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Transformative processes of blogosphere and Internet journalism

Abstract. *This investigation considers the main features and directions of citizen internet journalism development, professionalization of blog platforms, which have become an instrument for communication between people, and regulation of blog platforms, where they can share their opinions, news, analyses, and emotions about different themes. The information transmitting processes over the last 5 years in Kazakhstan, with the growing influence of bloggers on society, changes in the traditional journalism content and journalistic articles on websites. Rapid progress in the field of computer technology, the emergence and development of the Internet are making significant changes to the modern information and communication environment.*

The Internet has become a powerful information space, covering in varying degrees all aspects of public life in Kazakhstan. In the new environment, the Internet media sector is actively developing and playing a significant role. The advent of the Internet forces us to rethink previously established concepts and categories in discussions about the media, to take a different look at traditional communications and information transmission processes.

Against the backdrop of the crisis of classical media, new public models of informing the public and commenting on the news appear, which are less limited by various kinds of control, as well as economically less expensive, due to the reduction of their production and distribution costs. Network circumstances, which have become an important transforming factor for journalism as a profession (and as an educational and career path), began to have a significant impact on the entire media communications industry from about the beginning of the 2000s. These factors and their impact were a direct result of the rapid spread of the Internet as a communication platform. Changes' analysis in the phenomena of the blogging sphere is useful, as well as their influence on professional media.

Keywords: *internet journalism, blogosphere, online media, modern technologies, blogging.*

DOI: <https://doi.org/10.32523/2616-7174-2022-140-3-44-54>

Introduction

In order to build an understandable and instrumental perspective, it is also necessary to consider such important elements as changing the

structure and behavior of mass media audiences, and the structure and counter-structures of society, which determine the change in social demand for media communication. There is a multidimensional convergence of professional

media and the emergence of new practices, collectively called “citizen online journalism”. It plays a vital role in the analysis, collection, and dissemination of a ton of information, such as news articles. This foundation requires creators of reports and analytical materials with special competencies. Then a modern kind appears as personal media by private citizens, and journalists become not only the text’s authors but also editors and organizers in the promotion and sharing of content to the mass audience. A specific form of citizen online journalism is blogs, websites containing individual or collective entries connected by a single platform, as well as the ability to comment and disseminate both by community members and non-community readers.

According to the aforementioned points, it can be concluded that all these factors determine the study’s relevance, then citizen journalism development on the Internet could be studied. All of the results allow us to improve the public regulation of educational programs in the media and increase the protection of journalists’ rights. Finally, the study concluded that bloggers and journalists do not compete to inform the public, however, they collaborate.

Today, the importance and potential of blogging-related Internet services are obvious. The blogging development led to the emergence of online journalism. Usually, it can be called citizen journalism. Bloggers transmit the information to the mass audience, in contrast to journalism, bloggers’ opinion is subjective and not provided by the experts.

The Internet for the purpose of mass correspondence has various explicit elements that make it a novel apparatus for getting and spreading data. This is [1]:

- Proficiency. Any data can be acquired right away, quicker than through different channels.
- Worldwide, as it is an overall interchanges organization.
- Intuitiveness. The Internet is frequently used to give criticism, which recognizes it from other electronic media.
- Selectivity. Individuals themselves pick which sources to utilize and what data to get,

which adds to the development of a specific data culture.

The degree and interest in resident newscasting are genuinely new, despite the fact that types of this have existed for the majority of current history. A considerable lot of the papers that arose in the nineteenth century were made by laypeople who saw the requirement for nearby networks and started to distribute different news, commercials, and tattle. Papers were professionalized in the nineteenth 100 years, prompting the making of a generally autonomous corps of writers zeroed in on authentic, objective inclusion. However, professionalization additionally downgraded essential honest proclamations that prompted a diminishing in autonomous judgment and backing for the status quo [2].

Since the 90s, public or resident news coverage has turned into the fundamental response to this situation. The development depended on the rule that, while news associations can and ought to stay autonomous in considering explicit debates and finding substantial answers for issues, they shouldn’t stay unbiased regarding a vote-based system and common life itself.

