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JOURNALISM, LIBRARY JOURNALISM, INTERNET-JOURNALISM AND COMMUNICATIONS

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Today, journalism in the broadest sense of the word means the full range of activities in newspapers and magazines. This term comes from the French word «magazine», which, coming into vogue in the 17th century, replaced the wonderful German word «Tagzitbuch», and in the 18th century it became a common name for this type of print media.

Journalism, which originally meant exclusively professional writing in the press, now covers similar work on radio and television.

Speaking of readers, working with a daily newspaper, they know exactly where a particular article is. All thematic topics are given in one place every

day. It would be very remote to define «online journalism» as the presentation of information on any content in an online resource.

At this time, the information society, noosphere civilization, information space, cyberspace, information environment, virtual reality, which have become commonplace in everyday speech, are developing rapidly.

The field of activity, the field of entertainment and the field of communication – all this absorbed the screen, became subject to the finger lying on the keyboard. Web and online journalism are the most complex phenomena that need to be considered in the context of the global civilization and cultural process.

Over time, the notes that allow you to see the events in their sequence seem to erase and confuse the realm of the virtual machine. Therefore, the information on the Internet may differ from what we can find in newspapers. The actualization of the past is carried out by referring to the relevant information resource and becomes on a par with the real.

Concepts of the information society for all their pragmatism and specificity are emphasized as utopias, anti-utopias and practopias (Alvin Toffler), because they are focused on the world ideal, consisting of the values of ecology, humanism.

The results of a study conducted at Ohio State University (USA) showed that readers perceive text material online worse than its printed counterparts. Texts offered from the monitor seem less reliable and have less impact on the position of readers than the same texts published in ordinary newspapers.

If we talk about another type, library journalism is still relevant. Library journalism – 1) a type of library activity aimed at collecting, processing and disseminating relevant information about publishing, book trade, library business, bibliography through mass communication channels;

2) the type of branch journalism, the subject of which is current news in the field of library and information activities;

The modern library actively cooperates with the media of the region, using their opportunities to conduct advertising and image campaigns of the library in order to promote the full range of library services. The active use of the latest channels, forms, means and technologies of mass communication by libraries creates the necessary preconditions for this.

In working with young people in the media system in American library journalists, the emphasis is on learning in the information field using modern technologies, where different disciplines intersect. This will help young people to better understand the scientific process as a whole, to promote greater flexibility of thinking, not tied to the rules of one science.

Development of the system of social communications

With the development of the effectiveness of all types of human social activity, the process of its socialization is constantly improving. The information content of modern life, which actively stimulates the expansion of

social and interpersonal contacts, also determines the development of the humanistic sphere in society, promotes the emergence of new social initiatives, the development of cultural processes in society.

As M. Castells points out, modern communities «work on the basis of two main common cultural characteristics. The first is the value of horizontal free social communication... The second community that emerges from virtual communities is what I would define as a self-managed network. «

Mr. Lasswell considered the act of communication, or the act of communication that arises in response to the successively asked questions, «WHO GIVES WHAT, WHICH CHANNEL, TO WHOM, WITH WHAT EFFECT,» and defined mass communication in terms of its own structure.

Since the beginning of this century, the social system has been developing information networks for service according to the CSRP (CUSTOMERSYNCHRONIZED RESOURCE PLANNING) methodology – planning resources that are synchronized with the customer when using Internet intranet technologies.

In the process of improvement, the requirements for the system acquired a qualitatively new meaning social information communications, which opens up prospects improving technologies of cooperation with management structures information, information-analytical structures that perform preparation for the effective use of information resources.

So, much research has been done on the impact of digital media on experience space in all spheres of journalism and communication in general: new ways of perception, acceleration of globalization; shifting borders.

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