



Contemporary Strategic Contexts in Mass Media Activity

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Abstract

This article considers the current problem of investigation and formation of contemporary strategic contexts in Mass Media activity. Our total research presents the dominant problem of the relationship of media practices and technology synergistically as a cultural phenomenon, the ultimate goals which can be achieved by using a specific menu of strategies. Development and implementation of journalism as a managerial phenomenon is of particular practical importance, which can hardly be compared with any other kind of intellectual responsibility to society, and this makes it to the kind of management - that's what makes the position of the phenomenon of journalism at the administrative phenomenon. However, the tactics of the specific media strategy plays the role of an operating entity of influence synergistically and technological culture. In the context of journalism tactics of control depends on the "scope" The main division is in two dimensions: future challenges and current tasks. The tactics of the specific media strategy should not be at the same time more complex than the strategy itself, otherwise lost informative elements that are in the forefront in the implementation of impact on the audience. In the application of a systematic approach to the development of problems of transformation of journalism practice will be able to construct a complete model of the journalistic sense- specific - the structure- intellectual ideas that: promotes the formation and strengthening of certain craft framework; leads to the formation of a stable self-organization, and then - the organizational intellectual group; determines the selection of the group pre-selection strategies identified by the dynamics of confrontation in the inter-group level. Media strategy is a manifestation of the level of support specific interests not only at this stage of certain social relations. We outline the future trends, strategic window, the resources for the implementation of plans, self-organization and mobility - the characteristics of strategic media players. Media strategy - is permissible model of journalistic competence in the context of the orientation of the media on social practice.

Key words: *Mass Media; Media Strategy; Transformation; Communication; Contexts.*

Introduction

Trends in the development of Ukrainian communication science segment indicate the tangible progress in the establishment of objective knowledge in the field of social communication, focusing attention primarily on the scientific aspects of current problems. However, the development of communication models of the media remains outside of a significant amount of work, as it deprives such research context analysis of the prospects of social practice and the definition of social values [1] - including the analysis of the potential possibilities of the valuable relation of audience to the considered type of communication.

Results and Discussion

The trend can be explained by the fact that researchers avoid outline the key strategic parameters of modeling media issues [2]. The development of media models is based on a system of scientific theories that are methodological in nature: a complex problem of typology (media , structures, its genres, content characteristics of publications, the audience); a complex problem of media management ideology (canonical structures of classical editions, technology financing tricks); a complex problem of journalistic practice technology (the boundaries of creative skills of the journalist, the level of individual journalistic skills, ethics, relationships within the publishing houses).

In this regard, as the basic characteristics of scientific research would be worth to offer two research platforms of any theoretical problems chosen for the analysis of contemporary issues in communication science: at firstly, the strategy of journalism , and secondly , the impact on them of the "third wave" of technological revolution, a key basis of structural transformations. The combination of technological ideas of Elvin Toffler and the complex of the foundations in a specific field of applied research will make research interesting and useful for the modern social communications [3].

Elvin Toffler's theory takes into consideration the importance of communication and technological transformations in social communication [4]. In such conditions it is difficult to talk about a particular strategy of technological change in journalistic practice, which is defined by a single, separate factor in the modern media market. That's why you can talk about innovation as the internal function of a particular media representative: it generates technological changes - that's why there is a problem of individual strategy, individual pattern of behavior, individual innovative disposition of media, with the help of which, the strategic player runs in its own target field, is rarely targeted by strategies imposed by competitors.

In our view, such approach to the interpretation of the mass communication processes differ by some extremely unconventional for modern research social communication dominants, that are not only able to fill up the theoretical foundations of communication real terms, but also - to make a new look on the contexts of modern journalistic problems.

Dominant one: a synergistic approach to the definition of the media role and place of in public transformations. The synergistic approach proceeding from the principles of the world integrity, common patterns of development of all levels of the material and the spiritual organization, irreversibility of deep relationship of chaos and order, chance and necessity, forms the basis of a systematic determination of the place and role of the media in such a complex open system, such as social transformation.

Extrapolating the synergetic approach to the activities of the mass media, the cyclical nature of cause-and-effect phenomena in the process of social transformation and the role of the media in it as an organic component is traced. The main stages and social transformation sequence is shown in Figure 1.

