



Editorial policy problems on Internet in transforming society

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Abstract

The relevance of this article is to study such a social phenomenon as Internet journalism. The Internet is a full-fledged means of mass communication, in which there are various types of mass media: from social networks to Internet TV channels. The purpose of the study is to determine the specifics of coverage of protest actions on the Internet. Research methods: as a research method, the authors used content analysis as a method of collecting primary information that allows quick and effective investigating the practice of covering various protest actions on the Internet. Research results: the article reveals the specifics of the Internet as a mass communication medium, including as a space for protest activity. The novelty and originality of the research lies in the fact that for the first time mass communication media on the Internet are considered. The study shows that when covering street protests by mass media on the Internet, there is greater efficiency and no restrictions on the placement of material; it becomes possible to cover these events more fully and quickly. It is revealed that protest actions presented by the media on the Internet can be ignored in their printed versions. It is revealed that the media on the Internet conduct a quite intensive discussion in the comments to the material or on the forum, which is not possible in the printed version of the publication. The discussion also continues in social networks, where users also post hyperlinks to the material. It is determined that the power of the owners over the publication, as well as in the printed version, exists, and the political positioning of the owners or persons holding a controlling stake coincides with the editorial policy. It is shown that this power is manifested less harshly by the mass media on the Internet than in printed versions. We can assume that this is because too tendentious publication, if it suppresses the topic, will not get the required number of visits, which will affect the rating of this resource. Practical significance: the data Obtained in this work can be used in social psychology, advertising psychology, as well as for further theoretical development of this issue.

Keywords: Internet, transforming society, editorial policy

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INTRODUCTION

The Internet should be considered as a full-fledged means of mass communication, in which there are various types of mass media: from social networks to Internet TV channels. A significant feature of the current state of access, and therefore the use of the Internet, is a significant proportion of those who access the Internet using mobile devices (Giddens, 2004; Zubok & Chuprov, 2009; Cherdymova & Cherdymova, 2009; Castels, 2000). This means that the speed of receiving information by residents of the country has significantly increased. It can be expected that the Internet can become the main source of information obtaining for a significant part of people living in the Russian

Federation, if not for the majority of them. This is happening against the background of a decline in newspaper circulation and the fact that people have started to receive news and other data from the media, the Internet. In order to survive as mass mediums, traditional mass media began migrating to the Internet, either creating direct copies of traditional versions of their publications, or organizing new completely independent mass media (Kinsbursky & Topalov, 2006; Barlow, 2004; Zdravomyslova, 1994; Hardt & Negri,

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2006). The interactivity and multimedia nature of the world wide web, which has become almost the only segment of the Internet used, became the opportunities that allowed the Internet to be used in organizing and self-organizing mass social and political movements. In some countries, when using the Internet possibilities, it was able to organize a network of social movements; in some states, there have been significant socio-political changes because of very anti-government movements that were organized and coordinated via the Internet. The Internet has played a significant role in these processes.

LITERATURE REVIEW

The Internet is a relatively new technical and social phenomenon. The phenomenon of mass media is a rather deeply developed problem. It should be noted that the Internet has brought a revolutionary change in the development of mass communication, greatly increasing the speed of dissemination of unlimited information, greatly enhancing, thanks to interactive features, feedback between the recipients and the senders. In such circumstances, traditional publishers and editorial offices of print media that use social capital in the form of trust of their audience considered it necessary to create copies of their publications on the Internet first, and then their expanded versions or even separate online media (Gordon, 1998; Almond & Verba, 1992; Bourdieu, 1993; Lesh, 2002; Nazarov, 2003). In connection with the emergence of social networks and the blogosphere as manifestations of a new information culture on the Internet, it is important to trace how the latter emerged and became so widespread. (Levikova, 2004; Marcuse, 2000; Pugachev, 1995; Putilina et al., 2019; Polikanov, 2002). It is important to note that social networks on the Internet appeared as activist projects aimed at mobilizing very public protest activity. In the future, they became the main means in various countries for mass mobilization of people to street public activity, including, first, peaceful direct actions, which are forms of direct democracy. At the same time, the press, which exists in the form of the Internet, also played a very important role in some cases, where it was stronger, overtaking social networks in importance (Buketov, 1996; Savelyev, 2006; Akhiezer, 2002; Gerasimiyuk & Solomovich, 2002; Cherdymova et al., 2017).

