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INTERNET-COMMUNICATION AS KEY PARAMETERS OF MEDIA INDUSTRY FORMATION

The article explores the concept of Internet communication as one of the important aspects of media formation in general. Today, this issue requires more detailed scientific observation, because the work of employees of online publications is fundamentally different from the work of journalists in traditional media and poses a number of problems, due to the fact that there is direct communication, reducing the distance in the «journalist – consumer» system. In this context, the concept of communication is fundamentally changing and the «Internet communication» term appears, which contains certain inaccuracies in the definition due to the emergence of such a science as online journalism.

The aim of the study is to study the mechanisms of Internet communication as key parameters of the media industry.

Research methodology: the method of collecting research material, the method of expert evaluations, systematization, interpretation, content analysis, discourse analysis was implemented in the work.

Results. The communicative needs of today's society are quite diverse. The evolution and rapid development of the Internet is not surprising, because it quickly saturates the «information market», and this leads to a reconsideration of information demand and public attitudes. Consumers today are more demanding, demanding «fresh» information. There is some need for reverse communication processes between journalists and consumers. Internet communications belong to the type of social communications, because the network is public, does not contain age or other boundaries, extends to all segments of society, reflects the various directions of life and the functioning of society more powerfully and enough accurately.

Unconditional is the presence of information and communication approach to understanding information, which can be schematically displayed as follows: source of information → transmitter → channel → receiver → information achieving the goal. In the Internet, communication between authors and consumers occupies a prominent place, a large role in this process is given to forums and chats, where there are reviews of the material read or seen.

The article presents a questionnaire covering 560 respondents, outlines the attitude of the audience, and gives reasons for trust in blogs, which currently exceeds the level of trust in traditional media.

Novelty. The article analyzes the specifics of Internet communication as a leading factor in shaping public opinion, in particular, examines the structure and type of blogging and their impact on the mass consciousness.

Practical significance. The results of the study help to trace the current communicative and information content of blogs, and can also be used in further research on Internet communication.

Key words: blogs, Internet communications, mechanisms of thought formation, Internet publications, Internet journalism.

I. Introduction

The communicative needs of today's society are quite diverse. The evolution and rapid development of the Internet is not surprising, because it quickly saturates the «information market», and this leads to a reconsideration of information demand and public attitudes. Consumers today are more demanding, demanding «fresh» information, so there is a need for reverse communication processes between journalists and consumers. It is worth noting at a new stage in the development of journalism as a science – online journalism, which is relatively recently presented in the information market of Ukraine. The work of employees of online publications is fundamentally different from the work of journalists in traditional media and poses a number of problems, due to the fact that there is direct communication, reducing the distance in the system «journalist – consumer», journalists provide a variety of content. concepts such as web 2.0, forums, placement of visual aids to obtain information about events that took place today, multimedia, etc.).

II. Problem statement and methods

The aim of the article is to study the mechanisms of Internet communication as key parameters of the media industry.

The task is to study the attitude of the Ukrainian audience to blogs as a form of transmission of relevant information.

The following **methods** were used to achieve the set goals and objectives: captive analysis of scientific sources, questionnaires.

III. Results

In this context, the concept of communication is fundamentally changing and the term «Internet communication» appears, which contains certain inaccuracies in the definition due to the short period of emergence of such a science as Internet journalism. The concept of «communication» comes from Latin. *communicatio* – unity, transmission, connection, message associated with the Latin verb *communico* make common, communicate, connect, derived from Latin. *communis* common.

The term «communication» can be used in the sense of social communication, communication between people and other social actors; communication by technical means; a certain system that provides connections between remote objects, such as underground communications, transport communications, communications [2].

Internet communications belong to the type of social communications, because the network is public, does not contain age or other boundaries, extends to all segments of society, reflects the various directions of life and the functioning of society more powerfully enough accurately.

Unconditional is the presence of information and communication approach to understanding information, which can be schematically represented as follows: source of information → transmitter → channel → receiver → achieving information goal [1, p. 21] In the Internet a prominent place is occupied by communication between authors and consumers, the role in this process is assigned to forums and chats, where there are reviews of the read or seen material. Criticism in such cases performs a stimulating function, because it helps the authors to orient themselves in creating material that is interesting and necessary to the audience of users. Authors should consider the needs of readers. Internet communication, like any other has its own characteristics, such as: the fundamental presence of communicators; spiritual and intellectual unity between the communicant and the communicator (common spiritual and intellectual units such as: belonging to the same culture, religion, circle of interests); common language, writing, interests, needs (possibly a common hobby, occupation), etc.; socio-psychological ability to communicate (express their thoughts, respond adequately to the information of interlocutors, the ability to listen and understand).

