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ELECTRONIC MEDIA: CHOICE IN RESEARCH APPROACHES

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ABSTRACT

Mediatization of society, which causes changes in the management of functional structures and adequate means, today acts as dynamic and visual process of social origin. External diversification of information and communication technologies forms processes in various areas of people`s life and studies internal disagreements.

The expansion of the scope of influence of electronic “media empire” on various areas of people`s socio-cultural activity attracts attention to the problems of media mediator and media management. In general plan, |the media” term can define the totality of symbolic means and events. According to results of years-long analyses, one can say that the study of management process through media shows that for a human being the symbolic thought of events is more important than the reality.

The main role of modern electronic media is changing the opposite attitude formed in the era of written texts. It is difficult not to agree with this view because in the electronic media world, “supply source” is seen as knowledge about the world and human being.

Electronic media acts not only as a dynamic complex of tools of description of modern culture, but also as a representative of combination networks. They foster, in an extreme manner, a traditional exchange of experience between symbols and views.

Created influenced by the electronic media, new forms of logical and emotional intellect define the development of areas such as culture, education, science, arts, politics, and economy. They differ by the structure of interactive comprehension of life problems, that is, by symbolic form

and language. Their main tool is periodicity of communication, its design and self-emerging essence.

Keywords: Mass Media, Modern Media, Media Means, Study, ICT, Methodology, Media Reflex

INTRODUCTION

In the modern socio-cultural practice, the study of the impact of media outlets and events on the structure and consciousness of society is acquiring topicality. Mediatization of society, which causes changes in the management of functional structures and adequate means, today acts as dynamic and visual process of social origin. External diversification of information and communication technologies forms processes in various areas of people`s life and studies internal disagreements.

The media can act as a fundamental indicator in the fields of semantic language, methodological and socio-cultural exchange. The experience of research in the field of management through the media is today linked to the diversity of informatization contexts. Given codification of social information and the special role of logical knowledge in the formation of the modern system of world description, the contemporary stage of informatization is equaled to digital civilization. This necessitates the studying of the changing

impact of the leading type of communication and global changes in the field of management of social resources.

Mediatization of society as the main factor of changes

V.Stepin`s works are the focus of attention when it comes to studying the processes related to difficulty of criticizing the mechanisms of control in the field of communications (Степин В., 2000). Communication can be studied through learning the management system through the media. As the leading means of communications, special attention is paid to electronic media. They present a complex means related to various types of heterogenic information in communication networks.

The main role of modern electronic media is changing the opposite attitude formed in the era of written texts. It is difficult not to agree with this view because in the electronic media world, “supply source” is seen as knowledge about the world and human being (Корконосенко С.Г., 2001). Mediatization of society is studied as the main factor of the

changes in experience structure of socio-cultural projecting and establishment.

Created influenced by the electronic media, new forms of logical and emotional intellect define the development of areas such as culture, education, science, arts, politics, economy. They differ by the structure of interactive comprehension of life problems, that is, by symbolic form and language. Their main tool is periodicity of communication, its design and self-emerging essence (Большая энциклопедия, 2006).

Today the formation of adequate educational projects and strategies under new conditions is not quite clear. The study of this problem is poorly or one-sidedly covered. But in many conceptual approaches and in the context of public and cultural activity, the issue is underlined.

The expansion of area of influence of electronic “media empire” in different fields of people’s socio-cultural activity, causes interest in media means and media management problems. In a general plan, term “media” can define the complex of events through symbolic means. (Дженнингс Брайант, Сузан Томпсон, 2004) The results of years-long researches suggest that studying the management process through the media shows the symbolic opinion of life events is

more important than a reality described for a human being.

New media will change the meaning of geographical distance

The new media features the new technology of the mass media and easier, shorter information. All electronic information websites, electronic newspapers, social networks and most importantly blogs form the fundament of the new media.

Until 1980s, all media outlets consisted of information based on print or analogue image, that is television and radio. But in the past 25 years, very serious changes and development have been made in the distribution of information and its delivery to society. This was possible thanks to the Internet and computer. And the old media means themselves paved the way for the development of new technologies (Терин В.П., 1999)

According to Newman, we witness the evolution of the audio, video and electronic text communications, universal network of coordinators that eliminates the difference between customer-to-customer ties and public and individual interests of the masses.

