

Reflection of Public Interest in Online Mediare Presentations of the Republic of Tatarstan

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Abstract: Public interest is associated with the expression, through the public claims of the socially active strata of society, of valuable potential of society as a whole, when the vision of the future of society and the state is reflected, the systems of values are formed that guide every member of society in the goals and possibilities. This is due to the implementation of media's social mission the role of the "fourth power", giving social significance and weight to all the activities of journalists which determined the relevance and timeliness of this study. Its purpose was to study the peculiarities of reflecting the public interest in journalistic texts of the Internet-representations of the media of the Republic of Tatarstan. Considering the differences in approaches to the definition of public interest, based on the analysis of media practices, public interest is presented as a special form of reflection of the high degree of expression of interests and goals of the individual of certain social groups and society in general in the media system with the priority of personal interests over the state ones. Based on the analysis of the content of the internet-representations of the major media of the Republic as well as the internet interview, the internet survey and discourse analysis, content analysis of the comments, the special technologies were revealed, used to reflect the public interests in the media. These include the narrative technologies, based on the development of the world through stories and narratives. The most popular forms of narration in reflection of public interest are: a story, a diary (blog, blogging), a story of... (based on the transformation of the genre of the report), the comment (in the forum, to the material). The study didn't identify direct effect of reflection of public interest in the media of the Republic of Tatarstan on social tensions. The specific reflection of public interests include: compliance of public interests with needs and goals of society; impersonal character of public interests, allowing to express them in general terms on different levels :personal, group, community; freedom of expression and reflection of public interest; protection of public interest at the level of public and personal offices, facilitated by the complexity and breadth of distribution the Internet-representations of the socio-political, specialized and corporate media. Public interests are described in terms of the following levels: state interests; public interests; corporate interests; ethnic and national interests; personal interests.

Key words: Public interest, media, the internet representation, media practice, Russia

INTRODUCTION

The study of the public interest is especially important at the present stage of development of media systems. This is due to the expression through the public claims of the socially active strata of society of valuable potential of society as a whole when the vision of the future of society and the state is reflected, the systems of values are formed that guide every member of society in the goals and possibilities. This is due to the implementation of media's social mission the role of the "fourth power", giving social significance and weight to all the activities of journalists.

If consolidation of specific basis of the system of state and society, for example, in the legal field is a

guarantee of observance of public interests, so media practices contribute to its formation, comprehension, definition, reflection and implementation in the mass consciousness through continuous information flow. Thus the process of formation of interests cannot fail to affect the general condition of the nation, especially the youth.

This is of particular importance now when in the words of Nikandrov, the media form the perception of the situation and thus often and in many ways they are doing it. The role of the media in forming the attitude to reality, underlying interest is emphasized and McQuail who in his writings is of the opinion that if, for example, CNN calls the situation a crisis, it will indeed be a crisis.

All these factors give the study relevance and timeliness. The aim of this research was to study the peculiarities of reflecting the public interest in journalistic texts of the internet-representations of the media of the Republic of Tatarstan.

MATERIALS AND METHODS

To study the specific of reflection of public interest in online media representations of the Republic of Tatarstan, a content analysis of the internet-representations of the major media of the Republic was made: socio-political newspaper "The Republic of Tatarstan" (www.rt-online.ru), published in the Russian language of business online newspaper "Business online" (www.business-gazeta.ru), of an online portal of Information Agency of the Republic of Tatarstan "Tatar-inform" (www.tatar-inform.ru).

To determine people's preferences and patterns of the materials, reflecting the public interest, the methods of online interviews, online survey and discourse analysis, content analysis of the comments were used. A total number of 1,500 interviews with consumers of the information from publications under study were held.

RESULTS AND DISCUSSION

Analysis of public interest and its constituent concepts of "interest" and "public" allowed us to reveal that interest is considered as the category developed to indicate the real causes of social and individual action as considers (Zdravomyslov, 1964). The sociology scientist stresses that the interest can be manifested both in social and personal levels. Holbach in "selected works" indicates that important part of interest is something that each of us considers is necessary for his happiness. And further, the philosopher says: no one mortal is completely devoid of interests.

The public interests from the standpoint of sociological knowledge are an expression of the interests and goals of certain social groups which are considered to be their carriers which can not influence the convergence of their political interests and policies in general. These processes are also reflected in the media systems as exemplified by the creation of media-political information systems.

It should be emphasized that determining the public interest, it should be considered its general character, because it reflects the balance and community of social interests of different groups. Despite the existence of such a diversity of approaches in the definition of interest sociological, philosophical, political, economic,

psychological, etc., in the context of media practices we have identified that the public interest is becoming syncretic nature in several aspects:

- From the viewpoint of the economic aspect, business information is widely distributed and such type of media as a "business media" is gaining strength that reflect the economic component of the public interest
- From the viewpoint of the legal and sociological aspects, the public interest is reflected in the array of public-political information, presented everywhere in all types of media
- From the viewpoint of the psychological aspect, phatic information is gaining popularity, representing sections of the public interest from the viewpoint of different audience profiles and influencing media consumption, according to Dzyaloshinsky (2014), sealing media environment, extending the media-day of a user

No less important in the public interest is the axiological component which allows to proceed from the valuable position of a social subject as it is stated by Goncharova (2001) and to emphasize activity and practical attitude of the subject of media interest towards the world around and himself.

Lomaev (2012) turns to the definition of public interest in the context of the interdependence of the interests of society and the state which in his opinion, allows to include "the essential social-moral attitudes, political and legal rules of reasonable and fair organization of society, recognized by the state and settled (secured) by law" to the structure of public interest.