According to A. Dosenko, «The Internet is a web that has gradually flooded the world and is very convenient, due to the fact that communication takes place no matter how far the communicators are, erased spatial and temporal communication barriers, information reaches the goal immediately, the respondent's reaction is instantaneous. The speed of e-mail and the ease with which messages can be sent to a large audience in the world, make it a popular form of communication» [1, p. 22].

The Internet is an inexhaustible source of information that contributes to the rapid spread and dissemination in all spheres of life and functioning of modern society. Given the emergence and spread of the Internet as one of the modern media, there is no doubt about the functioning of the category of virtual communication in it. According to O. Sotnikova: «The view of the Internet as a space is indisputable for many reasons. First, because of the lack of linear temporal orientation: virtual reality has its own dimension of time – discrete, fragmented, which does not coincide with the physical or social. Virtual reality exists only «here and now», at the time of its actualization through communication, so all events that have happened and not happened, coexist in it simultaneously – in a single space... Presenting a set of texts or hypertext, which is always in the process of formation, changes, the Internet contrasts its own «element of texts» with artificially formed texts of other mass media, returning to communication the ease and playfulness of unedited spontaneous conversation» [9, p. 14].

The ease and ease with which topics are discussed in forums and chats is boundless. The structure and nature of Internet information differs significantly from traditional media, this is due to a number of factors: the network presents all types of communication without exception; the presence of interactive interaction in the system «author – consumer», the weight of the media is narrowing, because specialized information is directly related to the general and interacts with the individual needs of each reader; the presence of multimedia material significantly increases the ability to cover a variety of current events; the network presents all manifestations of types of communication such as: forum, chat, ICQ, blog, video conferencing.

Konoplytsky S. states that computer-mediated communication is «the realm of the direct semantic field, not loaded by the process of constructing the image of the interlocutor on the basis of his external data, voice tone, manner of behavior, etc.» [7, p. 14]. Communicators on the network are almost always anonymous, and this gives grounds for the «disappearance of barriers» during communication. Conversations and discussions are conducted more openly, one's own opinions are expressed without fear (sometimes with the use of specific and obscene language, which indicates a lack of culture and communicative «filter» during communication). Thus, the main quality of Internet communication is possible anonymity or secrecy.

One of the means of communication on the Internet is the operation of blogs on the network. Close to the epistolary style, they provide an opportunity in a monologue to express their views on certain issues. According to A. Dosenko, «...Blog is an electronic diary of quick publication, which is available to a wide range of network users. Blogs do not contain restrictions on maintenance requirements, but contain text and multimedia files, which allows for diverse coverage of the topic» [3, p. 23]. Blogs differ from traditional media in that they usually have only one author and his personal opinion. In the traditional media there is always an editorial policy, which sometimes significantly changes the original meaning of the material or the opinion of the author, and this in turn contributes to the manipulation of public opinion. The author of the blog independently chooses topics to cover or study (there are no restrictions – from political events in the country to personal feelings and experiences).

The ideas are presented by the author in his own style, while in the traditional media the material is processed by specialists. «Correction of the material» sometimes significantly changes the coverage and vision of the author of the material. In this context, the concept of asynchronous communication should not be overlooked, instant communication with site visitors, which allows for discussions on a particular topic

In the traditional media there is an opportunity to buy advertising space (time), and this significantly reduces the opportunity to cover and discuss information of interest to a particular social group of the audience. The media's «silence» of «uninteresting» issues is completely absent from the web, as is the archive, which makes it easier to find reviews on the Internet, but there is another problem – the correction of sites, which sometimes leads to maximum destruction of the necessary information on the network.

Traditional media do not always have the opportunity to cover the latest events in a timely manner, this is due to the work on the material, the editorial cycle, and this does not completely satisfy the consumers of information. Tags (from English tags) occupy a significant place in Internet communication, which provide an opportunity to instantly describe the material with the help of short, important, accurate, statement.

