

Media Convergence as a Conversion Factor System of Training of Specialists

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Abstract: Technological changes caused by the intensive development of electronic computers and the rapid spread of new means of communication have affected all media without exception. In the new conditions, the internet is increasingly asserting its right to shape the appearance of modern media and changing the forms of the existence of journalism. Technologies are so intensively introduced in the media that more and more often discussions are held that from the center of the multiply increased information flow journalists have moved to the periphery of the communication interests of consumers. Indeed, in the current conditions, the profession of a journalist has come under the blow of so many factors. Among them: technology, increased speed of information delivery, multi-channel communication as well as the universality of information that should be perceived on all existing digital platforms and in all languages, including poly-languages as the leading means of communication in the media environment at the moment is the language visual information. Accordingly, there is a need to understand how to combine all this in the profession of an acting journalist who has gone through a school of classical journalism and is forced to adapt to the conditions of a convergent editorial office. Journalism is still in demand but the changed conditions of mass communication make an ever greater need for universal journalists. Accordingly, the forms, ways of collecting and transmitting information change. All this and actualizes the need for theoretical, scientific understanding of the activities of journalists.

Key words: Convergence, training, competence, journalism, information

INTRODUCTION

The urgency of this research is determined by the current context of the development of the information space and the evolutionary changes taking place in it, related to the latest achievements in the field of information and communication technologies. Modern society enters a new phase of information development in the situation of the increased influence of information on the progress of mankind, the speed of receipt, the volume and quality of which become a factor in the sustainable and effective functioning of socio-economic systems. The emergence of new channels of communication the internet and mobile communications, new networked media provides the society as a whole and every citizen with access to global television, radio broadcasting to the worldwide network of newspapers, magazines and news agencies. Today with the enormous importance of each of the media systems, they interact, unite and thereby discover new opportunities in the dissemination of information. Journalism plays a paramount role in these

processes due to the nature of the work of people engaged in this field. Firstly, it is precisely because the information and the whole body of technological innovations that ensure its functioning in the society directly determine the content and formal aspects of professional journalistic activity. Secondly, there is an extremely dynamic and tending direction to the exponential growth of the direction of transformation of the entire media system (Vartanova, 2009).

MATERIALS AND METHODS

The researcher explores the theoretical and methodological foundations of the formation of a model for training journalists at the present stage including genesis and evolution, the specifics and dialectics of journalistic education that determine the place and role of journalism education as an essential subsystem of journalism. Modern journalism education is distinguished by heterogeneity, the availability of various scientific schools, concepts. They appeared as a result of the

search for theoretical and organizational effective methods, scientific research aimed at improving the quality of journalistic education.

RESULTS AND DISCUSSION

Main part: The term “convergence” becomes a synonym for the main transformations in the media sphere. Central to the problems of convergence in modern discussions about the future transformations of the information and communication sphere is explained by the many meanings of the convergence phenomenon and the plurality of interpretations.

An essential factor determining the importance of researching the system of professional training of media industry employees is not only its equal support for the assimilation of theoretical foundations and the complex instrumental thesaurus but also the integration of the humanitarian and educational function into this system. The process of humanitarization and humanization of journalistic education contributes to the acquisition by the personality of the journalist of the moral qualities of the person-citizen, requires revision of the components of the educational process, creating favorable conditions for the disclosure and development of the abilities of each trainee (Kachkayeva, 2010).

The conceptual idea of the research is that the modern system of mass media, reflecting the processes of political and socio-economic transformations as well as the philosophical, professional, ethical and moral principles of the development of society in the process of convergence are factors in the modernization of the system of journalistic education and determine the need for an appropriate time of the innovation model that transforms the structure of the educational process for the purpose of training and retraining is in demand. In the modern media market of a comprehensively developed, competent specialist whose professional and personal potential would correspond to the needs of modern society (Urazova, 2010).

