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**Social media, the role of
Facebook and Twitter as the new
direction of journalism**

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**Әлеуметтік медиа,
Твиттер мен Фейсбуктің
журналистиканың
жаңа бағыты ретіндегі рөлі**

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**Социальные медиа, роль
Твиттера и Фэйсбука
как нового направления
журналистики**

In our work we consider our attention to several crucial topics as feature of working in the multimedia editing of the publication, «Business Resource» multimedia newsroom; the role of Twitter, Facebook, and other social media as a new direction in journalism. The main aim of this material is to introduce the audience with the main tools of mixed journalism by practical examples and to explain more about the opportunities that social media present.

Key words: Work on an example of a multimedia edition of Media Holding «Business Resource», a multimedia newsroom, the role of Facebook and Twitter as the new direction of journalism, social media.

Бұл еңбекте оқырман назарына жазбаны мультимедиялық өңдеу функциясы; «Бизнес Ресурс» мультимедиялық жаңалықтар топтамасы; Твиттер, Фейсбук және басқа да әлеуметтік медиа түрлерінің журналистиканың жаңа бағыты ретіндегі рөлі сияқты бірқатар маңызды тақырыптарды ұсынамыз. Бұл мақаланың басты мақсаты – әлеуметтік медианың мүмкіншіліктерін талқылай отырып, нақты тәжірибелік мысалдар арқылы оқырмандарды заманауи журналистиканың негізгі құралдарымен таныстыру.

Түйін сөздер: мультимедиялық редакция қызметі, «BusinessResource» медиа-холдингі, мультимедиялық жаңалық топтамасы, әлеуметтік медиа, Твиттер мен Фейсбуктің журналистиканың жаңа бағыты ретіндегі рөлі.

В статье сделан акцент на ряд важных тем: мультимедийное редактирование публикаций, «Бизнес Ресурс» мультимедийный новостной ньюсрум; роль Twitter, Facebook и других социальных медиа в качестве нового направления в журналистике. Основная цель данного исследования – ознакомление аудитории с основными инструментами современной журналистики на конкретных практических примерах, раскрытие возможностей социальных медиа.

Ключевые слова: работа мультимедийной редакции на примере медиахолдинга «Business Resource», мультимедийный ньюсрум, роль Твиттера и Фэйсбука как нового направления журнализма, Социальные медиа.

SOCIAL MEDIA, THE ROLE OF FACEBOOK AND TWITTER AS THE NEW DIRECTION OF JOURNALISM

The face of the world is changing rapidly and in Eurasian countries these changes have their own specific elements. Objectively, the Euro-Asian media space is much more integrated than national economic or social institutions. Here, we must be clear in defining the multimedia edition's use of convergent social media. Convergence is a merger in various digital media platforms. Modern media is expanding its range of information and entertainment products, using new formats like online newspaper, radio on the internet, web TV [1].

What are the advantages of new media? First, it ensures that a larger number of your audience will be able to absorb information. Second, social media actually involves the audience in the process of generating media content. The modern user is becoming both a consumer and producer of news. The origin of the word convergence has Latin base «converge» which means «bring together». In a broad sense convergence can be understood not only like interference phenomena, but also as interpenetration of technology, washing and merging the boundaries between them [2]. In English, convergence means «descent at one point.» Pavlikova M. gives the following definition, referring to the Canadian media and communications researcher Dennis Makueyla: «This propagation of the same meaningful product through various channels, with different remedies» [3]. There are three types of converged media editions.

