

Visual Content as an Important Element in the Modern Journalism

Aigul A. Guseinova, Rezeda L. Zayni

Abstract: Media content is not always limited to reporting information; it is also an expression of personal position and emotions of an author - journalist, images and details. Therefore, modern journalism requires visual content.

In the work, the observation and study of Internet versions of Tatar-language newspapers and magazines, as well as their presentation on social networks were carried out. In this regard, the authors concluded that the editors pay insufficient attention to the Internet versions of periodicals. At the same time, editorial offices are trying to fully cover their activities on the platforms of social networks in order to attract an audience.

The paper provides recommendations on the development of online versions of the media in the Tatar language.

Keywords: journalism, visual content, visual storytelling, Tatar journalism, social networks.

I. INTRODUCTION

Modern journalism is more getting used to working with images than with written texts. In the periods when there were no other media besides newspapers and magazines, journalists always relied only on their skill, ability to work with a word to transmit information or their opinion. And now they have to pay more attention to this aspect, and work with photos, audio and video recordings, infographics, design elements than with words. Multimedia is primarily important for online versions of existing media and related social networks.

In this regard, events can have two extremes. Some journalists try to use all the possibilities of visual content, forgetting that the text should be brought to perfection. And on the contrary, the second part of journalists disregards the online versions of their publications and does not try to work with visual content. To meet the requirements of the time, of course, it is important to find a "middle ground".

In the modern world, the opportunities of the Internet and means of communication with the use of the Internet (Internet communications) are expanding every year, which leads to an increase in their popularity. Previously, one had to go to the library and search through dictionaries to obtain information about an object, but today we use popular search services for this. Instead of trivial mail, we often use email, almost everyone has their own email address, and instant messengers (WhatsApp, Viber, Telegram) allow you to send not only text messages, but also messages in audio and video format.

At the same time, the possibilities of communication through social networks (Instagram, Facebook, as well as VKontakte and Odnoklassniki popular in Russia), which have

already connected billions of people in all regions of the world, are expanding.

The scientist of the twentieth century, Marshall McLuhan, derived in his scientific works the concept of a "global village" [1]. According to this concept, the development of electronic means of communication, which appeared after the invention of electricity, compresses the entire globe to the scale of a single village. Of course, the globalization process has both negative (individualism decline, national aspects fading into the background, borders are lost, etc.) and positive (awareness, efficiency, ability to communicate in different places, etc.) sides. But the need for Internet communications is only growing, this process cannot be stopped, and we can only predict what its results may be.

II. METHODS

Based on the nature of the material under study and the objectives of the work, descriptive and comparative methods, logical analysis, a systematic approach, and others widely applied in philology methods are used here.

The scientific and methodological basis for the study of the work of domestic and foreign scientists in journalism, linguistics and literary criticism. The methodological base of the study was the work of foreign and domestic scientists [2; 3; 4; 5; 6; 7].

The empirical base of the study was printed and electronic media in the Tatar language, and also pages of social networks.

III. RESULTS AND DISCUSSION

Visual content is everything that is not written text, but is either used instead of it, or enriches it: these are photos, drawings, caricatures, logos, diagrams, charts, diagrams, as well as slide shows, animation elements, clips, and videos. Today, the age of reading is coming to the fore with the age of information visualization. [8, 9, 11]

It seems to us that the popularity of visual content cannot be explained simply by the laziness of the audience. Yes, of course, it is much easier to perceive visual information than the textual one, but the need for such information arises, firstly, due to the transience and lack of time, a person's desire to receive more information in a shorter time. Secondly, in the modern world, the audience wants to receive "live information"; it has many questions, it wants to witness those very events. Visual information can help them with this. For these reasons, reading printed newspapers and magazines is replaced by watching TV or browsing the Internet for many, because the Internet, for example, uses and can use all the features of multimedia [10, 12].

Revised Manuscript Received on October 30, 2019.

* Correspondence Author

Aigul A. Guseinova, Kazan Federal University, Kazan, Russia

Rezeda L. Zayni, Kazan Federal University, Kazan, Russia

Modern scientists and practitioners replace the concept of multimedia with other words: "visual storytelling". If earlier a journalist tried to create a visual picture in the minds of an audience by means of words, now everything is the other way around - using visual content, a kind of "text" perceived by the audience is created.

