The Participation Characteristics in the Scope of the Journalism Genres Transformations Online

Y. Tsymbalenko, K. Sokolova

Taras Shevchenko National University, Kyiv, Ukraine

Abstract. The article is dedicated to the participation characteristics in the scope of journalism genres changes in new media. The main components of the participation are described precisely. There are given a few new definitions considering genres transformations in online media and participation concept. The main kinds of the participation online are also described. In the schematic way, there are presented possible journalism genres transformations and their result both for the author (professional or amateur journalist) and the audience.

Keywords: genre, transformation, participation, online media, concept.

In the era of the social media, it is necessary to talk about the journalism genres transformations for us to know how deeply and fast the changes are being realized. As social networks appeared, the scholars began to notice that some of the genres didn't have the same classic structures as they used to have. Nevertheless, they have an enormous impact on the audience. This impact is achieved because of the new concept forming. We call it the participation concept.

It is quiet hard to understand that the classic interview can now look like a questions-answers post on social networks. The easiest way to do the report from the event is to write several messages on Twitter. In our previous article, we discussed the general transformations online [6]. In this article, we analyze, in our opinion, two main and noticeable transformations. The first one is transformed interview. The second is transformed report. Both of the transformed genres can have different participation characteristics and its results.

The main aim of this paper is to define the participation concept, its characteristics and possible results in the scope of the genres transformation.

The main kinds of the participation are:
1) Interaction between users (entertainment goals);
2) Comments;
3) Help and support;
4) Conflicts between the users;
5) Solving conflicts between the users.

The journalism online consists of two main components which are professional and amateur [2; 3]. Each of these components has two elements: the human and the technological. There are integral kinds of journalism such as professional-amateur, professional-professional and amateur-amateur depending on the elements presented. For example, the professional journalist (which means we have a professional human element) uses the amateur ways to present information (which is amateur technological element). This kind of journalism is the professional-amateur because it consists of two components. In online media, this kind of journalism is quiet common.

All the kind of the online journalism such as pure professional, pure amateur or integral kinds are the representations of the participatory journalism. Let's give the definition for the participatory journalism online. But first, we need to define what the participation in online journalism is.

The participation is the author-audience interaction aimed to create a media product, to solve the conflicts or different social problems.

The participation online is the main tool for the genre transformations. Such elements as comments, reposts, and replies are the participation reflections.

The media product can have three groups of the results which are an actual result, an expected result and a participation result.

An actual result is a consequence of the media product, the audience's reaction to it and the further development of the given topic.

An expected result is a positive or a negative audience's reaction that an author was expecting when he created a media product.

A participation result is the audience's understanding of the given topic and as a result, the first step to problems solving.

The participation in all kinds of journalism can be presented from at least three fundamentally different position [4; 5]:
1) the activities of journalists that affect the audience, and how it is realized;
2) the activities of the audience that affect journalists, and how it is realized;
3) the journalists-audience interaction to create a media product.

The basis of the participatory concept is the interaction between the journalist and the audience in order to create media products. These media products, depending on the participation kind in a specific situation, will have different results.

One definition of the participatory concept can be expressed as following: the participation is the work of professional journalists aimed to deliver information to the audience and motivate it to participate in the support, assistance and prevention of the situations described in the media product.

We mentioned precisely that in this case, participation is seen as an activity of the professional journalists (with a degree in journalism). They know about the professional standards and suggestive tools.

As the audience's activity, the participation is the audience's interaction with professional journalists aimed to us them as the tool for providing information to other audiences.

Note that in this case, the participation is an interaction of professional journalists and the audience because the journalists can raise the efficiency.

In the third case, the participation is the interaction of professional and public journalists as a part of the audience aimed to create a media product using new media. Typically, a public journalist is a person who has no professional degree but has the desire and ability to participate in the support, assistance and prevention of the situations described by professional journalist.

The third definitions of the participation involves new media.

The participatory journalism for the online media is the kind of journalism, which appeared with the journalism genres transformations and aimed to get the audience into the process of the socially important media products creation.

