to the use of metaphors and evaluative components.

The analysis of the material shows that in spite of declared objectivity most of the news texts are intricately biased, with ideological hue implicitly expressed by a complex combination of language and media components. One of the vivid examples is the nomination of opposing parties in conflict situations: terrorists, freedom fighters, liberators, militants, moderate opposition – very much depends on what terms are used to describe the participants of the conflict.

A great importance is attached to interaction of verbal and media components, which can be manifested in several combinations, such as illustration, supplement, contrast, connotation and association. Illustration means that a certain news item, for example, about a meeting of top politicians is accompanied by pictures of the people involved. Supplementary type means that media components are used to provide news story with additional information, such as information tables, diagrams, interviews with experts, etc. Contrast relationship is based on intentional clash of meanings expressed by the verbal and media components, for instance when the news text about fruitful discussions in State Duma is accompanied by video footing that shows sleeping deputies. Connotation appeals to media images that add certain connotative content to verbal text, and association exploits the ability of media consumers to project qualities of some well-known brand names, like for example

assumed objectivity of the BBC (British Broadcasting Corporation) on topics presented in the news discourse.

Repeated interpretations gradually result in shaping more or less stable media images – of politicians, parties, prominent people and even countries, which brings us to the next stage of the information model. Some of these images are so persistently hammered in media consumers' minds that finally turn into stereotypes – Russia is an aggressive country, the French are lazy workers, all Muslims immigrants are criminals or terrorists etc. The closing stage of the information model is represented by cultural–ideological context, or the environment in which news stories are being processed, spread and perceived by mass audience. At this stage everything matters – sources of financing, ownership, political persuasion, target audience, ideological bias, cultural preferences, national identity factors. Actually by cultural-ideological context we mean a complex social substance that affects all stages of news processing – from selection of facts to forming stereotypes, that's why the information model takes a form of a closed circle – to show that its last stage (cultural – ideological context) has a great impact on its initial stage – selection of facts that make the News.

In conclusion it's necessary to stress that medialinguistic approach to the analysis of news discourse allows to receive a multi-dimensional view of the news making process and provides scholars with reliable instruments of studying news texts in all their diversity.

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KEY TRENDS IN MEDIALINGUISTIC STUDIES

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Rapid development of mass media and new communication technologies for the past thirty years has had a great impact on language functioning. Intensive growth of traditional media – press, radio and especially television, which began in the 1970s, emergence and avalanche-like spread of the Internet in the 2000s resulted in significant changes in contemporary language situation. A huge part of everyday language functioning - speech and text production is now taking place in the media. Twenty four hours news channels, numerous TV programmes and online editions, unceasing verbal interaction in social networks – all this has presented a new challenge for language scholars, setting new goals, the achievement of which requires innovative research formats.

No wonder that dramatic growth of speech and text production in the sphere of mass communication in the second half of the XX and the beginning of the XXI centuries was accompanied by an increasing amount of academic research dealing with various aspects of language functioning in the media – from special characteristics of the news texts to particulars of language usage in Internet blogs and social networks. This new

dynamically developing research area attracted representatives of practically all branches of linguistics: sociolinguistics, psycholinguistics, cognitive linguistics, specialists in discourse analysis, cultural studies etc. So by the year 2000 the overall situation in media language studies created all necessary preconditions for the emergence of a new full-fledged branch of linguistics, i.e. media linguistics, which incorporated all previous achievements in the field.

The term "media linguistics" was formed by analogy with the whole set of similar terms, used to denote new academic disciplines that emerged and developed at the cross-roads of several fields of research, such as sociolinguistics, psycholinguistics, media psychology, media economics etc. In the Russian academic discourse the term "media linguistics" was introduced in the year 2000, when Prof Dobrosklonskaya used it for the first time in her doctoral thesis "Theory and Methods of Media linguistics".[Dobrosklonskaya, 2008] Two years earlier the English variant of the term media linguistics could be found in the works of some British scholars, for example, in the article by John Corner "The Scope of Media Linguistics", presented as a talk at British Association of Applied Linguistics Conference in 1998. [Corner,1998]

As it proceeds from the term itself, based on the combination of two key components "media" and "linguistics", the subject of this new discipline is the study of language functioning in the sphere of mass communication. In other words, media linguistics deals with overall complex research of a particular social field of language usage – the production of speech in mass media. The emergence of media linguistics as a new branch of language studies is fully justified, taking into consideration a crucial role that mass media have been playing in society for the past 30 years. Rapid development of the print and the electronic media, quick growth of virtual communications and the Internet have enormously changed people's lives, giving stimuli for the development of the whole range of information

society theories. Nowadays the biggest part of everyday speech practices is implemented in the sphere of mass communication - in newspapers, radio, television and Internet. Continuous development of information communication technologies (ICT) results in rapid growth of the total volume of texts transmitted by media channels in different national languages in the world information space. It should also be noted that media linguistics is not the only discipline that was singled out as the study of a particular area of language usage, the same principle was used to form one more new direction of linguistic research – political linguistics, focusing on the study of speech production in political communications.

A significant contribution to building the basis of media linguistics was made by the following Russian scholars: S.Bernstein, D.Shmelyev, V.Kostomarov, Y.Rozhdestvenskiy, G.Solganik, S.Treskova, I.Lysakova, B.Krivenko, A.Vasilyeva. The English language tradition is represented by Teun van Dejk, Martin Montgomery, Alan Bell, Norman Fairclaugh, Robert Fowler and others. The study of these scholars' works allows to conclude that by the end of the XX century all necessary preconditions for transforming the existing knowledge and experience into a full-fledged separate academic discipline "media linguistics" had been formed. Otherwise speaking, the total volume of research in media language functioning had reached its "critical mass," that made it possible to transfer the studies of the given sphere on a new level of a separate discipline "media linguistics," offering a systematic overall approach to the analysis of mass media language practices.

Nowadays almost three decades later there are all reasons to believe that media linguistics has been firmly established and widely recognized as a new quickly growing area attracting an ever-increasing scholarly attention. This new status of media linguistics in Russia has been reconfirmed by its inclusion in the programmes of numerous conferences on language development and media studies. In 2014 the School of Journalism and Mass

Communication of the Saint Petersburg University launched a special Internet site and online journal "Medialingvistika" (http://medialing.spbu.ru), a project aimed at uniting all scholars studying language in the media and coordinating research work in the field. The journal has attracted a wide range of international authors, including those from Poland, Turkey and China, and publishes papers both in Russian and English. The growing interest to media linguistics can be observed in China, where a tradition of studying language in the media has its own deep roots. [Доросклонская, Хуэйцинь, 2015]

It is interesting to note that in spite of the fact the term "media linguistics' originated in the UK nowadays in Anglo-American academic circles it is very rarely used, Western scholars prefer to describe their field as "Language in the Media" studies. In the English-speaking world there are several academic bodies which unite scholars interested in the field, such as SIGs (special interest groups within the framework of linguists' societies and associations). Perhaps most noticeable is a series of conferences known as LIM (Language in the Media) which attracts English-speaking scholars from all over the world. Initiated in 2005 and previously organised in UK, USA and Ireland, the 'Language in the Media' Conferences bring together researchers from sociolinguistics, media and discourse studies who share an interest in the study of mass and new media as sites of language, discourse, interaction, and representation. Held once in two years LIM conferences focus on the use of language in a mediatised world, paying special attention to language practices in a world where mediated interaction and mediatised representations increasingly shape people's experience of community and society. This invites to question rigid distinctions between media and community language, virtual interaction and 'real life', and to reconsider theories of communicative and linguistic change.

So as every full-fledged academic discipline at present media linguistics conforms to certain conditions and

requirements, such as: 1) a thoroughly developed theory, which serves as a solid basis for further research in the given field; 2) more or less stable inner thematic structure; 3) methodology or a set of techniques and methods for analysis; 4) terminological apparatus.

The corner stone of media linguistics' theory is undoubtedly the concept of a media text, which stresses a duplicate nature of all speech products in mass media, based on integral combination of the components on language and media levels. For the past ten years Russian scholars have been regularly paying attention to the analysis of different aspects of texts functioning in mass media: from genre and style to ideology and culture specific features. So what are the key trends in medialinguistic studies today?

The review of contemporary studies of language in the media allows to outline a relatively stable thematic structure of the discipline, which covers the following key topics:

1) Defining the status of media language within the framework of contemporary linguistic studies, and its description in terms of a basic paradigm: language-speech, text –discourse. Media text is regarded as a discrete element of media discourse, representing a complex multilevel phenomenon, a dynamic combination of verbal and media components.

2) Functional stylistic differentiation of media discourse, classification of media texts on the basis of different sets of criteria: implementation of language functions, media channel (the print media, radio, television and Internet).

3) Media speech typology, the spectrum of the media texts' types and genres, description of the main types of media texts: news, comment and analysis, features and advertising.

4) Lexical, syntactic and stylistic analysis of the language of media texts.

5) Discourse analysis of the media texts, including their production, transmission, perception, social and cultural context,

ideological and political factors, interpretative potential of the media speech practices and culture-specific traits.

6) Manipulative potential of the media language, verbal and media techniques used for persuasion in advertising, propaganda, public relations and information management, various means of the implementation of ideological component.

7) Comparative studies of media language in different cultural and political contexts, or comparative media linguistics.

However it should be noted that the above list remains open, as it is always the case with every quickly growing branch of knowledge. Yet it may be said that nowadays all media linguistics studies are mainly structured around the adduced themes. Among topics which attract most attention the following should also be mentioned:

1) developing a set of parameters specially designed for a thorough and coherent description of all possible types of media texts, including the following: 1) authorship (the text could be produced either by an individual or a collective), 2) type of production (oral – written), 3) type of presentation (oral – written), 4) media channel used for transmitting the text, 5) functional type or text genre: news, comment and analysis, features, advertising; 6) dominating topic (politics, business, culture, education, sport, and other universal media topics, forming the content structure of everyday information flow).

2) special studies of news discourse, aimed at analyzing and describing the process of news gathering and distribution in different media, the study of particular language and media techniques used for interpretation and influence on the basis of the information model, which helps to structure the unceasing news flow and other media activities into separate stages: selection of facts, interpretation of events, creating images, forming stereotypes, cultural/ideological context.

3) analysis of the world information space in terms of linguocultural and culture-pragmatic approach, aimed at understanding the role and interaction of such international state-

backed media projects as BBC World, CNN, Al Jazeera, CCTV, France 24, Deutsche Welle English, RT (Russia Today)

4) studying diverse mechanisms of information influence and propaganda, techniques of framing political news within the context of ideologically different media sources, mainstream and alternative press.

5) the impact of Internet and social networks on the nature of journalism and media texts.

So it may be concluded that by now media linguistics has been recognized as a separate rapidly developing discipline, that successfully incorporated the whole range of techniques used in textual analysis: from traditional systematic and content analysis to stylistic, discursive, linguocultural, pragmatic, ideological and sociolinguistic.

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ACADEMIA'S ENGAGEMENTAND RESEARCH PATTERNS IN PUBLISHED MASS COMMUNICATION RESEARCH (A CASE STUDY OF JOURNALS FROM SINDH)

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The study aims to trace major trends and patterns of published research to determine the progress, contribution and transformation in the field of mass communication. The study evaluates the contents of HEC recognized mass communication journals published from public sector universities of Sindh through content analysis. The paper provides an overview of the research for published themes, theoretical perspectives, and research methods. Patterns of published research are observed for their field tendency, scope, domain, communication type, and media under study. Tendency in different fields of research includes public relations, advertising, print, electronic media, social media, development communication etc. Scope includes international, national, and regional studies. Domains like media production, media consumption/audience, and channel studies are considered. Communication types are further categorized into mass communication and interpersonal communication. The category of media under study includes print media (newspapers, magazines), electronic media (TV, radio, film, internet), and social media (mobile, weblog, you-tube, face book, twitter, etc.).

According to Bourgault (1994) western cultural values are embedded in communication theories which are borrowed or superimposed on non-western geo-cultural environments and led to the conversion of the local trainees, making them amenable to control by western social and cultural influences. Mowlana

(1986) has labeled this process as 'westofixation' because it tends to evaluate scholarly and professional efforts from western standards. This paper gives an idea of cognitive thresholds and interest patterns of published research in the field of mass communication.

THE NOVEL 'WAR AND PEACE' BY LEO TOLSTOY AS A MEDIATEXT

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One of the most popular phenomen of contemporary cultural and social life is joint public recitation of a literary text. It is transformed from form of reading into form of communication for the last two years. Content of text always has many degrees of freedom as noted by Leontyev A.A. [1]: different people understand the same text differently due to their individual characteristics and experience. Everyone always relies on schema knowledge about the world. This knowledge enables to understand the situation described in the text, to conjecture it, to judge the truth or unreality of the events described. The degree of freedom of interpretation of the text, the lack of interpreter's point of view contributes to the popularity of this form of communication.

As the example of such form is a large-scale project "War and Peace. We read the novel" carried out by the All-Russian State Television and Radio Company, which was in the Year of Literature in 2015. In the air of public television channels "Russia Culture", "Russia 1", the radio station "Mayak", as well as on the Internet live broadcasts were reading a novel by Leo Tolstoy for four days and more than 60 hours. About 1500 of people, such as

actors, directors, politicians, athletes, scientists, people of different professions and ages were taking part in it. The tournament was broadcast from many cities of Russia and the world, located in different time zones: Moscow and Khabarovsk, St. Petersburg and Pyatigorsk, Nizhny Novgorod and Ufa, Grozny and Vladivostok, Novosibirsk and Sochi, Washinton and Paris, Beijing and Vienna. Venues for readings are libraries, theatres, museums among which are the Museum-estate of Leo Tolstoy "Yasnaya Polyana", the Museum-panorama "The battle of Borodino", The State Historical Museum, The Hermitage and other. Thanks to the capabilities of modern media, a joint reading of the novel 'War and Peace' by Leo Tolstoy has found a planetary scale.

As known, the text is a basic unit of communication, a way to store and transfer information form of the existence of culture, the product of a particular historical epoch, reflected the mental life of the individual. All this creates the basis for a multiplicity of text descriptions and definitions. According to the definition Y.M Lotman, «the text is a device formed as a system of heterogeneous semiotic spaces in continuum which circulates some original message» [2]. By «original message» refers to the dominant meaning of the text.

On the one hand, a classic literary text, carried over into the sphere of mass media continues to operate in the area of culture as one of the most significant systems, creating owns reality in the space of modern culture. The text of the novel creates the presence of our contemporaries in the other life, in human life of the first half of the 19th century. The result is a dialogic turn of events, which includes listening/understanding in other contexts and contribute to the expansion of objective experience.

On the other hand, becoming a media text, it gets new shades of meaning and media supplements [3], acquires a broad interpretation, beyond the sign language system. However, the text as a symbolic formation has three coordinates, the three

components of its 'body'. There are three ways of understanding: objective (literally), conceptual (typological) and paralogical (communicative). This methods can be in dialogical relations with each other, thereby organizing the internal communication space of the text itself. Becoming the object of mass communication, this text not only retains, but also performs additional functions in the communication space. From the perspective of the psihosemiotiks the text «combines times of writing and reading, and thus captures a meaning, organizing and preserving cultural memory» [4].

In our case, «reading» is «listening». The text of the novel «War and Peace», which is included in the communication space because of the possibilities of modern media and is read by people from different spheres of public life, is particularly important, both for the individual and for society as a whole. In the novel describes the military events in Europe in 1805-1807, as well as Patriotic war in 1812. War as a kind of objective reality becomes the main storyline of the novel, the fate of the characters the author considers it the same context as these 'hostile' humanity event. But at the same time, the war in the novel has a deeper understanding. This is a duel of two principles – harmonic and aggressive, two worlds – the natural and the artificial, the collision of two life systems – the truth and lies.

Epic of the work has formed a special spatial volume, in which the object of attention is as the historical events of the first half of the XIX century, described the great Russian writer and the thoughts of the audience over what's happening today. Due to the project «War and peace. We read the novel" created by the Russian State Television and Radio Company, in the public mind were updated terms such as «war» and «peace», «love» and «hate», «truth» and «false».

