Models for implementing blogs from the perspective of sustainable media development

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Abstract. The information leap in demand for online products during the global pandemic has formed an aggregate, integrated part of the world’s media system on the scale of the Internet’s unified information space. Their sustainable development is a necessary element of media development in general. This study shows the upwardly steady tendencies of blogosphere development as a relatively new mass media trend. The article deals with the typology of blogs and reveals the regularities of their integration into the culture of modern mass media and Internet users. Blogs are an aggregate of various elements: artistic, graphic and illustrative; they have different forms of presentation and perform specific functions. As a body of information they complement each other. The system of elements is arbitrary and inconstant, but it is the way they are organized on a given site that determines the features that are striking immediately upon reading the blog materials. Each element performs a well-defined function, “working” towards the goal, the intended totality, as shown in the article.

1 Introduction

The information leap in the demand for online products during the global pandemic formed a totality on the scale of the single information space of the Internet, which was an integral part of the mass media system in the world. Their sustainable development is a necessary element of the development of mass media in general. This study demonstrates the upwardly steady development trends of the blogosphere as a relatively new direction of the mass media[1].

The role that blogs play in the system of information provision is determined by the fact that they are intended for more or less integrated into the culture of modern media and Internet users. All authors of blogs, in general, have the same goals and tasks: broadcasting new information, its evaluation and interpretation in an accessible and interesting way for the mass user. The similarity of the conditions is manifested in the equipment of the majority of blogs with the same material and technical means: access to the Internet, availability of camera, microphone, etc[2]. Despite the homogeneous structure of these elements, blogs are differentiated because they are influenced by many factors that condition the functioning of the information component as a whole. The most important of them include:
• technical, economic, cultural competencies of bloggers;
• the integration of the audience into the specifics of the blog that is being broadcast;
• the speaker's professional training and the rhetorical experience of bloggers;
• the conditions of occurrence of this and the purposes of the information resource;
• the press-reading habits of the audience to whom the blog is addressed.

As a result of these factors, as the research proves, different models of implementation of blogs are obtained[3-5].

2 Materials and methods
The selection of material in this paper was largely subordinated to its main purpose, which is to analyze and characterize blogs as examples of mass media. In the thematic structure of the analyzed blogs during the period under study, there were changes that led to a more even distribution of blog topic areas.

The essence of blogs primarily manifests itself in limiting the spatial volume of publications within a rhetorically meaningful information block: 20 minutes, 45 minutes, 120 minutes, 160 minutes. Larger broadcasts are practically impossible for the viewer to perceive; even a broadcast of 120 minutes requires the purposeful organization of listening and concentration for a long time.

Thus, based on the principle of locality, it should be stated that among the analyzed blogs there are clearly distinguished blogs that are close to each other thematically, sociopolitically, and culturally identical. They form three groups. In the first group, news items account for an average of 80-90% of the total area of all publications. These are journals distinguished by their clear informational and analytical character. The second group includes those publications in which materials of historical, cultural and educational nature occupy on average 75-85% of the volume. These weeklies pay little attention to news issues, devoting 25-20% of their volume to them. The third group includes those publications in which there is a clear gravitation to the type of everyday issues and various hobbies (on average 60-70%).

The locality of a blog can manifest itself in a variety of ways. Here we are mainly talking about two types of locality: narrower and broader. In the blogosphere, the former is manifested in a thematic interest in the problems of a particular city or microregion [14-15]. A variant of this is the blog’s focus on the central city in which the blogger is located. The second type of locality is manifested in the coverage of problems on the scale of the state or the world. In the analyzed blogs, the formed pattern of spatial interest in local issues indicates a relatively permanent structure, which emerged as a result of a conscious editorial policy.

Fig. 1. Diagram of localisation of blogs by city on the subject of «Military History»

3 Results

Twenty-five blogs were selected for the research. The basis for the analysis were the entries for 2019 and 2021. Six to eight entries were selected in each of them. A total of 150 entries, lasting from 45 to 160 minutes, were to be studied.

The years 2019-2021 were a period when the mass media system in the information...
The space was starkly transformed by the isolation and increased importance of online production during the pandemic and the first post-pandemic year. The existing studies so far have not attracted such rich empirical material. It should therefore be emphasized that the material obtained is quite sufficient to fulfill the main objectives of this paper.

