

**Mariana Kitsa**

PhD, associate professor,  
Department of Journalism  
and mass communication,  
Lviv Polytechnic National University,  
imkitsa@gmail.com

## **PECULIARITIES OF CREATING A POPULAR INTERNET MEDIA**

© *Kitsa Mariana, 2020*

The article deals with the peculiarities of creating an online media, using different advantages of Internet. Since its launch, the Internet has been picking the audience in the traditional media, forcing or thinking about survival issues. The adaptation of traditional media to digital age conditions are doing, largely by switching from one sector med in a market a few. Accordingly, such forms of editorial work have arisen when journalists prepare their material in several kinds, given that the information will be used both on the website, in the newspaper or magazine, and on radio and/or television.

The internet has now provided an opportunity, on the one hand, to effectively manage the information coming from different sources, and on the other hand to supply it for different platforms. The multiplication of dissemination channels has allowed the media to practice new schemes of media interactions.

Following the media integration came media convergence, which means combining the production of media messages of different formats due to the use of common technologies and unified organizational principles.

In view of these developments, the massive emergence of convergent editions, which were able to simultaneously generate content for almost any type of media, transforming it accordingly, subsequently led to the emergence of entire media holdings that were able to equally represent themselves at all playgrounds: television, radio, press, of course, on the Internet.

However, the oversaturation of such positioning of such media gradually tired the users who, being in a constant information noise, did not want to receive the same information several times, submitted differently. They spend more time online, choosing resources with interesting information for themselves. In fact, the audience wanted to see the most complete material, with comments and explanations, links and supplements in the form of photos and videos - that is, to get everything in one place.

**Key words:** online media; audience; purpose; popularity.

**Мар'яна Кіца**

## **ОСОБЛИВОСТІ СТВОРЕННЯ ПОПУЛЯРНОГО ІНТЕРНЕТ-ЗМІ**

Розглянуто особливості створення інтернет-ЗМІ з використанням різних переваг інтернету. З моменту запуску інтернет забирає аудиторію у традиційних ЗМІ, змушуючи їх замислюватися над проблемами виживання на ринку медіа. Адаптація традиційних засобів масової інформації до цифрових умов здійснюється значною мірою з переходом з одного сектору на ринок. Відповідно, виникли такі форми редакційної роботи, коли

журналісти готують свої матеріали у кількох видах, враховуючи, що інформація буде використовуватися як на вебсайті, у газеті чи журналі, так і на радіо та/або телебаченні.

Сьогодні інтернет надав можливість, з одного боку, ефективно керувати інформацією, що надходить з різних джерел, а з іншого – надавати її для різних платформ. Збільшення каналів розповсюдження дало змогу ЗМІ практикувати нові схеми взаємодії з аудиторією.

Після медіаінтеграції відбулася конвергенція ЗМІ, що означає поєднання виробництва медіаповідомлень різного формату завдяки використанню загальних технологій та єдиних організаційних принципів.

Зважаючи на ці події, масова поява конвергентних видань, які змогли одночасно генерувати контент майже для будь-якого типу медіа, трансформуючи його відповідно, згодом привела до виникнення цілих медіахолдингів, які змогли однаково представити себе на всіх медійних майданчиках: телебаченні, радіо, пресі, й, звичайно, в інтернеті.

Однак перенасиченість таким позиціонуванням засобів масової інформації поступово втомила користувачів, які, перебуваючи в постійному інформаційному шумі, не хотіли отримувати ту саму інформацію кілька разів, подавану по-різному. Вони проводять більше часу в інтернеті, вибираючи ресурси з цікавою для себе інформацією. Насправді глядачі хотіли б побачити найповніший матеріал, із коментарями та поясненнями, посиланнями та доповненнями у вигляді фотографій та відео, тобто отримати все в одному місці.

**Ключові слова:** інтернет-ЗМІ; аудиторія; намір; популярність.

**Introduction.** Journalists observe an interesting pattern: online journalism is developing in a spiral. It started as copyright projects but now these projects are called blogging.

What striking is the convergence of traditional and internet-based journalism: legitimizing the Internet in the eyes of professionals and the emergence of the concept of web-first reporting, when materials are made primarily for online media, and only then – for their classic versions. And also the development of journalistic skills by fans in the blogs is already mentioned.