And how does this happen in Tatar journalism?

Of course, visual content for journalism is not a completely new phenomenon. For example, caricatures were actively posted in Tatar satirical magazines at the beginning of the XX century, from the 20-30s of the XX century photographs began to be published in newspapers and magazines; they used graphic elements during the layout of a newspaper page. These traditions continue to this day. But, unfortunately, even these traditional elements are often not used to their full potential on the pages of some publications. For example, the online version of a newspaper publication contains only one photo. But there are no distinctions, there is a lot of space, even if there is no desire or skill to use other numerous visualization elements, then it would be possible to at least place not one, but several photos relating to the topic of publication. Well if there is an opportunity for a reader to enlarge this photo, but, unfortunately, this is also not possible everywhere. And if possible, it is only due to the deterioration of image quality.

Now let's move on to social networks. One of the most widely used social networking among the Tatar-speaking audience is Instagram. According to the owners of the company, by 2019, 1.1 billion people will be registered on Instagram.

Instagram is also widespread among the Tatars, because it is possible to write and maintain an account in the Tatar language. But there is no function of automatic translation of posts, so for users who do not speak the Tatar language, the possibility of obtaining information is limited. It is worth noting that among the owners of Tatar-speaking accounts there are middle-aged and elderly people (50-70 years old) also who have their own blog and have a fairly large number of subscribers.

Judging by the trend being observed, it can be assumed that accounts with a large number of subscribers have the right to be considered separate media. There are accounts with million-scale audiences, and it is indisputable that in the modern age of information, a person who can keep the interest of so many people has a very big influence.

In addition to personal accounts, there are also thematic pages related to various fields: cooking, needlework, psychology, agriculture, gardening, beauty and health, style and fashion, buying and selling clothes, literary and poetic pages, home economics and building, repair and advice for every day and so on.

Instagram is widely used by newspapers and magazines, radio and television as an additional means of communication with the audience. So, the TNV channel, the TMTV music channel, the Radio channels "Tatar Radiosy" and "Bolgar Radiosy", the "Syuyumbike", and "Kazan Utlary" magazines, the Tatar-inform news agency, and many other Tatarstan media have their own pages on Instagram.

Since 2018, the IGTV application has appeared which allows us to shoot and watch vertical videos with a length of one hour. This possibility allows us, for example, to TNV television (National Television of the Republic of Tatarstan, Russia), to put some programs in IGTV format and show them to the audience of Instagram also, which does not sit in front

of TV. The Tatar-language music channel TMTV, the radio channels "Tatar Radiosy" and "Bolgar Radiosy" (radio and television channels of the Republic of Tatarstan, Russia) also offer their videos for more than one minute. It is worth noting that for radio accounts, the ability to broadcast long videos was a particularly big discovery, as this allows them not only to voice the broadcast, but also to show what is happening in the studio, for example, upload a video interview with a guest on the air.

Another winning communication tool available to Instagram users is "live broadcasts". The format allows viewers not only to ask questions during the broadcast of the video, or to leave comments, but also makes it possible to contact one of the viewers and communicate with them in the form of a teleconference (direct connection). Some radios make extensive use of these opportunities: while broadcasting on the radio, they simultaneously broadcast live on Instagram and answer questions from viewers (for example, "Bolgar Radiosy"). Television uses Instagram to conduct a viewer into the "kitchen" of its production of television programs and broadcasts. TV channels also use the Stories function: short 15-second videos during which we can give some announcements, and additional information. These functions are the means of promoting and awakening the audience's interest in watching TV programs.

It is worth noting here that not all of the above Tatar-speaking media actively use these Instagram functions to promote their publications and communicate with the audience. For example, the magazines "Syuyumbike" and "Kazan Utlary" are limited to a small number of posts, the purpose of which is to announce published materials. Perhaps this should be understood as unwillingness to lose an audience that loves publication in a magazine format. But at the same time, there is a belief that these magazines will only benefit from establishing communication with the audience on the Instagram format and undergo some transformation, because it can be predicted that in our age, when a huge amount of information is produced, people will be physically capable of receiving information and communication only through the Internet.