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CORPORATE MEDIA DISCOURCE: NEW ASPECTS TO STUDY

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Activities of participants of public life are becoming more pervasive and fleeting, and consciousness and thinking are constantly changing. This is due to globalization, the rapid development of virtual worlds of communication and information, the speed of data transfer and other processes that are inherent for post-industrial society, where intellectual technologies are the basis for system analysis and political, economic and managerial decisions. The world is becoming mediacentric. During the last few years new technologies have replaced traditional methods of transmission media and have radically changed the shape of modern media space. Mass media influence public consciousness, because large part of the ideas about the world and events are received now from newspapers, magazines tele- and radio broadcasts.

One of the main instruments of creation of such media picture is media discourse. Due to its thematic limitlessness, genre originality and diversity it enters all types of communication and, in a rapidly changing world, catches even the smallest transformations. Mass communication gives the "text" concept new meaning due to a character of a particular media. The text in mass communication acquires the features of

depth and multylayering. This is due to the combination of the verbal part of the text with media features and characteristics of a particular media: audio effects, graphic design of newspapers or magazines, etc. For example, in printed media the verbal part of a text is combined with graphical and illustrative parts. Today, many authors consider a media text as a unity of language and media features. It is represented by three levels of media speech: the text, the level of visuals or graphics, and level of sound. Thus it serves as an instrument of forming and changing media picture of the world in the minds of recipients. Media text, regardless of its form, is a unique kind of text, diverse in themes, multi-functional in style, which combines elements of the literary, spoken, oral and written speech and verbal and non-verbal elements into a single unit.

In modern society corporations are actively involved in the process of world's media picture creation. One of the tools for creating such picture is the corporate media discourse or a specific activity of a company in the space of mass media. In other words, it is a system of printed media owned by the company that performs the function of informing a particular audience (employees, partners, customers or service users organization) about the activities, interests and influence of the organization; forms and manages corporate culture; is served as a feedback channel and is developed, produced and distributed completely or partly by the efforts of the staff of the organization or publishing house in the interest of the organization.

All scientific studies of language of corporate media discourse are based on the functional diversity of the publicistic style, which depends on aims of a particular type of corporate magazine. The process of studying of the texts of corporate media discourse and identification and systematization of specific characteristics helps to reveal the new face of the publicistic style of corporate media discourse. Publicistic style is the basis of the language of the mass media, but it is not the same as language of mass media increasingly acquires different functional varieties of

language and becomes a powerful information system. Today it is possible to speak about the appearance of a new functional stylistic unity, i.e. to speak about the language of mass communication, with has such unique characteristics as thematic universality, syncretism of oral and written speech elements and stylistic functionality.

Considering the texts of corporate media discourse as texts of written communication it is necessary to note that these texts consist of verbal and non-verbal parts. Both linguistic and paralinguistic means play very important role in providing the desired impact on the recipient of a message. Paralinguistic means can be independent medium of information (photos, tables, figures, schemes) or secondary medium which adds additional semantic nuances in the content of the texts (architectonics, font and color variations).

Modern development of corporate media discourse reflects the growing need for new form of communication, which, on the one hand, has all the attributes of media, and on the other hand , is a specific form of business communication where knowledge becomes the basis of success. The creation of the corporate media begins to move away from the publishing business which involves the traditional printing of texts on paper. Today publishers actively explore creation of online content, develope micro-sites, podcasts, e-magazines, content for blogs, etc. This allows to expand greatly company's target audience, to influence the creation of the world picture which is necessary for achieving corporation's various goals.

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ETHICAL VALUES IN MEDIA PRACTICES AND MEDIA EDUCATION IN PAKISTAN

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Keywords: media ethics; media education; media moral agents.

There is a wide debate about the lowering of media contents due to lowering of media ethics in media practice. It is argued that media is not ethical or unethical, but it is practitioners in the media whose actions are ethical or unethical (Merrill, 1999). In recent years concern for making ethics relevant to media education and practitioners has become a priority for audience, academicians and practitioners. But despite serious concerns about media contents and ethics, violation of media ethics is increasing. Many blame commercialism in media, disguised in the name of libertarianism. Media practitioners as employees of commercial media enterprises do not see themselves as free and are forced to follow orders to survive in

their jobs. Furthermore, the problem of compatibility between what is being taught and what is being practiced in the organizations deepens when journalists in a country are under tremendous political and economic pressure (Murthy, 2011; Josephi, 2010). The lack of resources in the universities and their organizational cultures that resist change, also makes it even bigger daunting task to train students of journalism to play their role as watch dogs (Deuze, 2006; George, 2008).

Present study aims to examine, through survey method, the extent to which ethical principles and code of ethics are practiced by the media practitioners of Pakistan, working in newspapers and news channels. It aims to study how much do they try to adhere to professional code in seeking truth, minimizing the harm, acting independently and trying to be accountable? Do they compromise on their ethical values due to commercial and political pressures? What is their understanding of themselves as moral agents? Furthermore, it also aims to examine media practitioners' perceptions about role of university education in teaching ethical values.

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REGIONAL ONLINE MEDIA
OF THE REBUBLIC OF BELARUS IN MODERN MEDIA SYSTEM

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The main tendencies of development of regional Web journalism are the outcome of the study. Some objective laws governing the function of regional Internet mass media are presented. A special kind of creative activity of journalists in multimedia is studied. Opportunities of news dissemination in social networks and specificity of presence of leading regional media are analyzed.

Key words: new media; convergence; media text; visual journalism, interactivity; technological transformations.

The problems of the development of communicative space of regions became evident in the beginning of the XXI century. The relevance of these problems is currently increasing. The structure of informative space readers' preferences, technological equipment of regional media has radically changed recently. Today in Belarus there are 136 state-owned print media. All regional, cities and districts newspapers have their own websites. The main goal of this research is to analyze the effectiveness of communication strategies of the sites of regional newspapers in the transformation of contemporary media sphere. The paper considers the creation of multimedia content as a special type of creative activity of a journalist. Our research is the first attempt to study the specificity of the presence of regional publications in social networks.

Conducted by the author in the second half of 2015, the present study is based on monitoring data and content analysis of

regional Internet publications. Available publications from Belarusian catalog in the portal media belsmi.by was selected for analysis. In the study we sought to determine how the regional media are represented on the Internet, what communication strategies are efficiently used. So far, the sector of national online media is still too young, their development process, their main vectors defining the development of web journalism in the foreseeable future have already been traced quite clearly.

In general, there are two key strategies for the development of sites [3, p. 74]. In the first case, the electronic version is just the digital equivalent of the printed edition, its more advanced option, simply existing in a different form. The Web resource in this case is almost identical to the content of the newspaper. Typically, these sites have low attendance. For such media the main indicator of success is the circulation. In the second case, the site is developed to the level of an independent online media which offers an original content, different from the basic edition. It can be either text written specifically for the site or multimedia materials.

In determining the effectiveness of the regional media sites we were guided by a number of criteria, including attendance, citation, update frequency, the use of multimedia (photos, audio and video), interactivity and availability of profiles in social networks. Attendance showed that the most commonly used types of counters are LiveInternet, Mail.ru and Akavita. If the owner of a site hid the attendance from public view we were not able to verify it. In particular it was found that among the regional editions the greatest attendance belongs to the site of «Gomelskaya pravda» gp.by (7500 unique visitors per day). Visitors come to the site in three main ways: by typing the name of the site in the browser (direct traffic), with the help of external links (traffic junctions) and with the help of search engines (search engine traffic). However, many online media are not fully aware of the specifics of the Internet, which affects their quality and attendance [5, p. 27].

In particular, in May 2013 Onliner.by announced the launch of a special regional office for the Gomel region with its professional editorial staff, catalog of goods and classified advertising. Home for Gomel is located at gomel.onliner.by. The rate of update renewing of these online resources, compared with the regional state media, is very high. From the moment when the event occurred and until such time as the information about it appears on the page of the information portal is less than an hour. The sites of regional newspapers are insufficiently operational in presenting information.

As one of the modern trends in the development of information processes, we can note a significant increase in the proportion of visual content in materials which are offered to readers. Various media episodes now are combined to create an innovative journalistic product that allows you to fully reflect the evolution of events. Visualization greatly attracts people [2, p. 20]. Moreover, in the headlines the word "picture story", «photofact», «+photo», «+video» are often used. Publications containing 50-60 illustrations and even more are often found.

The offer of multi-format content and diversification of delivery methods reflect a new stage in the development of convergent processes in the media sphere. Different types of content began to appear on the sites. We are speaking about photo publications and TV spots, slideshows, podcasts, streaming video, infographics, information games, multimedia, articles, etc. The share of visual information in the online media has greatly increased. Emphasis on the disclosure of themes is transferred to the visual images. On the Internet, the user doesn't read, he watches. The result of these trends is the transformation of the traditional mono-format media into multimedia [4, p. 16].

Belarusian regional mediasphere is transforming into a space of open communication, discussion and expression of opinion in the form of comments on the sites of Internet publications and in social networks. In September and October 2015 we monitored the efficiency of public dialogue in leading

regional Internet resources in Belarus. The study found out that the greatest number of comments had been left to materials on topics such as accidents, crime, city events, public transportation and prices. Conflicts can cause considerable resonance publications. It should be recognized that comments are a cornerstone of modern web journalism. At the same time some editors deliberately cut off the possibility of discussing the news on their websites.

After analyzing the quality of feedback on the newspaper's website we found that the activity of the audience in some cases is extremely high [1, p. 8] . In particular, more than 8700 comments have been left since January 2010 on the site of Pruzhany newspaper «Rajonnye budni» budni.by. Over 6400 comments during the same period appeared on the site of Rogachev newspaper «Svabodnae slova» slova.by. Comments on these sites were published without prior moderation. Attendance and citation of these web resources are accordingly high. The structure of some web resources allows us to trace the number of reads of each material.

In determining the effectiveness of the media sites it's necessary to keep in mind such an important criterion as the presence of media in social networks. Today the audience becomes more flexible, easier to be transferred from one media type to another. The analysis led to the conclusion that among the most innovative regional newspapers promotion strategy belongs to «Gomelskaya pravda». The newspaper has five accounts in social networks where it has a total of more than 3000 subscribers. However, the success of media presence in social networks depends not only on the number of subscribers to the page but on the number of active users of the nucleus.

The results of evaluation of the quality characteristics of modern Belarusian media sphere shows that it turns into a space of open communication, discussion and expression of opinion in the pages of numerous social networks and on forums of online sites. Web journalism has surpassed its competitors in the

interactivity which has become unprecedented in the history of media and which realizes in the mass commenting publications reducing differences between author and reader. Today it is an ideal platform for free commenting on all types of «agenda». Here again there is a question of social responsibility, not so much of a web journalist, but of the audience. It is obvious that its participation in the new format becomes a prerequisite for the implementation of media projects.

Parameters of regional information field in Belarus are changing rapidly. Our study revealed that: the existing concepts of sites cannot always be considered successful and meet the level of online media; the potential of social media is not always used effectively; many regional newspapers underestimate the importance of a competent implementation of interactive opportunities; regional media which ignore modern forms of dialogue lose their old audience and don't attract new readers; convergent strategy is preferable in the modern media; many regional media continue to improve their websites, which significantly increase their potential audience; in the future sites of newspapers can become locally focused information portals.

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METHODS OF LEARNING AND TEACHING INTERNATIONAL JOURNALISM

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Rapid changes in mass communication mean that we have to look for new effective ways of studying and teaching international journalism. There are many questions as, for instance: Should we abandon the classical methods of education, for example, lectures? What does interdisciplinary approach mean for learning and teaching modern journalism? What kind of methods should we use in studying and teaching?

Let me try to answer these questions using a case-study: my own experience in creating and teaching a course for foreign Russia-learners whose fields are mass communication (mainly journalism and Public Relations), international business, political science, as well as other liberal arts and humanities.

Since 2010, at the Department of Mass Communication, Faculty of Philology at the Peoples' Friendship University of Russia in Moscow, I have been teaching a course on international journalism that initially was named *Stereotypes in Mass Communications: Russians Observing and Observed*. The goal of the course is to analyze stereotypes about Russia and Russians, as well as Russian stereotypes about foreigners. How could stereotypes in general influence journalism, international business, foreign policy, political culture and multicultural communications? How are stereotypical models represented in mass-communication and covered by the media? [1]

An explanation of stereotypes about Russia and Russians might be found in cultural archetypes that are embedded in language and art, as well as other areas of the "culture code" (the

term coined by a French-American author Dr. Clotaire Rapaille). [2]

In English, working with mostly non-English speakers who have completely different educational background, I have drawn a conclusion that traditional methods of education, for example, long academic lectures are not effective anymore. Does it mean that a talk by a professor, an expert and/or an interesting speaker is not popular now? No, it does not. A proof of popularity is a huge success of TED talks. Emphasizing the educational aspect and promoting its slogan "Ideas Worth Spreading", TED (acronym for Technology, Entertainment, Design) talks (the global set of conferences) have become so popular that some people consider them as one of the top sources of global education on many scientific, cultural, and academic subjects. [3] There is already the expression "TED University". [4]

Thinking of TED's success, I would suggest that the Internet played a key role in their talks' promotion. The speakers' presentations are not long if we compare them with an academic format (in average, it is about 20 minutes); TED talks are entertaining and interactive; many TED speakers use visual and audio materials. If you watch the playlist of 20 TED talks "The most popular talks of all time" [5], you will notice that the most speakers perform great sense of humor and all of them are experts in their topics. For example, British presenter Sir Ken Robinson is a Professor of Arts Education and the author of many best selling books including, for example, *Finding Your Element: How To Discover Your Talents and Passions and Transform Your Life* [6]. American social psychologist Amy Cuddy is a Professor of Business Administration at Harvard Business School and the author of bestseller *Presence: Bringing Your Boldest Self to Your Biggest Challenges*. She is also well known for her research on stereotyping, emotions and nonverbal behavior. [7]

In terms of interdisciplinary approach, at the course that I teach, I suggest the students visiting as many museums as they

can in Moscow. For instance, we run discussions, holding presentations and writing compositions based on our field research at the State Tretyakov Gallery. [8]

My main conclusion is for effective ways of studying and teaching international journalism, as well as other areas of mass communication, there is a need to use a complex of interactive, entertaining, as well as thought-provoking methods. Not only a university venue, but also the Internet, museums, theaters, cinemas, as well as other places and channels have become the modern platforms for effective education.

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FACEBOOK AS SOURCE OF POLITICAL NEWS IN CROATIAN MEDIA

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In recent years social media networks have played a significant role as one of the most important sources in journalism. This phenomenon has not spared Croatian journalism, primarily news about celebrities, both international and national, as well as news on various bizarre events. Based on monitoring of the articles in three national daily newspapers (*Jutarnji list, Vecernji list, 24 sata*) and their websites, three news portals (*Index.hr, Net.hr, Tportal.hr*), and web portals of two national television stations (*Dnevnik.hr, VijestiRTL. hr*) from September 2015 to March 2016, we identified a large increase in articles

which use Facebook posts as news sources. There was nearly three times more of these articles in October (781) than in September (271), whereas more than five times more of these articles were found in December (1382) and January (1312). Searching for causes of this new trend we found a large increase in internal political news and articles which use posts of politicians or parties published on their Facebook profiles as news sources. In September there were 27.6% of these articles, in December 41.2%, and in January 46.1%. In February 2016 there was a slight drop in total number of articles which use Facebook posts as news sources (1134), together with a slight decline in Croatian political news (39.6%). Evidently, election campaign for general elections in Croatia, which was conducted from 21 October to 6 November 2015, and negotiations about forming a new governing coalition could be considered as main causes of this trend. However, even after campaign and negotiations were completed on December 23, and after new government came to power a month later, this tendency has been sustained.

While conducting a content analysis of internal political articles which use Facebook posts as news sources, we identified an additional tendency. Since November 2015, among the information published by Croatian politicians on Facebook which commonly included comments on decisions or statements of other politicians, their opinions about certain country issues and a display of their activities (most frequently presented in a form of photos and videos), a new category appeared – publication of newly delivered or soon-to-be adopted decisions of the concerned politician or party. In short, Facebook has become a mediator between politicians and journalists who are gradually losing direct access to politicians, especially those in power, which is noticeable from January 2016. The role of Croatian journalists to collect and filter information on the work of the authorities has been increasingly dropping, with politicians now collecting and filtering this information for them. Now politicians are the ones who decide through publication on their Facebook profiles which

information will be published, as well as how it will be published by journalists.