By the mid-1990s, the organization started to offer another other option. Contributing to a blog offered new composing networks as well as reactions to conventional media. Some thought of it as reporting and others considered it an article or platform. However, what was clear was that the new article could feature its own space of consideration on the organization (in spite of the fact that it stayed reliant upon messages from the established press).

Resident reporting as a free development showed up in the mid-2000s. Writers, for example, Dan Gilmore passed on San Jose Mercury News to send off the biosphere’s free reporting blog. Simultaneously, the number of political sites developed quickly, and they impacted both the left and right sides of the political range. New resident news-casting rehearses cover a wide scope of chances: from new types of crowd interest in conventional media to the statement of residents in the blogosphere. As far as happiness, they substitute with authentic announcing by nearby entertainers with regards to worldwide

organization and self-articulation. conclusions. In this manner, resident news coverage characterizes not explicit substance, a particular plan of action, or announcing structure, but instead an organization account structure in view of these establishments:

- a) a ton of free data;
- b) chances to make an even correspondence, instead of vertical progressions of data;
- c) to obscure the limits among the creation and utilization of content;
- d) diffuse liability in view of notoriety and worth, and not on the primary pecking orders of the system [3].

Justification of the choice of articles and goals and objectives of the study - to recognize the elements of the connection between resident news-casting and expert news-casting and propose a task to directly contribute to a blog. Object - current resident news-casting of Kazakhstan. The subject is the particulars of the connection of expert news-casting with common.

The motivation behind the review is to feature the principal distinctions and underlying attributes of the exercises of resident internet-based columnists as an exceptional expert gathering in current media, to distinguish the primary indications of professionalization of a gathering of contributing to blog writers.

The execution of this objective requires addressing various inquiries:

- follow the historical backdrop of the issue;
- give a translation of the expression «resident news coverage»;
- to read up on the exercises for the advancement of public drives in resident our country;
- news-casting and blogosphere in Kazakhstan;
- investigate the phases of the hypothetical comprehension of resident news-casting in
 - make a relative examination of web reporting, the blogosphere and common news coverage;
 - depict the professionalization patterns of online news-casting;
 - to portray the patterns of professionalization and advancement of the

blogosphere as a different gathering of current media;

- to consider the elements of the official guideline of the exercises of customary media, Internet writers, and bloggers [4];

Scientific research methodology involves the empirical method of investigation, comparison, and analysis of media development trends are the theoretical and methodological basis of the study, analysis of materials from regional news agencies, and interviews with bloggers.

The methodological and theoretical base was compiled on the basis of monographs, collections, and articles of Kazakhstani, Russian and Western researchers in the field of media, online journalism, and blogging. Their works contain extensive, accurate, and statistical facts.

Research method

Empirical method:

- analysis of information obtained after a focus group survey;
- monitoring the reaction and behavior of users of social networks, visitors to blog platforms, and readers of traditional media;
- content analysis is one in of the main methods of quantitative research on subject-specific and communicative-strategic characteristics of the domestic journalistic blogosphere;
- interviews with representatives of traditional online journalism, micro-influencers, and bloggers.

Results and discussion

In principle, resident news-casting offers numerous open doors for customary residents and society, as well as expert writers. Society can profit from the accessibility of computerized administrations. Including residents in the news, interaction can make it more appealing to them. This cooperation, thusly, can assist proficient columnists with filling in the “news holes” or seeing what the public considers significant. Notwithstanding, by and by, resident news coverage is frequently seen as a contest with the

calling of columnists, even as an unlawful rivalry since resident writers are not expected to follow moral revealing standards.

Resident reporting is an exceptional type of news-casting with content from common individuals or the general population. In Kazakhstan, the term used to portray resident news coverage implies reporting including the general population. Specialist Agung Kurnavan characterizes resident news-casting as follows: "The exercises of residents assuming a functioning part in the assortment, detailing, investigation and scattering of information and data." In such news-casting, a resident or local area assumes a functioning part in sharing and spreading news and data.