When characterizing the thematic structure of blogs, we can conclude that it is determined by many factors. The most important of them are:

- political and social attitudes, for the realization of which the blog is the main tool for outreach;
- socio-economic and cultural structure of the audience to whom the blog is addressed;
- editorial policy in the field of topics, which is undoubtedly influenced by the professional training of the blogger;
- the thematic interests and preferences of readers;
- the role of the blog as the main source of information about events and phenomena occurring in the world.

The thematic structure of a particular blog is undoubtedly the result of the above factors. It should be emphasized, however, that some of these factors are of a unified nature, while others influence the sharp thematic differentiation of individual blogs.

Assessing the genres and forms of bloggers' speeches as a whole, it should be concluded that they are quite differentiated and comprehensive. The predominant use of certain forms depends primarily on the overall style of the blog and, as the surveys confirm, on the individual abilities of the bloggers. An undoubtedly negative phenomenon, characteristic of most publications, is that 50–60% of all appearances are made within the framework of 5–6 genres. This impoverishes the opportunities and means of influence, as well as contact with the reader. That is why improving the quality structure of blogs is an important task facing the authors of these resources.

The analysis of the qualitative structure of the studied blogs indicates that basically three types of blogs were formed. The first of them can be called the journalistic type, which is dominated by the speeches referred to the genres of the border zone. The second should be defined as journalistic-informational with a predominance of analytical genres. The third type, which we define as news and information, with a clear preference for this genre of bloggers' speeches, is the smallest in number.

4 Discussion

In all blogs a significant part (on average 27%) of the volume is allocated to materials that are called additional materials. These materials are divided into 4 groups, which perform different functions and tasks in the blog. They include:

- literary-artistic, entertaining materials;
- reference and information materials;
- promotional materials.

The structure of additional blog content indicates that bloggers are mainly fans of two types of magazines:
- a blog of an informational and educational nature;
- entertainment video magazine.
In the analyzed blogs, the formed model of spatial interest in local issues serves primarily to convey information to the local public on issues affecting the entire microregion or events taking place in its capital. This is the model of vertical rather than horizontal transmission of information.

Thus, we can conclude that the criterion of the spatial volume of blogger performances divides blogs into three types:

- local type;
- medium type;
- general type.

Journalistic genres and forms. The set of author’s speeches presented in this blog creates a genre structure. Its volume, form and characteristics create an approximate picture of what rhetorical techniques are used by the blogger in his relations with the readers. The genre structure greatly affects the performance of the main function - informational.

In assessing the qualitative structure, the place of informational genres in the total volume of the author’s speeches is important. After all, this ratio determines the qualitative profile of the blog and, in a broader context, characterizes the type of rhetorical interaction with the reader corresponding to the given publication. Among the analyzed weeklies there are two groups of blogs that differ in the volume of information genres in the overall qualitative structure. The most numerous group is the blogs in which the informational genres represent a small part of all the speeches. It ranges from 12-20%. In the second group, the opposite trends are observed - the main mass is educational materials.

5 Conclusion

Concluding remarks. The characterization of all these elements leads to the conclusion that some of them are almost indistinguishable in all blogs. However, as the research results convince us, there are some characteristic features in the content that deeply differentiate blogs, creating an overall typological system of the blogosphere.

The question therefore arises as to what criteria should be used to differentiate blogs in order to determine the models implemented by this type of mass media. These criteria include:

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Fig. 2. Diagram of blog readers’ and viewers’ reactions to the main topic.

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criterion for the subject matter of the materials; criterion of the spatial volume of publications; genre criterion; criterion for the structure of supplementary materials. However, it must be said that the criterion of topics, despite the fact that it differentiates the analyzed blogs, depends on the initial division of authors by preference. That is why the criterion of the spatial volume of publications and the genre criterion, which to some extent is determined by this first criterion, are decisive at the stage of determining the implementation models.

Based on the above types of blogs analyzed, we can conclude that they are carried out mainly in the form of the following three models:

- a local model with a predominance of materials devoted to one's own region, aimed largely at informational journalistic genres, tending in an additional part to a preference for local reference and information materials;
- mixed model - a significant portion of journalistic material is ubiquitous; in the genre structure, it is aimed equally at both journalism and information; an additional part in the blogs that implement this model is characterized by features of the fiction - entertainment type;
- the ubiquitous model is characterized by a distinct preference for material outside the blogging territory; the publications are mostly of a journalistic nature, and in an additional part these blogs are aimed at entertainment and recreation.

All these data suggest that there are upwardly steady trends in the development of the blogosphere as a relatively new area of the mass media.

References


