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Mediacustomization and modern informational space

Annotation

The concept of “mediacustomization” has been outlined in the article, its theoretical and methodological base has been characterized, sense formation integrated parts have been defined, and the dependence of mediacustomization from steep development of modern technologies has been argued. Such varieties of mediacustomization have been distinguished: an expert (change of format, content, publishing with request of an expert), modular (change of blocks, headings from which the media consists of), and cosmetic (change of outlook of the media or its design). It has been stressed that for journalism this direction is perspective as a media product must correspond to requests of modern audience. The effectiveness of cooperation of the modern media with the audience which should have the possibility of taking an active part in discussions of information, its estimation, making contributions, generating of one’s own ideas, creating of one’s own content has been grounded in the article.

Actuality of the research. The traditional model of a media product in the conditions of the latest technologies, high competition in the field can no longer meet the needs of consumers of information. And this requires media seekers to find new strategies, a balance between traditional and new media which turn into an important problem. Journalists have to change their habits, adapt them to preparation of their positioning concerning other mass media because more often an information is given parallel with an event, on-line and multyformat. It is usually consumed continuously, everywhere and at once from various sources. An important role here is played by the “fitting” of a journalist (or the media in general) to a particular consumer of information including a form and style of presentation of the material. In this context such concept as “mediacustomization”, that is, the production of an information product for a narrow audience, taking into account its interests and requirements, not only in practical use, but also in scientific usage, is actualized. It is figuratively called as a “service factory”, since it foresees “adaptation of information for a particular consumer”.

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Methodological basis. To problems of customization more attention is given in the field of marketing. E. Toffler, J. Peine, S. Devis, C. Chandr, A. Camrani, F. Piller,

M. Tseng, T. Danko, J. Lamben, O. Makarova and others addressed to it. An understanding in the sphere of journalism has not been researched not enough. Now it started to be adapted in Ukraine by such scientists as T. Omelyanenko, Ye. Krykavsky, N. Chukhray.

Presenting of the main material. In generally used meaning customization is the “production of mass products for a specific consumer order by completing it with additional elements or accessories”³. Sometimes, based on the fact that “customization” is derived from the English word customer (client) and customizing (production on a customer’s order), its content is associated with verbal construction of “production on order”⁴. In our case it is done with the purpose that each reader, listener, viewer has a feeling that the information is prepared and transmitted to him and it satisfies his personal needs. This works especially efficiently when the information is presented by an expert: a medical man talks about medicine, a hunter talks about hunting. That is, nowadays, first and foremost “journalism of competencies” and not “journalism of language” is demanded⁵.

Today, customization in journalism is a perspective trend as in Western European countries, where all large media corporations offer their products under the individual consumer’s information needs. Since its main task is to create in the consumer a feeling that a product was created personally for him and should satisfy his personal needs then the mediacustomization can be modeled by the scheme: the supplier of the information – the consumer of the information. It is not only attractive for ethical reasons but also economically advantageous because it provides a competitive advantage by creating more cost (value) for a consumer of information⁶. Therefore, today we can speak about innovative media competence that allows us to know the possibilities of a channel of information, to model a text in accordance with the latest technologies, to present a content in various combinations of words, sounds and images, taking into account the technological media infrastructure⁷.

The main varieties of mediacustomization are: expert, modular, cosmetic. Expert lies in cardinal change of the entire edition on the advice of an expert, customization of not only a cover, rubrics, but also a format of a publication, its content. Modular lies in the fact that blocks, headings from which the media are composed, can change. Cosmetic is the simplest and it consists of a change of appearance of the media or its design⁸.

The brightest examples of mediacustomization can be found mostly in the media markets of the United States and Germany. But in Ukraine it is also spreading. For example, these are Internet-newspapers which are distributed via e-mail subscriptions (Medialab) that are created for a particular user; news lines on one of the media’s websites, which only reflect information

³ T. P. Danko, *Upravlenie marketingom* / T. P. Danko. – 2-e izd. – M., 2001, s. 205.

⁴ T. V. Omeljanenko, *Virobnicha strategija MC-pidpriemstva* / T. V. Omeljanenko // *Strategija ekonomichnogo rozvitku Ukraïni* [Elektronnij resurs]: zb. nauk. prac' / M-vo osviti i nauki Ukraïni, DVNZ «Kiïvs'kij nac. ekon. un-t im. V. Get'mana», Ukraïns'kij Sojuz promislovciv i pidpriemciv, In-t svitovoi ekon. ...NANU; golov. red. A. P. Nalivajko. – K.: KNEU, 2010. – Vip. 26–27. – s. 112.

