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Professional identity of a journalist in a media environment

Annotation. *The relevance of the study is determined by the fact that in the conditions of media convergence, the transformation of the journalist's activity takes place, and therefore new types of skills that a specialist should possess become in demand. The editorial offices of modern mass media acquire new characteristics, and each employee adapts to the changes in his own way, which affects the results of his work and the activities of the team as a whole.*

In the information age, when communication becomes a form of life and almost anyone can become a communicator, the issues of a journalist's identity need to be understood not only as socially necessary, but also as personally significant. There is a need to understand the ongoing processes in order to understand how the journalistic profession will be transformed, and what journalists who have entered the era of convergence will have to adapt to. Much depends on the extent to which journalism can move away from its traditional strategies and adopt innovative approaches.

Keywords: *media convergence, mass communication, professional identity of a journalist.*

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Introduction

The integration of new technologies into journalism has contributed to the convergence of information delivery methods. The conceptualization of the professional identity of a journalist is conditioned by a new interpretation of the features of the information environment as a prerequisite and result of the formation of the personality of a journalist in modern conditions.

The factors that influence the identity of a modern journalist include the professional context and the specifics of the organization in which he works, as well as the technological component that obliges the employee to master new ways and platforms for promoting information.

The need for mass media to comply with modern technologies, which arose due to the changed demands of the audience and the fierce competition in the media market, caused the emergence of such a phenomenon as convergence in journalism. Of course, the digital revolution has provoked the convergence and multimedia transformation of the mass media. One of the main factors in the emergence of such problems was the radically changed consumer demands over the past decades. The role of information has also changed significantly. The addressee began to perceive and consume it differently.

Research methodology

Scientists who analyze the process of convergence (from Latin *convergo* - "converge"; English convergence - "convergence at one point") in different branches of science, such as biology, medicine, economics, chemistry, etc., give different characteristics to this phenomenon, since it is impossible to limit all the ambiguity of the term to a short definition.

The theorist of journalism M. M. Pavlikova offers the following formulation: "This is the distribution of the same content product through different channels, by different means. In a broad sense, convergence is understood not only as the mutual influence of phenomena, but also as the interpenetration of technologies, the blurring of boundaries between them" [1, 12].

As applied to mass media, it is a process of integration, merging of information and communication technologies into a single information resource, blurring the boundaries between them. At the same time, the monomedia environment is replaced by a multimedia one, and a new form of communication - interactivity - appears.

Since the seventies of the last century, this concept has been used to reflect "the blurring of boundaries between media as means of mutual communication, such as telephone, mail, telegraph, and as means of mass communication, such as the press, radio and television" [2, 15].

"Convergence, as noted by Professor E. L. Vartanova, is a process that in the coming decades can completely change not only the media and communication systems, but also the various industries associated with them" [3, 39].

Obviously, if radio lets you know *what* happened, television lets you see *how* it happened, and the newspaper the next day lets you know *why* it happened, then, thanks to the influence of the Internet, the answers to all these questions are contained in one journalistic text.

As a result, we get a completely new product that has unique properties, production technology, and perception features. Based on all of the above, we can assume that in the near future there will be a trend of media development in the global network, which will eventually inevitably lead to the creation of convergent editorial offices.

However, the full transition of mass media to the Internet should not be expected.

Convergence is becoming synonymous with backbone transformations in the media sphere. One of the most significant models of mass media promotion is rightly considered to be convergent editorial. Its concept is to bring together different media formats: traditional - print and broadcast, as well as online and mobile. Of course, this process develops in different countries in its own way, since it is influenced by some external factors: the level of development of the Internet, the mobile industry market and ICT; the number of Internet users; the specifics of the media market; issues arising in the legislative sphere of the country, etc.

Media analysis showed that back in 2006, the world's media reported on the move of The Telegraph Publishing Group to a new location in order to unite in one workplace the employees who prepare the print and online versions. "Reporters and staff from all other departments are located on the ground floor and work together to produce content for the website, daily and Sunday editions of the newspaper.

In 2009, the new building also housed the teams that produce "The Guardian" and "The Observer" newspapers, as well as "The Guardian.co.uk" website. Print and online journalists are divided into groups of 5 to 28 people, including reporters, editors of the department in the newspaper and on the website, as well as the group manager" [4]. After a while, from the same media, it was possible to learn about the creation of new editorial offices, in addition to the United States and England, also in South Africa, Norway, and Denmark.