This sort of news coverage intends to guarantee that individuals have autonomous, dependable, precise, and forward-thinking data. As a rule, the advancement of news-casting in view of resident investment has empowered the formation of more extensive vote-based conditions as they create with the momentary period of data requested by the general population.

The advancement of data innovation is developing quickly, giving open doors to the developing utilization of resident news-casting in the public arena. The utilization of PC hardware on the web, intuitively and "portability" has made the public ready to look, select and scatter data that is viewed as pertinent and fascinating to general society.

News and media associations accumulate, inspect, and sanction swarm data across three practical objectives:

Further, grow by and large peruser responsibility;

Increase direct-paying relationships with perusers;

Drive pay from sponsors [5].

The rise and improvement of resident reporting depend on the interest of news coverage in the public arena, roused by the local area's disappointment with the data sent by the media that was made. Individuals propose that the ongoing media couldn't grasp the public interest in news revelations. These variables added to the development of resident news-casting, which includes public support in the "news market".

The rise of the peculiarity of resident news coverage is likewise propelled by the craving to make news-casting never again part of a circle that is controlled solely by writers. A more just local area accepted that reporting today was utilized by different gatherings and government officials for carrying on with work and in any event, for political purposes. News casting has generally informed people in general about government choices, including whether authorities satisfy their commitments to society.

Association in open reporting as a crowd of people, requiring the client a capacity to make the data given dependable and precise.

Open doors for resident news-casting in the public eye:

- 1) making your own substance;
- 2) open talk;
- 3) support in open conversation gatherings;
- 4) composing, examination and conversation;
- 5) the distribution of different feelings;
- 6) the production of genuine outcomes, and in addition to a trade of thoughts;
- 7) the reliable quest for objectives to be achieved[6].

The developing impact of reporting with public interest has furnished residents with the valuable chance to get elective perspectives on occasions from a wide assortment of sources. Also - resident reporting offers the public the chance to offer viewpoints and relations on major problems emerging in the public eye. Correspondence between different public circles on policy-centered issues and in view of the social component of participatory majority rule government, as well as the opportunity of articulation and balance of chance, are significant circumstances for the working of public space in the public eye.

Then again, these advancements can't be isolated from data innovations, which are quickly created in the web-based world. Existing data innovation has given incredible open doors to people, in general, to get to an assortment of data from sites or accessible assets. Additionally, general society is likewise offered the chance to associate with data accessible on an assortment of media. This open door makes a significant commitment to the advancement of society.

Production of characters. Character is “an unmistakable component, a particular quality, moral strength, an example of conduct found in an individual or gathering”. “Character” can be characterized as interior characteristics that influence all considerations and conduct of an individual, character. The person is related to moral strength, and the shade is “positive”, not unbiased. In this way, the “character” of an individual has (restricted) moral characteristics. In this way, training fabricates character, certainly inferring the development of attributes or ways of behaving in light of or connected with the ethical aspect, which is positive or great, and not negative or awful.

Character is “a characteristic inclination, and general manners advanced steadily, which decides the person in the general working of the mental way of behaving, which makes the perspective and acting regular. Two significant angles can be noted inside the individual, in particular solidarity (the proper behavior in the show) and stable (constant solidarity in the period), along these lines, there is a course of mental organizing inside the person that normally answers the climate.

A few standards, for example, soundness of ways of behaving; congruity in time; the cognizance of perspectives in real life draws in genuine consideration of instructors and academic reasoning in the structure of the course of character schooling. Subsequently, character instruction is a persistent unique improvement in an individual of the capacity to keep up with the digestion of values, which prompts the area of a functioning, stable individual. Character advancement basically includes the improvement of a substance, cycle, and climate or climate that motivates, supports, and assists an individual with growing positive routines in daily existence. These propensities emerge and create based on mindfulness, certainty, awareness, and disposition of the individual concerned. Subsequently, the person is turned back to front, as in conduct forms into a positive routine, this was because of consolation from within, and not due to any compulsion from an external perspective.