It is within the theory of self-organization of complex systems social destination of the media should to be considered, the object of study of which is society in all its diversity, the changes to the importance and magnitude of which does not depend on the importance and magnitude of impacts, errors in management. Mass media, learning the principles of building organizations (nature of the phenomenon), its origin, development and self-complication, occupy key positions in the system of social relations in the implementation of tasks:

- the formation of society as a whole complex, which has properties that do not have any of its parts;
- the use of common approaches that are applicable to multiple systems on analytical processing of information about the phenomena, where more intense external stimuli lead to a qualitatively new behavior of the system of social relations;
- the balancing of public opinion with the transition from the simple to the complex, from the lower to the higher;
- the formation and maintenance of organization, orderliness in public relations;
- analysis of complex social processes of different nature, using new technological opportunities.

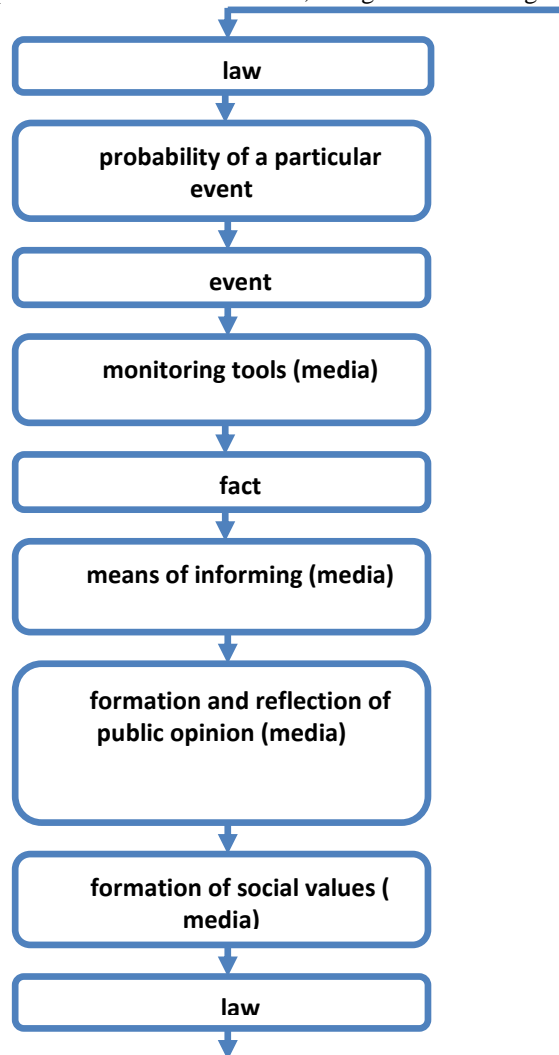


Figure 1. System role of the media in series of social transformations.

A striking example of a synergistic understanding of the realities of mass-media practice is the treatment of the essential nature of the technological convergence of the communication product. Established in the Ukrainian segment of communication ideological trends of understanding of the "third wave" as the basis of the technological revolution and the technological convergence of communications products would cost subject to well-founded skepticism, especially by

Boris Potyatynnyk [5, c. 40-43]. If we consider the discussion, business initiatives and business aspirations, fixated solely on electronic technology and some forms of technology products, as well as the fatalistic idea that protected the attention of researchers from the new communication opportunities of real publishing management, the interpretation of changes in the era of technological revolution as the only technological transformations alienate the public from the concept of the "third wave" as a phenomenon primarily cultural and spiritual process.

A key feature of the technological revolution in the field of media should act as the co-creation, collaboration of all stakeholders in the value-based backplane. In this conceptual platform media management technologies will seem synonymous with the possibilities of manipulating of the latest tools in the journalistic practice that will refocus the attention of the means of technology as a cultural and spiritual synergy of media product that can equally be printed versions of a product as well as electronic (information, media, the audience).

It is synergistic rather than technological approach to social transformations that opens up new communication, distribution capabilities. In the context of the intellectual, creative, organizational transformation efforts systemic perturbations can bring media and journalistic practice to a qualitatively better orbit as compared to the current debates.

