

PROFESSIONAL JOURNALISM, CIVIL JOURNALISM AND BLOGGING: ON THE QUESTION OF DIFFERENTIATION OF CONCEPTS

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Abstract: This article presents a broad and meaningful view of journalism, as well as the role of blogging in information policy. Therefore, after reading the article, you can draw the necessary conclusions.

Key words: SMI, journalism, Internet, blog, blogger, blogosphere

In modern conditions, journalism is undergoing major changes in terms of mission, functions, techniques and tools. The article analyzes the mutual influence of professional and citizen journalism (both civic journalism and citizen journalism) and refutes the opinion that citizen journalism can lead to the loss of demand for professional journalism. The conclusion is made about the relevance of the transition from the journalism of facts to the journalism of opinions and the expediency of making appropriate changes to the professional standards for journalists and to the educational standards in the field of training such specialists is substantiated.

The 21st century was marked not only by significant technical and technological changes in the media sphere [1, p. 407-408], but also by rethinking the essence of the profession "journalist". One cannot but agree with the opinion that journalism today is being transformed both at the level of understanding of its mission and functions, and at the level of technology of specific practices [2, p. 229].

In our opinion, two points are indicative.

First, as follows from the results of a study by the Skolkovo business school and the Agency for Strategic Initiatives, this profession was on the list of endangered ones [3]. Moreover, it will not be replaced by any one new profession (for example, named in the spirit of the time - "media communicator", etc.), but several narrow specialties will appear: "producer of the semantic field", "media policeman", "infostylist", "editor of content aggregators", "moderator of the platform for communication with government agencies", etc. We believe that such conclusions are at least premature and unfounded in today's realities. In fairness, it should be noted that the authors of the forecast do not completely deny journalism the right to exist in

the future, noting that "professional journalists will continue to work in formats that require great creative talents - for example, author's journalism" [4].

Secondly, the term "citizen journalism" is actively used, and in completely opposite senses. We are close to the definition of civic journalism, which I.M. Dzyaloshinsky adheres to, interpreting it as the professional activity of journalists, helping the population to influence the government and politicians, and politicians to learn the true interests of citizens. Those. citizen journalism is high quality professional journalism. In accordance with this approach, the researcher proposes three paradigms of the professional activity of a journalist: "impact" journalism (based on control, the journalist is above the audience), "informing" journalism (based on the provision of information services, the journalist is next to the audience), "civil journalism" (based on complicity, the journalist is inside the audience and its problems). A similar point of view can be found in dictionaries, where civic journalism is interpreted as a synonym for civic journalism, which implements the principle of priority of civic interests and values. However, an interpretation that, in its semantic content, has nothing to do with professional journalism and does not define journalism as a professional activity, has become much more widespread. Such "citizen journalism" involves the participation of ordinary citizens in the formation of information content. And relying precisely on the latest interpretation of this term, more than 10 years ago a number of researchers expressed the opinion that the development of citizen journalism has led to the fact that "the whole professional community" (read - journalists) as an intermediary between information sources and audiences has lost its need.

The roots of these two diametrically opposed interpretations lie in translation errors. Historically, in English practice, there were two concepts: "civic journalism" and "citizen journalism", both translated as "civil journalism". However, in the first case, we are talking about the professional activities of journalists who create a platform in the media for discussions on issues that are significant for the audience and express their civil position within the framework of these discussions. We emphasize that dictionaries and the Media Law interpret the terms "journalist" and "journalism" in relation to professional activities only [6, p. 67]. The second is about the participation of citizens who are not professional journalists in shaping the information agenda. Unfortunately, today, when speaking about citizen journalism, they mean precisely "citizen journalism", i.e. something that is not journalism. At the same time, supporters of this approach use the term "journalism" both in the traditional sense and in relation to "citizen journalism". For example, there is an opinion that "citizen journalists have created a new information scenario, they have led humanity to a new era of journalism, in which the audience is no longer a passive

subject to whom news channels should tell news” [8, p. 245]. Speaking of the new era, what kind of journalism does the cited author have in mind?