Resident news-casting gives a chance to work together to make a little commitment to what is basically a continuous discussion between many individuals, the majority of whom don't have the foggiest idea about one another, besides through a typical task. Besides, the purported “intelligence of the group” says that many individuals realize more than some, that even specialists have restricted information, and that a massive space with numerous members will give valuable and dependable information.

Thirdly, the possibility of “individuals previously known as observers” is firmly connected with this. A functioning gathering will constantly answer news, going from straightforward dynamic perusing, connecting, and emailing stories to companions and records, and remarking on stories, to giving authentic information that can refine or address the story, to compose like resident columnists. At this multitude of levels of action, residents become more engaged with their networks.

Dynamic and intrigued residents can work on the quality and volume of data on a specific issue, opening it to all who take an interest in it. Resident news coverage empowers resident activity to be deliberative as opposed to progressive. By straightforwardly taking part in the creation and dispersion of news-casting, residents help, even in little numbers, decide the news plan.

Writes today go about as elective media to conventional media (press, radio, and TV). To begin with, let us go to explain the idea of the “blogosphere” and the advancement patterns of the blogosphere.

Websites are a novel configuration that sets out equivalent open doors for self-articulation to any individual who has Internet access [7].

A blog is «a client's very own website, available for public review and comprising of consistently refreshed posts, pictures and sight, and sound. Accepts a public discussion between the peruser and the creator. Sites are portrayed by short sections, restricted to a brief timeframe, arranged backward sequential request» [8].

Frequently they compose that a blog is an internet-based journal. A blogger is an individual who sites. The blogosphere is the entirety of

all blogs [9]. The contrast between a blog and a customary web-based journal is because of its current circumstance: websites are normally open and propose some external perusers who might participate in a public conversation with the blog creator (in remarks on a post or individual sites). Simultaneously, publishing content to a blog is accessible even to amateurs - Internet clients.

Blog Feature [10]:

1. These assets are very huge with regards to the quantity of clients (ie, as per formal pointers, they meet the models of broad communications).

2. Proprietors of these assets wish to enroll their distribution as media. In current procedures of media research, a totally judicious equation for deciding the media is taken on: the class "Magazines" incorporates media assets that demonstrate the magazine as a type of circulation; the classification "Papers" incorporates media assets that show the paper as a type of appropriation. Similar applies to the classifications "TV" (TV slot and TV programs as a type of circulation), "Radio" (radio channel and radio projects as a type of dispersion), "News offices" (news organization as a type of appropriation) and, at last, "Web media" (electronic periodicals and online distributions as types of distribution) [11].

As per the examination of why a blogger is the quickest developing calling, there is a rundown of the online journals' highlights.

1. Bloggers are cutthroat. There are a huge number of sites on the web. Around 75 million are facilitated on WordPress.com. What's more, there are additionally Blogger, Tumblr, and different stages. Regardless of whether a blogger has taken a quite certain specialty, he will in any case have competitors [12].

2. Bloggers are general. A creator's blog is a scaled-down paper. Just her staff has just a single representative. He is a writer, editor, proofreader, and format planner. The peruser, seeing the article, doesn't contemplate what stockpile of information a blogger needs to utilize with the goal that he simply loves. Language structure, stylistics, HTML, SEO, planning, and even brain research - a decent blogger ought to be somewhat master in every one of these areas.

3. Bloggers are PC educated. Spelling and accentuation. Education is significant, yet, what's more, the blogger should be in fact wise.

In the event that we are discussing an individual blog, nobody will come and set up the blog its proprietor. You'll need to comprehend the complexities of programming, and website architecture, crafted by web search tools and informal organizations yourself. Likewise, the blogger is compelled to safeguard his asset from spam and phishing.

4. Bloggers are the advertisers. They need to not just compose an article and afterward distribute it. The main interest group should understand it and give it a "viral" charge. To do this, bloggers should possess Internet showcasing procedures: website streamlining, advancement of informal organizations, and the utilization of context-oriented publicizing. When in doubt, this must be dominated freely.