VISUAL TRENDS IN CINEMATOGRAPHY

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Visuality in cinematography has in each period of filmography certain trends. Beginning of the last decade (2010) can inquire distinct increase in the analogous visual signs. Another significant element in the means of expression is the use of drones cameraman. Technological advances have allowed manufacturers to reduce cameras and their weight to such proportions that it can be fixed at a relatively affordable drones offered to shoot footage for which they were previously required to use a helicopter. Many young and aspiring filmmakers are experimenting with drones, often without any basic knowledge of aerial photography. There is a trend of overuse of aerial photography lately, mostly in online content, just to give a visually appealing footage. Especially on video portals like *vimeo*, which is really helping young talented filmmakers to share their content, but on the other hand, there isn't a platform where can they share and consult their works. Aerial photography can lead to setting aside more useful footage, which can help to tell better the basic story of an audiovisual work. Lately we can see how different governments are addressing the issue of drone overuse not only in cinematography, but also in other industries. The paper will analyze how can aerial photography be used for better visual story telling but also how effectively can be used in present circumstances. We will be analyzing not only the main features but also low-mid budget documentaries, where the use of

aerial photography can be very beneficial. Also it is very challenging for new owners-operators to understand the risks of drone usage. Generally, it's much more useful when there is a pilot and a separate operator of the camera. This can lead to better control of the footage and bring visually superior footage. One of the latest trends, which can be considered a comeback, is the use of anamorphic lenses. This technology, from its introduction in the 50s, is frequently used as an artistic intention and stimulating atmosphere. The paper will try to answer the question, what was the reason to produce films with anamorphic lenses and also what are the main benefits for cinematographers and directors to pick this optical technology instead of a more classical technology, spherical lenses. Even though anamorphic lens tends to have very distinctive optical distortion they are becoming very popular in recent years. Vignetting, flares and certain edge softness tends to allure cinematographers to use anamorphic lenses to differentiate from others. These are just a few optical characteristics which are very unique for anamorphic lenses. The paper will describe these characteristics and compare them with characteristics of a normal spherical lenses. In todays digital age, camera sensors are tend to be very sharp, which sometimes isn't the proper look or emotion which is the cinematographer or director trying to achieve. Also films, which tend to be more stylized are using anamorphic lenses for their distinctive look. Especially in the last decade, there was a major renaissance of anamorphic lenses. Currently, some leading film lenses companies are focused on the production of anamorphic lenses. For example, Cooke and Arri, one of leaders in lens film industry, introduced anamorphic lenses. Namely Arri is trying to control the stylize look of anamorphic lenses with different sets of filters, which bring another tool for cinematographers to use, for better visual story telling. One of the individual cinematography means of expression will be described briefly through a comparative analysis and we will evaluate the most successful films from the view of cinematography in the past few years. We will analyze in particular the violation of the

basic concept of composition and color scheme due to the genre. We evaluate the technological aspect of selected films and after then we will describe their different technical specifications.

MEDIA IMPERIALISM IN THE 21ST CENTURY

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Keywords: Imperialism, media, global.

The word Imperialism originated from the Latin word "imperium"which means to rule over large territories. Imperialism is "a policy of extending a country's power and influence through colonization, use of military force, or other means». After Second World War most of the imperialistic power has broken down but their imperialistic mentality didn't change. They have started a new kind of imperialism it's called (Media Imperialism.)At this modern age Those who controls the media controls the world. So what is media imperialism?

Media imperialism is a theory based upon an over-concentration of mass media from larger nations as a significant variable in negatively affecting smaller nations, in which the national identity of smaller nations is lessened or lost due to media homogeneity inherent in mass media from the larger countries.[1]

Global media are dominated by some limited number of companies and persons. The main headquarters of these companies are based on The USA the UK, France, Germany and Russia. Especially the USA the Uk and France based media are dominating around the world.

People around the world get their daily feed from just some news channels like the BBC the CNN, the Al Jazeera The Reuters the AFP and new RT channel.The BBC and the CNN are the leaders among them they covers more than 150 countries around the world.

The Media Imperialism debate started in the early 1970s when developing countries began to criticize the control developed countries held over the media. The site for this conflict was UNESCO where the New World Information and Communication Order (NWICO) movement developed. Supported by the MacBride report, "Many Voices, One World", countries such as India, Indonesia, and Egypt argued that the large media companies should have limited access to developing countries. [2]

The 20th and the 21st century is the century of the innovation and the Information Technology. People around the world has started using Internet In the late 90s of the 20th century but Internet based Websites like Youtube,Google,facebook,Twitter,VK,Alibaba, Amazon etc has flourished in the 21st century. Now a days young generation uses internet based social media and newspapers to get information and news from the globe.The USA based Facebook .Google,Youtube and Twitter dominates the social media in the word and we can say that they are controlling the all young generations in our planet.

So who are the key people and companies who are dominating 21st century Media Empire?

Obviously Rupert Murdoch is a global media monolith who controls the most powerful and influential media From Australia to the USA. He runs more than 17 Print publications, 4 websites, 2 book publications, 8 Movies and television production and 7 Cable television, from all over the world.

Another two largest media firms in the world are Time Warner and Disney, The global media system is now dominated by a first tier of nine giant firms. The five largest are Time

Warner ,Disney , Bertelsmann ,Viacom ,and Rupert Murdoch's News Corporation . Besides needing global scope to compete, the rules of thumb for global media giants are twofold: First, get bigger so you dominate markets and your competition can't buy you out. Firms like Disney and Time Warner have almost tripled in size this decade.

BRICS nations like Russia, India and China also play very important role in the world media affairs Specially Russia. In Russia the most dominant figures are Alexander Lebedev , Mikhail Lesin,and Vladimir Gussinski. Gazprom media is expanding their activities among the Russian speakers around the globe and CIS countries. The most Influential English speaking news channel is RT which has shown alternative source of information In the USA, the EU and the Arab world.

Media Imperialism has two different sides. Positive and negative. Nations' attractions with media can have various results. In positive aspect; we can give women rights example. American way of living and women reflection created more powerful images in other country's media as well. We can not refuse this reality. Women have started to act like these Hollywood powerful and sexy women, and they have created activist revolutions to become like them.

Media Imperialism has two sides. One of them is negative. In negative aspect; main current media channels like BBC or CNN reflect only American side of some realities like Iraq War, Libya war and latest propaganda against Syria and Russia. Those people who watch The BBC and The CNN always think that The USA is the best and what they are doing is doing for the sake of humanity. They show images or news from one side and dominate people's minds with the idea that the war is fundamental to make Iraq, Libya Syria more civilized.

Imperialistic Media never see the lack of their own nations and own countries. They always try to find and depict the negative side of those who are against them. Some times these media work as a mouthpiece of these countries like the USA, UK

or EU. In the name of democracy and humanity these imperialistic countries always depicts the negative side of the enemy countries. Before starting any new projects, these imperialistic nations' uses their media weapon against the rough countries according to them and after that they start a new war game.

In conclusion I want to say that very soon media imperialism will come to an end because people are becoming more conscious and literate. The sources of information are increasing and alternative media re developing every day. To stop this imperialistic mentality, countries like Russia, China, India and Brazil must have to take first initiative and in this fact Russia is challenging imperialistic media but still long way to go to reveal the real truth.

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'EXPERT' MAGAZINE AS AN EXAMPLE OF BENCHMARKING JOURNALISM AND DATA-JOURNALISM

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Currently journalism transform due to changes in the means of communication [2; 229]. This allows us to see, on the

one hand, used as a means of communication change the result of journalistic work, and on the other - allows us to see the continued component journalism which going from one means of communication to the other.

The basics of the journalism work communicative activity with a mass by means of communication. However this feature is inherent in copywriting, brand management, marketing and analytics [2; 230].

The mass media changing through digital media allows us to see that distinguishing feature of journalism is a personal qualities development manifestation with a mass audience through the communicating skills [2; 233].

And, in our opinion, these components are added to journalist help to large readers group in contact with actual event. Accordingly, the event involves temporal and spatial limitations, some activities and a set of 'internal activity' – etc., feelings, thoughts, etc., and if reader did not participate the event, journalist work is to provide a communication means through participation in this event at least through the 'inner activity'. This fact manifests itself in one of journalism rules, according to which media workers are trying to convey emotionally charged topics more formal tone and neutral emotionally - rich means of expression. From psychological point of view it is necessary to leave in the first case the reader to the emotional response to the event, and in the second - to help the reader to awaken interest in the event.

However, growth in volume of available information and statistical processing possibility has led to the of data-journalism emergence, in which stories are invited to talk with numbers [6; 52]. And there is a conflict between numbers and text in this case, because in relation to business information, we are moving from journalism to economics.

If we look at the industry, in our view which occupies an intermediate position, sociology, then in it there is the following problem: Sociological research carried out for the customer, may

have social significance in further processing - that is, there is 'life study after study'; and sociologist / Statistics revealed the data value, which can be more than the study purpose. [4, 15] There is a phenomenon of side studies, when researchers approach the material with other values and other requests. And if a case study of its purpose is usually to achieve the benefits that classifies it within the economic sphere, a series of side studies based on other values and more inclined to study journalism, rather than socio-economic analysis.

And it is important to note that the distinction between civil and professional journalism is that the former performs a communicative function, and the second - is information function [3; 124]. Then data-work in data-journalism is to provide a transition from the information function for communication - or by statistical analysis to the communication. We see their cyclic shift of each other.

But then the question remains why the publication, classified as a data-journalism begins to block the free distribution of its publications, but aims to increase readership, as it did in 2016 Expert magazine. This question answer can give a theory of benchmarking.

Benchmarking is a systematic process of finding the best practices on the legal basis, which public information, and the imitation of it by adapting to their own problems with subsequent improvement [8; 8-9]. If a journalist working with the facts, then we work with experience in benchmarking. Accordingly, the difference between these objects is that the 'fact is a set of verifiable details' [1; 171], and experience – is activities, that we can learn.

According to the theory of Gabriel Tarde people communicate in a single society through imitation acts [7]. It follows that journalism and benchmarking are built around a single imitation act; however, the power balance in them is different. In the case of journalism, he shifted to the author side, seeking to convey an example to follow. The benchmarking is the

reader tends to adopt one or many instances. In the case that the author part and the reader intensity we get mass benchmarking journalistic - the combination in a single mass communication means and journalism benchmarking.

The longest phase of benchmarking is the search for best practice [8; 9]. Therefore, one of the mass benchmarking journalism results is to reduce the search time best practices. In this case, given that the unique practice possession is the foundation for competitiveness, the desire to limit the audience increases the value provided by the experience.

Returning to the magazine Expert issue, we can give a data-journalism work example and some figures of the statistical analysis of Expert magazine, "Ogonyok" and "Russian reporter". As a result, the ratio of interviews to entertainment content is 6.5, the number of graphics on a page 7.54, 3.42 news per day, 0.82 photo / page - with an average of 1 to "Ogonyok" and "Russian reporter" magazines [9],[5],[4]. Thus, we conclude that the magazine Expert is an example of a combination of Bench-marking of journalism and data-journalism, as evidenced by the high content of interviews and news, as well as an increased number of graphs and numbers in the text body. At the same time, the magazine contains a reduced number of photographs in comparison with the public journals, which indicates an increased role in the photographic work of the facts and their low values when dealing with the experience.

Thus, we conclude that the closure of the open source e-version of the Expert magazine is a natural as a graphic and statistical material and it can be the basis for the research side, and an increased number of interviews and interviews from representatives - can become a benchmark.

And there we can to classify the Expert magazine, as a mass benchmarking journalism example, because we can see combination. It is journal authors supporting the formation of the Russian macroeconomic school and Russian management school in the one hand and managers and economists searching of the

processed statistical information and examples activities tend on the other hand.

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NEW MEDIA IN SOUTH ASIA: MAJOR CHALLENGES AND TRENDS

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A video footage of a minor boy being mercilessly beaten to death was leaked into the social media. The mainstream media run by professional journo flocked to it immediately. The key accused; who had fled to Saudi Arabia was not only brought back but given conviction within the shortest possible time.

In India, social media is credited with helping the new Common Man party and its candidate, Arvind Kejriwal, win a surprise victory in the rank of Delhi's chief minister.

In Pakistan, 20-year-old Shahzeb Khan, from Karachi, was allegedly shot dead but police were reluctant to register a case. A Twitter protest got viral, and none other than the Chief Justice of Pakistan himself ordered the authorities to arrest the killers within 24 hours and seize their family assets.

Last year after the earthquake in Nepal the social media and mobile applications have come up with 'safety features' that could help one locate friends and loved ones.

This indicates the emerging trends of effectiveness of new media in South Asia, home of nearly 1.5 billion. Blessed by the mobile cellular network and internet penetration, the SAARC, having three (Bangladesh, India and Pakistan) out of ten of the most populated countries in the world, where 'citizen journalism' has started to guide the traditional journalism to follow the 'leaks' by the all powerful social media.

For centuries, people have been regarded as an owner of the sovereign power only in papers in many democracies but now with the rise of the digital empire, the fall of traditional journalism has become logical.

However, the relevance of the 'fourth state' will remain for years to come. The age old professional journalism both in print and digital are not going to be extinct but they have to face the new challenges by competing with and satisfying the brilliantly equipped billions of e-people (read As We People) across the globe, who has emerged not as a toothless watchdog but as an army of formidable "Fifth state".

This "Fifth state" in South Asian context is flexing its muscle faster by its unique youth citizenry, aged between 13 to 18 who have given up reading print newspaper and have chosen the mobile cellular to read, learn, listen and witness the flow of news. Though it is true that readership of print newspaper is still much higher but the online readership is gaining momentum. Reading news in mobile cellular is the fastest growing form of media which shows that the traditional ways of news reporting must be changed.

It is seen throughout South Asia that the number of internet users are increasing with the rapid change of spectrum from 2G to 3G and people are now breathlessly awaiting the benefits of 4G. So we can easily imagine that the future news outlet should be in a multi-dimensional format, meaning the simultaneous production of an event as text, audio, video, graphics etc. And few daily newspapers including the Bangladesh's largest daily Prothom Alo (the First light), which I represent, has already begun investing money making a multidimensional news outlet to improve the quality journalism by enhancing objectivity & accuracy.

It is interesting to note that the print edition of The Independent of London was shut down and transitioned to a digital form whereas the famous US magazine Newsweek which was closed down has again started to publish in print again.

Some senior editors of the South Asia believe that print media may still last another fifteen to twenty years.

One of the major challenges for professional journalists is to hold their position as 'king' by enhancing its prestige and

credibility where the question of formats-print or digital hardly matter. Some media Mughals are seriously thinking of investing more money on journalists in order to enhance their capability. They are convinced that the new media is not challenging the profession rather helping the causes of journalism or in some cases have complemented each other. Social media generates more rumor and gossip but ultimately they have to depend on journalism to authenticate them.

The corporate print media houses of south Asia are more or less now worried about losing its revenues to the TV channels or online. Unlike the western trends which saw very fast internet penetration, the South Asia is going slow. The world average of internet users per 100 people are now 40.7 and the South Asia stands at less than half i.e. 16.6. In 2006, the same comparison was stood: 17.6 and 3.0 respectively.

And the cybercrime is a potential source of concern that must be prevented. Killing of six bloggers or online activists in 15 monthsis another potential source of concern of which the IS and other Islamic extremists have taken responsibility. On my return from China last September, I wrote an article about China's Uyighur extremism, I got death threat and then it has been continuing as I receive 'death verses' as text & voice calls despite some arrest.

Many online activists are fleeing the country and this has posed a huge challenge for the freedom of expression and new media in Bangladesh.

While some social media users are reluctant to adhere to the law, there is a growing concern that some south Asian governments are keen to pass the draconian law to muzzle the new media.

MOBILE JOURNALISM: BANGLADESH PRESPECTIVES

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Keywords: Journalism, UGC, Online.