Essential for this study were the works of foreign and domestic scientists and practitioners dedicated to the emergence, formation and development of media convergence, the features of the functioning of convergent journalism, the specifics of journalistic activity in editions of the convergent type and the new tasks arising in connection with journalism education. Here the researcher turned to 8 studies, study and publications by NS Andreev, AR Bagautdinov, SD Balmaeva, K. Bergland, P. Bradshaw, EL Vartanova, II Zasursky, D. Lloyd, B. Long, L. Michael, V. Porter, P. Riley, D. Randall.

The urgency of this research is determined by the current context of the development of the information space, the evolutionary changes occurring in it, related to the latest achievements in the field of information and communication technologies as well as transformations in the modern media industry, manifested in the emergence of new channels of communication and media in the process of convergence and the development of the idea of convergent journalism as a special kind of professional activity in the production of a system of journalistic materials. In this context, new demands of the media industry for the professional and personal qualities of the media specialist arose and the related new level of quality requirements for journalistic education. The analysis revealed the insufficiently developed theoretical and methodological foundations for the formation of the model of journalistic education at the present stage and the need to create organizational and production structures in the journalistic education system that promote the process of journalistic education on the basis of innovative approaches to the professional training of media professionals (Bakulev, 2002).

Journalism education as a subsystem of journalism is characterized by fundamental, systematic, high technological level and creative character of the educational process. Preparation is conducted in several directions and specific priorities are determined. So, the basis of education is humanitarian disciplines, philological is a priority. This is the basis for the preparation. A special place in the system is assigned to social sciences and universal journalistic training is combined with the mastering of skills in specialization. Journalistic profession is covered in the course of training as creative, therefore appropriate forms of its development are used (Grabelnikov *et al.*, 1995).

The innovative methods of training the journalist suggested by the researcher of this study allow us to supplement and develop the existing system of journalistic education of the humanitarian orientation by expanding the forms of instruction oriented both to the forms and genres of journalistic creativity existing in professional practice and to the formats and types of information product that are most in demand by the consumer audience in terms of convergence.

Having analyzed the current state of affairs in the media and educational spheres, the researcher naturally comes to the conclusion that the solution of the existing situation is possible within the framework of the creation of a certain model of journalistic education (Ya *et al.*, 2002). The desired model was designated as an “innovative model for the training of journalists” and schematically structured by us at the professionally integrated, didactic, practice-forming levels of implementation.

Ultimately, the innovative model of journalist's training allows to achieve the main goal of journalistic training successfully-formation of an integral structure of the professional activity of a specialist-due to the special context and motivational effectiveness of the learning process which enables the learner to actively participate in professional activities and acquire the skills of a universal journalist during the training period.

The process of reviewing the effectiveness of the practical implementation of the innovative model of training journalists relied on extensive empirical material which was collected over several years.

In addition, the scientific analysis was based on a sociological study of the state of journalistic education among trainees, teachers and employers. The course and results of the experiment on the introduction of the developed model of journalistic education are described and analyzed.

All of the above actions (including the researcher of this study) made it possible to realize in the required volume the entire set of functions of the higher journalistic education as a subsystem of journalism responsible for the training and reproduction of cadres.

The theoretically developed and grounded innovative model of training journalistic personnel contributes to the integration of theory and practice of journalism, media education and journalistic professional activity, dialectically overcoming existing problems in the way of further development of special media education (Talanchuk, 1996).

The existing contradictions between the current system of training journalists and the convergent conditions for the functioning of the modern system of domestic media are not insurmountable. Moreover, it is the convergent context of the existing media space that creates the creation of a certain model of journalism education (Dyck, 1989).

CONCLUSION

The concept of "convergence" becomes synonymous with major transformations in the media

sphere. Central to the problems of convergence in contemporary discussions about the future transformations of the information and communication sphere is explained by its multifaceted and multifaceted interpretation. Convergence is a process that in the coming decades can completely change not only the media and communication systems but also various related industries. Internet information, interactive environment which is characterized by a special language and specific content to which different media can connect and manifest themselves. This mutual influence and interpenetration of some types of media in other media and determines the multimedia of modern media development.

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