

PROMOTION OF JOURNALISM BLOGS IN SOCIAL NETWORKS

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Now the journalism – developed branch of human activity, is transformed into the digital world and is competitive in the labor market. To «survive», the media are improving not only technology, but also methods of collecting, processing and disseminating information. Blogging journalism is a universal way of disseminating information, the advantage of which is speed, convenience and mobility. Blog texts are created through observation, interviews, document analysis, etc., based on a thorough search for and verification of information by analyzing and comparing contradictions and hidden information to end with a brief report on a socially important event or

series of events around a weighty person or a certain situation.

Blogging journalism has become the subject of research by scholars A. Kuznetsova [1] I. Wise [3], M. Rudik [4] and others. However, they do not touch the issues of blog promotion in social networks.

Therefore, the purpose of our study is to identify methods of successful blogging and promotion in the media market, the implementation of journalistic materials.

Blogging is a new type of journalism and a significant effect of its mobility has a way of communication – it is a continuous flow of comments and exchange of information. A blogger cannot definitively determine an audience, because developed methods of blog promotion (advertising in social networks, additional technical possibilities of reposting and distribution) allow to cover a wide public and to be open for discussion which can be joined by ordinary people, opponents or simply people not indifferent. Views may not always coincide, because blogging is the subjective opinion of the author, the interpretation of events, which traditionally goes the reaction of the audience. Journalistic blogging should set the occasion for discussion on socially important issues, it is an opportunity for online communication and constant exchange of ideas, provides a rapid spread of information on the network, unlike traditional media [2, p. 152].

The number of blog views is the most important in the blogosphere, because the popularity of the blogger and the creation of content depend on it. The author should focus on the visitors and express their needs. The attention is focused on the reader or viewer who demands news. It is *roskrittya* sensations, facts about events and phenomena is the main goal of both journalist and blogger [1, p. 119].

The advantage of blogging is a communicative component, which is to conduct live broadcasts without time constraints and schedule. And also the blogger is independent of the editorial board storyteller, which gives the opportunity to express a subjective opinion and diverse coverage of a particular problem. Blogging is not affected by restrictions on media freedom, censorship and other legal factors, does not refer to offenses and does not provide for criminal liability. However, blogging is not recognized by the National Union of Journalists of Ukraine and the International Federation of Journalists, which indicates an independent activity of a blogger.

The recognizability and uniqueness of the blog is important, and it is this that ensures the arrival of the audience. At a time when traditional media describe an event objectively, the blogger can bypass the well-known facts and explore the details, thereby making a narrowly focused search, which the mass media may later resist. The theory of relatability means self-propaganda on events, gaining a lot of publicity, “making a name for themselves. Thus,

when the media is chasing a complete picture of the event, the blogger can compose them with little known trivia, nuances that can either complement or change the mass perception of the event [4, p. 268].

Of course, any mass media, including blogging, cannot do without periodicals. Constant communication with the reader or viewer significantly affects the promotion of the blog. It is worth remembering that the audience must be constantly «fed» with new facts and «sensational» answers to comments.

So, interactivity is the uniqueness of blog journalism and the most important method of promoting a blog in the media space, which is influenced by various factors. In fact, the author himself shapes his blog and his audience, sets the mood and leads to recognition, because blog journalism is the constant presence of the author and his reaction to events and comments.

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