⁵ V. Tulupov, *Vyzov sovremennoj zhurnalistike* [Elektronnij resurs]. – Rezhim dostupu: [http://www.relga.ru/Environment/WebObjects/tgu-www.woa/wa/Main?textid=3584&level1=main&level2=articles](http://www.relga.ru/Environment/WebObjects/tgu-www.woa/wa/Main?textid=3584&level1=main&level2=articleswa/Main?textid=3584&level1=main&level2=articles).

⁶ O.I. Makarova, *Kastomizacija kak napravlenie povyshenija jeffektivnosti marketingovoj dejatel'nosti promyshlennogo predpriatija* [Elektronnij resurs]. – Rezhim dostupu: http://science-bsea.narod.ru/2009/ekonom_2009_2/makarova_kastom.htm

⁷ N. Poplavska, N. Dashhenko, *Formuvannja kros-medijnoi kompetentnosti studentiv-zhurnalistiv// Derzhavna ta regionni. Serija: Social'ni komunikacii*, 2013, № 3-4(15-16). S.113-117.

⁸ Zh.-Zh. Lamben, *Menedzhment, orientirovannyj na rynek*. – SPb.: Izd-vo «Piter». – 1-e izd., 2006 g

on a specific topic, region, etc. The new media really organically enter the infrastructure of an information society and make it more sophisticated. They supplement traditional media and merge with them, synthesizing their capabilities. Just thanks to them mass consciousness is formed, that is, the tastes of consumers of information. In this context, the notion *customization of services* is highlighted – the abilities of adjustment of interface “for oneself” and a choice of interesting content “for oneself”. To such customized services which are now actively suggested by new media belong: RSS, playlist, podcasting, adjustment of certain news lines (by topics) by a user at his request, for example, about the weather or a situation on the roads ⁹.

RSS is a family of XML-formats intended for description of news lines, announcements of articles, changes in blogs, etc. Information from various sources, presented in the RSS format can be collected, processed and presented to the user in its convenient form, by special programs-aggregating agents ¹⁰. Of course, with the help of the RSS a brief description of new information that appeared on a site and a link to its full version is presented. Most of the modern media content is already working on customization of their product (and this is the use of the RSS-lines), among them are: “Ukrainska Pravda”, “Korrespondent”, “Facts and Comments”, “Dzerkalo tyzhnya”, “Liga.net.” etc. Everyone can subscribe to the RSS line of any heading of a site or to all materials of site. More and more, and for example, football internet resources use the RSS-messages, with the help of which news of a club can appear in a separate window on a desktop computer or a smartphone so that it will be not necessary to constantly go to a site in search of new news. Such a “widget” has, for example, Real Madrid football club. The most important news and suggestions from clubs come to fans on e-mails so that they do not miss anything. A playlist is a list of audio or video files adjusted according to certain rules ¹¹. Playlists can be organized, saved and selected for playback individually, on request of a consumer, and therefore customized.

Podcast is a digital media file that is distributed by the Internet to play on portable media or personal computers. Unlike listeners who listen only to what radio station offers them, podcasting lets you choose on your own what you want to listen to or watch. And most importantly you can do it at the time when it is convenient for you ¹². Podcasting is an opportunity for everyone to express one's own thoughts or views because its format allows an author to become a presenter of his own program, not tied to the media, doing it the way he wants, and at the same time forming his audience. For example, if you subscribe for a podcast about gardening, then it will be updated according to the season – for example, in which months it is better to plant daffodils or how to fight pests in summer. These examples clearly illustrate the fact that customization in the media environment is not abstract today, it is torn apart from life, but are widespread.

In this context, one must take into account the audience who wants to tailor the media to himself. However, in today's media it is also possible to track the audience's requests (for example, to take into account its reaction – through “likes”, “shares”, etc.). This is an incentive for professional journalists who purposefully work for specific platforms and who understand that criteria for evaluating their activities are changing ¹³.

⁹ Novitri media ta komunikacijni tehnologii : kompleks navchal'nih program dlja special'nostej «zhurnalistika», «vidavnicha sprava ta redaguvannja», «reklama ta zv'jazki z gromads'kistju» / Za zag. red. V. E. Shevchenko. – K.: Palivoda A. V., 2012. – 412 s.

¹⁰ N.Poplavska, N.Dashhenko, Sinorub G. Onlajn-zhurnalistika // Pidruchnik z kros-media. – Schiller Publishing House, 2015. – s.60-67.

¹¹ Ibid

¹² Ibid

¹³ V. Tulupov, Vyzov sovremennoj zhurnalistike [Elektronnij resurs]. – Rezhim dostupu: <http://www.relga.ru/Environment/WebObjects/tgu-www.woa/wa/Main?textid=3584&level1=main&level2=articleswa/Main?textid=3584&level1=main&level2=articles>.