In Russia, the editorial office of "The Komsomolskaya Pravda" newspaper was one of the first to follow the path of convergence. In addition to the paper version of the publication, it began to update the information site daily, introducing audio and video publications that are not

typical of newspaper publications. Radio "The Komsomolskaya Pravda" kept the audience up to date with what was happening in the country and the world around the clock. Publishing house "KP" and all its projects ("Komsomolskaya Pravda", "Soviet Sport", weekly "Football", "Express Newspaper", Internet site kp.ru, press center) became the basic platform for creating a unique radio station. The merger of technologies allowed us to cover different genres: news, blocks of useful information, talk shows, socially significant and musical programs, entertainment programs.

Over time, the editorial offices began to allocate individual journalists who prepared various content for the site, edited the materials of the main editorial office, supplemented them with photos and videos. Some Internet departments, such as the Internet editorial office of "Komsomolskaya Pravda", were transformed into publishing services that brought together programmers, designers, typesetters and a large staff of publishing editors." A number of Russian business newspapers - "Vedomosti", "Kommersant", and "RBC Daily" - have also changed their traditional editorial formats to convergent ones. Now they are producing a fundamentally new information product.

As our analysis has shown, the process of convergence in many countries of the world is successfully mastered by regional publications. This also applies to the practice of the Kazakh mass media.

Journalist Gulim Amirkhanova, in her review, called "Kazakhstan. Examples of a successful transition to a convergent format" tells about the first successful interactive, multimedia projects in the country and their originality. Available at: URL: <https://newreporter.org/>.

The city newspaper "Uralskaya Nedelya" became a pioneer in western Kazakhstan. In the first days after the launch of the uralskweek resource.kz had ten thousand views a day. The most popular categories were "Good to create" and "People's News", one of the main tasks of which was to support people who were in a difficult situation, to help seriously ill children in Uralsk to get the necessary treatment. So, in one of the issues it was reported that, thanks to the organizational activities of journalists, the newspaper's readers, together with the "Zhulduz" foundation, "helped four-year-old Angela Dautova to regain her sight."

With the transition to a new format of the Kostanay city newspaper "Nasha Gazeta", which is located in Northern Kazakhstan, the structure of the editorial office has changed. Following the journalists convergent and multimedia forms of work in the media ng.kz photographers began to use it. Many enthusiastic responses from readers were caused by the story of Nikolai Solovyov, who managed, thanks to a flip camera, to capture a spearfishing. "At the same time, it turned out," writes the media, "that with the help of the gadget, you can take interesting photos under water."

The innovation was distinguished by three editions of the TV channel at once Otyrar-tv.kz representing Southern Kazakhstan. They were the first media outlets in the republic to launch different versions of the website: in Russian and in the state languages.

The new mass media is characterized by the speed, interconnectedness and two-way nature of electronic communication of both the sender of the message and the audience. It should be emphasized that the current stage of development of information technologies, new mass media allow you to organize a dialogue with the audience in real time. The Karaganda newspaper "Noviy Vestnik", for example, was able to interest the addressees with creative video projects. Video tutorials under the heading "City of Masters" about unusual crafts with their own hands became a kind of communication with the audience.

Relevant and entertaining materials attract the attention of the site "eKaraganda" - a major information and entertainment portal of the city and the region, the slogan of which is "Learn everything about the life of the city on one site". (7995 followers).

This resource can be fully described as a modern convergent edition. Online TV, a news

portal, pages in social networks and author's blogs are involved in covering the events of the region. As our survey found out, the "Blogger's Feed" is very popular, where the categories are of interest: Photo mixes, Collage of the week, Collage of the Year, Photo of the Day, etc.

Discussion

The analysis of regional mass media showed that the convergent format contributes to the development of photo reports. Now it is possible to publish on the site a greater number of successful actual photos than it used to be.

A high level of interactivity is currently possible, thanks to advanced technologies in the radio, telesphere, and the creation of electronic versions of printed publications. "The content quality of interactive journalism is ensured by the simultaneous or close coupling in time of actions for the production, processing, dissemination and correction of the information flow associated with the reaction of the potential target audience," says E. L. Vartanova [3, 81].

Modern media companies that actively use innovative forms and methods of selling media products, such as online newspapers, Internet radio, and web television, manage to increase the production of information and entertainment materials.

A characteristic feature of new media is the ability of the addressee to find out the latest news in real time, if his computer is connected to the Internet at the time of acquaintance with the media, and the user is logged in with an e-mail subscribed to the newsletter of a certain online publication. If the headline-link interested the reader, then by "clicking" on this message, the reader instantly goes to the article located on the website of the publication that carries out the newsletter, and learns the details of the news that interests him.

In convergent media, when authors seek to create a non-standard relationship with the addressee, the interactive text type often dominates.

