



Functioning blogs in russian mass media

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Abstract. A number of innovative technological processes taking place in the modern mass media system have determined the process of transition to a new type of communication - civil journalism. Competition began between traditional media and the so-called new media, which marked the era of web 2.0. This period in the development of media is marked by the active role of the audience, its interference in the functioning of the media. Active development recently received the blogosphere, which makes relevant and relevant research in this area. The article is devoted to the specifics of Alexei Roshchin's blog in the electronic version of Nezavisimaya Gazeta. The choice of this author is due to his popularity among readers, leading positions on opinions, reports and comments on the records. The problem is revealed - thematic originality of media texts, as well as language, stylistic features of messages.

Keywords: blogs, russian mass media, Nezavisimaya Gazeta.



1. INTRODUCTION

“Nezavisimaya Gazeta” (Independent Newspaper) was founded by the Moscow City Council 27 years ago, became one of the first independent mass media in the Soviet Union and Russia, and later became part of the media holding of Boris Berezovsky. At the moment, the owner, the general director and the editor-in-chief of the newspaper is Konstantin Remchukov.

The electronic version of the newspaper “Nezavisimaya Gazeta” has been in existence since 2013. The heading "blogs" is designed in traditional style for the site. In the middle of the page are two columns, in the first "Recent Records", and in the other "Popular Records." On the right side of the page is a list of "Top-Best Bloggers", which consists of ten authors.

2. METHODS

The research is based on the structural-functional, content, comparative-comparative methods of analysis, which made it possible to reveal the essential features of the specifics of blogs in the publication.

Thanks to the wide dissemination of civic journalism, this topic has received sufficient attention in scientific research [1; 2]. Various aspects of their functioning and development have been studied: linguistic means [3; 4], ways to influence the audience [5], the use of manipulative technologies [6; 7].

3. RESULTS

In the electronic version of "Nezavisimaya Gazeta" there is a separate rubric "Blogs". The very first blog was created on March 3, 2013 by Stanislav Minin. On the same day he published his first post. From now on that moment the rubric "Blog" has become permanent. that moment the rubric "Blog" has become permanent. According to 2017, there are more than 200 bloggers on the site. In general, bloggers predominate in men.

Anyone can create a blog in an electronic newspaper and share their opinions. Bloggers on the site "Nezavisimaya Gazeta" have unlimited freedom of speech, as indicated by the red banner on the site: "The opinion of the authors may not coincide with the position of the editorial office of the" independent newspaper ". The contingent of bloggers is wide. Among them there are professional journalists, political scientists, sociologists, psychologists who share professional opinion, as well as ordinary citizens who want to express their opinion. The topic of the posts is diverse, mainly politics, economics, international relations, media, religion, revolutions, wars, etc.



A distinctive feature of "Nezavisimaya Gazeta" bloggers is that they, as a rule, tend to monitor key events and trends. Traditionally, the Nezavisimaya Gazeta is discussing really relevant and real issues for the expert society.

The authors respect their readers, they do not find in their records the material of their "yellow" press, hidden advertising, public relations of famous people. Of course, there are resonant materials, but there are not so many of them in the tape. Despite its obvious criticality, the bloggers of the publication responsibly approach the material, they do not have blind criticism and opposition.

Among the bloggers of the electronic newspaper, one can find the opinions of different experts from different sides: from United Russia to the opposition. Among experts who express their opinion, one can meet scientists from leading institutions.

In the "Top-Best Bloggers" you can find such names as Alexey Filatov, Alexei Roshchin, Leonid Radzikhovsky, Garik Sarukhanyan, Konstantin Sonin, Mikhail Solomatin, Victor Myasnikov. Among them there are professional journalists, and amateur bloggers. This means that readers of Nezavisimaya gazeta are interested not only in expert opinions, but also in opinions from ordinary citizens.