According to a recent new GSMA report published at Mobile World Congress in Barcelona, the number of mobile subscriber in the world will jump by 1 billion in the next five years. That will put the mobile-phone crowd at 4.6 billion and the sales of smart phones are increasing.

Mobile penetration varies widely by global region. For example, in Bangladesh, a densely populated country in South Asia, according to the Bangladesh Telecommunication Regulatory Commission (BTRC), the total number of mobile Phone subscribers has reached 133.720 million at the end of December 2015. As all mobile companies in the country now offer 3G services so the percentage of smart phone users is expected to increase drastically. This is a great opportunity for the news organizations in Bangladesh to create new audience by practicing mobile journalism.

A Journalist who use portable electronic devices like smartphones or tablets to gather, edit & distribute text & multimedia content is known as mobile journalist or Mojo. Term 'mobile journalism' means to use smartphones in collecting, editing, broadcasting and publishing the news story. As technology improves everyday, mobile reporting becoming more established in newsrooms.

Over the last couple of years, we have watched as mobile phones have become increasingly central to the release of important video clips & images from around the world. In the

beginning of 2011 we observed a mass protest in different Islamic countries of the Middle East and North Africa which turned a scenario of national revolution. Similer type of protest even reached to Asian region. The modern Mass media which widely known as mobile or smart-phone journalism became an useful instrument for spreading information as it happens. Many media experts have already made confirmed that the future will be mobile which really changing the trend of today's journalism.

Along with the ever increasing range of mobile applications, journalism training and media development agencies are turning their attention to offering mobile journalism courses and mobile content producing courses for citizen media outlets.

In Bangladesh, we have just started to talk about mobile journalism. Here online journalism has already got huge popularity. To the best of my knowledge, no large scale of study on mobile journalism has still been developed in our country. Though many media experts highly recognized the importance of the mobile journalism but introducing the term as "online journalism" to Bangladesh and has started to study through drawing on the experience of other countries. So it has great significance to study the "mobile journalism" from the international angel and it can offer much experience to Bangladesh to promote the study of mobile journalism.

No doubt that smartphone is the perfect device to capture multimedia content during 'breaking news' event. Western experts have already told that, next generation news room will be created according to the work-flows of mobile journalism (MoJo). In a recent study conducted by the author shows the continuous tendency for potential growth of the practice of mobile journalism among general citizens in Bangladesh, particularly in the big cities. Over the last years, citizen journalists in Bangladesh captured images & videos of mass protests of political parties, national festivals, road accidents, building collapse & ferry capsizes. Moreover Bangladesh a country with

lots of rivers crossing and flowing and remote mountain area of Chittagong Hill Tracks. Bad road conditions and infrastructure sometimes creates difficulties for journalists to reach to the news spot. So, covering a story in this type of location with smartphones can save both valuable time and money of a journalist.

With the comparison of Western news media, Bangladeshi media outlets are not less-developed in the sense of using the modern technologies. The transformation to the latest version of mobile technology like applications or apps, breaking news push notifications & integration with social media are also widely visible in Bangladeshi mass media. Country's popular print and online newspapers are accessible for the users of Android, iOS and other smartphone devices. More & more news sites are now switching on their site for the mobile Internet users. The mobile operators of Bangladesh offers a very cheap rate for the mobile Internet which has playing a key role for getting popularity of browsing Internet via mobile phones. The news organizations offer to their users the latest breaking news by sending an SMS to a selected number. On November 4, 2015, a new event happened for the online news outlets for Bangladesh. Country's first online newspaper 'bdnews24.com' with joining forces of top mobile operator Robi formally launched first SMS-based breaking news service in Bangla letters.

How do citizen journalism affect news production in Bangladesh? Traditionally when it comes to breaking sensitive and potentially damaging news there has been an approach that includes the use of silence or at least to delay announcing the event. User generated content (UGC), digital storytelling and consistently available live streaming is fuelling the news with different events from different perspectives. Mobile coverage during the Rana Plaza collapsed in April 2013, Shahbag protest in February 2013 and the passenger ferry capsized in the Padma river in August 2014 demonstrated the importance of learning

how to report anytime and from any location with a mobile phone.

Christian Espinosa, a professor who teaches mobile journalism at Universidad Mayor de Chile brings the mobile journalism out of the amateur arena says "while citizens can use smart phones to report what they witness, journalists are bound by professional ethics to use their phones to provide authoritative information that is also backed up by facts."

So far there is no news portal in Bangladesh that fully devoted with multimedia mobile User Generated Content (UGC). Content that user has created from their mobile phone. Smart phone captured photos & videos are important source for breaking news events. Last couple of years, we've witnessed a dozen of stories that captured by smart phone users. Author wishes that mobile journalist to be able to inspire with stories created from their digital devices. The upcoming portal mreporter24.com, country's first mobile journalism website will be a space where they can broadcast Mojo works. While introducing the first-ever Bangladeshi mobile reporting website for citizen journalism which will focus on the themes of the development of new media technology, impact of new and traditional media on society and the future of mobile journalism in the context of Bangladesh. This will be a platform on integrating new technologies into storytelling presentations. Any registered user can create, send, publish and read multimedia story from mreporter24.com website.

As previously mentioned, mobile journalism concept is not being practiced enough in Bangladesh due to lack of resources and training. Moreover, in Bangladesh, not all news organization has a new media strategy. I think that proper training & academic courses should be provided to students of journalism institutions & media workers. At the same time, journalism courses in the universities should be modified according to the demand of modern news rooms. An intense marketing campaign

also should be done to allow the society to recognize the importance of the mobile journalism.

Despite the challenges described above, the future of mobile journalism in Bangladesh looks promising.

THE STRATEGIC ROLE OF MASS COMMUNICATION & MASS MEDIA IN THE DEVELOPMENT OF MODERN CULTURAL DIPLOMACY

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*This paper concerned with the strategic role of mass communication & mass media in the development of modern Cultural Diplomacy. **Culture** is the manifestation of the highest and best thought of man. It originates in the urge for creating a better society with a view to improving the quality of life. Not all men think mundanely, passing the days in the manner in which they find themselves. The earth has had numerous people who thought and performed deeds to create an ambience that would lift the minds of men and their finer sensibilities. This practice based on the theory that man cannot live by bread alone fosters the growth arts, - painting, literature, music, dance - science, technology including healthy recipes for food. Medical science is an omnipresent culture that unites the pockets of human habitats. If being in peace be the goal of life, the issue of cultural harmony comes in the context of our earthly existence. To quote Mahatma Gandhi, "Happiness is when what you think, what you say, and*

what you do are in harmony." [1] ***Diplomacy*** *is a powerful tool for helping to change the life of peoples' to understand each other's, to take perception of global and countries moving to development. In this paper discusses the role of diplomacy and the one of main parts is about cultural diplomacy, in the system of mass communications and education in the context of "ones provide greater potential in helping to reverse some of the strong negative held views about each other.", Of course the role of Mass communication system are in a world that seems quick to unravel connections, today, Media as Maker — to make, to create, to build.*

Cultural diplomacy is a powerful tool for helping to change peoples' perceptions of each other's cultures. Mass communications and education play an important and vital part in public or cultural diplomacy particularly because a face-to-face contact between peoples of cultures and different countries helps to diminish stereotypes and ultimately facilitates inter-cultural communication.

The question of identity is directly related to international relations, specifically to cultural diplomacy. According to the Institute of Cultural Diplomacy, cultural diplomacy may be defined as "the exchange of ideas, information, values, systems, traditions, beliefs and other aspects of culture, with the intention of fostering mutual understanding." Indeed, every culture is a system of behaviors and attitudes that shape and justify the nature of collective and individual identity. But, identity can also be shaped by participating in cultural diverse of societies; this social

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[1] Religions, Cultural Harmony & Peace Sibaprasad Dutta M.A. (English), ACIB (London) E mail ID: sibaprasaddutta44@yahoo.com Voice Link: 9883494021 & 8444920161

and political participation was defined by the United Nations" 1948 Universal Declaration of Human Rights, Article 27 that states that: „Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts, and to share in scientific advancement and its benefits."

In another way according to Cultural Diplomacy Dictionary Edited by Dr. Kishore Chakraborty; Cultural Democracy (CD): A populist bottom-up approach to providing society with access to culture. CD can be defined as a philosophy of practice that recognizes and respects the existence of diverse cultural paradigms and is a more radical framework of cultural development. Democratization of culture is considered a more inclusive and broader conception of culture, in which all sectors of society are able to participate and exhibit their ethnic and cultural differences. The private commercial sector also plays a significant role alongside with the government.

Because Cultural Democratization that is a domestic cultural policy that explains the way in which culture is developed and defined. It is often considered an elitist top-down approach to providing society with access to high culture. The strong sense of government involvement in Cultural Democracy is seen to promote a single cohesive sociological culture, and usually involves increased government funding and subsidies for high culture. Another way in which governments promote the arts and increase local participation in cultural events is by lowering ticket prices for exhibitions and museums.

Cultural Diplomacy although there is no set or commonly agreed upon definition of cultural diplomacy, it may be best described as the means through which countries promote their cultural and political values to the rest of the world. The essential idea is to allow people access to different cultures and perspectives, and in this way, foster mutual understanding and dialogue. Cultural diplomacy is practiced by a range of actors including national governments, public and private sector institutions, and civil society.

Definition of "Cultural Diplomacy may best be described as a course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance sociocultural cooperation or promote national interests; CD can be practiced by either in the public sector, private sector or civil society." (See www.culturaldiplomacy.org) There are two main forms of cultural diplomacy: positive and negative. Positive cultural diplomacy involves the power of persuasion, when a state actively supports cultural exchange and the use of soft power initiatives to strengthen intercultural relations as well as promote national interests. On the other hand, the restriction or limiting of cultural interactions by the state to protect its national image or interests, characterizes as negative cultural diplomacy.

Culture provides human beings with a sense of identity, cultural belonging, and a bond between the individual and the society. Every culture has distinct facets and reflects many aspects and features of the community itself. According to the anthropologist Edward Hall, there are two different kinds of communication styles that can represent cultural differences between societies (Hall, 1976). "High context" and "low context" cultures are labels that emphasize the level of personal interaction and identity. Although every individual generally uses both of the communication contexts depending on the occasions and circumstances, more or less implied meanings of words might be used. High-context cultures are usually common in eastern countries where people generally use less explicit communication, but put more emphasis on nonverbal elements, such as voice tone, facial expressions, and gestures. In fact, "most of the information is either in the physical context or initialized in the person" (Hall, 1976, p. 91). In high-context cultures, thinking is deductive and proceeds from general to specific. In addition, high-context cultures are characterized by a strong sense of identity, tradition and history. Finally, in high-context cultures,

time is flexible and the process is more important than the product.

By contrast, low-context cultures are defined by the mass of information explicitly used. Communication is of short duration and accessible; thus, emphasis is placed on the importance on the verbal communication rather than on body language. In terms of interpersonal relationships, low-context cultures tend to have fragile bonds with people and values; in low-context cultures, people prefer to organize their time precisely and focus on the product.

Of Course the role of Mass communication system are in a world that seems quick to unravel connections, but in this time how culture affects balance in its daring to grow where growth is feared. Means whether those limitations are the edges that could be defined as possibility — to take limitations and to redefine them as possibility.

But all time the chance to discuss possibility to a global community is a true gift for mass media. Media as Maker — to make, to create, to build. In fulfilling my role as maker, journalist creating a bridge to this talk, using our connecting roles as makers of culture who embody the redefining of edges. The borders of a nation, the definition of language — both are territories that embody culture. but, Both language and geography exist in layers that embody difference.

Sometimes, by being an agent for the imagination, Culture fills a civilization with possibility. By igniting the layers that can't be explained, culture redefines, from within, our connection to the world. Deepening the impact of our sensory empowerment, our ability to imagine — which then feeds the brain into action. So we're giving … Does art or mass media as apart of art change the world? Do people's reaction to mass media & art, change the world? The person who creates solar-powered Lamps for those without electricity, the person standing up to a line of tanks in protest, the person watching cat videos on the internet — what sort of culture shapes their thinking? This would imply that you

are a receptive human being, and that you are doing something with what you receive. So culture nurtures our reception — our own diplomacy for things we don't understand, to know where movement needs to happen and to balance the edges.

The answer is that the goal of the Culture diplomacy is to strengthen academic, professional, and cultural partnerships the life exchange aim provides opportunities for educators, students, and communities to get first-hand knowledge and learn more about each other's countries and cultures so that they can go beyond the true relationship.

Diplomacy and Communications mast be: - Improving peoples in community about the peoples, not only improved their perceptions about each other but also helped their respective communities to understand the issues in context,

 - Overcoming Stereotypes most of the peoples possess stereotypes of each other. The Cultural Diplomacy must help the peoples to overcome these stereotypes,

 - Increasing Understanding of Religions on all Sides, - Building Trust, - Building Relationships among peoples, Educators and Respective Communities, - The exchange visits resulted in development of deep relationship at personal and community level, -Achieving Academic Gains, -Achieving Positive media Experiences, Medias enjoyed the experience and transformed themselves as International systems.

But we must remember that what Ideology - a set of ideas or a view of the world that is selective and gives a particular version of reality. Sometimes seen as deliberately constructed by powerful groups in order to maintain power and control.

Of course in these areas of concern, we understand that what mass media has a political and a persuasive power over us. Radio, Internet, TV, the press and film can manipulate whole societies. Political propaganda, advertising and the so-called 'mind-bending' power of the media are long-standing causes of debate and concern, there has been a mistrust of so-called 'popular culture', which is thought to debase or degrade cultural

traditions and standards. What the ongoing debate about the future of public service broadcasting in the world. What exactly is 'quality' and cultural value in broadcast output? And the most contentious issue concerns the effects of the mass media on social behavior, in particular violence and delinquency. The media have regularly been accused of 'causing' outbreaks of unrest in society.

In this cause culture can be defined as the beliefs, values, or other frameworks of reference by which we make sense of our experiences. It also concerns how we communicate these values and ideas, in the same time mass media are centrally involved in the production of modern culture, media production, media texts and media reception are like a series of interlinked circuits. What is produced is influenced by cultural values; how the texts are formed and represented are influenced in the same way and the readings of the texts are also subject to both abstract and particular cultural viewpoints, Because popular culture and media images dominate the age, they dominate our sense of reality. The world is now 'intertextual' (images, copies, simulations and so on are so global that there are no authentic originals any more) The result is that popular culture has replaced art and 'high' culture and the contrived and the simulated has replaced the reality of experience and history. How and what we consume has become more important than what and how we produce.

Conclusion: all at all, Cultural diversity is a historical and contemporary social reality, irrespective of where one is located in the world. Building on the " The International Council of Museums" (ICOM), Cultural Diversity Policy (1998) and the UNESCO Universal Declaration on Cultural Diversity (2001) and its Action Plan (2002), " The International Council of Museums" developed its Strategic Plan (2007) to promote an inclusive professional body that safeguards cultural diversity as the common heritage of humanity. They hope to build the social, economic, cultural, political, diplomacy and other architecture that is necessary, within local communities, to find a sense of shared purpose that is necessary for cultural diplomacy's to

function in any practical or sustainable kind of way. We, know that what, the mass communication and mass media have influence the development of modern life - they represent the emergence of large-scale systems of public communication, Culture provides human beings with a sense of identity, cultural belonging, and a bond between the individual and the society. Every culture has distinct facets and reflects many aspects and features of the community itself and Cultural diplomacy with mass media are a powerful tool for helping to change people's perceptions of each other's cultures.

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MEDIA EDUCATION: ISSUES AND TRENDS

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'*It is impossible to think about the present or the future of universities without taking into account that universities live in a world dominated by mass media. If so, one must ask if and to what extent these old institutions called Universities are influenced by the various channels of mass communication. It is certainly possible to assume the opposite, and to wonder **if and how the university can influence mass media**' - Umberto Eco*

Key words: media education; genres and styles of media text; media literacy; mass communication; information.