- Multimedia Editing – the process in which the key thing is to have special prepared editors for each level of publisher. This refers to the separate editorial units that operate together for the printed and online versions of the publication.
- Integrated Editing – the process in which united all news flow, coming through the main technological course of a publishing house. That happens at the level of planning and production, providing content, containing all the information channels. In that kind of editorial office there is not one person who can be responsible for specific information channel. Responsibility for covering news on printed and digital platforms lies on the editor's shoulders in each thematic department.
- Cross-media Editing – the process based on the principle of mutual exchange of information. This includes the creation, processing and distribution contents, which are produced for all

editorial platforms. In this process workers from different thematic departments create content for print and online version of the edition. That helps to provide web resources with audio and video content

.So let see how it looks in practice. If we are speaking about Business Resource media holding firstly let's just define its type. It is a cross-media edition. It is including publishing newspapers «Бизнес & Власть», «Қазақстан іскері», magazine «РБК Центральная Азия», TV programs «Азбука капитала», «Бизнес.kz», «Сеть», «Социальный Казахстан», «Территория тенге», «Казахстан и мировая экономика». Meanwhile it consists of two web sites www.and.kz, www.profinance.kz, and PR-consulting. In the process of creating content journalists prepare it immediately for the three different platforms: TV, online and newspaper. The editors of different departments are sharing this information and content. For example, the material from the round table about the current situation in the insurance industry was published in three different platforms. A journalist wrote the article for newspaper «Бизнес & Власть», for web site www.profinance.kz, and made a short video with a few comments reported for TV. Interestingly, that in site the article was viewed by about 1,500 users, in newspaper it was read by 15,000 people and in TV it was seen by 2 million people. The survey shows that TV is still one of the most popular media among people however there is a question about the audience demographics. The newspaper «Бизнес & Власть» is being read by businessman, but the web site is primarily being read by experts and market players. All of them comprise a strategic circle of people who can become future partners to each other, whereas millions of other readers can be their potential clients. Two different audiences receive information through one converging channel. The process of writing online texts for different platforms takes some time. It depends on the quality and skills of journalist. This way of working gives a real opportunity for news being delivered for different types of media and different group of people what makes news unique. At the same time the possibility of web resources and its variety of functions such as storing user information, downloading audio, video, and text makes websites much more attractive than classic TV and printed media. Also, we should consider that journalist need special skill of writing for different communication channels. That can be challenging for a correspondent, but the reality of today's multimedia environment is that you have to be a universal journalist.

The idea of a universal journalist, or new journalist focuses on a journalist's ability to determine the best format of providing information. New journalists working in convergence editing have to know:

- To write news material for web sites
- To download audio and video podcasts on the internet
- To record video reports and how to convert them
- To make photos and work in Photoshop
- Work fast on a computer
- To make news via sms
- To provide information through Wi-Fi immediately to issue or site
- To have blogs and accounts on social networks [4].

More so, it attracts more advertisement. Advertisers are ready to pay for special offers, like when media prepares PR articles and publish it in different platforms. In the present time it sells better and this produces more diversity among media because different group of people can gain access to the news. Therefore, a bigger number of people are exposed to the advertisement.

Speaking about multimedia editorial we couldn't leave from our focus the question of involving the audience and feedback on journalist work. Here, one of the most important changes in the paradigm of the media business in recent years become transfer of the focus from product production (newspapers, magazines, radio, and TV broadcasting) of creating and maintaining a close and continuous communication with the audience, virtual social groups with a common way of life and the general interest. The audience plays an active role by adding photos, videos their own articles, comments to blogs enriching and making it as relevant. In other words, you can see a living audience, communicate with it, feel and touch it. They are those stakeholders for whom you are doing the activity and because of their communication you get an instrument for further improvement your own content, what in the end, leads only to an increase your audience. In addition, they can give you information, to share with their confidential information, and suggest topics for future articles. Knowing your audience and its needs, you'll also attract advertisers. The last ones still want to see in what, or rather for whom they spend their advertising budgets. Thanks to social networks, people can communicate with each other and modern media companies are developing these tools by creating in their departments SMM units devoted exceptionally to the promotion company in

social networks. In the previous example with the media holding «Buisnes Resourse» we can find a special page on their site «profinance.kz», which is visited daily by over 250 people. It is not so bad considering the fact that the largest groups are the pages of mobile operators, whose member are on average 3000 users.

