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РОЗВИТОК УКРАЇНСЬКОЇ БЛОГОСФЕРИ: ТЕОРЕТИЧНІ АСПЕКТИ АНАЛІЗУ

DEVELOPMENT OF UKRAINIAN BLOGOSPHERE: THEORETICAL ASPECTS OF ANALYSIS

Статтю присвячено дослідженню динаміки розвитку української блогосфери у період з 2015 до 2019 р. (до-сліджувану аудиторію становлять українці віком від 18 до 40 років), визначенню відмінностей різних мережевих щоденників та реального рівня конкурентоспроможності блогів порівняно з іншими аматорськими завантаженнями мережі. Також аналізується феномен жанру блогу. Блоги розглядаються як форма не лише непрофесійної журналістики, але й публічної комунікації, що дає змогу безпосередньо впливати на соціальні групи.

Крім того, наведено класифікацію різновидів блогів та короткий історичний огляд їх розвитку, оскільки у різних країнах блогосфера розвивалася і набувала популярності по-різному. У статті також розглядається та деталізується поняття стигматизації блогосфери, її контенту та тематичного складу. Водночас представлено загальне бачення авторів щодо впливу стигм на тексти блогів, наслідків стигматизації під час ведення блогів інтернет-користувачами, а особливо тими, хто пережив трагічні події на Сході України та змушений був залишити дімівку в Донецькій та Луганській областях.

У статті міститься й авторське визначення стигматизації контенту блогів та описані можливі його різновиди. Автори наводять власне бачення динаміки розвитку сучасної вітчизняної блогосфери як ключового середовища для розвитку аматорських медіа та інтернет-комунікації.

Ключові слова: блог, блогери, динаміка, живий журнал, типологія, клеймо, стигматизація.

The article deals with the research of modern dynamics of the development of Ukrainian blogosphere in the period from 2015 to 2019. The research audience consisted of Ukrainian young people aged 18 to 40. It gives the opportunity to see the real difference in the picture of development of network diaries. The phenomena of blog genre is described. We examine

blogs not only as a form of unprofessional journalism but also as a form of public communication, which makes it possible to directly influence social groups.

The hierarchy of varieties of blogs is given. Blogs were engendered for the facilitation of process communication between people. In different countries blogosphere developed and gained popularity in different ways. Short historical digression of their development is given.

The articles consider and detail the concept of stigmatization of blogospheres, its content and thematic composition. At the same time, the authors' general vision of displaying the stigma on the text of blogs, the consequences of stigmatization during the publication of texts of their own blogs, in particular those Internet users who have reviewed important divisions and are migrants from Donetsk and Luhansk regions.

The article presents the definition of stigmatization of blog content and describes its possible varieties. The author's vision of the dynamics of development of the modern domestic blogosphere as a key environment for the development of amateur media and Internet communication is described.

Key words: blog, bloggers, dynamics, living journals, typology, stigmas, stigmatization.

Introuduction

An origin and existence of amateur media of loads is stipulated expansion of the influence of the Internet. Extending the horizons, network as communicative platform creates all the conditions for users to use not only social network for communications but to create own pages. The first amateur media were called electronic diaries.

Many Ukrainian scientists study the media industry from the standpoint of the development of the Internet environment and its main concepts today. Among them, we consider the works of A. Zakharchenko, L. Kalmykova, B. Potiatynyk as important scientific achievements.

The aim of the work is to study the frequency of dynamics of development of modern Ukrainian blogosphere from 2015 to 2019.

The task of the article is to describe the leading trends in blogs development.

The methods: research of scientific literature, analytical and descriptive.

We characterize an electronic diary as "form of amateurish journalism, documentary prose of new generation, which take place the first stage. It results in appearances of new point of view and new attitude not only to a hypertext but also on journalism in general. Through the searching system are found not only for a person which causes interest to it but also biggest-selling pick-of-the-days, week, month. In such case texts of correspondences (blogs, chats, forums) are interlacing of the enormous field of information into a network" [Dosenko, 2012: 34]. The hypertext of diary comes forward as a primary and basic element of absorption of the informative field by an audience.

