

as an
element of
the modern
media field



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A blog is a network journal with short entries: a link to a place on the network containing a subjective commentary



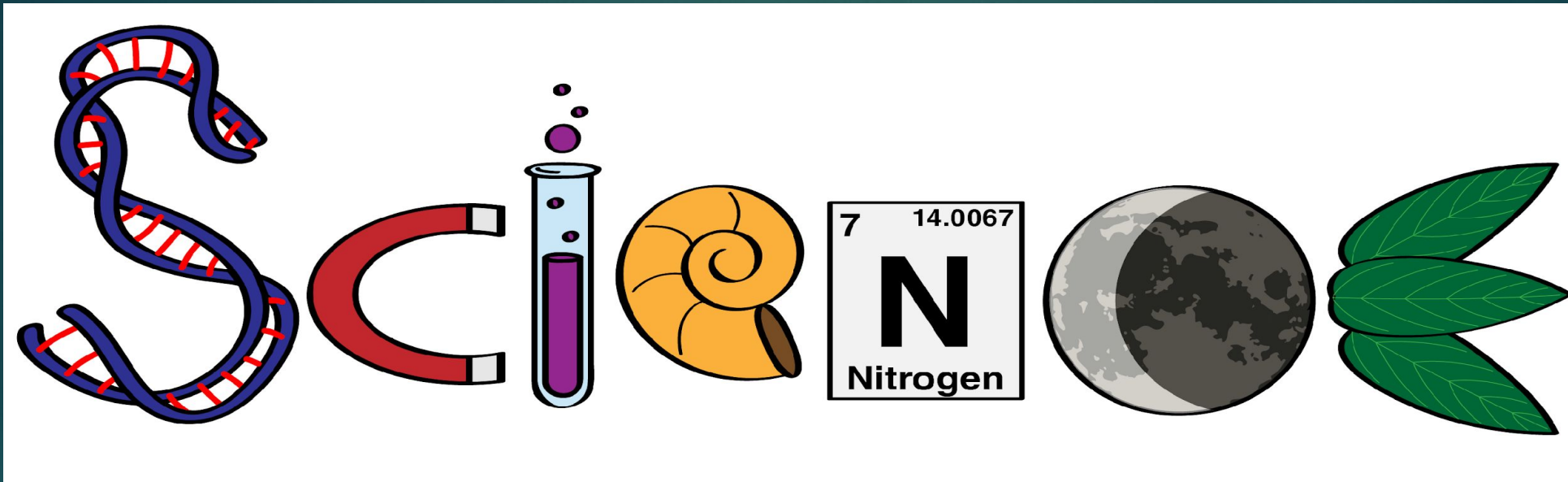
- ▶ People are essentially individualists and are focused on defining and observing their personal space. Therefore, the ability to create your own self-space on the Internet allows the free creation of various images, saving them in incognito mode.



- ▶ The relevance of the research topic is due to the fact that the last decades are marked by an unprecedented growth in the number of blogs in the global network. Thus, we have to reckon with blogs, as with a significant source of information, which is a competitive base for traditional journalism.

- ▶ According to a survey of journalists from 15 countries, conducted by Oriella PR Network, in 2017 half of the respondents, which is 20% more than in 2016, claimed that traditional channels of journalistic communication can leave the media market in the foreseeable future. The most radical assessments were proposed by Swedish journalists, 30% of whom claimed that they had already mastered the format of blog journalism, finally said goodbye to the traditional formats of radio, television and the press.





- ▶ Scientific novelty consists in identifying the most specific factors characterizing the modern blogosphere, which influences the formation of optimal media education standards not only in Russia but also in other countries. In my master's work, a comparative analysis of news blogs

Purpose of the study - consider blogs as an element of the media field.



- ▶ Consider the concept and technical features of blogs;
- ▶ Describe the functions of blogs in professional journalistic communication, types of journalistic blogs;
- ▶ Conduct a comparative analysis of blogs and the media;
- ▶ Analyze the features of copyright blogs



- ▶ Blogs cease to be recognized as something insignificant that does not affect the public and public opinion, therefore, their role in the modern information society is changing. Each user has the opportunity to conduct his blog on various Internet sites, which often leads to the growth of inaccurate and poor-quality information. There are conflicts, disputes, misunderstanding against the backdrop of incorrectly submitted information. Another major problem is the identification of blogs among the huge flow of mass-communication products. Today, when the terminological framework for defining the concept of "blog" is blurred, it becomes more difficult to answer the question what is not a blog in the modern Internet environment. In master's work I try to consider and find a solution to these problems