He believes that the new media will change the meaning of geographical distance, contribute to big increase in the size of

communication, boost the speed of communication, and create opportunities for interactive communication.

New requirements emerge for electronic media cadres

Unlike in traditional journalism, people working for Internet-based electronic media face special requirements. Apart from writing articles, Internet journalists must be capable of working with audio and video material, and have designer skills. There are now more than 150 million websites, and their number is rapidly growing (at least 60% growth on a yearly basis). Such websites cannot be created, constantly provided with content and developed only thanks to journalists.

Previously not everybody could write and read. So the limited number of secretaries, teachers, mollahs had these capabilities. With the development of society every pupil at schools was encouraged to learn the basics of reading, writing and calculating with the aim of eliminating illiteracy. As a result those who finished schools were able to read, write, and express their opinion in any form. In other words, people started to work with documents, read and write books, articles, or make certain material in their everyday life.

Journalists make articles and news stories for newspapers and journals, radio and television.

And a similar situation is emerging now. Under the conditions of abundance of information, the army of journalists is unable to create and regularly update websites. So citizens should master the skills of making websites, text, audio and video material, work with design software starting from secondary school.

The development of the virtual space expands the opportunities of getting, collecting, processing and transmitting information through the Internet. Certainly such opportunities contribute to the qualitative development of journalists. Certainly such opportunities have led to quality changes in the activity of journalists too. In electronic media journalists no longer need to give a wide description of various terms or images while making text (content) because detailed information, description photo and video material can be achieved through visiting encyclopedia-type websites via active hyperlinks. They also have opportunities to manage the content. Depending on the knowledge of users, the content can be in different sizes and have different semantic weight. A flexible content emerges, which can be changes in accordance with the level and will of the user. While working with websites, Internet users are today meeting

their demand for information through accessing various online sources via hyperlinks.

Amid rapidly growing information abundance, definition of the necessary information, perception of it through sense organs, and expression of an opinion requires too much time and causes some problems because of biological limitations. Therefore the developing information society conditions the necessity of the emergence of the new genre, the new technology of description and presentation of information, which is quickly perceived by people, and is small in size, but has big semantic weight. According to observations, these problems find their solution through the manifestation of the Internet genre, which has symbiotic and abstract features. In comparison with semiotics-based text-type information, the Internet genre has big opportunities, putting emphasis on audio-visual, multimedia-type information. And there is no doubt that this genre will improve in accordance with the pace of development of advanced information technologies.

The following reality should be taken into consideration: The virtual world now allows working for a media outlet which is located in foreign country, collect material for it. This

paves the way for the transmission of information about any event in any part of the world to any other place. Moreover advanced technologies allow people with physical disabilities to be engaged in internet journalism. All this are main factors stimulating the expansion and development of the scope of coverage of the Internet journalism.

Comparative analysis once again proves that time changes, with each era having its own requirements and challenges. Meeting the requirements of the era stimulates sustainable development.

Core components of new media

The new media mostly consists of electronic newspapers or electronic news agencies, search engines, social networks, wiki and editable websites and blogs.

There are different kinds of electronic news agencies – both with open and closed content. Open content websites allow to get information at any time. But breaking and on-site news is available upon payment. The new technology allows to get this news through electronic payment system.

Social networks are the most popular means of communications among people, especially among youth. They eliminate the notion of

distance. Most popular among them are Facebook and Twitter.

The most important godsend of the new media is search engines. These systems have large budgets, and the main goal here is exchange. Taking into account that social relations play a crucial role here, the closure of social portals can have very grave implications for search engines. Therefore they make huge investment in this kind of priority websites.

Blogs is the new type of media which is striking fear into contemporary journalism or traditional journalism. Everyone can today become an amateur journalist, more precisely a blogger. Although they lag behind professional journalists, bloggers have already started to shake the Internet journalism. The reason is in some cases a piece of news is spread more quickly through a blog.

