

ORGANIZATIONAL ASPECTS OF THE FUNCTIONING OF MODERN MEDIA IN CONTEXT CONTENT CONVERGENCE

Zolyak V.

*Candidate of Science in Social Communications,
Associate Professor at the Department of Social Communications
of the Private Higher Educational Establishment
Academical Stepan Demianchuk International University
of Economics and Humanities
Rivne, Ukraine*

The value of problem of strategies of activity of facilities of mass communication consists in the first turn in that facilities of mass communication come forward as a transmitter of actions and aspirations of politicians, parties, power on the whole, – if it can be generalized, then speech goes about express of basic professional functions of imperious followers. Responsibility for development and realization of the semantic loading of mass communication activity as the public phenomenon has the special value; it hardly can be compared to some by other type of responsibility before society.

It is necessary to mark that behavior of facilities of mass communication in the context of responsibility before society converts their activity into the special type of public activity. The attributes of convergence organization of activity of facilities of mass communication swim out from here. Errors in the content filling of work of journalists as objective result and human public factors necessarily affect moods of audience and public calmness.

The role of operative element of influence is taken convergence facilities of realization of concrete strategy of activity of facilities of mass communication (more detailed see: [1, p. 100] on multidimensional of possible resonance in society, a priori offering here the complete set of concrete facilities of the content filling of influence on an audience. In activity of facilities of mass communication content is related to tactics behavior of facilities of mass communication, but in the context of "application domain".

Content convergence of facilities of mass communication envisages that facilities of mass communication can execute perspective and current tasks. In first case of tactician of behavior of facilities of mass communication must take into account basic tendencies and conformities to law of development of journalism in society. In the same time tactical facilities of mass communication influence must not be more difficult, than perspective task, as elements of content, that is pulled out on a foreground during realization

of facilities of mass communication of influence on an audience, are lost [2, p. 118].

Tactical actions of facilities of mass communication are display level of the concrete providing of public interests on some clearly certain phase of development of society. But actuality performance of perspective goal of activity of concrete means the mass communication stopped up by the concrete public factor of scope content does not diminish here. Efficiency of public descriptions of facilities of mass communication depends on many factors. Activity of facilities of mass communication can objectively come forward as an effective factor of public management only then, if she is practice of the use of content convergence that certainly will result in a reflection in facilities of mass communication of totality interests of different community groups, their intercommunication and interdependence.

The phenomenon of alternativeness in activity of facilities of mass communication is directly related to the variety of going near an audience and gives a feed-back within the limits of environment, in that the content filling of work concrete facilities of mass communication.

But and activity of facilities of mass communication comes forward as the special form of social management. From it in her limits it is necessary to distinguish the organizational and creative beginning of the convergence going near realization of influence on society. Organizational aspect of the convergence going near realization of influence on society it costs to bind to the necessity to adhere to structural principles of activity of concrete means of mass communication in the context of existence of the legal field, political personal interests, and audience interests. Creative aspect of the convergence going near realization of influence on society correctly to bind attitude facilities of mass communication toward principles and receptions of realization of own possibilities from interpretation of that content that is passed by facilities of mass communication.

Divergences that are the basis of activity of facilities of mass communication are based on two contradictions: social (those consist of audience descriptions of activity of facilities of mass communication) and objective (those swim out from content nature of social interests the reflection of that folds principles of functioning of facilities of mass communication). If to conduct speech about the perspective aim of functioning of facilities of mass communication, then description of divergences can be so wide, that even the list of basic hierarchical interesting aspects of these contradictions it is difficult to imagine within the limits of one article. In fact this hierarchy includes for itself all spectrums of relations that dominate in society.

Efficiency of activity of facilities of mass communication is determined by not only level of development of communication emotions, but ability

of content to settle those contradictions that arise up in public structures and concerning that (whether in connection with those) activity of facilities of mass communication comes true. The analysis of content convergence will allow getting around understanding of essence of contradictions, those stages on that they could ripen. These stages it can be three:

First is primitive stage (initiated by founders or proprietors of facilities of mass communication with the aim of study of events)

Second is the content stage (on a way to realization of mass communication of informing facilities of something)

Third is eventual stage (proportionality of content to the audience queries).

Social contradictions in activity of facilities of mass communication are related to the degree and level of preparedness of audience to perceive information, and the last is related to the level of preparation, level of development of audience. An of communication management society in the context of understanding of contradictions in society can result in the removal of many contradictions by means of application exceptionally of communication methods. Contradiction into the certain convergence measuring can have different level of tension – up to the attempt of separate proprietors of separate facilities of mass communication to change the rules of playing the informative field of Ukraine.

Text basis of reports, that they are passed by facilities of mass communication, always has news balance is certain. Thus there are not products of "newsroom". Except a news value, that is all anymore important in facilities of mass communication, that, actually, and explain socio-political changes that take place in society, they as if will become more soft that negative aspect that, as a rule, present person in reports.