This is one of the ways to present the transformed interview (see Fig. 1). On Facebook, it contains other users' questions, self-questions (when the author asks and answers the questions), other users' answers to the author's self-questions, and comments to the memes, pictures, etc.
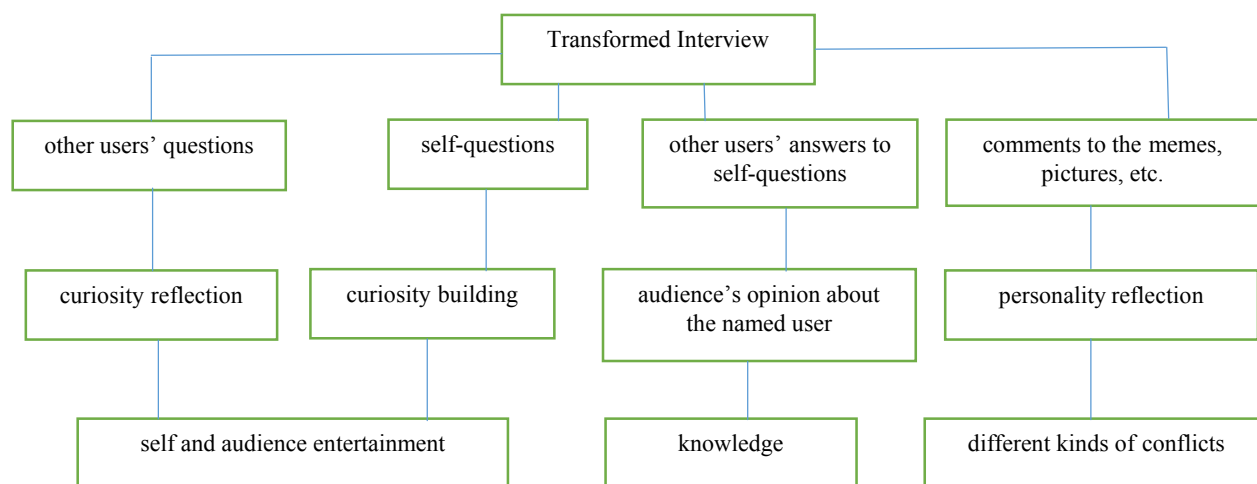

Fig. 1. The Transformed Interview and Its Results.

The curiosity reflection is the process which represents other users' interest to the author. The main tool to achieve the curiosity reflection is the questions.

The curiosity building is the process aimed to raise the interest of the audience to the author. For example: Have I really won that award? One part of the audience knows about this award and start to support the author with the compliments such as "you really deserved it." The other part of the audience doesn't know about the award but want to find out more information about it. However, there is also the third part of the audience, which doesn't know about this award and doesn't care about it.

How can the author possibly raise the interest in this case and reach the curiosity building stage? They can do it with the help of the approximation to the audience. Let's give an example:

Have I really won the award, which a famous writer won two years ago?

Using the scientific modelling methods, we can present the five petals online participation results flower (see Fig. 2).
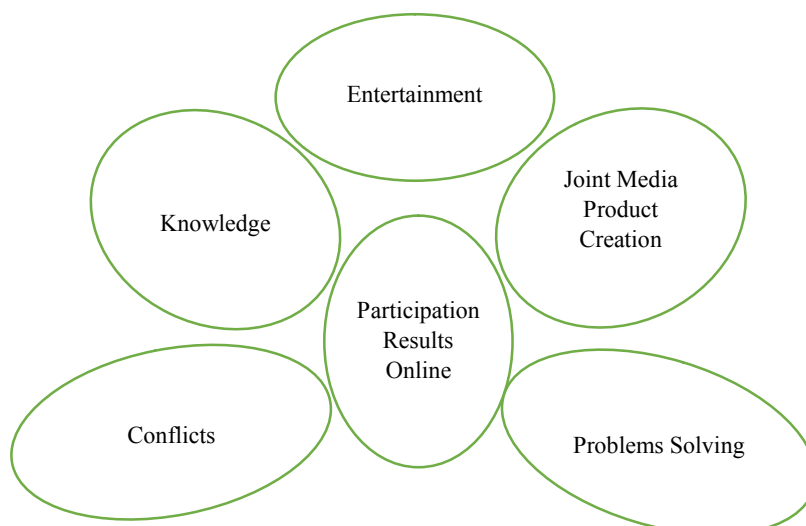

Fig. 2. The Five-Petals Flower of the Participation Results Online.

