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## TO THE QUESTION OF FUTURE INTERNET PERSPECTIVES IN THE JOURNALISM

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**Abstract.** *The author analyzed and researched the retrospective of the emergence of the Internet in the aspect of journalism. Further possibilities and ways of distinguishing individual stages of existence have been determined.*

**Keywords:** *modern journalism, Internet, perspectives, communication.*

The rapid development of information and communication technologies in the late XX - early XXI centuries, the realities of the emerging information society in the world urgently suggest a search new way of translating socio-cultural experience and set before scientists and the scientific community the task of adequately explaining the ongoing processes, their possible forecasters. The factor of globalization, the intensity of the impact of mass communication have changed the communicative behavior of the audience, which makes the problem of the development of subjectivity in the life of modern society extremely relevant.

Classic journalism has expanded into the Internet and is adapting to the circumstances of the new medium. But the change in journalism is even more profound - the Internet is not just another medium that continues the series of newspapers, magazines, radio and television. It is not exclusively a medium of mass communication, to be conveyed to a "disperse audience". The possibility of changing from the role of recipient to that of communicator, which the Internet opens up, also has a serious impact on journalism.

After all, the possibility of its progressive development, as the practice of recent years shows, depends not only on the pace of introduction of market relations, highly efficient technologies, and economic mechanisms into the economy of a country, but also on how much the fundamental interests of all social groups are taken into account, how successfully and social contradictions are positively resolved on this basis. In this regard, the most relevant we see the problem of the influence of the Internet on the formation and development of society. The specific features of online media, placed de facto between the journalist and the audience, are their multimedia (the presence of a significant amount of photo, audio, video and other non-textual materials), hypertextuality (the ability to follow hyperlinks to other information resources, which reveal a certain problem more widely, or are the primary source of information), convergence or media integration (the ability to combine the media context of various types and types of media), digitalization (digital character, access to content on sites using digital computer technology) and interactivity (the ability to - the possibility of information exchange between the participants in the process of "consumption" of media information.

As a special variety of modern media, one can designate the problem of the status of the Internet and those forms of mass communication that appear on the global network. There are different opinions on this matter: sometimes journalism in cyberspace is characterized as corresponding to the characteristics of the media, sometimes - as not corresponding. Researchers pay attention to a number of factors - for example, the absence of a legislative classification of the Internet as a mass media, as well as a certain traditionality of network versions of the media: the nature of the reader's interaction with the media as such does not change it just improves way to access it.

At its core, electronic media are also social media, which are a set of online technologies that allow users to communicate with each other. Communication can take many different forms - users can share their opinions, experiences and knowledge, interact with each other, establish contacts, and share news, information, videos, photos, music and links.

It should be noted that the domestic electronic media in the process of its development went through four main stages [1]:

1. The emergence of the first Internet resources
2. Activity in the media in connection with the Revolutions of Dignity in 2014
3. Development of the Internet media market, expansion of competition

4. The emergence of social media, the growth in the number of registered users on blog sites, social networks. The media on the Internet are increasing their ability to reach an audience. There is an opinion that electronic media is the most convenient for the consumer, since a person is completely independent of any program, transmission schedules can take advantage of given media exactly when it pleases and often completely free of charge. The Internet uses various forms of information transmission (sound, different types of images, text), which is a positive side both for users of this media channel, and for developers and advertisers. Today, the majority has recognized the need to develop journalism in the field of electronic media. [2]

The development of new information technologies has led to the emergence of a fundamentally new information and communication environment, the Internet. The Internet allows mass communication to reach a new level. There is an opportunity for feedback and new sources of information and opinions. Approaches to journalism and advertising are changing. Today there is an obvious trend the future belongs to the electronic media.

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