Report and Opinion

Social Network as the Tool for Commercializing Media Content

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Abstract: The article describe the feature of the Internet in front of other communication channels is that communication is possible both with Internet users (interpersonal interaction), and with the information provided (machine interaction), development of the interactivity of the Internet, users have the opportunity to use audio-visual channels for transmitting information through the Internet.

Keywords: internet, communication, news channel, public.

1. Introduction

Already, it is safe to say that online publications and Internet representations of news agencies have become quite an effective communication channel. An important argument in favor of electronic resources is the fact that today, for most journalists of traditional publications, the Internet has become one of the main sources of information. According to the Public Opinion Foundation, in the fall of 2010, the proportion of Internet users among the adult population of the country is 40% (or 12 million people). At the same time, 7-8 million people can be attributed to the active part of the audience accessing the Network at least once a day. Two years ago, about the same coverage was a monthly Internet audience (10.7 million). In large cities (with populations of 100,000 or more), Internet penetration exceeds the average for Uzbekistan. In cities with populations from 100 thousand to 1 million people, the monthly Internet audience is about 45%. In small towns and villages, the Internet is still not so widespread, but it is here that the largest increase is recorded: over the season (since summer), the Internet audience in cities with a population of less than 100 thousand people and villages has grown by about 10%, and over the year - by 28% and 31% respectively [1, 45-51].

All online media are divided into three types:
- the first is a complete copy of the materials of the printed publication on the Internet;
- the second is popular print media, which have an independent online edition, but at the same time the archive of the printed publication in electronic form is posted on the site;
- the third is a full-fledged independent online media.

On the Internet, such an integral feature of the media as periodicity is manifested in a new way. We can say that the generally accepted idea in the media community about the regularity of publications (publication, broadcast) of print media, radio and television programs in the new environment "does not work". True, the daily, weekly, monthly frequency of content updates is transferred from the parent offline publications to their online versions, but even in this case such "old" approaches are combined with new sections updated in a different rhythm (for example, news feeds in online versions of daily newspapers can updated every hour).

The web edition, like any print publication, has its own edition, i.e. materials posted in it are edited. It seems to be taken for granted - if there is a publication, then it should have a revision, however, the Internet provides the possibility of existence of publications in which the materials are not edited, but are placed by the authors themselves at their own peril and conscience. In the dissertation, various online editions were analyzed and a typical structure of the online media editors was compiled, which is as follows:

The social network is an interactive multi-user website, the content of which is filled in by the network participants themselves. The site is an automated social environment that allows a group of users to share common interests. These include thematic forums, especially industry ones, which have been actively developing recently.

Table 1. "Edition of the online edition"
Editor-in-chief (if there is a traditional media)

Chief Editor of Internet Services				
Editorial department	Technical department	Advertising department	Video service	Press office
Section Editor	Technical Director	Advertising Director	Producer	Media Manager
Staff Journalists	Programmers	Designers	Filmmakers	Business Manager
Freelance reporters (freelancers)	Layout designers	Animators	Operators	Manager for work with state bodies and authorities
Proofreaders	System administrators	Copywriters	Sound engineers	User account manager
Invited Authors			Editors	Public Relations Manager
Photographers				

2. Material and Methods

Social Media Relations includes two definitions: 1) "Social Media Optimization" (SMO) - optimization for social media, a set of technical measures aimed at converting website content in such a way that it can be used as easily as possible in network communities. Having visited almost any media site, you can see the block "publish on a blog" or "post a link on a social network". According to www.uz statistics, the most popular service for posting links to informational materials in Uzbekistan is a free cross-platform messenger for smartphones and other devices that allows you to exchange text messages and media files of various formats – Telegrams; 2) "Social Media Marketing" (SMM) - a set of measures that contributes to the promotion of the brand in social media. SMM includes the creation, promotion and promotion of groups, communities and pages on social media (Twitter, Vkontakte, Facebook, YouTube, MySpace, Yandex Photos, Flickr, Telegram, etc.), SMM includes working with official accounts and communities, so and monitoring of other informal groups, competitor groups, brand mention statistics, monitoring the number of positive, negative and neutral comments on company posts and posts that mention the company on blogs and social networks, table 2:

Table 2. "Social Media Marketing"

Social Media Relations	
Social Media Optimization	**Social Media Marketing**
Work directly on the company website	Work directly in Social Media
Special layout of titles and publication of pictures	Creation, maintenance and promotion of accounts, groups and communities
The ability to register on the site using the mechanisms of Open ID and various APIs of Social Networks	Monitoring Group and Brand Activity on Social Media
The block of buttons on the site for publishing articles in links to them on social networks	Regular update of information and work in Central Asia through Social Media

Electronic publications can post textual, photo, video and audio information, accumulating it in their databases. The first rule that applies to any material published on the site is its literacy. A large number of spelling and syntax errors will attract consumers to the site, but with a slightly different purpose than necessary, and ultimately the site will get the wrong popularity [2, 13-16].

The site visitor is primarily interested in what useful information he can find and what services to use, and only then, having found the information necessary for himself, he will find out about the company's share in the market. The material offered to the visitor immediately after loading the resource is of paramount importance, the better the information provided, the greater the likelihood that the visitor will turn into a buyer.

It is on corporate websites that the manipulative model and the public information model are primarily manifested, because most sites do not have the ability to comment on their materials and news.

The work of a media specialist on the Internet is different in that you have to act in virtual reality. When preparing materials for electronic media, you must remember about the data format and size.