Mark Olein lined up the formula of content value of information: he asserts, that value of information of equals utility, quality, speed [3, p. 54]. Content convergence determines a value as factor of such content components:

- first is possibility of convergence of any by other group of reports;
- second is a presence of knowledge necessary for the acceptance of that or other decision;
- third is existence of possibilities of competition expectation;
- fourth is a prospect of symbolic value.

Perfection of technologies that result in content convergence are a market element, that converted of communication market into such that develops or most dynamically in modern terms. This market operates huge informative resources, developed infrastructure, and operates the newest information technologies. This market grew into powerful control system by community development.

Depending on a volume and course of communication interests are various possibilities for realization of such content filling of mass communication activity, which will fix tasks that stand before facilities of mass communication in a concrete sentinel interval. The hierarchies of tasks create the hierarchies of facilities of mass communication that take into account the processes of realization of tasks in the activity. Therefore it is possible to assert, that activity of facilities of mass communication envisages existence of permanent convergence accomplice (useful on this stage of functioning facilities of mass communication content) and temporal accomplice (participation in a decision limit in time of order).

Content convergence purchased social meaningfulness. There is a requirement in "intellectual" of those reports that create essence of content convergence. Thus, the role of informative industry grows substantial character. In addition, lately a clear tendency appeared: influence of different after content informative streams. All real ways of decision of communication task include for itself both internal and external terms of realization of content convergence a way. Under such circumstances a spotlight lies not in communication possibility, namely in essence of communication task that stands before content convergence. Priority of possibilities on a way to communication job processing often results in a content imbalance, when, for example, the volumes of communication influence of some public factor create the illusion of boundless possibilities of influence on an audience in general.

In realization of mass communication activity a substantial role convergence campaigns play facilities of mass communication as a method of organization of object of content convergence and communication influence on implementations of those tasks, that stand before editions. Campaign as system of communication influences on the certain (certain in good time) groups of audience, that is counted on a certain term, it is possible to examine rather as preparation of opinion of audience concerning those content filling that carry in itself the report of facilities of mass communication.

Literature:

1. Finkler Y. Ukrainian print media through the prism of the theory of evolution. Realities and Prospects of the Ukrainian Book Market: (About information marketing). Collection of Sciences. articles and materials of the Round Table "Development of information marketing in the book market of Ukraine". Lviv, 1997. P. 100–110.
2. Rizun V. Masses. Kyiv, 2003. 118 p.
3. Alleyne Mark. News Revolution. New York, 1997. P. 54.

4. Vladimirov V.M. Individual and social in mass-media processes. *Actual issues of mass communication*. Kiev, 2002. Issue. 3. Part 1.
5. Nietzsche F. W. *Umschuld Werdens*. Stuttgart, 1956. P. 3.

НАЦІОНАЛЬНІ ТА ЗАКОРДОННІ ШКОЛИ ТА НАУКОВІ ШЛЯХИ ДОСЛІДЖЕНЬ ПРАВ ЛЮДИНИ ТА МЕДІАПРАЦІВНИКІВ

Лірник О.

*журналіст, творчий редактор проектів
Видавничого дому «ОГО»,
член Національної спілки журналістів України
м. Рівне, Україна*

Журналіст як і будь яка людина має право на численні правові супроводи. Одні можна віднести до загальноприйнятих, що стосуються усіх громадян України – незалежно від статі, раси, професії, віку тощо. Проте, як зазначено науковцями «реалізація цих прав саме журналістами безпосередньо пов'язана із тими проблемами, які є специфічними для цієї професії. Тому що журналіст є особою, яка бере участь у редагуванні, створення або підготовці матеріалів для преси. Він перебуває у трудових відносинах з видавцем або займається такою діяльністю, що здійснюється від імені та під керівництвом редакторів. Отже, з юридичної точки зору, журналіст надає послугу на підставі цивільно-правового договору. Іноді – в залежності від обставин справи – ті самі послуги може надавати студент або навіть доброволець, який безкоштовно готує прес-матеріали. Тобто статус журналіста набувається на підставі самого закону» [6, с. 16].

Наука про медіа уподібнює в собі поняття теорії права, але варто сказати й про те, що увиразнює їх щодо перфекціоністських функціональних характеристик мас-медіа: свободи, соціальної відповідальності, справедливості тощо, й з цієї точки зору розглядає правові делікти. Тому стосовно осмислення проблеми у площині прикладних соціально-комунікаційних технологій досвід її правового вивчення є необхідним підґрунтям, що потребує предметного аксіологічного розширення, корелятивного соціально-комунікативній проблематиці та перфекціоністській моделі ЗМІ.

Теоретико-методологічною основою наукових пошуків правових засад функціонування ЗМІ є зарубіжні філософсько-правові начала, а це й певні дискусії, в контексті досягнення правди