Having generalized the ideas about public interest, taking into account different approaches to its definition, we, relying on the analysis of media practices, consider public interest as a special form of reflection of a high degree of expression of interests and goals of the individual, of certain social groups and society in general in the media system with the priority of personal interests over the state ones.

The obtained results can be explained from the standpoint that the public interests underlie the process of constructing a reality in particular of narrative technologies that are widely used in the form of storytelling as "interactive art of using words and actions to reveal the elements and images of story to awaken the imagination" (of the audience in the case of media).

Shifrin defines in his works narrative as a form of discourse and Jamieson (1991, 2000, 2009, 2014) calls it in a number of works "creation of reality". Narrative technologies are becoming relevant in the context of a

wide dissemination of the methods of development of the world of reality of daily life through different kinds of narrations and stories. That's why such forms of narrative as a story, a diary (blog, blogging), a comment (in the forum, to journalistic text), etc., are so popular in media practices. And these forms of narrative are widely used by the media systems to represent and reflect the public interests in the studied publications the practice of the transformation of the genre of journalism "report" to the story prevails >78% of journalistic texts, written in this genre and placed in sections of the report have the signs of transformation of the genre to a story that is manifested, primarily, on stylistic, linguistic and compositional levels of the text.

Kuzmenkova while studying the process of implementation of the narrative in the practices of modern mass media of Belarus, highlighted their special typological group lifestyle media (media of everyday life) and stressed that this kind of corporate publications can act as an alternative to image advertising or can strengthen its components. In the material under analysis we have found signs of lifestyle media in separate columns which is put into the system of internet-representations as a separate but an organic part of the publication.

One of the issues, identified in the course of the study was the question of whether the public interests, reflected in the online media representations, can be a source of social conflicts. To determine and answer this question, online user's surveys of the online representations (audience) of the studied media were conducted. The peculiarities of perception and definition of public interests and correlation of them with their personal interests were revealed. The commentaries to socially significant materials, published in the online representations of the studied media were also analyzed. Particular attention was paid to the problem of stimulating the formation of interest in the context of socio-cultural discourse. Here, it is possible to correlate the results obtained with the results of the research by Savelyeva (2014), who studied the peculiarities of promotional messages within the direct advertising and came to the conclusion, that in these circumstances the socio-cultural discourse becomes a latent source of social conflict.

In the research no direct effect of reflection of public interest in the media of the Republic of Tatarstan on social tensions was identified, however, there exist indirect impact of publications which contains a description of the public interests, according to the study, >89% of respondents emphasize the desire to express personal interest which differs and sometimes (in 14% of cases) is in contradiction with public interest, represented in the media. But only 46% express personal interest in comments and posts in social networks, taking part in discussions and debates.

CONCLUSION

Content analysis of online representations of the media of the Republic of Tatarstan showed that the public interests, reflected in journalistic texts are different in a number of features. These include the following.

Public interests are always aligned to the needs and goals of the whole society of all social groups or are significant for the majority. This thesis finds confirmation in the existence of a large group of media with socio-political content which presents a variety of public interests in the context of social significance (in the Republic of Tatarstan such a role for the reflection of public interests is played by the major media such as national newspapers "The Republic of Tatarstan" (in Russian), "Vatanyim Tatarstan" (in the Tatar language); TV and radio channels "Tatarstan", "New century" (in the Russian and the Tatar languages), internet-portals and internet-representatives of huge media of the Republic IA "Tatar-inform", Matbugat.ru, Tatpress.ru, Business online, etc).

Public interests have non-personalized character that allows us to express them in general terms at different levels at the level of individual (personal websites, online blogs, video blogs); at the group level (group publics in the internet, clubs of media, group pages in the network, etc.) at the level of society (public portals, online communities, etc).

Public interest should not be limited as freedom of its expression and presentation is the guarantor of democratic freedoms in the state and a guarantee of protection of public interests becomes legal support of the public interests and such kind of coordination of interests as a public dialogue. For this purpose, widespread forms are used in the online representations of media of the Republic, the most popular of which is commenting on published materials. Reviews of analysis of the materials, published in the online missions on the main sites of the newspaper "The Republic of Tatarstan" and the business newspaper "business online" has shown that the most common form of representation of public interests is a form of debate and in the online representation of the business newspaper "Business-online", discussion is polemical and the intensity with going out beyond the frames of cultural reference of the dispute (up to 24% of the comments contain hostile uncompromising statements, regarding the material and up to 37% of the comments are characterized by implacable nature regarding the commentators). And the newspaper "The Republic of Tatarstan" has comments of more evaluating, rather than hostile character which allows you to track changes in the interpretation of public interest as for the authors of the materials and for developers of information policy of the edition. Public interests should be protected at the level

of public and personal offices, facilitated by the complexity and breadth of the distribution of the internet representations of socio-political, specialized and corporate media. The public interests, reflected in the media system of the Republic of Tatarstan have level characteristics and differ as:

- State interests (these interests relate to issues of state safety and are reflected in such issues as combating terrorism, coordination of interests, cultural security, etc)
- Public interests (reflection of the values of society in the writings of journalists of that the society wants to see in future, of that it is not satisfied with and how new approaches to solving the problems of upbringing the values are formed)
- Corporative interests (associated with the priority of the interests of large corporations that exist in the Republic of Tatarstan)
- Ethno-national interests (reflection of the interests of some ethnic groups and nations in particular of interests of Tatar-speaking Tatar population of the Republic, the interests of Russian-speaking and Russian population of the Republic the most prominent themes are: the discussion of the Tatar language of the religious education in educational institutions, etc)

- Personal interests (reflection of interests of the individual, his psychological, social and ethnic well-being; opportunities of identification, etc)

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