This flower consists of the entertainment, the knowledge, the conflicts, the problems solving, and the joint media product creation.

As we see it, the transformed interview can lead to three main results such as self and audience entertainment, knowledge (about people or objects) and different kinds of conflicts. Each of these results is the result of the participation online. We can divide the results of the transformed interview into two groups – positive and negative. On the picture below (see Fig. 3), you can find the cut participation flowers.
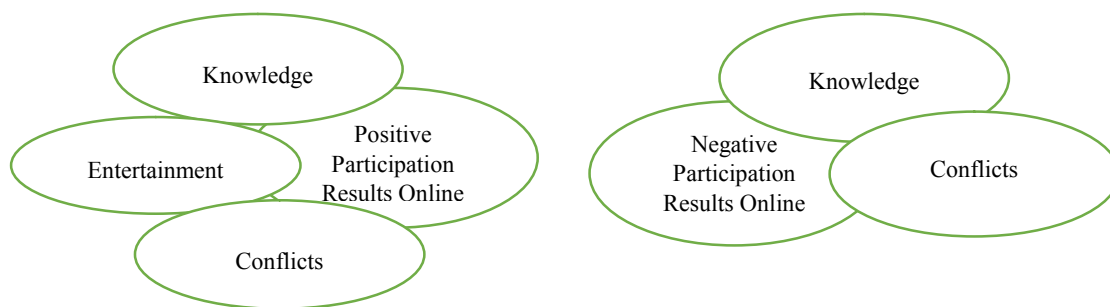

Fig. 3. Positive and Negative Participation Results Online.

The first flower contains positive results and the second is all about negative. The positive results include:

1) A positive knowledge – the knowledge that you can use to improve your skills and that means a personal development;

2) An entertainment – the entertainment, in our opinion, is always positive because it bring the positive emotions;

3) The positive conflicts are the conflict that lead to a useful discussion and the conclusions of all the sides of the conflicts.

As for the negative results for the transformed interview, we have the negative knowledge and the negative conflicts. The negative knowledge is the knowledge that you can't use in your everyday life, and it doesn't help you to improve your skills. For example, it can be the news about a certain celebrity. Although it is quiet necessary to mention that sometimes a positive news about the celebrity can lead to self-improvement. For example, you read online that a certain celebrity stopped smoking or drinking alcohol. This news can help you to fight for you health.

The negative conflicts are the conflicts where all the sides stick to their opinion after the discussion and the relations between them get worse.

If we join these two flowers together, we will get a positive entertainment, a positive/negative knowledge, and positive/negative conflicts. It means that our five petals participation results flower presented above loses two petals with the most important results, which are the problems solving and the joint media product creation.

We don't achieve the problems solving because the transformed interview only allows us to find out the information about the people and the objects without the needed details and problem situations. We don't have the joint media product creation because each participant becomes the author and tries to create their own media product of a certain style.

Another important genre transformation online is the transformed report. It consists of two main components which are text and pictures. The report elements are author's messages, author's and audience comments, and reposts on a given topic. The transformed interview doesn't have the classic structure. The report in a classic genre system is a media product that describes the event accurately without author's personal opinion. On Twitter, the author has a right to comment every action happening. That's why the transformed report becomes the reflection of the personal opinion on a given topic.

If you look on the participation flower for the transformed interview, you will see that we have only three petals. As for the transformed interview, we have also the joint media product creation.