“This means that in converting versions, the material is created primarily for the website, and only later” dropped “by other channels for an audience that still prefers to accept paper or television versions. This tendency is obviously gaining ground in journalistic practice and, along with the intense convergence of various inactive formats on the Web, is leading to a transformation of journalism”[2].

In his article “Some Paradoxes of Web Journalism”, Boris Potyatynik states: “There is nothing easier to say on the Web and nothing more difficult to be heard”. The author points out that every single piece of thought had to be given to the journalists before much effort. Now, for the mass media, especially on the Internet, there is a lightness and weight of thought. That is why it is so difficult to get the reader attention to the message you are spreading.

Another paradox, remarked by Boris Potyatynik – “There is nothing slower than fast reading”. Usually, with the intention of just briefly browsing the Internet and finding out about the most interesting updates, users are stuck on the Web for hours.

The third paradox in B. Potyatynik's view is the attempt to convey the necessary information first and foremost by means of an image instead of text. “More to see, less to know”, says the author. Emphasis on visualization can distract from texts, contributing to the supreme perception of information, he says. Moreover, a gigantic amount of visual content has exacerbated the problem of misuse of this material, in particular the visual falsification of events.

B. Potyatynik mentions an interesting idea Greenfield and (Baroness Greenfield) Oxford University: “New modern communication technologies cause infantilization brain to condition inherent in small children who are attracted by sudden or unusual noises and bright light, living the moment and can only briefly focus on for some reason their attention” [3].

**The purpose of the article** is to examine the features of online media which influence its popularity. Given the nature and features of the functioning of the Internet media, as well as the paradoxes of web journalism, the preparation of content for publication on the Web has its own specificity.

**Discussion.** A. Zakharchenko highlights the following key points in the work on material for online media:

1. Clickable title. And this is its main difference from newspaper headlines.
2. Concise.
3. Simplicity of presentation.
4. Subheadings, lists.
5. Opportunity to see.
6. Personalized filing.

Let free internet seem to have certain rules and formats of communication. We emphasize: communication, not giving information, as in traditional media.

If the Internet uses the traditional definition of the genre adopted in journalism, there are cases [12, p. 28].

Indeed, a report, analytical article, or travel essay will look somewhat unnatural in a virtual environment. However, it is not necessary if the format of the resource that publishes them corresponds to the use of such materials.

Despite this, interviews typical of the same print press, for example, may differ slightly from material of the same genre published on online media pages. They have the same logic of presentation, free construction, which usually begins with heading, where the reader is introduced to the hero of the conversation. As an example, an interview with the founders of the Lviv open-air art gallery "Something interesting" by Roksolano Hudob and Roman Musyala, published on the site "Lviv. Com".

Again, Zakharchenko believes that the genre on the Internet is a well-established type of work that has evolved historically and has a particular communicative purpose or method of publication. The most popular genre on the Web, says the author, is a note that is now commonly called news [2, p. 29].

It differs from habitual readers of a newspaper note except for a freer presentation, optional structure and the possibility of linking with reference to previous materials on the same topic or explaining the meaning of a word.

Another used on the Internet almost unchanged genre is the overview of events.

So-called collections or announcements of expected events appeal to Internet users. This format, with its informative, user-friendly and useful audience, is usually attractive with vivid descriptions and photos or videos.

At the same time, the genres, which originated and originated on the Internet, are primarily active in the Network.

These include: blog; microblogging; infographics; stream; video broadcast and visual content.

It is customary to distinguish between two definitions of this concept. If the blog texts are content related, they should all be considered as a single work. In this case, this genre is an interactive work dedicated to the development of certain events, consisting of chronologically recorded entries that can be influenced by readers, in particular through commentary [10, p. 34].

However, if blog entries are standalone texts, then this is a different genre of blog - subjective text of arbitrary size and structure, devoted to public or personal topics that are published on the Internet, usually through blog services. Genre infographics and fully meets the needs of network, because there is a clear representation User information [8, p. 31].

Stream is a video broadcast from the scene, often by hand-to-hand shooting [6, p. 37]. Video broadcast is a constantly updated text that provides information on a specific topic in real time.

The general principle of all types of visual internet creative is the unexpected assembly junction of two contents.

Highlighting the main characteristics of the latest genres, it should be remembered that they are primarily: mobility, ease of communication of information in real time, its streaming, interactivity and accessibility of technologies [2, p. 40].