Sometimes this helps to reduce the issue that is addressed on the site or blog. A. Dosenko notes that «...blogs to some extent reflect the communicative function provided by reading blogs and absorbing information in them. One of the important features is accessibility, the information can be read at a convenient time» [2, p. 112]. Unlike, traditional media, blogs meet the needs of the time. Readers and authors have the opportunity to use blogs to communicate with acquaintances, as well as for new connections, dissemination of news, anonymous communication. This area is characterized by the presence of nicknames (network names), which does not allow to consider communication on the Internet anonymous.

Internet communication is a debatable concept, as it has been operating quite recently. Kompantseva L. defines the concept of Internet communication as a kind of interactive interpersonal communication, which requires awareness primarily in such aspects.

The first, cognitive-pragmatic, when it is possible to study communicative processes in accordance with the sign policy (language consciousness of network visitors, as a language-mediated image of the world); secondly, the linguistic approach [3, p. 112]. According to the researcher, Internet communication distinguishes between such concepts as hypertext and virtual discourse.

One of the essential units of communication on the Internet, as in traditional media, was and remains the text, because communication is the exchange of texts that contain relevant information.

The text consists of messages, which are the speech realization of the sentence (some structural schemes); a separate message should be considered as a minimum communicative unit. Zhinkin M. notes that the problem of the text has not been studied to date. The partner perceives information with the help of a universal subject code, which is inherent in all concepts. A fragment of the text may be provided if the denotation that appeared in the person who perceives the information coincides with the denotation in the speech of the speaker. Individual words sometimes do not contain enough meaning, because there must be a statement that has a certain semantic load. Therefore, the text of the blog should be interpreted as a whole, and not by certain individual sentences: «...a single sentence can not be uttered at all, if the speaker does not know where the predicate is» [4, p. 243]. A blog will be clear and meaningful when the reader understands the main idea, because «an opinion is the result of the work of the intellect. A remarkable feature of language is that it is arranged so as to ensure the possibility of transmitting thoughts from one person to another» [2, p. 144].

Sorokin Y. argues that the text is, above all, a communicative concept that focuses on identifying the specifics of a particular type of activity: only on this basis is possible pluralism in defining the concept of «text», due to the diversity of activities. In other words, text as a set of some characters; as a process (creation of signs by the communicator and perception-evaluation by the recipient); as a product of sign and steam sign activity of the communicator and the recipient (for the latter it acts each time as a restructured product) [10, p. 65].

The transfer of specific material is a polyphonic communicative process that contains a semantic load, but the text itself and the information in it are not one and the same, they should not be compared or identified. We analyze blog texts from an informational point of view, but when analyzing the semantic load of entries in electronic diaries, we should not overlook the structure and type of writing.

There are unconditional differences between the text of the blog and its informativeness. Sorokin Y. notes: «The information field of the text and the text as a linguistic phenomenon are not identical. If the text as a set of signs is a linguistic phenomenon, then the information field of the text is a psycholinguistic phenomenon: it is for the recipient a means of existence of the content of language signs» [10, p. 67]. The author's intellect differs significantly in the texts of blogs, so the use of certain vocabulary makes it possible to distinguish them not only by type of temperament, but also to give them the «status» of upbringing / ignorance and intellectual development of the individual. Zhinkin M believes that the intellect «does not understand language» [4, p. 332]. The «Great Psychological Encyclopedia» identifies the concepts of intellect and thinking, because, if the intellect is thinking, then it means a process, while the word «mind» means a property. And truly endowed with intelligence and, accordingly, intelligence, a person carries out thought processes. This allows us to conclude that the thought process is the realization of human intelligence, and when intelligence is a property of personal thinking, these processes are traditionally considered traits that are unique to man, so a person without them loses humanity and essence, and this leads to full loss of the inner «I», which ceases to exist in society as a marker.

The text of an electronic diary or other source of information on the Internet is a very significant unit, the semantic load of which affects the opinion of society or its particular stratum.

With its help, as well as the text in the traditional media can be carried out manipulative processes on the audience, manipulation of thoughts, as well as corrected and formed (in the generation of teenagers) picture of the world of the individual. V. Postovalova identifies the following criteria for assessing the vision of the world: its adequacy to the real world; optimality of definition of a foreshortening for reflection of human vital activity; harmonious balance between the world and the person [8, p. 156].