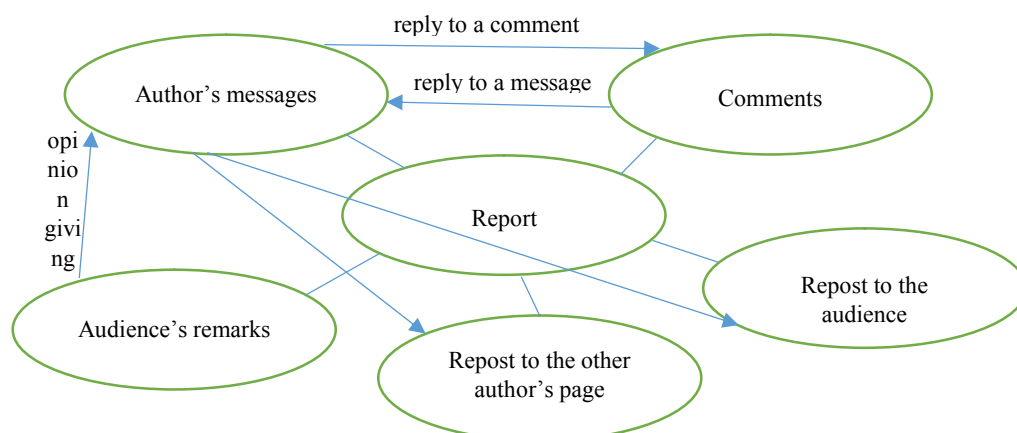Below you can see the scheme of the transformed report creation (see Fig. 4).

Fig. 4. The Transformed Report.

It consists mainly of five elements. The main element is the author's messages. It gives and develops the topic. The second element is the comments. It works both ways. As a reply to a message, it shows the reaction of the audience on a given topic. This reaction can be positive and negative but the most important thing is that it starts the interaction author-audience, and that's where the participation starts and can lead to a certain result.

It may look a bit confusing that the repost are divided into two parts. The repost to the audience means that the author's message is noticed but the topic is not developed any further. The repost to the other author's page means that one user works on the same topic as the second and they are creating a media product together using each other's information. This kind of the reposts is very important because it has the joint media product creation as a participation result.

The audience's remarks are the special kind of comments on a given topic that give us extra information. This information is separate and it is not a reply to the author's messages. It gives us the audiences observations and suggestions (I noticed, I spoke to…, I was told that…, I've seen…, etc.)

The participation flower for the transformed report will have four petals. The fourth petal is the joint media product creation.

The participation is the most important tool in the process of genres transformations online. It bring the new structure and elements for the known genres. It is obvious that the scholars need to work on the transformed genres applying to the participation and to describe a new online genres system. L. Horodenko has already started to develop this topic [1]. This system will have its own tools, rules and field of usage. One of these very important tools we described in this article.

ЛІТЕРАТУРА

1. Городенко Л. М. Мережева комунікація: теорії, моделі, технології : автореф. дис. ... д-ра наук із соц. комунік.: 27.00.01 / Городенко Леся Михайлівна ; М-во освіти і науки, молоді та спорту України ; КНУТШ, Ін-т журналістики. – К., 2012. – 32 с.
2. Соколова К. Об'єктивні причини некоректного висвітлення проблем молоді / Молодіжна проблематика медійного контенту України і світу / Київ. нац. ун-т. ім. Т. Шевченка. – К., 2012. – С.127-131.
3. Соколова К. Соціальні проблеми дитинства (дітей) та передумови їх вирішення: співучасть медіакомунікацій (нариси медіадослідження) / Шендеровський К., Єремеєва А. та ін. // Медіакомунікації та соціальні проблеми : збірка навч.-метод. матер. і наук. статей у трьох част. Частина перша / упор., ред. К. С.
Шендеровського / Київ. нац. ун-т; Ін-т журналістики. – К., 2012. – С. 34-112.
4. Соколова К. Журналістика співучасті як засіб маніпуляції суспільною свідомістю в процесі запровадження електронного уряду в Україні / Електронний уряд в Україні / Київ. нац. ун-т. ім. Т. Шевченка. – К., 2012. – С. 52-53.
5. Соколова К. Журналістика співучасті: визначення, загальна характеристика, умови функціонування / Шевченківська весна – 2015 : Соціальні комунікації / Київ. нац. ун-т; Ін-т журналістики. – К., 2015. – С. 98-101.
6. Соколова К., Цимбаленко Є. Трансформація журналістських жанрів (на прикладі інтернет-медіа) / Інформаційне суспільство. – Випуск 17, 2013. – К., 2013. – С. 80-83.