Internet publications publish (for example, www.daryo.uz, www.kun.uz), in the annotation to the article, pictures no larger than 340 pixels wide. The size (weight) of such a picture usually does not exceed 100 Kb, but so that journalists who do not understand graphic applications can publish their materials, they are set a threshold of 3-5 MB (a standard photo from a digital camera), after downloading the photo is compressed special program on the server, and is displayed to users already small [3, 67-74].

Video services, for example, YouTube allow you to upload a video of 1 GB in size, after processing it will become about 100-300 MB in size.

This allows novice "journalists" to lay out their stories quickly and not paying attention to size (this is what the server does).

Thanks to modern technology, it became possible to shoot the video on the mobile phone's camera and immediately place it on the site, thus, a large number of sites devoted to mobile reporting appear.

As you know, in a number of situations, direct communication is the best and often the most effective choice, for example, when the target audience is small and consists of disparate parts.

When publishing materials on video hosting services, companies can use several media models, for example, when "closing" the possibility of commenting, a "public information model" is used. When comments are possible, a two-sided asymmetric model is applied.

It is by keywords that the target audience can find the video and watch it. The signature can greatly change the semantic load of the video clip. If the video lasts only 5 seconds and only the tiger jump and scream can be seen on the screen, then the video is regarded differently, but the signature can change the attitude towards it in one direction or another [4,19-27].

When events associated with a change in the political situation in a country occur, a signature can seriously change the attitude of society and attract supporters, both one and the other, into the ranks. As an example of a video, on the screen we see a crowd of people with weapons, they are running, turning cars, shooting. The first version of the signature "Rebels during the occupation of the parliament building" - the minimum provision of information, users and representatives of the media will have to look for additional information; The second option, "The opposition party, after a 2-hour assault freed its associates from captivity and demands the government to resign" - a different emotional color, the "rebels" from the first signature become "liberators", while the information remains "true" in that another option. The public, depending on the information provided to it, will react differently to the events. Most often, such methods are used to smooth out the emotional coloring of what is happening and not to bring society to revolt [5, 45-51].

3. Results

When preparing news materials for electronic media, it is necessary to pay attention to the fact that the speed of the Internet is different for everyone (despite the fact that almost no one has access via a modem connected to the phone, there are companies in which the speed of Internet connection for staff is significantly limited).

When a specialist prepares material for a journalist, it is best if he creates a separate press folder on his company's server in which he will upload materials sorted into folders (Photo, Video, Text, Audio), then you can send the press release, as well as links to already laid out materials (the full path to the file, for example, "http://www.saytkompanii.ru/materials/foto/kosovo/1 2.jpg" - at the same time, do not forget that all folders should be are called in latin letters. that these folders will be updated regularly.).

The captioned signature carries a great semantic load, which allows specialists to send journalists in the "right direction". Different signatures to the same photo in different ways make the media representative react to the situation, thereby changing the preference of the journalist when writing and publishing material.

With the advent of social networks, the usual usage of Internet users included such words as: Telegram, twitter, facebook, classmates, forksquire, altergeo, calorie, myspace, linkedin - the names of popular social networks; Tweet, retweet, replay, post, repost, tape, subject, direct, digital, friend, bots, multi-letter, check-in, badge - actions and definitions of users on social networks [5, 64-72].

Every year there are more and more social networks (including anonymous), their appearance leads to the modernization of activities.

Ordinary users and online companies. And as a result, to increase the number of false messages on the Internet.

Bloggers are currently de facto social journalists. "But you need to keep in mind that, unlike ordinary media representatives, there are much more insane people on the Internet... If you can ask a journalist, convince him of something, then it's impossible to put a block to a blogger. Therefore, any information on the Internet should be based on the principles of openness, and the company should understand that it cannot agree with anyone and about anything. You need to be aware that you have to play honestly, no matter how scary it sounds. "

Most users from actively speaking turn into listeners, this is explained, in particular, by the fact that users begin to lose interest in social networks, other, more functional and interesting services, the number of social networks is constantly growing and it takes more and more time to track your online activity in different projects.

Researchers identify four main reasons for using social networks: communication, increasing popularity among peers, entertainment and professional goals. At the same time, the number of simple sentences in messages on social networks is much more than complex sentences, this is due to the fact that the number of characters in social networks is limited, and they need to fit everything that the user wants to say.

Internet technology is the fastest way to disseminate information today, and with the advent of services micro blogging - a new genre of online journalism has appeared and it can be called as well as one of the most popular services - Telegram-journalism. An important feature of Telegram is the ability to communicate with readers - other bloggers who tweet their blogs [6,12-19]. Users can subscribe to other people's blogs and read them in a single stream. Brevity, convenience, efficiency, interactivity, multimedia, a wide range of readers - all this makes Telegram the most popular blogging, news distribution service.

4. Discussions

The Internet, as a means of forming publicity, combines all four media models. This is probably due to the fact that a number of sites does not allow users to comment on materials and leaves no contacts other than e-mails for communication; in this regard, the "manipulative" and "public information" models can be found on a number of sites. However, unlike print media, on the Internet, government bodies and large state-owned corporations use "bilateral asymmetric" and "bilateral symmetrical" PR models on their websites. There is almost always the possibility of quick feedback on sites, and in some cases virtual assistants, who can answer most questions. The Internet has gathered all the characteristics that apply to print and electronic media. All aggregate factors influence the perception of information on the Internet, and in addition, the response of the target audience and discussion is of great importance.

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