One of the bright signs of the new media is catchy, intriguing headlines-links, content, leads that attract the reader's attention: "The police are actively conducting a "garbage" video hunt" – (material about video surveillance cameras that identify citizens who throw garbage on the streets of the city); "Today, January 22, at 12 o'clock, the opening of the first McDonald's family restaurant in Karaganda took place. The restaurant opened on 75/14 Bukhar-Zhyrau Avenue and has already received its first visitors". At the same time, even a very interesting or important article may remain unread if the title-link or lead did not attract attention.

It is characteristic that with the transition of the publication to a new format, it became possible to get acquainted with the news of your region daily.

Though, external factors such as the growth of the mobile industry market and the growing number of users of the World Wide Web has influenced the development of convergence in many newspaper offices, which today focus on the development of audiovisual content on the site and actively use new information distribution channels.

The positive changes in the transition to the new format are obvious. They are related to the fact that information sources have become more accessible on the Internet, the efficiency of work has increased, the speed of information transmission has increased, and communications with information sources and the audience have become more active through mobile channels. Convergent processes, multi-platform content transform a journalist into a universal, mobile, interactive, multifunctional, performing various roles - informant, moderator, interlocutor, analyst, investigator, educator, agitator, entertainer, advertiser, etc.

At the same time, a number of practicing journalists also note another aspect of the issue: excessive intensification of work, weak effectiveness of publications, secondary information, loss of quality of exclusivity and narrowing of classical methods of journalism, sometimes mismatch between the positions of the publisher and the aspirations of the creative employee and

the format of the publication. With increased attention to external ways of presenting information, the process of journalistic work becomes less creative. In the pursuit of the reader, it is easy to lose your identity, the profession can turn into a regular broadcast function.

Results

Absolutely, journalists with experience are valued on different platforms. Creating audio and video content on the site requires new specialists, new skills for journalists.

These and other factors related to the development of media in the era of globalization, in our opinion, should be a topic for reflection for novice journalists.

The process of convergence around the world is associated with the training and retraining of employees. A journalist should not stop updating knowledge with the end of an educational institution. Skills and competencies, creative search in the conditions of convergence should be continuously developed. The mission of serving society is the main purpose of journalism, which remains unchanged despite the ongoing transformations.

Information activity inevitably becomes socio-political and socio-cultural in both traditional and new media. Journalism is "responsible" for the most productive cross-section of this activity: perception, comprehension and public presentation of information. At the same time, the creative attitude to information in journalism (as opposed to science or art) is based on the following objective factors:

- social expediency - it is the social needs that become the "customers" of the information product;
- the state of the political, state, and legal system of the society: the more democratic the society, the "freer" the flow of information;
- socio-historical conditionality: each epoch dictates its own procedural properties of information - the subject of reflection, methods of collecting and presenting information, genre and stylistic features of expressive forms of creativity;
- the level of technical development of the means of communication. A pen, a microphone, a camera, a computer leave their mark on the features of creative activity.

For example, the same social or economic problem may appear in different semantic and genre expressions in a TV interview, radio report, or newspaper article. Different creative teams of media channels can interpret the same phenomena and events in different ways. At the intersection of the identity of facts and the difference of means, ways of understanding and interpreting them, the phenomenon of creativity is born: from the professional ability to show details and hone the image to the highest flight of thought.

The nature of creative identity is inseparable from the concept of "personalized style". Individual style in journalism is a complex and unstable phenomenon, subject to both external conditions and external imperatives of activity: the law on mass media, the code of ethics, traditions, etc.

Since information activity in journalism has a socially-oriented nature, is carried out in a competitive, market environment, the set of subjective factors for the implementation of creative aspirations cannot but include such qualities as:

- Worldview, socio-psychological attitudes, moral principles;
- developed intelligence, flexible thinking, ability to communicate in various sign systems;
- Psychophysiological features of the individual, providing a strenuous mode of the creative process;
- Professionalism and skill, individual experience, competencies, skills, abilities that manifest themselves in the choice of a topic, its development, compositional and genre solutions,

and the nature of argumentation.

The issues of professional identity of a journalist and loyalty to professional ethical imperatives - exactingness, objectivity, honesty - have always been important, but in the context of globalization and media convergence they are becoming extremely acute.

Conclusions

In modern science, identity is considered as a complex integrative psychological phenomenon. By social identity, we mean aspects of individual self-awareness that arise from belonging to and identifying with social categories that become visible in contexts where these social categories are important and meaningful.