5. Bloggers face incredible challenges. As it creates, the blog requires more consideration. Bloggers can face challenges and, having stopped their primary work, commit themselves to publishing content to blog exercises that produce cash pay. From this second, the blogger turns into a business person. All monetary dangers fall on him, and it relies just upon his choices on whether he can bring in cash on his blog.

6. Bloggers are great financial specialists. Looking for clients, deals, advancement of associate items, promoting - the base measure of business tasks that a blogger makes consistently. Because of this, many websites from private pages develop into income-producing business projects [13].

7. Bloggers are great chiefs. They should appropriately deal with their time. Equipped arranging relies upon whether the blog will be routinely refreshed. Also, on account of an aggregate blog, its creator should deal with the group: search and employ creators and content directors, arrange remote work and control it. A blogger is an individual who pursues numerous significant administration choices consistently.

8. Bloggers are makers. It's fascinating to compose on the Internet - adequately not.

Indeed, even absolutely text web journals don't manage without photographs and video material. Subsequently, bloggers are makers who show their ability in different fields - composing, photography, video, and substantially more.

9. Bloggers are specialists. You can't simply say something. Ought to load up on proof. Also, leading exploration, gathering measurements, directing a review, concentrating on history, and so on. A decent blogger is generally a scientist who doesn't rush with unwarranted articulations yet knows how to contend with his situation.

10. Bloggers have an instructive capacity. Assets are popular for giving new information. For instance, any touring blog is a prologue to an alternate culture. Bloggers share their insight with perusers, making them, along these lines, more instructed.

11. Bloggers shape general assessment. A blog is a stage for conversation. Where you can transparently communicate your citizenship.

Data streaked in the blogosphere immediately becomes news. The assessment communicated by a definitive blogger is quickly advocated.

Sites are a strong power that can impact the personalities and dispositions of individuals [14].

Kazakh writer Daniyar Sabitov composes that "resident or public news-casting of the blogosphere today converges with its conventional perspectives, which proposes another stage in the advancement of the whole friendly arrangement of news-casting. From the second this new type of correspondence shows itself, websites become a method for illuminating and causing notice of socio-political data, turning into an elective conversation and political stage. Sites and informal organizations today can truly impact popular assessment in our country.

The Internet (and the blogosphere) can be called "a virtual stage for conversation and cooperation in legislative issues" or "public space". Because of certain elements, sites can be named as other options or city media. Scientist Golbreich V.B. characterizes elective media as "media that are created by non-benefit sources and attempt to change existing social jobs and schedules by censoring and testing power

structures" [5]. He accepts that elective media gives a free stage to gatherings and people who are underestimated by the traditional press. Elective media have the chance to transform watchers into dynamic members; they frequently see their part in "instruction and activation".

What valuable open doors do websites give today? Bogdanov M.V. names the accompanying [16]:

1. Data, which set out open doors for giving: - text posting, and realistic substance;
 - make notes, for example, journals design;
 - buy into different sites.
2. Hierarchical capacity permits you to:
 - put together open and close vested parties;
 - make a joint effort as indicated by the interests;
- make an exploration work of understudies' local area;
3. The social capacity comprises of:
 - correspondence between gatherings
 - give thoughts and assessments.
4. Inspirational:
 - to invigorate bunch action;
 - persuades logical work and creates inventive reasoning.

So writes are a decent substitute for a few wellsprings of data immediately and are exceptionally famous in Kazakhstan. They assume a significant part in the existence of organization clients, as they give the potential chance to get the most recent news, get to know the perspectives on specific occasions, raise significant issues and impact individuals' viewpoints.

In the event that we discuss Kazakhstan, in our country, the blogosphere is additionally growing progressively. Allow us to examine a few parts of the working of Kaznet sites. At a conservative meeting on the subject: "The advancement of the foundation of publishing content to a blog among the nonmilitary personnel populace of Kazakhstan, as well as the introduction of Kaznet's new items", held in Almaty in 2015, one of the members, noticed that "writing for a blog in our nation today is an unconstrained interaction. From one perspective, this is an extremely helpful thing: individuals get to know one another, and a trade of sentiments happens in a specific social

network [17]. Writes today are starting to swarm out customary news coverage”.