In this regard, it is important to note for this study that virtual communities in social networks were one of the main means of mobilizing participants in public protests in the Russian Federation. Thus, the Internet, which has features derived from the features of the Internet as a mass communication medium, has a significant impact on the Internet audience, including the part of it that takes part in public opposition actions (Pocheptsov, 2001; Melyukhin, 1999; Khanmurzina et al., 2020; Rakitov, 1991; Vinogradova, 2004; Zasursky, 2005). It

should be noted that the main component of new media is the possibility of constant feedback, the generation of content not only by a team of permanent professional authors, but also users, readers who, in the case of traditional media, do not have the opportunity to comment on the texts of articles, and moreover, maintain their own column within the publication, which is analogous to their own blog existing on the site (Solovyov, 2004; Chugunov, 2002; Turunok, 2001). It is worth noting that for most participants in rallies and protest demonstrations, the source of information is the Internet. In particular, such actions are covered by various bloggers on their channels. While for the majority of the country's population, television is still the main source of information. There is clearly a clear difference between the populations of the country, as a whole and the participants of protest actions. The Internet has become a distinguishing feature of people who took part in protest actions and support the opposition, which has its own specific features of working with information resources other than traditional media.

THE STUDY OBJECTIVES AND STRUCTURE

Using the content analysis method, it is possible to identify the specifics of the Internet as a mass communication medium, including as a space for protest activity. In particular, the review of articles and readers' reactions to them, highlighting certain semantic units for analysis.

The following research questions were raised in connection with the study:

How often do readers use articles published on the Internet?

What kind of tone of the story attracts readers more?

What websites do readers use in the first place?

What impact do publications covering street protests have on the audience?

Did they serve as a basis for making decisions about participation or non-participation in street protests? What way the political sympathies of Internet users are distributed? Do they differ from the political preferences of people who do not use the Internet?

What is the specifics of the Internet as a mass communication medium, including as a space for protest activity?

How is the new news system formed?

Does the blogosphere belong to news areas?

Do the Internet users use the resources of the blogosphere for news?

How often do readers pay attention to this type of publication?

In connection with the research questions posed, the following tasks arose:

- To study the role of using the Internet as a mass media.

- To identify the specifics of the Internet as a mass media
- To determine the scientific basis for studying the features of news coverage on the Internet.
- To determine the specifics of coverage of protest actions on the Internet.
- To analyze the possibility of using the content analysis method to study publication activity on the Internet.
- To describe the editorial policy of various mass media in the Internet space.
- To conduct a content analysis of coverage of the protests through the media of the Internet.

EDITORIAL POLICY FEATURES ON THE INTERNET

Studying the editorial policy in the Internet space, it should be noted that in recent studies of protest movements taking place in Russia, it was found that to a greater extent among the protesters they are represented by the less affluent class of the population, that is, people for whom buying a car is difficult, every third of the protesters can afford only the most necessary things in everyday life. In addition, almost four-fifths of the mass of protesters are people with higher education. The youngest (eighteen to twenty-five years old) accounted for about one-fifth of the audience, as did the older age group (sixty years and older). Among the protesters, people with higher education accounted for about 80% (less than a third on average in the country), among them there were more men (up to 65%), while the majority of the country's population were women. At the same time, it should be noted that most of the protesting people learned about upcoming events through the media on the Internet, while the majority of the population learns all information through television, and Newspapers and radio are practically not used for news purposes. It can be concluded that the development of the Internet has led to a fundamental change in the positions of the traditional discursive elite. The transformation of feedback into an archetype led to the fact that the monopoly on news information no longer belonged entirely to those who controlled both the news range itself and the media structures directly. Created as a tool for exchanging information within a narrow group of scientists, the Internet, while preserving the inherent structure of such a means of communication, has given hundreds of millions the opportunity to participate in building the agenda, and provided a broad basis for bringing people together. Traditional power structures retreated, but did not give up, they took a number of steps aimed at maintaining their positions in their hands, but in order to meet the new environment on the Internet, they had to transform towards greater openness - on the one hand, and make an attempt at the national level to

take control of the Internet, but purely by police methods, on the other. One of the ways the old elite can maintain its position is by creating online versions of print media. The analysis showed that they had a number of features that distinguish them from their printed progenitors. Elites in the course of mass street protests tried to influence their participants, who mostly belonged to active Internet users, through their controlled media on the Internet.