One of the varieties of the concept of «picture of the world» in psychology was proposed by Leontiev O., who was convinced that the world takes the fifth dimension – the quasi-dimension – the transition through sensitivity, beyond, through sensory modalities to the amodal world, the objective world., semantic field, knowledge system. He believes that the object and subject of perception of a particular object consists not only of a literal perception (in spatial or temporal dimension), but also in its meaning. The scientist emphasizes: «Values do not appear as those that lie before his eyes, but as those that lie behind his face – in the objective connections that are known in the objective world, in the various systems in which they only exist, only reveal their properties» [6, p. 60]. The researcher's opinion was about the problem posed in the mind of the individual should be studied in the scientific world as «the problem of a multidimensional image of the world, the image of reality» [6, p. 60]. Individuals build in their activity the image of the world where they live, act, they themselves improve and partially create; it is also important about how the image of the world functions, mediating their activity in the objective real world [6, p. 61]. Leontiev O. develops the concept of replenishing the picture of the world with knowledge, which is presented to the observer in the form of invisible signs of objects. Conventionally, these properties are divided into two categories: the first is a amodal, the second is the hypersensitive. Amodal properties can be found and revealed during experiments, based on the thinking of the individual, the second group is characterized by the fact that they can be defined as certain functional properties that are not contained in the substrate of the object, they can be represented (found) only in values. An individual image of the world is created by an individual through the «exhaustion» of information from the outside world. Leontiev O. emphasizes, that it does not matter by what means the process takes place, not the main thing how much information it receives, but the main thing that we get as a result, which is the image of the world, the same objective reality. «The image is more adequate or less, more complete or less... sometimes even erroneous...» [5, p. 22].

We will conduct a non-pilot survey to study the opinion and attitude of Ukrainians to blogs as a leading form of informing society. The survey involved 560 respondents aged 20 to 56 years. Among them are 302 women, 258 men.

As we can see, the modern Ukrainian audience trusts blogs, considers them an optimal and reliable source of information, and thus the blogosphere influences the formation of the media environment and public opinion.

№	Question	Answers YES	Answers NO	Answers Don't Know
1	Do you trust the information you get from blogs?	88%	22%	0%
2	Do you consider the information received from the blogosphere reliable and socially important?	76%	20%	4%
3	Do you think it is necessary to impose censorship on the blogosphere?	71%	27%	2%
4	Can blogs replace traditional media?	44%	62%	4%
5	Can bloggers be competent in covering socially important issues?	72%	22%	6%

IV. Conclusions

The fundamental role in the formation of public opinion is played by the modern mass media of the second generation – the Internet. A certain role as a means of communication belongs to electronic diaries – blogs, which are publicly available.

The worldview of an individual can be formed under the influence of blogs and the frequency of an individual's visit to the Internet. One of the important communicative units, both on the Internet and in the traditional media, is and remains the text that contributes to the manipulative processes of public consciousness in the media.

Blogs occupy a leading position in the communicative link of the Internet, as a means to which each user can respond «aloud» and comment, try to influence others, start a discussion, create the illusion of «live communication», thereby expanding the range of media influence and open new horizons for the implementation of the positions of mass communication and their users.

We see the prospects for further research in the need to study blogs as tools for shaping public opinion and the media field.

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Погребняк І. В. Інтернет-комунікації як ключові параметри формування медіагалузі

Мета дослідження є вивчення механізмів інтернет-комунікації як ключових параметрів медіаіндустрії.

Методологія дослідження. У ході дослідження застосовано метод збору дослідницького матеріалу, метод експертних оцінок, систематизація, інтерпретація, контент-аналіз, дискурс-аналіз.

Результати. У статті досліджено поняття інтернет-комунікації як одного з важливих аспектів формування медіа загалом. На сьогодні окреслена проблематика потребує більш детальної наукової обсервації, адже робота працівників інтернет-видань принципово відмінна від праці журналістів у традиційних ЗМІ і ставить низку проблем, оскільки тут мають місце безпосереднє спілкування, зменшення дистанції в системі «журналіст – споживач». У такому контексті принципово змінюється власне поняття комунікації й виникає термін «інтернет-комунікація», що містить певні неточності у визначенні, зважаючи на появу інтернет-журналістики.