It is no doubt that we live in the rapidly changing time. Globalization is one of the main buzzwords of the 21-st century and mass media are directly involved in the process. The new communication and information technologies bring new possibilities for developing media in different countries. With the advancements in technology and telecommunications, it became possible for the great amount of information to be transferred to the other end of the world in seconds, which made a huge impact

on people's thinking, behavior and activities. As one of the media scholars said, '*We live in an age when the values of data, images, and ideologies has surpassed that material acquisitions and physical territory. We have viewed the earth from space over national broadcast television. The only place left for our civilization to expand ... is the media. This new space is called the data sphere or 'media space'.* (Rushkoff, 2010).

In the modern world ways of distribution of information considerably changed. Satellites, television, radio, the Internet, and newspapers directly or indirectly quickly transfer information to people in different kinds of texts and data media (carriers) - audio, video. written or online text.

'*Today, our cultural body is made of media*' (Rushkoff, 2010).

It is well known, that in media education as in some other humanitarian fields the issue of terminology is very important because in order to understand each other we should come to some kind of consensus in this area.

Even the definitions und understanding of the key terms such as 'journalism', 'media genres', 'media texts', etc. are different in various countries and media schools.

In spite of the fact, that it is written very much about styles and genres of mass communication texts, and the majority of scholars believe that language of media represents a separate functional style, it should be noted that research of mass communication texts from the point of view of functional and style features and genres has certain difficulties caused by a variety of reasons. Among them, we can name the following: terminological dispersion, ambiguity of terms; multilevel structure of media texts; various criteria existing in different language systems; instability, mobility and uncertainty of borders of media genres; emergence of new genres in convergent mass media.

In different language systems there are various approaches, concepts and criteria for definition of genres and

styles of media texts. In the Russian journalism, media genres traditionally are subdivided into three large groups: information, analytical, and literary or narrative journalism. In the classification developed within media linguistics, four main types of media texts are presented: news, information analytics and comments, features, advertising. (Dobrosklonskaya, 2005). They can be subdivided into news reporting, lifestyle shows, chat show interviews, reality TV, sporting events etc.

Under the conditions of media convergence and development of Internet mass media the new kinds of media genres or formats (forums, blogs, conferences) possessing specifics of language means and devices are emerging. It should be mentioned, that in our teaching practice, we came across to the fact, that some students, even postgraduates have no idea of the concept 'genre' at all.

It is known that one of the mass media main functions are informative and impact ones, which are carried out by the large number of language, stylistic and non-verbal means. Experts in the field of studying media pay attention to the increasing role of impact function of media, its influence on forming linguistic, cultural and information views of the addressee. In these views of the world, the ideological modality of media texts is revealed both at explicit and implicit levels.

Mass media's potential to influence audience beliefs, attitudes and behavior is a subject that has long fascinated scholars. The authors of the books, published on the new directions in media researches – *media psychology,* emphasize that 'The foundation of this new branch of psychology comes from a variety of fields including sociology, technology, media and communications studies, and psychology' (Fremlin).

As one of the modern scholars James Potter noted, 'the challenge is no longer how to get information but how to protect oneself from the flood of messages that aggressively compete for an individual's attention' (Potter, 2004).

How can journalism and mass communication faculties can answer the question, put by Umberto Eco? What knowledge should people possess to create, share and understand media texts? - Media studies, mass communication, communication studies, and journalism studies students should certainly get knowledge on *Media Linguistics*, *Media psychology* and *Media Literacy*.

That is why it is very important along with basic and specialized courses on theory and practice on journalism to include in the program on media education these three important disciplines.

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ARGUMENTATION IN MASS MEDIA AS AN OBJECT OF LINGUISTICS

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The purpose of the paper is to argue that argumentation in mass media is an object of linguistics. Argumentation has long been merely an object of logic and treated as a tool for achieving truth in the critical discussion. However, the major task of argumentation in mass media is not achieving truth, but exerting impact, persuading and manipulating mass audience. In this respect, argumentation in mass media should be exclusively treated as a linguistic tool.

Based on the interviews with Hillary Clinton the paper provides the specifics of argumentation in media discourse, which is related to argumentation purpose, audience, scheme and structure. Moreover, it is stated that discourse markers should be distinguished as a special direction in the linguistic study of argumentation as they have their own argumentative capacity.

Thus, it is asserted that argumentation in mass media can be taken as an object of linguistic research, though linguists partially rely on the terminology provided by the argumentation theory.

GATHERING INFORMATION AS THE MAIN PHASE OF BUILDING THE DRAMATURGY OF THE DOCUMENTARY FILM

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Keywords: information gathering, documentary film, dramaturgy, work of art, visual culture.

The main objective of the documentary is to place focus on keeping factual reality true, even though film art techniques and procedures are utilised. Visual journalism such as documentary reveals that the facts tend to show artistic generalization. Artistic means are used to interpret reality. This paper will discuss documentary character of the film and its ability to express and reflect different aspects of the reality. The main objective of the documentary is to convince the viewer that it is truly a documentary he views, and that the seeing the picture is a reflection of objective facts and reality. Therefore, the analysis and gathering material is supporting and determining phase for documentary.

Principle of the documentary recording is realistic and not staged. Collection of material in the documentary takes place in a real situations, in a real time, in a real environment. The second way is to use the description of the events, reconstruction of the events, fiction, staged scenes in which it is possible to use the testimony of present persons or witnesses of the event.

Stylized images are often used to illustrate the event in these cases. The actual collection of material in the documentary is preceded by analysis of the theme, the main protagonists and environment of their origin, their customs and lifestyle as well as analysis of the events and features which are the subject of the

documentary film. This is an important phase for the understanding of the main protagonists and their profiles. They determine the story that we want to tell by documentary to the viewers.

Collection of materials includes the analysis and selection of the materials such as archival footage, documents, book resources, sound recordings, interviews, photos, and so on. Documentary approach to collecting material in the documentary is also crucial, because it depends on what form of participation in the creation of film the director chooses. It is possible to choose eye principle and not to participate to capture the story at all. This means, that the director only watches the storyline, which takes place in front of the camera and he does not extend his activities to its development. Director leaves adequate space for protagonist and their natural activities that are associated with their lifestyle and their testimony or interviews.

On the other hand, the director can participate in the development of the plot and intervene with the protagonist´s actions in front of the camera. The director is co-author of the story or idea about the facts he wants to show in the participatory mode. Director can stage the protagonist's actions, which are real-representatives of the environment, even though they are not real actors. In this case, the director becomes co-author of the materials collection and as we can say, he is telling his own story through the protagonist´s actions. In the observation mode, in which the director does not interfere into the actions, he is telling the story of the protagonists, but from his own point of view.

Realism and authenticity of the documentary is important to the overall communication of the documentary to the viewer. Dramaturgy of the documentary as a creative force provides ideological unity and integrity of the value of the final work and its task is to realize the concept of creation in all its phases.

Documentaries have fixed structure which, like in a feature film, is a narrative and gradation curve. Dramaturgy was established with the first theatre in ancient Greece. It has a fixed

Aristotle structure, such as exposure, collision, conflict, peripetia, disaster. It results in catharsis. Characteristic of the dramaturgy is the order, rules and logic. The documentaries have dramaturgy, too. Dramaturge leads the viewer's attention to the direction in which he wants. He exposes only that part of captured reality he selects to expose.

Directors often take this role and, in a way, they become the dramaturges of their own documentaries. Leading the viewer´s attention in the documentary in such a way and using such a material helps to narrate the story as comprehensibly as possible. Phase of material collection for the documentary film is closely linked with this phenomenon. The director already builds the dramaturgical skeleton of the documentary at this early stage.

Director should make sure to make the documentary film believable and realistic as early as he begins with the analysis and selection of collected material and also throughout pre-production and production phases of film. The documentary becomes a documentary once it is realistic and believable.

Gathering information in the documentary as a part of the pre-production phase is closely related to the author´s point of view. The author builds dramaturgy of a work to its final form, which, in this case, is documentary. The aim of this paper is to provide a closer look at the information gathering for the documentary purposes as an important part of production and dramaturgical construction of the documentary film.

RECOGNIZING THE POTENTIAL OF THE NARRATIVE

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Key words: narrative, mass media, story-telling, public relations.

The last twenty years have been marked by intense research of the narrative power in different scientific spheres. Both interdisciplinary nature of the narrative and its treatment as a methodological principle of human cognition allow it to be used as a theoretical research basis for texts designed specifically to impact target audiences in terms of social interaction and manipulation. Thus, the "narrative turn" is particularly strong in media studies, including journalism and public relations due to its effectiveness and powerful influence on public opinion.

Having deep roots, narrative is such a selection and compilation/design of events with the help of which the author implements pathos in an indirect way: by telling a story. It is a type of eristic argumentation, being based on selection of facts and events. This approach allows to create a desired image, arouse particular emotions and make the audience independently come to a desired conclusion and take a corresponding decision.

Modern media texts construct stories about real people, thus designing metaphors and modelling perceptions the society lives with. The manipulative character of story-telling requires media literacy on behalf of the audience, skills of critical analysis, awareness of its nature and techniques, ability to use it in response. The report will dwell on the nature and application of narrative, particularly, in public relations.

At the current moment narrative has been accepted as an immanent form of human thinking, a mode of cognition and thought, a way of processing cultural experience, a foundation for scientific research and educational technologies, social interaction and public opinion manipulation.

This narrative turn goes back to the 1970-80s, when such branches of science as psychology, linguistics and communication studies, sociology and others prioritized the narrative (both oral and written forms) as a fundamental psychological, linguistic and philosophical basis of human efforts to come in terms with nature and living environment [Брокмейер

Й., Хаппе Р.] With the help of the narrative people organize their memory, intentions, life stories, the concepts of "oneself" and personal identity. The fact that people live their life as a story makes narrative a perfect tool of social impact and dissemination of ideas.

As Roland Barthes put it: "Narrative is first and foremost a prodigious variety of genres, themselves distributed amongst different substances – as though any material were fit to receive man's stories…. Moreover, under this almost infinite variety of forms, narrative is present in any age, in every place, in every society…"

Both interdisciplinary nature of narrative and its treatment as a methodological principle of human cognition allow it to be successfully used as a theoretical research basis for texts designed specifically to influence public opinion, alter the target audience perceptions and manipulation. This manipulative side of story-telling as applied to mass media and political texts has been investigated by such scholars as Sheigal E., Rosenfeld I., Fedoseeva E., Roberts B., Moskalenko E., Krasnoyarova O., and many others.

Why is the narrative so powerful? What lies behind its potential? In story-telling the image is created by integrating a number of events into a sequence. The author can choose such events and facts, whose temporal ordering and suggested connection will result in a certain idea, create a desired image and impact. Metaphors used by the author create a filter through which the recipient will consider the content. Events and facts on their own are only building blocks to construct reality (real or illusory). More than that, the same set of events can be organized around different plots. The subjective character of choosing events and subjectivity of their positioning make narrative eristic by nature. Narrative paradigm, in general, gives primacy to human experience and subjectivity [De Fina and Georgakopoulou, 2011].

In spite of all research being carried out in the field of mass media, little can be found about narrative in public relations sphere. Public relations in essence are aimed at shaping and altering public opinion and influencing target audiences. PR practitioners train the skills of persuasion and manipulation, designing their systems of internal and external communication. An effective text cannot be constructed without considering target audiences, background knowledge, sociocultural and vertical context, mastery of language and stylistics, text structure and many other aspects. Any text, even a fact-sheet, builds up a story which its author wants to communicate.

PR texts can belong to different genres and styles, have different aims and objectives. Some documents have purely information character. Documents included in a press-kit (such as backgrounder, fact-sheet, bibliography, press-release) are based on facts, events and characters. While mass media texts, even informative ones, are mostly based on the so-called personal narrative [Moskalenko, 2009], informative PR texts use traditional narrative. Manipulation is achieved not through emotional-expressive vocabulary, but more through careful selection of information, restructuring, choosing stylistic format and vocabulary units to create a necessary image or a story.

Meanwhile interviews, statements and PR articles make full use of persuasion methods, particularly metaphors, which allow to bring complicated argumentation to a simple, memorable image and make it easy to grasp the idea.

For PR professionals and journalists mass information is narrative, where they distinguish the content plane and its treatment, in other words – event and the purpose of narration. Selection of messages, commenting and combination with other genres form a certain outlook, a metaphorical vision of the world, a myth for the target audience.

The power of narrative in PR should be taken in consideration by both PR practitioners and the target audience,

whose media literacy and skills of critical analysis may help to withstand the manipulative character of story-telling.

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THE ROLE OF MASS MEDIA IN NIGERIA 2015 GENERAL ELECTIONS

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Key words: The role, Mass, Media, Nigeria, 2015, General Election, Established boundary, Code of ethics.

The role of the mass media in the 2015 General Elections in Nigeria would no doubt return a verdict of poor performance by this unique modern social institution. This is with respect to the content and the extreme partisanship of the Nigerian media, without exception, that is, whether one is talking of the publicly

or privately owned media organizations. It is not that in electioneering campaigns even in the advanced democracies, issues that would favour a candidate and an opponent may not be resorted to as such, but there is always an established boundary in journalistic practice. The established boundary shall, among other things, abhor issues such as the portrayal of blatant lying or falsehood and a breach of professional ethics. In point of fact, the mass media is expected to respect such "no-go areas" at all times. The paper would seek to, inter alia, analyze the role of elections in democratic politics; the nature of the Nigerian society, especially as it relates to its politics during the 2015 General Elections; interrogate the professional competence of the media as may be enshrined in their code of ethics; expose the basis for the blatant unprofessional behaviours of the media during the elections; to prove that in spite of the hate campaigns, the Nigerian electorate was not misled, especially given the outcome of the election; and, as a result or in spite of the outcome of the General Elections, to recommend the need to strengthen the professional code of ethics of the media, on the one hand, as well as the necessity for the Independent National Electoral Commission (INEC) – as one of the foremost arbiters in electorally related misbehaviours – to also flex its muscle in order to nip in the bud the ugly trend, if we are not to see its repetition with gusto in future elections, on the other hand. The paper shall equally be concerned with how the rule of law, particularly the judiciary that is the ultimate interpreter of the law, could be strengthened so that its potency could also impact on the professional competence of the media.

INNOVATIVE TECHNOLOGIES OF TEACHING AND ASSESSMENT OF THE QUALITY OF HIGHER EDUCATION - GLOBAL APPROACHES AND OPPORTUNITIES

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Question the quality of higher education is becoming more urgent with each passing year.

Expanding global cooperation in all areas of business, culture and communication, as well as the mobility of the extension in all areas of life presents us with new challenges in the field of global competition, including in the field of higher education.

Key words: quality of education, global standards of education, influence of employers, innovating education formats.

Humanitarian education undergoes the same changes. Given the challenges we face in today's media environment, the growth of the role of citizen journalism and participation of ordinary people in the formation of the modern media space, the need for innovative learning technologies in the field of professional media education, of course, increases. And it means increasing the role of assessing the quality of the final graduate's model of competences, their knowledge and skills.

Considering humanitarization modern technology as one of the drivers of global development, the issue of quality assurance is becoming increasingly important.

Particular attention should be paid attention to a number of factors, which bind together and innovative approach to training and the issue of quality assessment.

It is the involvement of employers in these processes. Actually there are employers who among the end users of the process of higher and secondary education.

Representatives of employers are a number of ways to influence the quality and content of education.

One of the most well-established formats in the world affect the quality of education on the part of employers are professional standards. Professional standards, first and foremost, is the ability to identify the final requirements for the qualification of employees, level of requirements in terms of development and the availability of skills.

In France and the Netherlands, for example, educational standards are built and adjusted on the basis of a professional. Moreover, professional standards are increasingly global in nature, especially in the field of humanitarian action, which means another way to influence on the globalization of higher education and provides educational process and professional mobility.

As for employers' influence on the quality of education through educational technology, the Faculty of Journalism RSUH used this format as the master - class of employers' rep.

This format uses a through during the training period and allows us not only correct the educational programs, but, more importantly, creates the possibility of the formation of individual educational paths for students.

Thus, employers and influence through the formation of the quality of the evaluation criteria of the educational program, and through social marketing tools, and through innovative learning technology is global in nature and offers additional

opportunities to enhance the global competitiveness of the university.