Researchers who argue that news journalism, simply stating facts, is giving way to citizen journalism [7, p. 82], they forget that a professional journalist has never, either now or previously, limited himself to simply fixing this or that event. One cannot discount the fact that "amateur journalists" have not formed ideas about professional journalistic ethics, they are not trained in the skills of collecting and processing information.

Unreliability, bias, plagiarism, lobbying for someone's interests - all these and many other risks are much more inherent in "civil journalism" (citizen journalism) than in professional journalism. Quite often, media resources positioning themselves as citizen journalism are created emphatically as opposed to traditional media, such as channels united under the name "People's Control": "People's Control of the Kuban" (https://www.youtube.com/channel/UCJ1VoYJhtcEjX_EAj8EkxA/featured), "People's control of the Altai Territory" (https://www.youtube.com/playlist?list=PLUy9UeGEyCS-zVAMi-Z9DUNU9gW9_3i3f), etc.

We believe that there are sufficient grounds to assert that citizen journalism, of course, is an incentive for the development of professional journalism, but does not and cannot lead to its disappearance and cannot become an alternative to it.

Understanding that it is difficult to break the established practice of the widespread use of the Russian-language term "citizen journalism" as "citizen journalism", we believe that it will gradually be replaced by more specific definitions that characterize specific varieties of "citizen journalism": "blogging", "user-generated content" etc. This article has made, among other things, an attempt to clarify the mutual influence of professional journalism and blogging as a kind of "civil journalism".

Today, bloggers and the media occupy the same niche, working within a single information space [3, p. 334]. For example, photographer Ilya Varlamov turned his blog into an actual author's media (<https://varlamov.ru>), his version on YouTube has 2.75 million subscribers, but this media resource is not officially registered as a media, de jure without ceasing to be a blog. Or the author's project by Alex Exler (<https://www.exler.ru>), which also has a built-in blog.

Moreover, the audience size of some bloggers is larger than that of the mainstream media. Here are just a few examples: blogger Like Nastya (about 70 million subscribers), Kuplinov ▶ Play (about 10 million subscribers), Wylsacom (over 9 million subscribers), The Kate Clapp (over 7 million subscribers).

Technical and technological progress has led to a significant increase in the importance of communication tools, primarily the Internet. Indeed, among the mass media, the Internet currently occupies a leading position and is a powerful lever of influence on society [11, p. 86]. In one minute, Twitter users publish 2.5 million posts, Instagram hosts more than 200,000 photos, Google gets 4 million searches, and YouTube uploads more than 100 hours of video. [12, p. 113].

Digital technologies, mobile devices and social networks have become an integral part of the daily lives of people around the world. This conclusion is confirmed by the numbers in the Digital 2020 State of the Digital 2020 report, which is produced every year by We Are Social and the Hot suite. At the beginning of 2020, more than 4.5 billion people used the Internet (an increase over the year - 298 million new users). In Russia, the number of Internet users, according to Digital 2020, amounted to 118 million people. Consequently, about 81% of Russians use the Internet.

Speaking about journalism, it should be remembered that modern media are characterized by convergence and multimedia. The first, being a long historical process, is due to technical progress and the development of means for processing, transmitting and storing information. The second is a distinctive feature of the first quarter of the 21st century, which provides new creative opportunities in journalism. Moreover, it is multimedia journalism that is the main direction in the development of mass media in the information society. Informatization and globalization have led to significant changes in the media and professional activities of journalists. Journalism has become multimedia; combining different environments and means of presenting information and providing for interaction with the recipients of this information. The Internet provides all the possibilities of multimedia, primarily due to interactivity. Multimedia as a creative synthesis of traditional new forms (oral and printed word, music, video and photo, graphic animation, infographics, etc.) and methods of activity (interactive video columns, podcasting, the use of interactive and hypertext elements, etc.) inherent in online journalism. In essence, multimedia journalism involves the presentation of material using two or more media formats. Accordingly, a modern journalist must be able to collect and process information, taking into account its multimedia presentation, and also be able to work with "citizen journalism".