However, if we do not consider content genres but content in general, each online edition balances between three types of content:

1. Own - Collected or created by news reporters and analysts.
2. Borrowed – overlooked from other publications and resources.
3. User-generated or user-generated content – added to the editions by readers within the content rights granted to them [3, p. 41].

Regarding the publication of copyright material, such afford only aggregators or issue a “third tier”.

First of all, some Internet media outlets can be transformed into so-called news aggregators . This is facilitated by state-of-the-art Internet technologies that allow you to periodically collect the latest publications from different websites into one automatically, without human intervention [3].

Others do not engage in journalistic work, using material from other authors, citing a source, and sometimes even publish stolen content.

Instead, short news is usually published unconditionally. In this case, the most correct one in this case will not be referring to the first page of the publication, but directly to the reprinted material.

Since its launch, the Internet has been picking the audience in the traditional media, forcing or thinking about survival issues. The adaptation of traditional media to digital age conditions are doing, largely by switching from one sector med in a market a few. Accordingly, such forms of editorial work have arisen when journalists prepare their material in several kinds , given that the information will be used both on the website, in the newspaper or magazine, and on radio and/or television .

The internet has now provided an opportunity, on the one hand, to effectively manage the information coming from different sources, and on the other hand to supply it for different platforms. The multiplication of dissemination channels has allowed the media to practice new schemes of media interactions.

Following the media integration came media convergence, which means combining the production of media messages of different formats due to the use of common technologies and unified organizational principles. In addition to distributing interns that, this phenomenon greatly contributed digitalization, which resulted in all media find themselves in some way associated with digital techniques [3, p. 39].

In view of these developments, the massive emergence of convergent editions, which were able to simultaneously generate content for almost any type of media, transforming it accordingly, subsequently led to the emergence of entire media holdings that were able to equally represent themselves at all playgrounds: television, radio, press, of course, on the Internet.

However, the oversaturation of such positioning of such media gradually tired the users who, being in a constant information noise, did not want to receive the same information several times, submitted differently. They spend more time online, choosing resources with interesting information for themselves. In fact, the audience wanted to see the most complete material, with comments and explanations, links and supplements in the form of photos and videos – that is, to get everything in one place.

This is made possible by the fact that the Internet adds its own properties to the information. The main ones are multimedia, which provides for any user-friendly format of perception of the material, and interactive – the ability of the consumer of information to enter into a dialogue with the media [3, p. 40].

If we talk about multimedia, this basic ownership activists web, which, as already mentioned, allows combination of all available formats of media messages, text, photographs, slides, video, audio, images, infographics, animations and more.

It should be remembered that the press and television are also multimedia in a certain way: photographs and pictures are used in newspapers and magazines in addition to text; TV is not only video, but also info graphics, text, animation. However, on the Internet multimedia reaches its maximum expression.

The variety of formats along with the possibility of combining them in any combination creates for the journalist the problem of choosing a combination of formats: each time evaluating the information drive, he should think what form would be appropriate and whether to combine it with others, and if it is worth it – exactly how.

The right choice plays an extremely important role, because it is known that a good information reason can be lost by a poor presentation of material and vice versa.

When we talk about online media interactivity, they mean that they offer their visitors online communication with each other and with employees or editorial guests. There are many ways of such communication – from online consultations to comments. So, online communication is online communication with the help of special computer programs.

The internet, of course, has outperformed the rest of the media in terms of interactivity: technically, only the Web is safe in the conditions of this free-flowing and maximally free exchange of views. The fact that, in fact, the audience was able to actively cooperate with the editorial staff is extremely important [5, p. 50].

Therefore, online resources have the highest degree of interactivity when there is synchronous (simultaneous) and asynchronous (non-simultaneous) feedback on the one hand, and the ability to exchange information between users on the other. And all this happens in one media environment [2].

Forms of commentary on the site provide additional information, a lively dialogue between readers and authors of media messages, during which the latter has to receive a lot of advice and wishes. Thus, the role of the audience through the Internet has changed dramatically: if the mass media used to simply inform the population in unison, the users are now participants in the process, not the passive side [3, p. 51].