Based on the content analysis, we can draw a number of significant conclusions: the tone of the report, its evaluation accents are placed in accordance with the editorial policy (100 % of cases), which is determined by the political affiliation of the media owners. Thus, editorial offices that depend on the government or business close to the circles of government, when covering protest actions, adhered to the focus on problematization of the actions of demonstrators, on the initial planned nature of the actions of the organizers, after reading them, an opposition supporter could have the effect of demoralization. At the same time, Internet media that are independent of the Russian government and support the opposition, as well as foreign media, focused on police brutality (98% of cases), on facts that emphasized the presence of police provocateurs among demonstrators (12% of cases), and on the fact that the police were prepared in advance to disperse the demonstration by force (72% of cases). In General, the thesis that the government and the opposition formulate the definition of situations, that is, mental models, during the coverage of protest actions and try to control public events through this mechanism was rather confirmed. We must admit that the actions of traditional mass media to intervene in the Internet were successful. During street protests, many journalists from traditional media outlets used their influence on the audience. This role of journalists can be explained by the fact that they are sensitive to social events and changes, have a broader Outlook, a literary style, and the ability to work with information. If we assume that the presence of a media resource allows journalists to influence the government and the opposition, then we can safely conclude that the media resource leads them to leadership positions. With the advent and development of social networks, this opportunity has appeared not only for professionals, but also for bloggers. Given that today the media resource is almost the only one that can influence the government, it is easy to see that the growth of political activity on the Internet is going in the direction of the development of private and collective actions aimed at creating mass media.

Analyzing the features of coverage of street protests by mass media on the Internet, we can distinguish the following: when covering street protests by mass media on the Internet, there is greater efficiency and no restrictions on the placement of material, it becomes possible to cover these events more fully and quickly. At

the same time, protest actions presented by the media on the Internet can be ignored in their printed versions.

The mass media on the Internet conduct quite an intensive discussion in the comments to the material or on the forum, which is not possible in the printed version of the publication. The discussion also continues in social networks, where users also post hyperlinks to the material.

The power of the owners over the publication, as well as in the printed version, exists, and the political positioning of the owners or persons holding a controlling stake coincides with the editorial policy. This power is shown less harshly by the mass media on the Internet than in printed versions. We can assume that this is because too tendentious publication, if it suppresses the topic, will not get the required number of visits, which will affect the rating of this resource.

CONCLUSIONS

The Internet has become truly comprehensive, thanks to programs and browsers that allow you to present information to the user in a simple, convenient and understandable way. The presence of features specific to mass media in the Internet versions of print media and sites registered in this capacity makes them more interesting to study than if the subject of attention would be purely activist network resources, social networks or relevant segments of the blogosphere. In self-organizing and organizing citizens to participate in mass protests, the Internet, including social networks, was actively used.

In this situation, the authorities have taken steps to neutralize protest activity. One of the fields where the authorities and the opposition clashed was media discourse. The struggle for control of it unfolded primarily where the opposition drew its supporters - on the Internet. In addition to the self-organization of citizens, there were also stable political structures that sought to either support and develop civil protest, or lead it, or direct it in a direction favorable to the authorities.

For these purposes, as it turned out, the mass media on the Internet were actively used. It was through them that the struggle of the authorities over the discourse in which the coverage of events related to protest activity in Russia developed was carried out. In this regard, in order not to lose contact with the audience, which rapidly began to move to the Internet, traditional mass media began to create first representative offices, copies of printed mass media on the Internet, and then independent Internet mass media. A new news structure that is rapidly forming on the Internet, understood as a blogosphere, United, was able to assert itself as a factor of social action, it was able to mobilize in different countries with varying degrees of success to participate in street protests, declaring itself as a political force capable of direct action. The agents of such distribution will be social networks and mass media in the Internet space. Mass media in the Internet space in Russia are more reliable and of particular interest. They are in a borderline state, being at the same time both in the traditional form of a printed publication for modern times, and in the form typical for post-modern times on the Internet. The fact that Internet sites have the status of mass media in accordance with the law *on mass media* makes it possible to consider the information transmitted by them as more reliable, since such resources have a legal responsibility arising from their status. Online versions of publications differ from their printed versions, so often materials published on the Internet are not included in the printed version, which allows us to consider the Internet versions as partially independent units. The level of opportunities provided for commenting or even providing individual site users with the ability to maintain a personal blog allows partially one to track the feedback of the site's audience and a specific resource.

The Internet is so powerful for feedback, both positive and negative, that we can say that feedback is becoming antiderivative. News culture on the Internet is the basis for spreading it in the field of politics.

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