SOCIETY, MASS MEDIA AND DISABLED PEOPLE OF BANGLADESH: RIGHTS AND POLICIES PERSPECTIVES

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Keywords: *Mass Media; Representation; Discourse; Language; Semiotics; Disability; Right; Policies.*

Abstract: More than 10% people of Bangladesh are challenged people. It is not small amount. But the media of Bangladesh is presented challenged people as helpless, 'other', 'violent', 'animal like', 'mental', 'disability' 'burden for society', 'unnatural' and so on. In our society challenged people are ignored very heartlessly. Though Bangladesh has so many laws, acts, policies, and rights on challenged people, media here misrepresent them as a whole. The overall coverage of news media on challenged people is not positive. This study unfolds the existing discourses, tendencies and languages about people with disabilities (challenged people) presented by media of Bangladesh especially national dailies with the help of thematic content analysis and critical discourse analysis (CDA). The paper

found out some important points and themes in representing challenged people in the perspectives of the reality of society and culture of Bangladesh.

MODERN EDUCATIONAL PROCESS AND CONCEPT OF WEB 2.0 AS ONE OF THE MAIN DRIVERS

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In today's education process it is very important to consider that the national media audience demonstrates a significant increase in media consumption at the same time the complexity of the control of vast areas and regional characteristics. Since the TV content segment of consumers increased from 120 minutes per day in 1997 to 220 minutes by the end of the first decade of the new millennium, and 225 minutes in 2012, and the reception for the period from 1997 to 2009 increased by 3 times, it is not surprising that there is a steady growth the availability of channels for the urban population of the country: in 2006 their number increased by 3-4 channel annually.

Of course, the educational programs should not ignore the emerging trends, focusing on the newly formed educational standards WEB 2.0 concept, which focuses on the communication processes on the Internet. Internet initiates global communication processes and significantly expands the feedback possibilities, realizing in practice along with B2C, B2B and B2G to the so-called C2C approach.

WEB 1.0	WEB 2.0
Personal Sites	Blogs
Domain name speculation	Search Engine optimization
Payment for advertising impressions	Payment for advertising on the number of transitions
Extracting data from HTML	Web services
Publication	co-authorship
Content Management Systems (CMS)	Wiki
Directories (taxonomy)	Tags (folksonomy)
Keeping users	content Syndication

Innovations were made and 'online-MBA', which is still, though still mostly exotic, but the number of students interested in getting a business education remotely, over four years increased from 4.4% in 2012 up to 15.6%[2]. In this context, the subject of a separate lecture for journalists, advertisers, and students enrolled in the direction of public relations, in our opinion, should be a global network as a space where the user is not an object - a passive participant in the communication process, and active subject. In a series of lectures and seminars is important to include the concept of the actual WEB 2.0, which is usually associated with the article Tim O'Reilly – 'What Is Web 2.0'[3], published in Russian in 'Computerra' magazine and later laid out under the heading 'What is the WEB 2.0' website 'Computerra online'.

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[2] Data QS Quacquarelli Symonds

[3] http://webtrends.about.com/od/web20/a/what-is-web20.htm

A separate topic of study can be WEB 2.0 acts as a symbiosis of three blocks: a meaningful - a database of sites; Social networks like Facebook, Myspace, Twitter, chats, blogs and forums; Technical - computers with certain service functions and technology with a set of programs, information processing systems and software systems for the operation of computer and network nodes. Thanks to the unity of the components above, the Internet is a fertile ground for the communicative act, both interpersonal and at the grassroots level.

A comparative analysis of television and the Internet - another innovation. It should be noted, in 2010 the Internet in Russia with a share of total spending on advertising 11% by 2013 reached 17%, becoming the most interesting platform for advertising, dividing the first place on the effectiveness of sales from TV. The evolution of television genres and should be reflected in the development of appropriate courses: 2013 TV differentiated into first and second multicomplex. The status of the mandatory public channels are endowed with the «First Channel», «Russia 1», «Russia 2», NTV, «Channel Five», «Russia today», «Russia 24», «Carousel», «Public Television of Russia», «TV Center», and cable and satellite operators must broadcast them on a pro bono basis. In the second multiplex, as is known, includes REN TV, STS, «Home» (Domashniy), «Sport 1», «Sport Plus», «Star», Mir, TNT and «MUZ TV».

2 years Growth

	ALL	FMCG	Retail	Electronic	Finance	Pharma	Telecom	Auto
	135%	191%	124%	148%	178%	109%	145%	159%

■ 2012   ■ 2013   ■ 2014
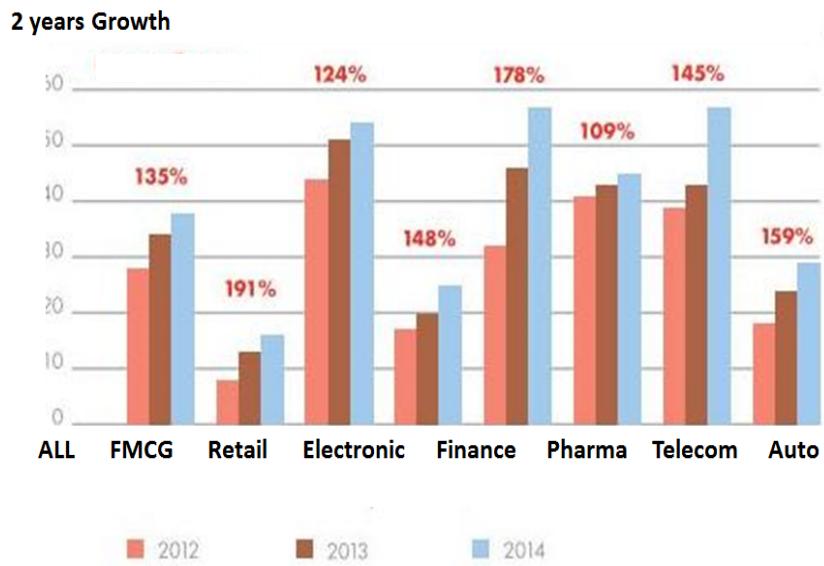
Share brand advertising budget, which now accounts for interactive advertising[4].

The online environment - has become a proven location for business information and has become the main indicator of the advertising campaigns and reputation. This key focus of PR-activity is the issue of training materials and the choice of optimal media in order to avoid distortions in the perception of information to target audiences. New genre features - another innovation in teaching arsenal.

The relevant courses new concept of organizing the Internet should represent already-established phenomenon of SMM - Social Media Marketing[5] or strategy to attract the interest of users to the brand through social networks. Specificity of the phenomenon of SMM is to disseminate information through self-

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[4] http://www.shopolog.ru/metodichka/analytics/klyuchevye-tendentsii-rynka-internet-reklamy-na-2014-god

[5] What Is Social Media Marketing? Режим доступа
http://searchengineland.com/guide/what-is-social-media-marketing

census in social networks. Naturally, that SMM is mainly based on building and strengthening the company's image by creating an account and accession to the users carrying the information on your pages by census. The result can be like bringing the news to the primary and secondary target audiences. Knowing the specifics of media interaction with social networks - is another task of the teacher of the relevant discipline courses: the creators of the accounts should be able to use all the techniques of social marketing.

Now it is difficult to imagine printing or TV advertising without reference to the site of a financial institution. Already the first attempts to become history symbiosis of financial institutions and Internet. In October 1995, Presidential Savings Bank became the first bank in the US, which began offering open an account through the Internet. American Stanford Federal Credit Union was the first financial institution granted the right to offer services online bank for all its members in October 1994 After 2 years, the concept became popular at a time when consumers of banking services began get to access the Internet all over the world.

Comparative characteristics of the genre:

Genres	Online media	Print mass-media	Radio	TV
The note - Заметка	+	+	-	-
Interview - Интервью	+	+	+	+
Report - Отчет	+	+	-	-
Reportage - Репортаж	+	+	+	+
Correspondence - Корреспонденция	+	+	-	-
Article - Статья	+	+	-	-
A comment - Комментарий	+	+	+	+
Рецензия - Review	+	+	-	-
Overview - Обзор	+	+	+	+
Review - Обозрение	+	+	+	+
Journalistic investigation - Журналистское расследование	+	+	+	+

Genres	Online media	Print mass-media	Radio	TV
Sketch - Зарисовка	+	+	-	+
Feature article - Очерк	+	+	-	+
Feuilleton - Фельетон	+	+	+	+
Pamphlet - Памфлет	+	+	+	+
Information message (video clip) -- Информационное сообщение (видеосюжет)	+	-	-	+
Monologue Монолог	+	-	+	+
Talk show - Ток-шоу	+	-	+	+
Discussion - Дискуссия	+	-	+	+
Conversation - Беседа	+	+	+	+
Press conference - Пресс-конференция	+	-	+	+
Documentary - Документальный фильм	+	-	-	+

This phenomenon should occupy a prominent place in lectures and seminars. The author's experience teaching in the MBA and EMBA programs showing increased interest in the problems already practitioners. Of course, this is not a complete withdrawal online. Let's listen to the graduates: many owners of an MBA believes that "the main acquisition - not theoretical knowledge, and communication with classmates ... that the online education ... eroding, though most remote programs still include one or two of arrival business school ... "NGO relationship is not as close as it could be after one and a half years of studying and living on campus," ... ". Subject online learning is a warm response from the students, and undergraduate and graduate programs.

Inviting students to the courses, it is reasonable to use the online promotion. The fact that the Y generation, as compared to its predecessors is much better adapted to the latest technological innovations, and the Internet has become their main source of information about financial products in the age group 18-24 years to 54%, and in the group of 25-34 years to 51%. The norm was to pay for the phone, thanks to the mobile bank, "one SMS." Only

after studying the websites of banks and other financial institutions, consumers of Generation Y[6] go to financial portals - 32%, and financial resources - 40%. Much less often they directly visit bank branches. Only sometimes the information about financial products can be a source of family or friends. At the same time representatives of Generation Y actively manage their bank accounts via the Internet: 73% in the age group 18-24 years and 82% in the group aged 25-34, where check their account balance (96% and 98%), history of operations (93% and 96%), pay bills (93% and 92%) and recharge the phone balance (50% and 58%).

Internet marketers recommend - and we support this view - when planning a marketing strategy aimed at Generation Y, is first to assess at what stage of the life cycle is a particular product designed for consumers of data: for potential Y generation of financial and insurance companies do huge, and to use it fully, companies need to spend a good process to segment users according to their social characteristics, which in the future will receive higher returns from them. Among these social features can be identified, for example, education.

Add in a course of lectures and seminars should clearly differentiate between Internet advertising from the traditional methods of promotion, not only with the ability to provide ad serving, and positioning to a specific target audience in symbiosis with the most modern statistical systems. Thanks to detailed statistics about the costs and feedback from visitors, professionals can increase the overall efficiency of resources consumption by adjusting the campaign, change the strategy of online advertising in the shortest possible time to obtain the desired effect.

Features Communications Internet services should be the basis for courses in Integrated Marketing Communications:

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[6]

http://adindex.ru/publication/mediaoutlook/99608/2014/03/31/108543.phtm..

Service	Interpersonal interaction	Service Computer Interaction	Communication Model	Presentation type	Feedback	Interactive collaboration
Email	Yes	Yes	One -> One One -> Many	Text, graphics, sound, video	Available	No
Mailing lists and RSS feeds	No	Yes	Many -> Many	Texts	Not	
Forums	Yes	Yes	One -> One Many -> Many	Text, graphics, sound, video	Available	Yes
Chats	Yes	Yes	One -> One One -> Many Many -> Many	Text	Available	Yes
Audio and video podcasts	Yes	Yes	Many -> Many	Text, graphics, sound, video	Available	Yes
Social Networks	Yes	Yes	One -> One One -> Many Many -> Many	Text graphics, sound, видео	Available	Yes
Microblogs	Yes	Yes	One -> One -> Many Many -> Many	Text	Available	Yes
	Yes	Yes	One -> Many Many -> Many	Text, graphics, sound video	Available	Yes

Service	Interpersonal interaction	Service Computer Interaction	Communication Model	Presentation type	Feedback	Interactive collaboration
Sites	Yes	Yes	Many -> Many	Text graphics, sound, video	Available	Yes
Messengers	Yes	No	One -> One One -> Many	Text graphics, sound, video capability	Available	Yes

In contrast to the massive, concentrated type of marketing, realized through the sale of "one on one" bank product or, as already mentioned, C2C. It traditionally refers to the highest value of the relative contact with the consumer at the rather limited budget of the enterprise. It is noteworthy that the presence or absence of advertising is for customers an important indicator of how well things are going in a particular financial institution: 55% of respondents who in the past six months is often seen advertisements of the bank, said that full confidence in the stability of the bank. The remaining 45% are not found advertising in general - not sure / do not believe in the well-being of the bank[7].

In terms of age characteristics of the primary target audience for the banks are people aged 30-40 and older. For her relevant credit and deposit deals. At a younger audience banks in the total mass are not targeted, but in some cases, banking online advertising is aimed at the age group of 25 years.

So, the Internet - advertising market №2 after television: the cost of advertising on the Internet are growing mainly due to the context, making the media leader in the growth of advertising budgets, among other media. As experts predicted the cost of

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[7] http://romir.ru/studies/359_1341432000/

advertising on the Internet in Russia in 2012 have already reached 56 million Rubles, while the share of Internet media mix increased to 19%, contextual advertising is already occupied 3/4 of the market. This fact should be reflected in modern educational programs.

Against the backdrop of falling interest and confidence in the traditional advertising media most relevant and popular tool for new media marketing is to create communication platforms brand on internet resources such as Twitter, Facebook, LiveJournal, Vkontakte, etc .; monitoring and the creation of viral videos on the Internet; promotion vikastov, podcasts, game content; wiki-optimization; organization of interactive flash mobs, crowdsourcing, etc .; to promote the use of information and augmented reality of QR-codes, ARG, format RSS. The social networks have become the most popular tools: blogs and forums. Splash banks popularity in social media is largely due to hit the name of the bank in the generated text for search engine optimization, which spread spam blog (blogs created for SEO and SMO).

Note clear advantages of this approach in banking product promotion: the low cost of dissemination of information and report it to the target audience; the possibility of interactive communication with clients and individual approach, the possibility of a clear positioning: simple performance evaluation. In addition, the Internet allows you to evaluate the effectiveness of a particular type of product promotion using simple indicators: the number of page views, time spent by visitors to the site, the number of comments left by users, and the results of campaigns can be seen almost immediately, unlike traditional forms of marketing.

Among the disadvantages of new media marketing to the forefront free access to web sites, forums, blogs. As a result, each configured unfriendly customer or representative of a competing company may post a negative review or comment that could negatively affect the image of the service, or the bank as a whole.

According to the classics of marketing communication in marketing have focused, repetitive messaging mode, the integrated impact on the target audience. It is this stage of active struggle for audiences on the background of qualitative changes in the media industry is going through the Russian community: one-third of the inhabitants of the planet is familiar with the Internet, and 46% of residents of Russian cities regularly use different services in Internet network[8].

Of course, the model of a modern graduate with industry and university positions should include a new competence that must find expression in considering WEB 2.0 concept of educational standards, which just focuses on innovative communication processes on the Internet.

BLOGGERS: FASHION OR FUTURE?

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Modern world gave us many posibilities to express our thoghts and feelings in various ways. There is no need to buy a professional camera to become a well known photographer, all you have to do is be a smartphone owner and have an account on Instagram. You can become a famous media person just filming videos and putting them on Youtube. It is not necessary to write a book to be an author being quoted by others, you can just make notes on Twitter or Facebook. People acting in any of these sphere are those who we know as bloggers. The question is: Can we say that blogging is one more field of modern journalism or is it just another fashion trend?

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[8] http://romir.ru/studies/359_1341432000/

There are different opinions answering the question. On the one hand, bloggers have no license, they are just common people sharing their ideas with the others. Which means that they have no rights and obligations which proffessional journalists are endowed with. In theory, they can tell us or show us whatever they want and in that case if they are telling lies or breaking rules nobody can punish them in the way proffesional journalist would be punished.

On the other hand, the absence of censorship is giving bloggers much more freedom in their activity. And, theorethically, it is more likely that they are telling truth because of lack of governmental control. There were many researches on the issue. And every research gives us new interesting facts, but there is still no one answer everybody would agree.