IV. SUMMARY

Observation and study of Internet versions of Tatar-language newspapers and magazines, as well as their presentation on social networks, leads to the following conclusion: editors often work with online versions in so manner that the text is roughly copied and pasted into the Internet version without any additional action. At the same time, editorial offices try to cover their activities to attract an audience by posting photos and small texts, as well as videos on the platforms of social networks.

Yes, in order to keep the peoples' desire to subscribe or buy a print version, not all publications of the paper version should migrate to the Internet version. It is understandable, that despite the nowadays century of globalization and computerization, the paper version should still be preserved. Indeed, in the countries of Europe or in the USA, where it all began long before Russia, about one third of the total circulation of many media outlets is the paper version, because this option is more attractive to advertisers.



V. CONCLUSION

It should be noted that if all of one's strength and ability is given only to the print version, periodicals can remain without a future, because freedom of choice for the audience is unlimited today. Tatar-speaking readers are fluent in Russian or other languages. If they feel and see that the online versions of newspapers and magazines in Russian or other languages are richer and easier to understand, they will go to there. If reading Tatar publications will turn into the lot of only those who stand guard over the preservation of national languages, then it's scary to even imagine what this could lead to. The abundance of information, the convenience of surfing, the sufficiency of visual information on the sites of Tatar-language newspapers and magazines should make the impossible possible: turn the ability to access these sites into a need even for those who doesn't speak or which Tatar language is poor. Let us draw a parallel: even though many Russian residents do not speak English well, there are many ordinary readers who constantly visit the sites of English-language media, because visual storytelling works, most of the information becomes understandable even without knowing foreign languages.

ACKNOWLEDGMENT

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

1. McLuhan Marshall. The Gutenberg Galaxy : the making of typographic man. Toronto, Canada: University of Toronto Press. 1962. P. 293.
2. Boyd D. and Ellison, N. Social Network Sites: Definition, History, and Scholarship // Journal of Computer-Mediated Communication. 2007. Vol. 13, no. 1. P. 210-230.
3. Dahlgren Peter. Online Journalism and Civic Cosmopolitanism: Professional vs. Participatory Ideals // Journalism Studies. Volume 14, 2013 Issue 2: Cosmopolitanism and the New News Media. P. 156-171.
4. Sarah Van Leuven and Peter Berglez. Global Journalism between Dream and Reality. A comparative study of The Times, Le Monde and De Standaard // Journalism Studies. Volume 17, 2016. Issue 6. P.667-683.
5. David Domingo, Thorsten Quandt, Ari Heinonen, Steve Paulussen, Jane B. Singer and Marina Vujnovic. Participatory journalism practices in the media and beyond. An international comparative study of initiatives in online newspapers // Journalism Practice. Volume 2, 2008. Issue 3: The Future of Newspapers. P.326-342.
6. Buryak V.V. Global Civil Society and Network Revolutions. - Simferopol: Diipi, 2011. -- 150 p.
7. Kalmykov A.A. Mediology of the Internet. - Moscow: Russian State University for the Humanities, 2012. - 272 p.
8. Gradyushko A.A. Promising strategies for web journalism in the global information space // International Journalism 2014: dialogue of cultures and media interaction of different countries: proceedings of the Third International Scientific and Practical Conference, February 20, 2014, Minsk. - Minsk, 2014. - P. 77-89.
9. Sohrabi, M. The Relationship between Non-Financial Innovative Management Accounting Tools and Risk and Return of Iranian Stock Market Listed Companies. Dutch Journal of Finance and Management, 1(2), (2017).40. <https://doi.org/10.29333/djfm/5816>
10. Laureano, R. M., Fernandes, A. L., Hassamo, S., & Alturas, B. Facebook satisfaction and its impacts on fundraising: a case study at a Portuguese non-profit organization. Journal of Information Systems Engineering and Management, (1). (2018).
11. Lee, M. Y. A Case Study Examining Links between Fractional Knowledge and Linear Equation Writing of Seventh-Grade Students and Whether to Introduce Linear Equations in an Earlier Grade.
12. Taubaye, Z., Rivers, W., Mussabekova, U., & Alimbayeva, A. Peculiarities and problems of eponyms (on the material of Kazakhstani periodicals). Opción, 34(85-2), (2018). 221-236.
- International Electronic Journal of Mathematics Education, 14(1), (2019). 109-122.