Blog is a web site main maintenance of which records, images or multimedia, that added regularly. Blog as a genre develops in two ways: diaries and thematic blogs. People divide events

from the personal life in diaries, discuss information from interesting links by seditious ideas, poems, and in general whichever. Such sites are intended for the comparatively small circle of acquaintances or people with common interests.

The blogs topics were obtained through the influence and confession in 2015-2003 when a couple of political scandals erupted after publications in blogs in the USA. Currently, the audience of popular English-language blogs attracts a few million unique visitors a month. Professional bloggers live from publicist activity, renewing the sites once or twice on a day and earning money on advertising. Many "main stream media" information portals have also introduced author blogs in order to keep up with the dynamics and popularity of new media.

Blogs became a solid confession when everyone, even not too experienced Internet user, had the opportunity to run a personal blog simply and for free. A site "Blogger" was launched in 1999, and then the "Live Journal" (Livejournal.com) started. "Live" well represents an epithet, the idea intercourses, of communication between many people who search notes and can leave comments in a strangers' diaries.

The assessment of the benefits of such a policy was first seen: in November 2000, in the midst of the presidential election in the United States, the blog of TalkingPointsMemo was launched by the visitors which discussed the count of voices in the state Florida [Dosenko, 2012: 55]. The emergence of the blog gave an opportunity to express loudly and officially, it became a convenient form of recording.

However, at the very beginning blogs were not such popular, as nowadays, because only the two-bit of people had an access to the Internet.

Moreover, the researcher I. Savchuk made an attempt to define the hierarchy of varieties

of blogs on the Internet after the semantic filling. According to his opinion, hierarchical classification of blogs consists of such units:

1. *Personal blogs*: political blogs, travel blogs, culinary blogs, shelf blogs, sport blogs, domestic blogs, art blogs, blogs-quizes, dream blogs, musical blogs;

2. *Corporate blogs*: blogs of political parties and organizations, blogs of scientific establishments and organizations, blogs of Government and local self-government, blogs of business corporations;

3. *On-line media*: business, social and political, publicly informative, informational and analytical, glossy, specialized [Savchuk, 2009: 227].

In addition to keeping a diary, quoting the texts of other blogs is one form of communication in the community. Authors of different diaries unite on the same plane of communication based on common interests. Community is differentiated by subject and social structure... [Savchuk, 2009: 228].

New media have opened up extraordinary opportunities for the network method of political communication: addressing each voter not only during political meetings, rallies, or from the TV screen, but also online. It got the feeling that every idea was listened to and promptly responded to... [Savchuk, 2009: 228].

We consider that "blog is a form of public communication, separate, personal, opened for extraneous access and comments page of user of network in blogosphere. That is create for the sake of expansion of own of communication possibilities of blogger, creates terms for the fast and unskilled publication at the desire of author to remain 'incognito'" [Dosenko, 2012: 56]

A blog is a concept of the Internet sphere. The blog was created to facilitate the process of communication between people with common interests. In different countries, the blogosphere developed and spread variously. At present, many researchers are selected by the systematic classification of blogs. And the main functions of this genre are informative, interrogative, function of establishment, function of establishment of contacts. We can probably say that blog became an extremely popular and effective means of communication. As we can see from history, politicians were the first to appreciate the place of blogs in the communication process. It allowed them to successfully involve citizens into the pre-election campaign.

In fact, the amount of network diaries is growing in geometric progression every year. Thus, according to statistical data, the amount of blogs

in the Ukrainian blogosphere has increased by 15 percent over the past four years. It can be seen from the following indexes, which show the growth in the use of UA network blogs over the past few years.

The number of Ukrainian blogs has been growing ever. As shown in the charts, the growth of blogs occurred during all the years we studied. However, 2015 brought the greatest revival. We associate this with the events taking place in the east of Ukraine.