The blogosphere is a collection of blogs and is a rich information field. Often bloggers are put on the same level as the media [4, p. 23]. However, this approach is not entirely correct, primarily because journalism is carried out with the help of mass media (media), while blogging is carried out with the help of mass media (SMO).

The concept of "blogging" can be interpreted in a narrow sense, and then it is understood as blogging. In a broad sense, blogging is a set of periodic actions of the blog author aimed at expressing his own opinion regarding facts, topics, personalities and drawing the attention of blogosphere participants to this opinion. Based on the broad interpretation of blogging, a blogger is a person who not only keeps his diary, but also comments on user content, works with news feeds, monitors ratings, and takes measures to expand the readership.

Blogging, which is a type of communicative activity, interacts with its other types, including journalism. In essence, blogging is “an activity aimed at maintaining one’s own representation on the Internet”, while blogging is an opportunity to share your interests and activities with other people and simply express yourself [2, p. 125]. A typical example is Mikhail Nefedov's blog "neMikhail" (<https://nemihail.livejournal.com>).

There is no doubt that the blogosphere has a number of pronounced shortcomings, spreading false information and rumors, manipulating news information, etc. However, one can also come across the opposite opinion, according to which the high professionalism of bloggers cannot be questioned: “a modern blogger can safely express his opinion to a multi-million audience, while he relies on scientific knowledge, and does not take information “from the ceiling” . Bloggers are aware of the fact of responsibility for the fact that they carry this or that information to the masses. Most bloggers approach their work as responsibly as possible” [9, p. 334]. Or: “modern bloggers are not afraid to express their opinions, they try to find the truth in all important issues, they rely on scientific knowledge, because they understand that they are bringing information to the masses”. We believe that such estimates do not have sufficient grounds, and below we present data confirming this.

Our data (results of a survey conducted in April 2021 by telephone interview, sample size 230 people, the sample is representative of the population of the Voronezh region 15+ by gender and age) indicate that 60.9% of respondents are familiar with the concepts of "blogger" and "blog", while 2/3 of them (69.3%) can give the correct definition of these concepts.

The main difference between the audiences of the media and the blogosphere lies in the dominance of different age cohorts: among young people (in accordance with currently accepted standards, we classify people under the age of 35 as this category), the proportion of people reading blogs and watching videos is 2.1 times higher. This, to a large extent, explains the orientation of bloggers specifically towards the youth audience in terms of general style, language, choice of topics, etc. It must be admitted that blogs have become an important and integral part of the information space.

Moreover, in recent years, a type of professional bloggers has formed and a new profession has begun to take shape - a blogger. Today, blogging is “a completely professional area, and although it is not yet taught (separately) in universities, de facto it is already a specialty”. Moreover, vloggers began to be singled out among bloggers. A vlogger is a video blogger, i.e. an Internet user who records video blogs and then posts them on video hosting sites (usually Youtube).

The conclusion that blogging is gradually turning into a type of activity that brings regular income is supported by the opinion of Internet users: among them (81.3% of all respondents), 65.2% are sure that the main goal of blog authors is to earn money.

Two types of interaction between journalism and blogging can be distinguished: 1) the use of blogs by journalists as sources of information; 2) blogging by professional journalists. In the first case, monitoring of the blogosphere is relevant, primarily with the use of special search servers. At the same time, the blogosphere acts as a source for a journalist: topics for publications, factual material, personal assessments and testimonies. In the second case, we are talking about journalistic blogs.

As for "civil journalism", this phenomenon requires serious additional theoretical understanding. In our opinion, a clearer distinction between the concepts of civic journalism and citizen journalism is needed, including at the level of terminology. Considering that citizen journalism is a combination of various and sometimes heterogeneous and unrelated types of activity, we consider it appropriate to study the specifics of these types (for example, blogging is such a type) in order to clarify and supplement the conceptual and categorical apparatus.

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