In our opinion, the professional identity of journalists in these conditions should be presented in a fairly broad conceptual understanding: not just as an effective self-determination of an individual, but also as the development of a subject who is aware of the vocation to the profession and identifies himself with his work. In the context of transformational changes in the modern mass media and the entire information sphere, the primary factor for any creative person is primarily the different levels of involvement in the evaluation of the activities of their media, colleagues or the professional community as a whole, the ability or desire to work according to the established rules. Therefore, the professional identity of a journalist serves, on the one hand, as an indicator of the realization of his professional and personal qualities, and on the other-as a factor determining the choice of a particular media specialization, the desire to stay in it and improve.

In relation to belonging to a professional community, we can talk about a three-factor identity scheme: 1) self-identity, that is, the self-perception of a journalist; 2) social identity as a view of a particular journalist from the professional community and the awareness of this journalist of such a view; 3) public identity as the attitude of society to the social role of a particular journalist.

At the same time, the concepts of identity and professionalism are linked. Professionalism is an objective characteristic; it is the assessment of a specialist by other professionals, whose opinion deserves unconditional attention and respect. It can be argued that the professional identity of journalists differs depending on the amount of time they work. The post-perestroika period has imposed more stringent requirements for professionalism, and the practical component of identity is dominant: the more qualified and successful a journalist is in his professional activity, the stronger his identity is.

The professional identity of a journalist, realized in mass communication, can be considered as an instrument of personality evolution. Under the influence of modern electronic media, a new type of personality of a specialist is formed, the characteristic feature of which is the desire for development, improvement and independence.

Convergence in today's media dramatically blurs both the stylistic and genre boundaries of the media product; it became possible on the basis of increasing the importance of its parameters in the media market.

For this reason, most owners of publications and channels welcome and implement this idea of universalization of journalism in the workflow. The idea of convergence as a fusion of technologies for creating and broadcasting multimedia texts, the convergence or unification of media markets and various mass media, functioning on the principles of coordination, interaction and systematic work with real and potential audiences, has objective prerequisites not only technological, economic, but also socially conditioned. Behavioral patterns, professional habits, communication style, and skills that contribute to the modification of professional activities are changing.

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Медиаконвергенция жағдайындағы журналистің кәсіби бірегейлігі

Аңдатпа. Зерттеудің өзектілігі медиаконвергенция жағдайында журналистің қызметі өзгеретіндігімен анықталады, осыған байланысты маман иеленуі керек дағдылардың жаңа түрлері сұранысқа ие болады. Қазіргі заманғы бұқаралық ақпарат құралдарының редакциялары жаңа сипаттамаларға ие болады, ал әрбір қызметкер болып жатқан өзгерістерге өз бетінше бейімделеді, бұл оның еңбегі мен тұтастай алғанда ұжымның қызметінің нәтижелерінде көрініс табады.

Ақпараттық дәуірде қарым-қатынас өмір формасына айналған кезде және кезкелген адам коммуникатор бола алатын кезде, журналистің жеке басының мәселелері тек әлеуметтік тұрғыдан ғана емес, сонымен бірге жеке тұлға ретінде де түсінуді қажет етеді. Журналистік мамандықтың қалай өзгеретінін, конвергенция дәуіріне енген журналистерге бейімделуге тура келетінін түсіну үшін болып жатқан процестерді түсіну қажет. Көп нәрсе журналистиканың дәстүрлі стратегиясынан қаншалықты алыстай алатындығына және инновациялық тәсілдерді қабылдауға байланысты

Түйін сөздер: медиаконвергенция, бұқаралық коммуникация, журналистің кәсіби сәйкестігі.

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Профессиональная идентичность журналиста в условиях медиаконвергенции

Аннотация. Актуальность исследования определена тем, что в условиях медиаконвергенции происходит трансформация деятельности журналиста, в связи с чем становятся востребованными новые виды умений и навыков, которыми должен владеть

специалист. Редакции современных массмедиа приобретают новые характеристики, а каждый сотрудник по-своему адаптируется к происходящим изменениям, что отражается на результатах его труда и деятельности коллектива в целом.

В информационную эпоху, когда коммуникация становится формой жизни, а коммуникатором может стать практически каждый желающий, вопросы идентичности журналиста нуждаются в осмыслении не только как социально необходимые, но и как лично значимые. Возникает необходимость в осмыслении происходящих процессов для понимания, как будет трансформироваться журналистская профессия, к чему придется адаптироваться журналистам, вступившим в эпоху конвергенции. Много зависит от того, насколько журналистика сможет отойти от своих традиционных стратегий и принять инновационные подходы.

Ключевые слова: медиаконвергенция, массовая коммуникация, профессиональная идентичность журналиста.

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