The site has established a feedback. Bloggers communicate with their readers, respond to their comments, discuss, communicate with them. Users of the Internet are deprived of ancillary means: voices, diction, facial expressions, and to compensate for virtual communication and to compensate for the emotional deficit, smileys are applied.

In addition to the smileys to convey their timbre, or to increase their focus on a certain part of the text, Nezavisimaya Gazeta's bloggers use CAPS Lock (capital letters). The inadequacy or inability to transmit colors, sounds, movements on the Internet, bloggers compensate with sign analogues - many numbers exclamation marks, means from other speech genres.

Blog - since it arose relatively recently, is a particularly valuable linguistic phenomenon for modern linguists. To study the language of bloggers, it is necessary to take into account the peculiarities of its functioning on the Internet, taking into account the complex interaction, some open set of factors with the initial inclusion of a person in the social and cultural context of interaction on the Web.

At the same time S. Herring believes that the electronic language is a functional kind of language, rather than a functional style, due to a number of properties that differentiate the concept of "style" from the concept of "sub language" or "variety of language." These attributes include



the notable presence of neutral elements of the literary language, the non-normative means of the language, which, in this aspect, bring it closer to the language of the media. "This variety of language is not stylistically open and can not be reduced to any of the functional styles and other functional varieties of language. The language of bloggers can not be associated with any special sphere of communication or with the type of discourse (scientific, religious, educational, etc.). And this variety of language, along with specific zones and functions, "serves and ordinary" human communication "[8].

The basis of a single text space is the conceptual position of the author of the "Nezavisimaya Gazeta". When writing, the blogger uses the usual style for him, relies on his preferred language turns, means of artistic expressiveness, speaks out in his usual manner. Adhering to its intention, the blogger selects the material necessary for him.

4. DISCUSSION

Bloggers have a bright, memorable style of writing, an individual style, which is characteristic only of them. This style is developed in the course of their work, and reveals in the blog their personal "I". Of great importance are the objectivity and maturity of the facts.

Each successful blogger has a special quality of personality that is acquired in the course of work in this activity. When forming a creative individuality, a person uses natural talent for successful activity. To achieve the set goals, he must have an individual style, namely a set of functional elements. The peculiarity of the blogosphere, is that freedom of speech is widespread in it: everyone can express their opinion on this or that matter.

The author of the blog can not be afraid that he will be accused of subjectivism, since this form initially provides for a subjective opinion. The audience understands that this is just the author's view, and no one is forced to listen to him. And it is likely that it is in some blog readers will find answers to their many questions.

Specificity of blogs in the publication is examined by us on the example of the analysis of texts by Alexei Roshchin. The analysis is based on the author's publications in March-April 2017. His blog, Alex Roshin leads since March 2013. During this time he managed to publish about 170 records. The choice fell precisely on this blogger, as he ranks second in the top of the top bloggers of "Nezavisimaya gazeta", leading the views, reposts and comments under the records.

Alexey Roshchin by education - a social psychologist, political scientist. The subject of his blog is diverse: mainly about the political, economic and social situation in Russia and the world.



Another reason why Alexei Roshchin's blog attracted us is that he owns most of the posts in the "Popular Records" column.

Alexei Roshchin used to be shocked at times with his revelations, which differ significantly from the classical position of society. On the Internet, the blogger is known under the eponymous, sonorous pseudonym "Shoemaker". That is why his posts are interesting not only for his audience, but also for a wide range of readers.

Analysis of records shows that the blogger is a great fan of sports. Here, too, does not do without criticism, for example, in the address of Russian football. Post "Spartacus - champion" [9] has collected a large number of comments among the latest entries Roshchin.

It should be emphasized that in the posts and comments of Alexei Roshchin there are quite a few words of crude expressions. The blogger does not hesitate in speaking out to both politicians and citizens. The reaction of users is logical: they express discontent, calling Roshchina vain and suffering from a lack of attention to her personality person. Many users in the comments to the blogger express a sense of gratitude, calling his position right, and thought - clearly formed. Most of A. Roshchina's posts are devoted to responses to other media publications.