Комунікативні потреби сьогоднішнього суспільства доволі різноманітні. Еволюція та стрімкий розвиток інтернету не викликають подиву, тому що він швидко насичує «інформаційний ринок», а це приводить до перегляду питань запиту інформації та ставлення суспільства. Споживачі сьогодні вимагають «свіжої» інформації, таким чином, виникає потреба у зворотних комунікативних процесах між журналістами та споживачами.

Інтернет-комунікації належать до різновиду соціальних комунікацій, тому що мережа є загальнодоступною, не містить вікових або інших кордонів, поширюється на всі верстви суспільства, відображає різноманітні напрями життя та функціонування соціуму більш потужно й достатньо точно. Безумовно є наявність інформаційно-комунікативного підходу до розуміння інформації, яку схематично можна відобразити таким чином: джерело інформації → передавач → канал → отримувач → досягнення інформацією поставленої мети. У мережі Інтернет чільне місце посідає спілкування між авторами та споживачами, значну роль у цьому процесі відіграють форуми й чати, де публікують відгуки на прочитаний чи побачений матеріал.

Подано результати анкетування, що охопило 560 респондентів, окреслено ставлення аудиторії, наведено причини довіри до блогів, що нині перевищує рівень довіри до традиційних ЗМІ.

Новизна. Проаналізовано специфіку інтернет-комунікації як провідного чинника формування суспільної думки, зокрема досліджено структуру та тип написання блогів і їх вплив на масову свідомість.

Практична значущість. Результати дослідження допомагають простежити сучасне комунікативно-інформаційне наповнення блогів, а також можуть бути використані в подальших дослідженнях інтернет-комунікації.

Ключові слова: блоги, інтернет-комунікації, механізми формування думки, інтернет-видання, інтернет-журналістика.

Погребняк І. В. Интернет-коммуникации как ключевой параметр формирования медиаобласти

Целью исследования является изучение механизмов интернет-коммуникации как ключевых параметров медиаиндустрии.

Методология исследования. В ходе исследования использован метод сбора исследовательского материала, метод экспертных оценок, систематизация, интерпретация, контент-анализ, дискурс-анализ.

Результаты. В статье исследуется понятие интернет-коммуникации как одного из важных аспектов формирования медиа в целом. На сегодня данная проблематика требует более детальной научной обсервации, ведь работа сотрудников интернет-изданий принципиально отличается от труда журналистов в традиционных СМИ и ставит ряд проблем, вследствие того, что здесь имеют место непосредственное общение, уменьшение дистанции в системе «журналист – потребитель». В таком контексте принципиально меняется само понятие коммуникации и появляется термин «интернет-коммуникация», содержащий определенные неточности в определении, учитывая появление интернет-журналистики.

Коммуникативные потребности современного общества довольно разнообразны. Эволюция и стремительное развитие интернета не вызывают удивления, так как он быстро

насыщает «информационный рынок», а это приводит к пересмотру вопросов запроса информации и отношение общества. Потребители сегодня требуют «свежей» информации, таким образом, возникает потребность в обратных коммуникативных процессах между журналистами и потребителями.

Интернет-коммуникации относятся к разновидности социальных коммуникаций, так как сеть является общедоступной, не содержит возрастных или иных границ, распространяется на все слои общества, отражает различные направления жизни и функционирования социума более мощно и достаточно точно. Безусловным является наличие информационно-коммуникативного подхода к пониманию информации, которую схематично можно отразить следующим образом: источник информации → передатчик → канал → получатель → достижение информацией поставленной цели. В сети Интернет главное место занимает общение между авторами и потребителями, большая роль в рассматриваемом процессе отведена форумам и чатам, где остаются отзывы на прочитанный или увиденный материал.

Представлены результаты анкетирования, охватившего 560 респондентов, обозначено отношение аудитории, приведены причины доверия к блогам, который сейчас превышает уровень доверия к традиционным СМИ.

Новизна. Проанализирована специфика интернет-коммуникации как ведущего фактора формирования общественного мнения, в частности исследованы структура и тип написания блогов и их влияние на массовое сознание.

Практическое значение. Результаты исследования помогают проследить современное коммуникативно-информационное наполнение блогов, а также могут быть использованы в дальнейших исследованиях интернет-коммуникации.

Ключевые слова: блоги, интернет-коммуникации, механизмы формирования мнения, интернет-издания, интернет-журналистика.