GLOBALIZATION AND CULTURAL JOURNALISM IN LATVIA: CONTENT, DISCOURSE AND IDENTITY OF LATVIAN CONTEMPORARY CULTURAL JOURNALISM

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Keywords: Globalization, ideology, digital networked culture, cultural journalism.

In contemporary discussion across globalization, culture and journalism, risks as diverse as cultural clash and homogenization are mentioned. Journalism is often described as being in decline, loosing its quality, professional norms and standards in the context of changing technological means and audience practices. Social networks, mobile communication and instant flow of worldwide information as well as audience

participation, quasi-journalistic production are roots of a broad social and political involvement in collectively created imagery. In this situation, professional journalism receives additional importance, a new credit from society. As guards of the objectivity and critical analysis journalists are responsible for the quality of information in the public space - to stress the importance of norms and standards of journalistic culture, to educate the audiences, to make it believe in truth and justice, to enjoy arts and encourage reflection and discussion.

Such requirements are part of the code based on the kind of professional ideology of journalism connected to liberal and democratic idea. However, journalism traditions and standards in the context of globalization, vary not only across countries and cultures but also from medium to another and differences must be noticed in the dynamic relation between global and local developments. As Ulrich Beck suggested in his book on globalization changes in local level must be regarded in the light of following factors - international trade and finance markets and growing transnational economic power, post-national and trans-national politics, demand for democratic principles and human rights all over the world, global concerns on poverty and environment, rapid development of communication and information technologies as well as cultural industries spreading worldwide images of mass attention and local transcultural conflicts. Even if not taken in the centre of challenges culture as such and every local or national culture is part of the change as underlined by some of the factors. All this influence the new developments in the field of cultural journalism in the framework of changing economy and management environment , cultural production and consumption conditions, and editorial work including agenda building principles and journalistic culture (values, norms, traditions, rutines).

The globalization develops through three phases according to one of the greatest contemporary world-system theorists Immanuel Wallerstein. These are : 1. XV century to 1789; 2.

years 1789-1968 3. from 1968- up to now. Technological development in media context also follows three phases: 1. from traditionalism/agrarianism with basic medium verbal folklore through 2. modernism / industrialism (manifested by Fordism assembly line with scheme copy-product and traditional mass media (press, radio, television) to 3. post-modernism or information society with scheme copy-algorithm and basic medium- internet. Modernization is followed by several processes such as urbanization, social mobility, colonialism (North / South welfare segregation that creates the phenomenon of so called 'The Third World'). There were formed 3 basic political ideologies since the advent of modern times. Each of them perceives its rivals as unified entity by forming dual oppositions.

Conservatism today can be seen as a reaction to Enlightenment. It could be described as subverted Marxist critique of ideology that praises bondage in thinking by pathetic stressing of social engagement: therefore only those opinions are valid which are grounded in social ontology contrary to those utopian universalistic ones. It corresponds to Karl Schmidt's 'decizionism' and fundamentals such as fascist slogan of 'Blut un Boden' (Blood and Soil that lurks beneath the surface of legal state of affairs). There are the opening sentence of Shmidt's 'Political theology' by which the definition of sovereign is that who takes the decision upon the state of emergency. There is hierarchy with hierarchic institutions of church and army as well as patriarchal family and traditionalist values together with strict division of sacred versus profane i.e. high versus low. Therefore conservatism is opposed to both liberalism and socialism as enlightened utopian.

Liberalism is dominant Hegemonic ideology compared by Pierre Bourdieau in newspaper 'Le Monde' with psychiatric discourse in the mental hospital. Psychiatric discourse is the one that own all coercive and pharmaceutical means for normalization of other discourses- namely: religiously ecstatic, shamanic,

conspirational paranoiac. In liberal view the only alternative to it is right or left wing autocracies that degrades into totalitarianism.

And finally there is socialism that perceives itself as the only progressive and emancipatory ideology (asking further economical equality that outcasts liberal formal juridical equality). For socialists liberal and conservative are similar reactionary fake alternatives.

In this context, what are challenges for cultural journalism? What are its values in cultural and professional contexts? What are good practices in the professional field working inter-culturally? How to define new qualities, skills, knowledge, business models? If forms of journalistic culture are influenced by the social environment and are deeply rooted in the cultural background of the country or/and region what are the qualities of the cultural life (and cultural products) that deserve public attention through media gates and how the quality can be ensured by cultural journalists?

The complexity, heterogeneity and variability of the field is determined by the major changes transforming all three intersecting areas – new media, diversity of genres and audience practices characterize contemporary communication. While liquidity and hybridity mark appearances of the global postindustrial society, art is more and more framed with the rise and convertibility on the global scale of the concepts of creative class, production and capital. The self-reflection, conceptualization of their work and the object of report and reference – culture – in the interviews by editors and producers from Latvian cultural media outlets and departments is the topic of this paper. Main conclusions are that their concepts of culture, cultural quality and journalistic production as well as goals and principles of their work largely differ depending of the type and format of medium, however, what unifies most of the respondents is the lack of more abstract conceptualization of complexity of the field and its social contexts with all potential consequences for their work and the field of culture in general. It includes also

lack of proper reflection on globalization of both culture and media and the role of ideology in the editorial strategies. In our paper we would like to discuss problems and solutions of the cultural journalism in the changing media environment in Latvia.

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OPEN SOURCE VIDEO GAME SOFTWARE AS A TOOL FOR 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

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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 Klimas 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 .tws 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 Anthropy, 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 Soundsnap, 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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WECHAT IN MODERN CHINESE JOURNALISM: TAKING 'THE TENCENT NEWS' FOR INSTANCE

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Key words: Wechat Journalism, Wechat Public Platform, E-Journalism, New Media.

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 lager 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.

SYRIAN JOURNEY – IS THERE A FUTURE FOR INFOGAMING?

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Key words: infogaming, interactive journalism, modern technologies, refugees.

This paper analyzes new interactive trend in journalism and mass media. Modern technologies helped to establish videogames into the lives of this generation. Moreover, they

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helped the mass media to create content that is more interactive and entertaining. These days, there are countless opportunities to receive or consume news in mass media. That's why there is a need for modern trends that would help reach new consumers. Infogaming is a new trend that brings together information and interactive games. Syrian Journey: Choose your own escape route is the most recent example of this trend. BBC News created this interactive game in order to help people understand the issues that majority of the refugees must face in their journey to the safer countries. However, this topic is very sensitive, especially in Europe that is trying to solve the refugee crisis for months. BBC was heavily criticized for this game, because of the chosen topic. It brings the question which topics should or could be used as motifs for such interactive games in mass media. Infogaming is certainly future for many mass media outlets and it shouldn't be forgotten because of the one criticized interactive article.

    Syrian Journey: Choose your own escape route is an interactive information game that let you experience choices and troubles that refugees have to face during their journey to Europe. This game is based on information provided by actual refugees that confessed their experiences during such actual real life journey. That's why it is not only made-up game developed by BBC News but its relevance lies in these confessions. In the beginning of this game you choose your character, whether it is a male or a female. When you create your character you start your journey by deciding of the first route. During the travel you stand in front of the many difficulties and crossroads in which you decide your faith. In short, you can make it to the Europe, you can drown in the Mediterranean or you can end up in one of the many refugee camps. It is based on the non linear system which means that there are many opportunities of end.

    Reactions on this game were mixed. There was a lot of criticism from many outlets such as journalist and social media

users. The outrage was based on the notion that it is wrong to misuse the real life struggle of these people to create a web game. Moreover, there is a question of ethics when you benefit from popular topics that are sensitive. But the most profound opinion criticized BBC by making the children's game based on the human suffering. This opinion was even supported by Middle East analyst. However, the notion that every game is supposed to be for children is invalid. This is an archaic opinion because these days the target group are people in productive age. Games are no longer games for its own sake but they are considered more artistic and even serve as platform for preserving cultural heritage. Moreover, they also serve as educational and information tool. That's why we can not consider game such as *Syrian Journey* as children's.

Infogaming can serve as a platform for sharing difficult information in simpler and engaging way. There lie its pros and cons. We discussed the cons above. Many people simply think that creating interactive journalism out of crisis is unethical. On the other hand, topic such as refugee crisis in Europe is so complex that can certainly benefit from new source of information. Facts that are provided in way of experiencing actual troubles of refugees with the real life consequences are far more educational that simple mentions of their stories in articles. That's why the Refugee Council in the UK supported the notion of the game. They even hoped for the raise of awareness because people of Europe are opinioned mostly against the refugees.

In the end, Infogaming is a great concept of interactive journalism. It has a higher reach of information sharing than conventional forms. Especially in the modern age we are bombarded by news every second from every angle. Our attention span is extremely limited. That's why it is more difficult to catch the attention of media consumers. Moreover, they also provide some additional value of different point of view. In conclusion, it would be a shame if such a criticism of single example of Infogaming brought negative light on the whole idea of

interactive journalism. We believe that in Infogaming lies the future of interactive journalism. The key here is to choose the right topic because the negative publicity can overshadow the main idea of the game.

EXPRESSIVE DERIVATION AS A FEATURE OF MASS MEDIA TEXTS AND A MEANS OF LANGUAGE STUDIES

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Key words: derivation; expressiveness; conversion; compounding; affixation; blending; parallel constructions; rhetoric devices.

Mass media texts serve as a source of linguistic and field-oriented professional data when used in the English language classroom. They demonstrate how grammar structures are used in live language and are a source of professional terminology when reading news about financial, legal or economic trends. Furthermore, subjective and expressive language of mass media texts promotes intercultural awareness. Morphologically creative words determine the text style, help implicitly deliver the message and provide a kind of assessment of events described in a mass media text. So, the study of derivational models can boost human linguistic and cognitive abilities.

The productive ways of coining new words are affixation, compounding and conversion. On the one hand, it is true that conventional derivation does not make the words "stand out", "attract attention", but on the other hand, morphological shifts do not go alone. For example, compounds and affixes can be part of

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expressive parallel constructions. The primary function of parallel constructions in a text is to create some kind of emotional tension and appeal, thus attracting the readers' attention to certain semantic elements: It is a grave error to mistake Nordic *niceness for softheadedness*.

One more point for discussion is the use of metaphorical projections as a means of derivation. The cognitive character of metaphor facilitates conversion processes, for example. Trite metaphor still keeps its figurative meaning in the following example: "the social ills that plague America", where *ills* is a noun coined through conversion from the corresponding adjective and *plague* is a verb-conversion from the corresponding noun.

Unproductive ways of word formation are blending, clipping, coinage, holophrasis, tmesis, infixes and reduplication. They are not as ubiquitous in mass media texts as conventional derivation model are, but, when used, easily catch the reader's attention. For example, the article published in September 2015 in The Economist has the heading «Bagehot. The statecraft of *Davela Merkeron*», where Davela Merkeron is a blend coined form two names Angela Merkel и David Cameron. In the body of an article, blends can be part of other rhetoric devices, such as antimetabole, for instance, when words in one phrase or clause are replicated, exactly or closely, in reverse grammatical order: "The Danish system of *flexicurity* puts too much emphasis on *security* and not enough on *flexibility*."

Expressive derivation reflects natural language processes. It means that attracting students' attention to expressive morphological structures helps to enlarge their professional, field-oriented knowledge, promotes interpretational processes in acknowledging intercultural issues, and hasten the "modus operandi" of learning the language.

TRENDS OF MASS MEDIA: MODERN TECHNOLOGIES IN CORPORATE JOURNALISM IN LATVIA

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Corporate journalism or also named as a brand journalism is an issue, which is publishng for the money of a company (organization) with the purpose to improve business of the current company. The main characteristic of such mass media is that this mass media is not an independent one [1]. If we compare the traditional journalism and corporate we will see the main differences in the function of the issue in common: corporate issue is a tool of corporate communications. It means that this issue is working under the purposes of the organization, not of the editorial.

In traditional corporate journalism there is some classifications of the issues: issues for employees – business-to-personal (b2p), issues for clients of the company – business-to customer (b2c), issues for partners of the company – business-to-business (b2b) [1]. But this classification was made for the traditional media. Nowadays we need to specify which channels of spreading of the information are used. Internet has brought to us the changes, which journalists couldn't ignore. Broadly defined even the profession of the modern journalist has been changed. In 2005 the journalists of the company 'Ganne' invented a new term – *a mobile journalist*, mojo. First of all this person needs to use his or her mobile phone in a professional way, the next one thing is that this term has been crossed with the term of a '*back-pack journalist*[2]' – the person who usually works alone and is able to make news (all the process, sometimes including video and so on) by himself.

In the PR department of the company there is at least one journalist with an experience of working in traditional media and

this is not a new trend for big companies and corporations. Consequently, the expansion of the business media has need accompanied by a parallel dramatic growth in the employment of journalist by companies. The number of journalists working in private and public companies and NGOs has doubled in the last 15 years and today, approximately a fourth of every journalist is employed in the PR-and communication business of private and public organizations [3].

Corporate newsrooms are more complicated than traditional newsrooms and have different goals. For example, the journalist from a newspaper or even a web resource is trying to write an interesting story, which will attract big audience. A corporate newsroom first of all is representing a brand and has the goal of improving the company's business, making a positive PR company.

As we know the role of a traditional journalist has changed greatly. With coming the Internet, the channels of communication have changed too including the corporate journalism. In Latvian Bank there are two channels of communication: b2c and b2b are using an official version of web site and b2p is using an additional channel of communication – a corporate web site. And there is one more channel which is used in a 'mix of b2b and b2p' – social media: Twitter, Facebook and Linkedin. Such 'new' classification is used by most of the companies that have reviewed the management and PR strategy according to the modern life.

The person, who is responsible for PR communications in a current case – Latvian Bank, is spreading the information, using some of the working mechanisms: the information is written in an aspect to say more positive things about the company; in the most of the cases inside the article there is used a quote of some of the Members of the Board. The next step is the coordination process of the written information. After the coordination process is finished and the information is approved by the number of people

it is time to spread it through journalists. PR communicator is always responsible for the list of journalists and its expansion.

Nowadays, in the digital era, the information is spreading very fast: one Internet click and all the main information resources know about your new deal. The mechanisms of the working with the big data-base and a large number of resources are different, but in common, mostly in Latvia, the information from PR is published in number of web resources without any change, the author in such cases usually is a 'newsroom of the current edition'. The paradox is that the same 'article' could be published over the Internet and the authors usually are different people.

One more aspect, which is necessary to mention about, is the fact that traditional media, mostly press, publishes the articles for the money, pretending the content is written by an independent correspondent. In this way all myths collapse: about an independent journalism, lack of censorship and freedom of expression. Before the 'digital era', it was very difficult to find PR article was very out, but now traditional media experience online-journalism pressure and the agreement with the serious client for PR publications inside the magazine or newspaper has become a 'normal' way to support release of the editions.

This is a convincing proof that traditional journalism is now under the 'migration' process into the marketing. Big companies and organizations are using press in their own objectives. If some years ago it was the audience who paid for the information, nowadays those who want to spread the information must pay for it. To sum up, the growth of a brand journalism and corporate communication is the next step of transforming process of traditional media.

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MASS MEDIA REPORTING ON CONTEMPORARY ARMED CONFLICTS: JOURNALISM OR PUBLIC RELATIONS?

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Journalism and PR are similar forms of mass communication, but with different sets of values and goals, and often are entwined and communicating in the same information spaces. One of those spaces is mass media, which are a source of information and experience for consumers to indirectly experience physically remote events. Mass media perform three possible functions in their coverage: 1) a mirror that reflects a certain view or angle; 2) the role of a guardian to protect public interest; 3) a mediator that allows messages to be communicated between two or more antagonists that do not engage in direct communication. Wars and armed conflicts are a high interest and

dramatic newsworthy event, but they also possess a strong element of vested political interests. Both Sun Tzu and Von Clausewitz spoke of war being politics by another means.

In the current situation, military force decides the outcome of individual battles, but politics decides the outcome of wars. Given the central role played by information in politics, and politics in war, mass media are more likely to act as an instrument of war rather than as a fourth estate. A central aspect to initiating and continuing contemporary armed conflicts is the perception and sense of legitimacy. Therefore mass media content tends to play a role of shaping the consciousness and perception of the target audience, and information operations have the effect of supporting military operations.