However, the author does not always adhere to liberal views. For example, in the material "Putin for Trump is the ideal figure for surrender" [10], under the wrathful pen of the blogger, the US president, Donald Trump, got himself. The material is saturated with patriotic motives, the author is offended by his country and politics. Unflatteringly speaking about the US president, Roshchin blames him for "self-cleaning" at the expense of Putin.

The blogosphere is a platform for self-expression, so there are no clear boundaries on design. Posts Alexei Roshchina vary in volume. The smallest post consists of 20 lines, and the longest - more than 80 lines. The author likes to break the text into stanzas: four, or three lines each.

Punctuation and spelling in Alexei Roshchina - author's. By structure, - offers are complex, long; can contain various punctuation marks. To emphasize the word, the author types them in capital letters: usually this way the letter expresses the author's heightened tone.

The author's writing style is free: he writes as if he is talking to his reader: the usual spoken language. One of the secrets of his success is that he himself is an active participant in disputes under his posts. A. Roshchina is always ready to answer any question and a caustic comment, so reading the discussion in his blog is really interesting.



Alexei Roshchin is not shy in the expressions, almost every material contains sarcastic, sarcastic comments, for example, "trolling", "dumped quietly", "important bumps", "insignificant", "our breadwinner", etc.

It should be noted the citation of the classics of literature, which is intended to more clearly outline the contours of the phenomena described. Thus, in the material "opponents" of Plato @ behave infantilely, "the blogger quotes the lines of Alexander Pushkin, and in the article" The situation in Syria - this terrible deja vu for Putin "refers to the hero A. Griboyedov" Woe from Wit "-" On Chatsky - "I run, do not look back."

Since many of his posts in the "Independent Newspaper" Alexei Roshchin posted from the "Live Journal", there are not many comments under the posts. The maximum number of ↯- 6, the minimum - 0.

It is worth noting that the views and reposts in A. Roshchin's materials are several thousand. The maximum number of hits recorded - 29463 thousand, the minimum - 1161. The maximum number of reposts in social networks - 39, the minimum - 1. Based on this, it follows that Alexey Roshchin's blog is popular in the open spaces of the "Nezavisimaya Gazeta".

Many comments are left by anonymous users or under a pseudonym, which makes it difficult to determine the audience characteristics: social, gender, and others.

In order to strengthen the strength of the statement, the author resorts to the use of capital letters - CAPS LOCK. Color, sound details, as well as other elements of communicative dynamics are replaced by analogues (a large number of exclamation marks, etc.), which to some extent eliminates the present emotional deficit, compensates for anonymous communication.

5. SUMMARY

After analyzing the blog of Alexei Roshchin in the electronic newspaper Nezavisimaya Gazeta, the following conclusions were drawn. Alexei Roshchin has been writing his blog in the Nezavisimaya Gazeta since March 2013. During this time he managed to publish about 170 records. The blogger takes the second place in Top of the best bloggers of "Nezavisimaya gazeta". He has more than all views, reposts and comments under the records.

Most of Roshchin's posts are devoted to responses to other media publications. The author's writing style is free, he writes as if he is talking to his reader, the usual spoken language. Suggestions for Alexei Roshchin are difficult to build, long, they can contain various punctuation marks. To emphasize the word, the author prints the word in large letters. Usually so, when writing expresses, the author's heightened tone.



In the blog Roshchina feedback is established with readers, many of whom the author answers. The posts have over several thousand views, reposts and comments.

6. CONCLUSION

Prospects for the development of the topic are connected with the study of various aspects of the study of blogs in the mass media. Using the material of various authors, comparative-comparative analysis of media processes opens a fundamentally new understanding in the interpretation of events. The processes of globalization, dynamism and the tension of the international situation pose new challenges for researchers, require new solutions.

CONFLICT OF INTEREST

The authors confirm that the presented data do not contain a conflict of interest.

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