Recognizing the need to keep live contact with visitors, editorial boards find a way to engage in a variety of forms of interactivity acceptable to them. For instance, heated debate on the forums are perceived less with the need for discussion in the comments, though they are easier to guide on the other side. Surveys serve as a completely conflict-free way of interactivity. A small but interesting and useful form of interactivity is the evaluation of materials on a certain scale [3, p. 51–52].

**Conclusions.** The pace of life is demanding that journalists receive, validate and disseminate information instantly, and even overcome the barriers of time and space. In view of such requests of the society, only online publications, which are clearly the most modern type of media, can fully satisfy them.

Every year, new media are developing comprehensively, leaving behind traditional channels of information transmission. Classic media, which is still strangely unsupported by the electronic version of the resource, does not leave the Internet a chance. This is the case if someone else is aware of the existence of such media.

At the same time, because the main feature of the previous years was actually the speed of news transmission on the Internet and their accessibility, but now it is also quality.

Features that shape the nature of the media's functioning on the Internet are: individualizing relationships with the target audience, measurability, responsiveness, flexibility, and cost-effectiveness.

Online leads specificity for writing and submitting journalistic information – its portability, ease of delivering real-time streaming distribution and so on. Publishing on the web similar to the traditional notes, interviews and reviews, journalists do not forget characterized above all genres of Internet: blogs, stream, webcast, memes and so on.

Argumentativeness, persuasiveness of messages on the Internet are able to be improved by hyperlinks. Hypertextuality is another specific property of Internet information.

Due to the use of hypertext links that you post other online edition can be considered completed only relative. Its continuation or explanation of particular concepts can be in several materials at several other resources.

This functions of Internet media, on the one hand, are very useful, and on the other – is somewhat the risk of traditional media.

Multimedia and interactivity are two other undeniable benefits when it comes to online media. The former, among other things, also in a sense demonstrates the unity of the Internet and traditional mass media.

Interactivity determines the nature of media communication on the Web, and hypertext allows you to create virtual connections between a variety of materials and online resources.

### **References**

1. Albeanu C. *4 Current Digital Media Trends That Will Continue To Shape News In 2016* [Electronic resource]. Access mode: <https://www.journalism.co.uk/news/4-current-digital-media-trends-that-will-continue-to-shape-news-in-2016/s2/a595137/>
2. Higgerson D. *Digital Journalism Trends In 2016: From Social Newsgathering To Social Journalism* [Electronic resource]. Access mode: <https://davidhiggerson.wordpress.com/2015/11/08/digital-journalism-trends-in-2016-from-social-newsgathering-to-social-journalism/>
3. Furedi F. *How The Internet and Social Media Are Changing Culture* [Electronic resource]. – Access mode: <http://www.aspeninstitute.cz/en/article/4-2014-how-the-internet-and-social-media-are-changing-culture/>
4. Turauskis V. *What Is Digital Journalism – And Why Does It Matter?* [Electronic resource]. Access mode: <http://www.studentworldonline.com/article/what-is-digital-journalism-and-why-does-it-matter-/317/>
5. *Workin Inside Forbes: 9 Trends Journalists Must Know About To Keep Their Careers Going* [Electronic resource]. Access mode: <http://www.forbes.com/sites/lewisdvorkin/2013/06/04/inside-forbes-9-trendsjournalists-must-know-about-to-keep-their-careers-going/#224310b1e72a>
6. Ingram M. *Journalism and The Internet: Is The Best Of Times? No – But It's Not The Worst Of Times Either* [Electronic resource]. – Access mode: <https://gigaom.com/2014/08/28/journalism-and-the-internet-is-it-the-best-of-times-no-but-its-not-the-worst-of-times-either/>
7. Melina R. *Online Marketing Tips: What's SEO, SEM and SMM?* [Electronic resource]. Access mode: <http://www.mednet-tech.com/newsletter/search-engine-marketing/online-marketing-tips-whats-seo-sem-and-smm>
8. Harper R. *The Social Media Revolution Exploring The Impact On Journalism and News Media Organizations* [Electronic resource]. Access mode: <http://www.inquiriesjournal.com/articles/202/the-social-media-revolution-exploring-the-impact-on-journalism-and-news-media-organizations>
9. Wyde R. *What Is The Future Of Journalism* [Electronic resource]. Access mode: <https://www.theguardian.com/media/2015/apr/15/what-is-the-future-of-journalism>