And first news comes first when browsing the search engines. The blogs are also capable of distributing accurate news because they do not face any censorship. Blogger-reader relations are one of the most unusual types of relationship. They are not like relations between newspapermen and readers, or television employees and audience. Relations here are more individual and dynamic. If in the case of newspaper and television audience

dictates, the situation is completely different here because television and newspapers serve audience, but the blogger serves his own interests. Bloggers have already started to occupy their worthy place in the new media.

New media causes emergence of modern study areas

What are the features of external manifestations of the emergence of new management processes through media means? Electronic media acts not only as a dynamic complex of tools of description of modern culture, but also as a representative of combination networks. They foster, in an extreme manner, a traditional exchange of experience between symbols and views.

The results of researches suggest that mediatization of society and culture is linked with the distribution of social information and elaboration of the new electronic means. The interest in the issue of mediatization of society has grown based on the study of socio-cultural transformation. The media is a particle, but the human mind tries to comprehend it. This also affects the world picture. (“third culture” I.Prigozhin (А.И.Пригожин, 1995), “third wave” O.Toffler (Тоффлер, Элвин, 2004), “third civilization” F.Sagasi).

Structural networks of the contemporary electronic communications can be viewed as a medium on the level of reflexive challenge of human consciousness. The problem of studying the mechanism of media reflex does not only mean the selection of the new strategy of managing multimedia information flow, but also features a wide range of questions related to the adaption of social culture in the modern world.

The growing interest in studying the phenomenon of mediatization can be found in various areas of scientific cognition. The development of media institutions has paved the way for the emergence of research areas such as media phenomena, media philosophy, media psychology, media pedagogy, media linguistics, etc.

The complexity of the process is linked to the study of cardinal directions and social reforms of prosperity related to non-stationary dynamics with exceptional features.

The main problem is that the modern media range included in the system properly defines its place washing off the borders of “effectiveness” it embraces universality. But social ranges that contradict each other are not considered complete. There is a necessity to study the question of how justifying the claim

to various formats and sciences created under the influence of electronic media is.

The study of many aspects in this area is associated with the concept of the symbolic, gradual development. This allows making objective judgment of the formation of the new communication means of the media and comprehension standards. The question of the study of the mechanisms of media reflex needs special attention, and they are based on experience management of collective and individual cognition(Марков Б. В., 2003).

These and other questions unavoidably include the study of the mechanisms of media reflex supporting collective and individual cognition. The formation and evolution of media reflex is considered a historic event.

Based on activation of various sensor channels of human comprehension, the method of expression in the media acts in terms of the unity of different languages. Heterogeneous space, dynamic cooperation ensure the formation of subjective mutual influence in new open spaces through developed means.

At the same time the establishment of the modern media leads to intensification of the network of mechanism of complexity, relations and contacts among individuals. They provide for the application of the

principles of independence of time and place in the execution of global technological and social projects. According to specialists, these “virus” events mean stable activity of social structures, rules of time and place, progressive mutation of the means of transmitting social information, the application of control in communication system, the change in the used opportunities, etc. (Рашкофф Д. Медиавирус, 2003).

We believe that the media, mechanisms of relevant forms and media reflexes can be studied as an important factor of social self-regulation and rehabilitation. Here the forms and mechanism processes of media reflexes make the basis of sociogenesis. So the process of evolution of emotional and logical intellect lies at the heart of management through the media.

The emergence of modern media means creates difficulties in the study of the new comprehension area of collective cognition, which is remarkable for its unstable and non-diverse content. This approach paves the way for studying the terms and methods of social forms and mechanisms, and the system of complexity of social relations (Нургалева Л. В., 2010).

CONCLUSION

Analysis suggest that in study experience natural and media influence paves the way for a deeper approach to the study of expression through the media. In addition, in order to see the deepness of problems in the development of modern forms of media courses, media expression models should be elaborated. In general, the problem is associated with refractory management of social culture changes caused under the influence of the process of the expansion of the practice of modern media production.

The results of the analysis of media structures suggest that it is necessary to study refractory practices of network relations acting on behalf of logic. The modern media system forms the scope of network of the mindset of the social organization.

So the foundations of influence of modern media institutions and phenomena on social structures and human consciousness are widely studied. The problems of studying the forms and mechanisms of media reflexes is seen as an important aspect of the research.

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