One of the main features of the tool organization of the joint editorial office is the ability to automate the collective work of the editions with different time lifecycle. Any paper edition has a periodicity, respectively, and its preparation. The electronic edition has no accurate time cycle. Work on it is a continuous process with a different activity on a time. Editorial system for the combined version should provide convenient tools of unified editorial house of any type of publications. Editors should have to prepare material for paper and web at the same interface to get feedback from readers of the

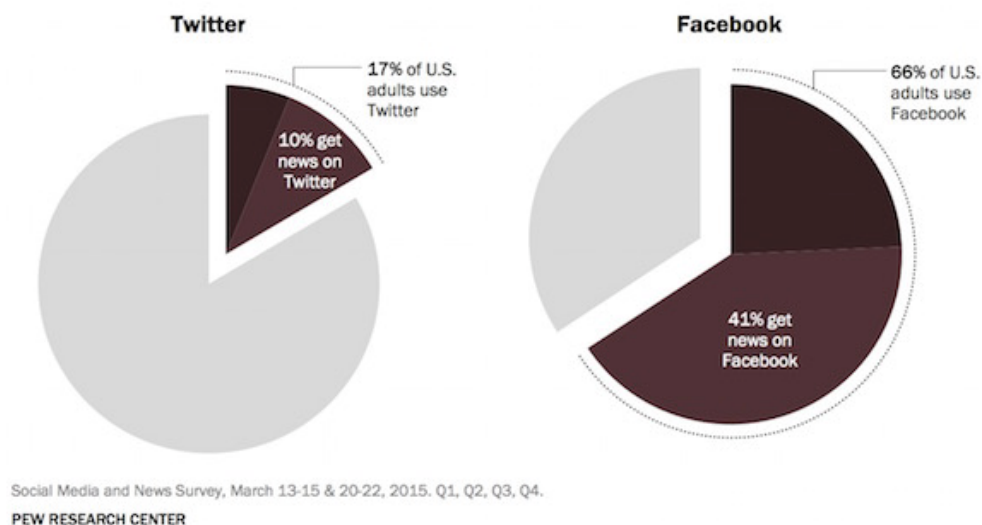
site, collect various «pieces» of content in a single basket. In this case, the content format can be whatsoever from usual text and photos or audio and video files.

So the Next article entitled «New Pew data: More Americans are getting news on Facebook and Twitter». (New Pew data: More Americans are getting news on Facebook and Twitter <http://www.niemanlab.org/2015/07/new-pew-data-more-americans-are-getting-news-on-facebook-and-twitter/>) gives such characteristic New study from the Pew Research Center and Knight Foundation finds that more Americans of all ages, races, genders, education levels, and incomes are using Twitter and Facebook to consume news.

While the percentage of users receiving news from Facebook and Twitter has increased, the total percentage of Americans using the social networks has remained steady [5].

One-in-Ten U.S. Adults Get News on Twitter, While About Four-in-Ten Get News on Facebook

% of U.S. adults who use and get news from each site



Eight percent of U.S. adults use both Facebook and Twitter to find news, according to Pew. Though more people are getting their news from the social sites, most Americans still see Facebook and Twitter as secondary news sources, the study found. Sixty percent of both Twitter and Facebook users said that the sites were «not a very important way» they get their news. About half of younger users between the ages of 18 and 34, however, said that the sites were «the most important» or «an important» way they get news. Comparatively, 34 percent of Facebook users over 35 and 31 percent of Twitter users over

35 said the platforms are among the most important ways they get news [6].

And in the final section I would like to stress the importance of social media in the media editors and also its possibility to the journalism. Under the «new media» it is critical to understand that any media production is interactive, and distributed by digital methods [7].

For example, with Twitter, you can ask a question to the community of people or to a specific person. In addition you can find a new idea for future article only seeing what the top on

Twitter is. Also now is becoming popular to use politician's tweets for writing materials. Nowadays, in the west is common to find people via Twitter. In

this case, it acts as a search engine. In conclusion, Twitter teaches us to be resourceful using just 160 characters.

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