Consider the websites remembered for the Kazakhstan arrangement of the blogosphere. At one time, Kazakhstani platforms started to create in the organization, the most genuine today are the Nur.kz and Yvision.kz stages. Likewise, there are a few assets like the gathering “Focal point of gravity”, Nur.kz, Zonakz.net, Zakon.kz, Tengrinews.kz, and others, which in their construction contain the elements of the blog.

Today, many web journals have become web-based journals, however, the most broadly perused Internet assets. It is here that large numbers of the primary news things for the public media are “made”. Web journals meet every one of the necessities of online media - they are proficient and intuitive, and the data introduced in them is much of the time elite. In addition to other things, these assets are directed by individuals not intrigued by business gain, which builds the peruser’s certainty. A significant piece of the blogosphere is topical communities.

Conclusion

Nowadays it is necessary to create new models of citizen journalism at the national, international, and local levels to create new forms of reporting and public responsibility. In the local communities, an information asset can be created to support the active education and participation of citizens in changing the mass media in order to combine the best of civic and traditional media. For individuals, you can offer to learn new reporting skills through the Internet and become an active readers, commentators, and co-author.

Citizen journalism templates are already being implemented worldwide. And their charm is that they are perceived by a sufficient number of citizens with access to technology and interest in some kind of story. Citizen journalism is dissolving every day, as evidenced by the growing number of projects around the world and the expansion of the blogosphere. Whether it will continue to grow will depend on the decisions made by these projects to address the challenges of sustainability and integration. Although it

is too early to assess the influence of citizen journalism, it may seem that in our country it has opened up the political spectrum, but today it allows us to revise the news agenda. It remains to be seen whether and how citizen journalism can develop in undemocratic countries. At least theoretically, this could be an important way in developing a network of civil society that would lead to changes in the democratization process [18].

At the end of the 20th century, a momentous event occurred - the creation of a global network and providing the Internet connection. Nowadays we can configure the fact of the birth of a new type of media - network media.

Internet journalism has its own linguistic style, which a journalist needs to use in order to exist on the World Wide Web and attract a readership’s attention. At the same time, online journalism dictates new trends and formats for the transfer of information adds new words to the journalistic lexicon, and makes the process of transmitting the information faster and more interactive.

In the context of technological development and methods of transmitting information, the format of communication between members of society is changing, and along with this, the “information society” is developing. “Citizen journalism” is a phrase already established in the modern world of media content.

The media audience, which used to be only a consumer of information, began to take a direct part in the production of journalistic products. The network is attractive because it contributes to the reflection of numerous points of view, to dialogue in ways impossible for traditional media. Thus, forming new signs and features of the “public sphere”.

It should be noted that citizen journalism, as an element of the public sphere, is not a professional activity, it can be defined as the active participation of the audience in the process of collecting, analyzing, and disseminating news and information. The purpose of this audience participation in journalism is to provide independent, reliable, accurate, complete, and up-to-date information in accordance with the requirements of a democratic society.

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Блогосфера және интернет-журналистика: трансформациялық үдірістер

Аңдатпа. Бұл зерттеу азаматтық онлайн-журналистиканың негізгі ерекшеліктері мен даму бағыттарына, адамдар арасындағы қарым-қатынас құралына айналған блог-платформаларды кәсібилендіруге, оқырмандар өз пікірлерімен, жаңалықтарымен, түрлі тақырыптардағы талдауларымен бөлісетін блог-платформаларды реттеуге арналған. тақырыптар. Қазақстанда соңғы 5 жылда блогерлердің қоғамға ықпалының күшеюімен, дәстүрлі журналистік мазмұндағы және веб-сайттардағы публицистикалық мақалалардағы өзгерістерге байланысты ақпарат беру процестері өзгерді. Компьютерлік технология саласындағы қарқынды прогресс, Интернеттің пайда болуы мен дамуы қазіргі заманғы ақпараттық-коммуникациялық ортаға айтарлықтай түзетулер енгізуде.