There are 120,000 active blogs in Ukraine today. There were 75,000 of them over the past year. Pay attention that in relative indexes growth of active blogs rates are excelled by the rates of growth of blogosphere on the whole. Amount of bloggers, who write in Ukrainian language, increased a bit. Previously, it was 7% of bloggers, today its about 8%. [Dosenko, 2018: 14]

For the last few years the amount of Ukrainian blogs grew more than 50%. Now it reaches about 1.1 million (in total, there were about 700,000 in last year). The number of active blogs did not grow only because of fusion but also reduced. There were 120,000 and herein only 100,000 over the last year. The active on methodology are considered those blogs, the last entry which was posted not later than three months ago and their general amount is not less to five.

The concept of a diary is usually associated with something personal, a secret. Creating blog on the site or on the basis of another site, one can set tuning so that except for those who will not be accessible to. Then the question arises. Why does it occupy a place in the Internet resource and who benefits from this at least?

And it can definitely be as for you as for others. One can bring for the users of the Internet as well as for web-masters interesting and necessary information, share advices, opinions on self-realization. Today, blogging is an effective way to make money. There are those based on participation in various projects. On the blog, you can transfer resources, publish content of both an entertaining and analytical nature.

The researcher Borys Potiatynyk approaches the definition of a blog and its place in journalism. He marks that nothing entangled the map of journalistic theoretical field. Besides, he notes that in scientific literature, positions can be traced from the categorical denial of blogs belonging to the sphere of journalism — to their recognition as author's projects, "newspapers with one journalist", "civil", "public" or "amateur" journalism. And indeed, there are many cases when unknown bloggers became journalists, and

their author projects passed from informative marginal in to mainstream. [Potiatynyk, 2004: p. 21].

An attempt to mark off journalism from the blogosphere is as plain as a pikestaff. Lenient is scornful, attitude towards blogs above all things is extraordinarily simple process of starting/registering a blog. Anyone can registering a regular small e-mail box.

Moreover, one of the main problems of the Ukrainian blogosphere is stigmatization.

The phenomenon of stigma is studied nowadays from the position of stamp in a network environment. On the whole, an idea exists, that "stigma" as concept unit is inherent in psychology. This work contains the attempt of leading to explain that stigma and process of stigmatization on a line can be represented in network intercourse and restrain a serious rooting in consciousness of individual and dictate him leading communicative aspects. We examine stigmas as phenomenon of imposition of stamps in social network, blogs, forums and chats, marking personality and giving it to the tint of negative sociality in electronic communicative sphere.

Stigma of Ukrainian bloggers (especially of those who write from Donetsk and Luhansk regions) are connected with an undesirable behaviour or negative experience: religious beliefs, war experience, economic situation and other characteristics. Distortion of objective reality occurs in stigmatization of society. That is exactly the phenomenon of stigmatization generated by the process of self-stigmatization of the personality, and results "distortion of reality": a person is not capable (especially in a first period of life) of adequate perception and response.

Practically occurs on almost all communication platforms of the Internet media environment (you can safely take social networks, blogs, forums and chats here). The illusion of intercourse is here created, that is why there is authenticity of individual as in society, and therefore direct imposition of stamps goes to an user.

Conclusions

Blogging as a process of communication is very popular and widespread nowadays. It is necessary to study the dynamics of the development of blogs in the Ukrainian blogosphere today, because almost everyone has their own page or diary.

A blog as a form of public communication opens up opportunities for interpersonal communication processes. This makes it possible to define a blog as a form of public journalism.

This happened because of their popularity and availability.

Besides, scientists should talk about blogs as a public form of journalism, namely as a new way of "amateur journalism". Today, an important aspect of research is a blog as a communicative type of public journalism, which actively functions in the network and develops as a communicative platform. It is worth further studying the dynamic nature of the functioning of the blogosphere as a social communication platform.

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