REFERANCES

1. Horodenko L. M. Merezheva komunikatsiia: teorii, modeli, tekhnolohii (The Network Communication: Theories, Models, Technologies): avtoref. dys. d-ra nauk iz sots. komunik.: 27.00.01 / Horodenko Lesia Mykhailivna ; M-vo osvity i nauky, molodi ta sportu Ukrainy ; KNUTSh, In-t zhurnalistyky. – K., 2012. – 32 p.
2. Sokolova K. Obiektyvni prychyny nekorektnoho vysvitlennia problem molodi (The Unbiased Reasons of the Incorrect Reflection of the Youth Problems) / Molodizhna problematyka mediinoho kontentu Ukrainy i svitu / Kyiv. nats. un-t. im. T. Shevchenka. – K., 2012. – PP.127-131.
3. Sokolova K. Sotsialni problemy dytynstva (ditei) ta peredumovy yikh vyrishennia: spivuchast mediakomunikatsii (narysy mediadoslidzhennia) (The Social Problems of the Infancy (Children) and the Prerequisites for Their Appearance: The Participation of The Media Communications (The Outline Of The Media Research) / Shenderovskyi K., Yeremeieva A. ta in. // Mediakomunikatsii ta sotsialni problemy : zbirka navch.-metod. mater. i nauk. statei u trokh chast. Chastyna persha / upor., red. K. S.
Shenderovskoho / Kyiv. nats. un-t; In-t zhurnalistyky. – K., 2012. – 288 p.
4. Sokolova K. Zhurnalistyka spivuchasti yak zasib manipuliatsii suspilnoiu svidomistiu v protsesi zaprovadzhennia elektronnoho uriadu v Ukraini (The Participatory Journalism as a Public Opinion Manipulation Tool in the Process of the Electronic Government Establishment) / Elektronnyi uriad v Ukraini / Kyiv. nats. un-t. im. T. Shevchenka. – K., 2012. – PP. 52-53.
5. Sokolova K. Zhurnalistyka spivuchasti: vyznachennia, zahalna kharakterystyka, umovy funktsionuvannia (The Participatory Journalism : Definition, General Characteristics, Functioning Conditions) / Shevchenkivska vesna – 2015 : Sotsialni komunikatsii / Kyiv. nats. un-t; In-t zhurnalistyky. – K., 2015. – PP. 98-101.
6. Sokolova K., Tsymbalenko Ye. Transformatsiia zhurnalistskykh zhanriv (na prykladi internet-media) (Journalism Genre Transformations (On the Example of the online media))/ Informatsiine suspilstvo. – Vypusk 17, 2013. – K., 2013. – PP. 80-83.

Характеристика соучастия в контексте онлайн трансформаций журналистских жанров
Е. С. Цымбаленко, К. А. Соколова
Аннотация. Статья посвящена характеристике соучастия в контексте изменений журналистских жанров в новых медиа. Чётко описываются главные компоненты соучастия. Несколько новых определений даются касательно трансформаций в онлайн медиа и концепта соучастия. Описываются также главные виды соучастия онлайн. Схематично представлены возможные трансформации журналистских жанров и их возможный результат как для автора (профессионального журналиста или журналиста-аматора), так и для аудитории.
Ключевые слова: жанр, трансформация, соучастие, онлайн медиа, концепт.