Information plays a key role in informational geopolitics. On the one hand, they are intended to give a freer hand to the communicator in their operational possibilities and choices. On the other hand, the communicator intends to narrow the operational possibilities and choices of their geopolitical opponent. This occurs as a simultaneous process in the information space. The communication often takes place within the projected framework of a crisis, which has both tangible and intangible aspects and consequences. A crisis is defined by a specific set of simultaneously occurring circumstances – 1) a threat to values (such as human life), 2) uncertainty and 3) time constraint (that there is a need to resolve it quickly). An additional significance is that a crisis brings about the situation where a political call for action is made.

The above mentioned theory and concepts shall be applied to the Syrian War that began within the Arab Spring, which witnessed regime change occurring in a number of different Arab states. It also saw some states included and others excluded from this wave of insurgency, which implies such categorisations are made on a subjective political basis. There is a wide gulf in the coverage of different actors' involved in Syria by the Western media, which has a tendency to narrate events and actors in an

overly simplistic and rather inaccurate manner. A number of these characterisations shall be analysed and tied back to the notions of journalism and PR.

DRONE JOURNALISM AND ITS FUTURE

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With the advent of new media, the society is becoming more technology oriented. A lot of new technologies are being used by journalists for news coverage. One such emerging field is the use of drones to capture photos and videos of events.

Drone journalism is that the use of drones, or remote-controlled craft systems (UAS), for journalistic functions. Drones are Unmanned Aerial vehicle (UAV), usually referred to as a drone, as an Unmanned Aircraft system (UAS), and additionally referred by many alternative names, is a craft without a human pilot aboard. The flight of UAVs is also controlled with various types of autonomy: either by a given degree of remote control from an operator, situated on the ground or in another vehicle, or totally autonomously, by on board computers. Most recent drones are controlled by Global Positioning System-based commands programmed through a computer. They are equipped with a range of tools, together with cameras, GPS trackers and infrared sensors.

Deployment of these craft by military worldwide has gone up in the past decade and prospective civilian uses are leading aviation regulators to develop and adapt policies that can govern and facilitate growth of their uses.

UAVs are usually preferred for missions that are too "dull, dirty or dangerous". Drones may be effectively used to take photos of videos of events that cause danger to the life of the journalist, like covering natural disasters such as typhoons or earthquakes or an event in the combat zone in a war.

Drone is a new technology and they need to be very carefully handled. The journalists who use it must be trained to fly the drone. There are some capability and policy and regulatory considerations that need to be taken into account.

-The capabilities of remotely piloted aircraft vary widely, as does the complexity of the mechanism.

-As the potential usage of drones increase, more personnel are required to operate and maintain the systems.

-UAVs cost less compared to helicopters.

-Acquiring Remotely Piloted Aircraft System,(RPAS) most likely to be employed by news organisations range from a few hundred dollars to a few hundred thousand.

-The range of unmanned aerial vehicles (UAVs) vary widely, according to size and many manufacturers are offering systems for commercial users.

-Plans of news organisations regarding purpose of UAVs will influence the choice of drones.

-They are less likely to cause fatality of human lives in the event of accident.

-Safety will be balanced against RPAS deployment for media purposes.

-Media use of RPAS will be considered 'aerial work purposes', therefore regulatory permission to fly is legally required for media users in many countries.

Remotely piloted craft will soon be a common sight in the skies of many nations in the near future because they offer distinct opportunities and advantages to journalism. Due to the rapid global production of RPAS equipped with tiny, extremely capable camera in the last three to four years, there is a growing concern over inability to enforce rules governing RPAS use.

FUNCTIONAL ASPECT OF USING GAMIFICATION IN ONLINE JOURNALISM

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Gamification is a new trend that includes elements of game play in nongame contexts. It is used widely in education, marketing, physiology trainings etc, and nowadays it reaches mass media. Internet technologies provide a broad spectrum of opportunities to create game interfaces and to share players' experience. Concurrence for an audience attention makes news media exploit innovative instruments including game elements. Gamification helps to engage users in text interpretation transforming passive consumers into active audience. It also creates new ways of storytelling.

Theoretical aspects of gamification, such as role of playing in culture and game genres, are examined in the report. An author analyzes elements of game play in mass media: interfases, design, types of games, game rewards. The author also defines engaging and keeping audience as a main function of gamification in online media.

Key words*: gamification, new media, journalism, news games.*

Human culture is full of games. People of all ages and social statuses play games in different situations. Games promote formation of personality, socialization, recreation and a new experience. Nowadays playing spreads through new spheres such as education, business communications or media.

As a result we use a new term – gamification – that could be defined as 1) :"the use of game design elements in non-game contexts" [Volkova, 2013: 149] or 2) "the transformation of an

existing system into a game" [Seaborn, Fels, 2014: 18-19]. S. Deterding et al. suggests that gamification includes "gamefulness, gameful interaction, and gameful design" [Seaborn, Fels, 2014: 16]. The first element helps player to go through a new experience in a game. The second element is about player's interactions with the subjects, objects and instruments of a game. At last, a gameful design involves mechanics, rules, bonuses etc [Seaborn, Fels, 2014: 16].

The game practices have some common features. Firstly, game is voluntary. A player always joins and leaves game space freely. Secondly, game has strictly defined rules that are fixed beforehand and cannot be changed during playing. Thirdly, game is virtual because players are immersed into an unreal, specially designed space. Finally, game proposes a set of motivators or bonuses for players. For instance, they could participate in game in order to win an award or to gain an authority.

The social media often use gamification. So, the users get badges and titles for visiting different places in *Fouresquare* or in *Tripadvisor*. Collecting as much likes as possible Facebook and Instagram the users compete with each other and its transforms communication in a kind of agonal game.

Mass media exploit several elements of gamification:
- Game genres such as test, quiz, competition, video game. The news sites produce both interactive quizzes, where each player has his own rating, and video games with a plot and an interface. For example, on the site of historic magazine *Diletant* we can find the test "What famous personality are you?" or quizzes about different epochs and events. The projects like *Pirate fishing* of Al Jazeera channel or *Rebuilding Haiti,* funded by the European Journalism Centre and the Innovation in Development Reporting Grant Programme, demonstrate using of news games by online media.

In the Al Jazeera project a player acts as an investigative journalist. He need to collect evidences, to scrutinize documents, to explore territory etc. The game has an interactive interface

inside which the users can act and communicate with virtual characters. In *Rebuilding Haiti* the players have to sort out problems of a country that has practically destroyed by an earthquake some years ago. Gamification elements are included into the body of journalists' text, so users need to choose one of the scenario on each step. For example, the players have to set their priority: to relocate homeless, to improve public schools or to restore health care service.

- Game awards (badges, ratings, titles, ranks). Online media users can gain awards for taking part in tests, quizzes, competitions or for their comments. Ranks and titles could be used with non-playing aims. For instance, the visitors of "Novaya gazeta" web site could get a status of "a constant reader" for their comments. First of all, it confirms that these users are not trolls.

- Game design (buttons, switchers, etc). The web-site interface can also contain elements of gamification. At the top of the main page of *Meduza* news site there is a bar where currency courses and oil cost are displayed. The visitors can switch this information off using a toggle "I don't want to see it". When people in Great Britain waited for a birth of Prince George, *The Guardian* made two variants of their site main page with different news. The users could change it by pushing a button "Royalist / Not royalist".

- Game roles. An interaction between online news media and their audience may be realized in a role game form. For example, in *Guardian Witness* project people fulfill time-limited assignments and share only the content which the editors ask about. So, we see an imitation of news media activity.

Using of gamification elements in online media can perform several important functions.

1. Gamification as an instrument of interactivity. Interactivity is a reciprocal interaction between producer and consumer of content. The elements of gamification stimulate it. They give users an opportunity to interact with an interface or with publication, to

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communicate with each other, to share content and to subside into virtual reality of news games.

2. Gamification as a way of packing content. Game elements may determine a format of media project. A quiz about last week news makes the readers to come back to definite web pages. If a journalist wants audience to repeat his investigation and to live it as their own experience, he may present his work in a form of news game.

3. Gamification as a way of attracting users' attention. When online news media creates a game, it may be a newsworthy event itself. The quizzes and tests often become a viral content. Audience likes to share the results of such games via social network sites.

4. Gamification as a way of holding audience. The users who play games spend more time on web site. Moreover, if a game is connected with definite publications it could rouse users' interest and make them read or watch these materials.

5. Gamification as an element of infotainment. Online news media use entertaining forms such as games in order to attract audience attention on serious problems or to explain some difficult things.

Gamification could be a very productive instrument for online news media because it helps to involve, to entertain, to educate and to hold audience. Game elements make possibilities of journalism broader. They allow media to create virtual worlds where the users may feel new emotions and try a new experience.

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ADVANCEMENT IN THE MEDIA TECHNOLOGIES AND THEIR EFFECT IN JOURNALISM

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Mass audiences are becoming less "mass" and more selective. About 3 out of every four adults read a Newspaper in the 1960's. Today that is down to one out of two. Reader's digest had a circulation of 18 million in 1976 today it is down to around 10 million. All these numbers illustrate the segmentation or fragmentation of mass audience. The notable reasons for this

situations are: - Time has become a scarce commodity and there are more media today to choose in context of variety and options.

This manuscript is an attempt to shed light upon the existing key technologies that has changed the face of media namely- Digital Audio Recorder, Friendster, Google Maps, YouTube, Wireless Internet, Laptops. This paper also incorporates the significant development in specific field over the last few decades which are mentioned below with a brief description-

The Arduino- It is a small circuit board commonly used to prototype electronics. Its low cost and ease of implementation has meant that this little device is now leading a hobbyist revolution in connecting real life objects to social networks, like Twitter. It has allowed one man to create a device attached to a chair that tweets at the presence of noxious natural gasses and many more.

RFID Tags & Transponders- For a number of years RFID tags have been used in passports, ID cards, travel cards and credit cards as a means to identify us when scanned, and they are used commercially for inventory tracking. Brands including Abercrombie & Fitch, Levis and Kleenex have experimented with RFID tags to track their inventory at an item-level. Transponders can be made as small as a grain of sand and can be produced very cheaply.

Geomagnetic Sensors in Mobile Devices- For a number of years RFID tags have been used in passports, ID cards, travel cards and credit cards as a means to identify us when scanned, and they are used commercially for inventory tracking. Brands including Abercrombie & Fitch, Levis and Kleenex have experimented with RFID tags to track their inventory at an item-level. Transponders can be made as small as a grain of sand and can be produced very cheaply.

OpenID, OAuth, and the Identity Graph- OpenID is an open authentication protocol that lets users use a single set of login credentials for every site they visit. It's already in use at hundreds of smaller websites and large sites like Facebook are starting to

accept OpenID accounts. Once you've authenticated, a second open protocol called OAuth will help you share data about yourself with other sites you use. OAuth lets your grant authorization to sites to collect data from other places you participate online, which ultimately could eliminate the need to fill in redundant information about your profile and who your friends are at each new site you use. And companies like Cliqset and DandyID are creating platforms that will allow you to share your entire identity graph information from your profile to your contacts to your life stream*.*

Natural Language Processing- Like Optical Pattern Recognition, Natural Language Processing (NLP) seeks to automatically categorize and understand that which humans understand with ease. By doing so, computers will be able to understand the requests and needs of their human users far better. Firefox's Ubiquity is one project that's attempting to change the way we interact with the web by allowing people to use natural language commands.

MODERN TECHNOLOGIES CHANGED JOURNALISM IN CHINA

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Keywords: technology, modern technology, mass media

This paper talks about the changes and statement of journalism in China in this mass media , technological media era.

Technologies have changed not only the newspaper media ,but radio and TV industry.

From 2013 in China the national radio and TV

transmission network has been becoming more digital, Internet-based, interactive and integrated, capable of covering both the center and localities, rural and urban areas and domestic and foreign areas with wireless, cable, satellite and Internet technologies. The digital level of radio, film and television is being markedly improved. By the end of 2013 Chinese cable TV subscribers added up to 229 million.

Modern technologies in journalism also change the way of gathering,selecting, delivering even reading news.Almost all the newspapers,radio and TV stations have online version,app,web portal,social media account,the new job" new media editor " must thanks to the modern technologies. Besides that ,foreign journalists are enjoying more convenience in news reporting in China.

Nowadays,audiences prefer to reading news online and posting comments and discussing through forums, blogs ,wechat and microblogs.Massage transmission upgrading is speeding up. So that we also expect journalists to be able to use all sorts of technological tools to search stories, analyze data etc..They have to use multimedia storytelling skills to report and to spread those stories as far as they can. Obviously, all these changes are brought by modern technologies.

OBSERVATION OF SINA WEIBO: ITS IMPACT ON INVESTIGATIVE JOURNALISM IN CHINA

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Key words: investigative journalism, Sina Weibo, censorship, citizen journalism, Human flesh search engine

As a big country undergoing a massive transformation in various fields, current Chinese society provides many pressing issues for investigative reporting. While in practice, investigative journalism often faces significant pressure and challenges. Sina Weibo, as one of the most popular sites and by far the biggest social media platform in China, is now playing a powerful role in investigative journalism.

HOW NEW MEDIA AFFECTED GLOBAL VISUALITY

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Keywords: visuality, new media, global, visual literacy.

Todays modern age is defined by an image. Image effects all the aspects of human life and images are the crucial part of everyday life. We find images as the visual artefacts in every common activities. However, for a long time, images were considered only as a part of traditional media such as mass media, photography, film, art. These categories do have specific producers, audience and rhetoric. What is important to study is all the new ways of visual communication. Nowadays is typical for visualizations of all the aspects of human world which was not able to visualize or human did not have the requirement for its visualizations.

Visual culture per se is not the new state of culture but the situation in modernity increased the importance of visuality. On visuality spreading impacted the innovation in visual technologies and rise of new communication channels which enabled image communication. On the other side, the visual culture as a field with a need for study is the new point of view

for visuality in general. Visual reception is recognized as a form of perception with the ability to produce knowledge and makes the basis of the cognition. This recognition makes a new hierarchy and logics. The new logics approve that this type of perception brigs the materiality of significant and rhetoric in the way which the image communicate with its viewer.

Internet and social media was a good platform for the development of new forms of visual communication. One of the major visual communicators in a form of audiovisual piece are public journalism and vlogs.

Vlogs are the form of communication which are video blogs or video logs. These audiovisual forms are based on some periodicity and they are available to mass of internet users. Vlogs can be considered as a form of web series. The most important fact about vloging is its popularity and millions of views on social media like YouTube or Facebook.

The first vlog was made by Adam Kontras and was called The Journey. It was published on the 2nd of January in 2000. The vlog is the part of classical blog. Video is published as form of symbolic for moving into the new century. Video is made on the camcorder with aspect ratio 4:3 with a specific visuality of digital camcorders. Image looks authentic and typical for that period of time. Today, Adam Kontras has more than 1600 published vlogs on YouTube. By then, watching video was based on dial-up connections and videos had fewer people watching.

The first vlog captured by the portable web cam was made by the Nacho Duran in Brazilia. This vlog was the diary with video loops made of photo sequences. From then, vlogging entered into various forms of visual representation. We can differentiate vlog which are based on amateur videos made as home videos with nonprofessional camcorders and web cams videos. On the other hand, we must point out vlogs which have a professional visuality. These vlogs are usually made on professional or semiprofessional digital camcorders and have the

ambition to be judged as a view with an expertise on certain topic.

However, the object of our study is visuality of vlogs which communicate as a nonprofessional audiovisual piece and as so is vulnerable for uses in advertising. On the first place, as the most honest vlogs we assume are vlogs made with a web cam. The web cam image has its own visual characteristics and the study of these characteristics can be used as a means of expression in another visual works.

We consider photography as the most trustable form of visual communication. Photography is the medium which produces image as a reality representation made by mechanical instrument when the plate of film is lightened and after that transferred on photographic paper or positive. Because of this natural process, photography was generally known as a direct copy of the reality in front of the objective and this is the point where the myth of photographic truth has begun to be considerate.

We can assume that material shot on web cameras has the same myth of photographic. Web cam image is the true reproduction of reality based on natural lighting and natural surroundings. In our paper we will study the photographic myth and we will study the visuality in the most popular vlogs nowadays.

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