Интернет Қазақстанның қоғамдық өмірінің барлық аспектілерін бір немесе басқа дәрежеде қамтитын қуатты ақпараттық кеңістікке айналды. Жаңа жағдайларда интернет-медиа секторы белсенді дамып, маңызды рөл атқаруда. Интернеттің пайда болуы бізді БАҚ туралы пікірталастарда бұрын қалыптасқан ұғымдар мен категорияларды қайта қарастыруға. Интернеттің пайда болуы бұқаралық ақпарат құралдары туралы пікірталастарда бұрын қалыптасқан ұғымдар мен категорияларды қайта қарастыруға, дәстүрлі коммуникациялар мен ақпарат беру процестеріне басқаша қарауға мәжбүр етеді.

Мақалада халықты ақпараттандырудың және жаңалықтарға түсініктеме берудің әртүрлі бақылау түрлерімен аз шектелген, сондай-ақ экономикалық тұрғыдан азырақ жаңа қоғамдық үлгілері пайда болған классикалық БАҚ дағдарысы аясында қалыптасқан жағдайға талдау жасалған. олардың өндірісі мен таралуын қысқарту арқылы қымбатқа түседі. Мамандық ретінде журналистиканың маңызды түрлендіру факторына айналған жағдайлар (білім беру және мансаптық траекториялар) шамамен 2000-шы жылдардың басынан бастап бүкіл медиа коммуникация индустриясына айтарлықтай әсер ете бастады.

Бұл факторлар мен олардың әсері Интернеттің коммуникациялық платформа ретінде жылдам кеңейуінің тікелей салдары болды. Сондай-ақ мақалада блогинг саласындағы құбылыстардағы өзгерістерді, сондай-ақ олардың кәсіби БАҚ-қа әсерін талдау ұсынылады.

Түйін сөздер: интернет-журналистика, блогосфера, интернет БАҚ, заманауи технология, блогинг.

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Блогосфера и интернет-журналистика: трансформационные процессы

Аннотация. Данное исследование посвящено основным особенностям и направлениям развития гражданской интернет-журналистики, профессионализации блог-платформ, ставших инструментом общения между людьми, регулированию блог-платформ, где читатели могут делиться своими мнениями, новостями, анализом на разные темы. Процессы передачи информации за последние 5 лет в Казахстане в связи с ростом влияния блогеров на общество, изменениями в традиционном журналистском содержании и журналистских статьях на сайтах изменились. Стремительный прогресс в области компьютерных технологий, появление и развитие сети Интернет вносят существенные корректировки в современную информационно-коммуникационную среду.

Интернет стал мощным информационным пространством, охватывающим в той или иной степени все стороны общественной жизни Казахстана. В новых условиях сектор Интернет-СМИ активно развивается и играет значительную роль. Появление Интернета заставляет переосмыслить ранее устоявшиеся понятия и категории в дискуссиях о СМИ, по-иному взглянуть на традиционные коммуникации и процессы передачи информации.

В статье приведен анализ ситуации, сложившейся на фоне кризиса классических медиа, когда появляются новые публичные модели информирования населения и комментирования новостей, менее ограниченные разного рода контролем, а также экономически менее затратные за счет сокращения их производства и распространения. Обстоятельства, ставшие важным трансформирующим фактором для журналистики как профессии (как образовательной, так и карьерной траектории), начали оказывать существенное влияние на всю индустрию медиакommunikаций примерно с начала 2000-х гг. Эти факторы и их влияние были прямым следствием быстрого распространения Интернета как коммуникационной платформы. В статье также предложен анализ изменений в явлениях блогерской сферы, а также их влияния на профессиональные СМИ.

Ключевые слова: интернет-журналистика, блогосфера, интернет-СМИ, современные технологии, блогинг.

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