Dominant second: mass media practices should be viewed as a complex of structural and dynamic narrative. The context of technological transformation offers a new brand of modern scientific discourse perspective on the media as a complex structural and dynamic narrative - perhaps an unusual, if not shocking at first maxim that in the future we will be able to connect with the receptive climate of media practices. However, the problem of updating of narrative discourse in this context, there is still chance - outlines the methodology of the study of media strategies in synergetic transformations are largely due to the new opportunities of multiple versions of modern theoretical research process, for example, by Monica Flyudernik [6].

Achievements the basic communication science schools suggest first of all the need for traditional schools the ambiguous reading of scientific context, and the flexibility in the application of research material to it a variety of analytical procedures. In the dynamic processes of human development there are formed certain modes of knowing reality, models of their expression in narrative discourse. These models of narratives as technology supply itself imposed on the perception of the realities of world, society to certain restrictive framework [7]. As for our starting position of the media narrative analysis could serve as a global system - accounting model and the use of any experience, since the development of narrative concepts is justified, given their ability to assimilate as another identity and thus provide at least a conditional stability to own synergetic space. The problem of "transitional" defines the characteristics of the current journalistic discourse, especially in the part of its active interest in contemporary literary process. Jostein Gaarder, the founder of metanarrative, entered into the communications practice not as a writer, not as a specialist, not as a master of words, but as a master of writing [8]. Childish in form, but universal in content, refined on the inside of the universe of human intimacy, localized on the existence of here- and-now, and everywhere - and - always - these are just some of what is the basis of content-specific, psychological, temporal and spatial parameters of the proposals that Y. Gorder was making to publishers. In principle, there is no question about the meaning of the existence, there are contexts of the methods and forms of existence of this harmony and perfection. That is why for mass media as a narrative phenomenon synchronization planes of time and space the projection on the psychological aspects of understanding the nature of modern audiences is considered relevant.

Dominant three: publishing practices should take into account the evolution of the multicultural society. Conflict of generations - especially in synergetic and technological dimension - in terms of communication leads to the release of the audience, which is the carrier of technological improvement, an apologist for mechanization of social communications. Therefore, the personification of children of the "third wave" is a syndrome of "electronic book-learning", such a method of publishing practice when it, breaking its own boundaries should take into account the multicultural nature. Ignore trivial globalization, considering "a mysterious unusual" because it has only led to the globalization of the changes in the lifestyle of the international community.

The dynamics to the stratified development adds not amorphous globalization, but specific sectoral filling of life - but because for us the strategic value of transformational aspects of e-publishing is the practice of book-learning, a ploy that the "third wave", thanks to which the movement of humanity from the books before the era of communication technology has taken only half a millennium, whereas the path from the first communication capabilities of humanity to the fixed communication works - books - took several millennia. E-book culture, even within a technologically backward and communication society requires a new view on the process of technology use communication features of societies in which are purely human dimensions publishing culture.

So, our total research presents the dominant problem of the relationship of media practices and technology synergistically as a cultural phenomenon, the ultimate goals which can be achieved by using a specific menu of strategies. Development and implementation of journalism as a managerial phenomenon is of particular practical importance, which can hardly be compared with any other kind of intellectual responsibility to society, and this makes it to the kind of management - that's what makes the position of the phenomenon of journalism at the administrative phenomenon.

However, the tactics of the specific media strategy plays the role of an operating entity of influence synergistically and technological culture. In the context of journalism tactics of control depends on the "scope" The main division is in two dimensions: future challenges and current tasks. The tactics of the specific media strategy should not be at the same time more complex than the strategy itself, otherwise lost informative elements that are in the forefront in the implementation of impact on the audience.

In the application of a systematic approach to the development of problems of transformation of journalism practice will be able to construct a complete model of the journalistic sense-specific - the structure-intellectual ideas that:

promotes the formation and strengthening of certain craft framework; leads to the formation of a stable self-organization, and then - the organizational intellectual group; determines the selection of the group pre-selection strategies identified by the dynamics of confrontation in the inter-group level .

Conclusion

Media strategy is a manifestation of the level of support specific interests not only at this stage of certain social relations. We outline the future trends, strategic window, the resources for the implementation of plans, self-organization and mobility - the characteristics of strategic media players. Media strategy - is permissible model of journalistic competence in the context of the orientation of the media on social practice.

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