Therefore, the “visitor” of an electronic publication should easily find the answer to all questions that are relevant to his or her inquiries. In addition, working with a consumer of the media should not end after he got acquainted with necessary information or refusing it. Therefore, it is worthwhile to suggest making a bookmark on a site; to subscribe for a newsletter distribution regarding notifications about new information, about his region or topics; to subscribe for the RSS news, to go to a guestbook or forum; to fill out a personalization questionnaire. Because modern consumers have their own interests, with which it makes no sense to argue. This should be born in mind by the modern media. After all if they inform the recipient in the way that he will feel that he is being appealed to and not to someone else, and he is very likely to be interested in this information.

Customization of a product is a business area which is especially relevant in our unstable time when there are many people who want to start their own business and some editorships change a profile of their activities through introduction of convergence or cross-ideas¹⁴. Distributing information to a variety of devices and platforms gives you more choices and access to it at the most convenient time. And today, from a huge number of information sources you can choose the one that matches the query. This means that getting any information becomes the most convenient, because you no longer have to wait for a release of news or transmission that should start at a certain time on TV or publication of a newspaper. Now the need for information is satisfied instantly with the help of the new media and in such a form which the recipient needs.

A fairly clear picture concerning how this individualized media product should be today, how it is consumed, and how it is consumed and how much its consumption can grow is built by cross-media today. Cross-media presumes the use of technologies from more than one media, analogue or digital. Cross-media content can be submitted to various gadgets. The essence of cross-media is that one and the same content can be distributed on different platforms¹⁵. Therefore, one of the secrets of cross-media customization is well-established communication and coordination between various platforms that develop customized products for media consumers. They seek relevance (accordance with information that a user searches) to their needs. Relevancy for them is personalization. They are interested in the potential audience of a new media product, where it is located, what events it visits, and why it needs customized and thus individualized information. But still the main thing when creating a product is to know that it needs the audience, especially in the context of the modern development of information technology. The audiences should be given an opportunity not only to passively perceive information, but also actively participate in its discussion, evaluate, comment, make corrections, generate and offer their own ideas, create their own content. Active cooperation, interaction with readers significantly affects rating, popularity and ability to compete with the media. Especially when it concerns online media, which is mainly aimed at communicating with mass audiences, and in this regard, their creation and support require significant financial and organizational efforts.

Today, for example, sites of large football clubs which contain a large amount of specialized round-football information for fans work in such a way. They are the main means of notifying the news of a club. In addition on such sites there is always an active forum on which you can discuss news, rumors and results of matches. But progress does not stand on the spot: Internet technologies are developing, and websites of football teams are developing with them too. In any sports publication there should be a table with results of matches. When going, for example, to the UA-Football site, a visitor has an opportunity to get acquainted with a tournament table of football matches both in Ukraine and abroad. It is important to note one more important detail – the speed of news publication. They are updated on a twenty-four hour basis. Almost daily from 102 to 200 materials in news

¹⁴ Custom-produkt [Elektronnij resurs]. – Rezhim dostupu: <http://reklama.com.ua/content/custom-produkt>

¹⁵ O. Peleshok, *Universalizacija suchasnogo zhurnalista v konteksti krosmedijnosti // Mediaprostrir: zbirnik naukovih statej iz social'nih komunikacij / red. kol.: N.Poplavs'ka ta in. – Ternopil': TNPU im. V.Gnatjuka, 2014. – S. 87-90.*

lines are presented and the exact time is fixed near each information. This is done to make it easy for a user to navigate an information stream. News texts are mostly structured traditionally. Facts are arranged in decreasing significance order. They start with the title, followed by an introductory paragraph. And then there goes the text. The headline not only points to the topic but also informs about the “core” of a message, that is, for what a material was being prepared for. In the opening paragraph, somewhat more detailed than the headline, the main elements of an event are outlined: where and what happened is reported here, simply extending the heading or details of what was stated in it are specified. It gives an impression that the main elements of an event are generalized. This allows you to get to know the content of news very quickly. A text supplements what it says in the title. Our observations have shown that there are many new facts in the text itself, here various aspects of information are presented, and there are often quotations. Authors try to present a material in an attractive and laconic manner. In order not to overload a reader with additional (albeit important) information they can call to other sources of information in a text of a message on several occasions. The very text of news, as a rule, is divided into elements – thematically grouped information blocks. Sometimes these elements are separate paragraphs or sentences. This sort of a text makes it more readable and easy to perceive. Blocks of information in a text are located so that a reader first receives answers to the most important questions: who, what, when and where, and then accompanying information. The text of the news, as well as the news as a whole, is constructed so that the facts are arranged in order of decreasing significance, from the most important to less important. This very structure of news helps to expand contents of a header, to transmit a message most quickly and efficiently, and therefore, is an expedient way of organizing information.

Except actual news materials on the UA-Football site, users have additional possibilities for viewing photos or videos. Almost every new material is accompanied by photo illustrations or video materials or animation. This confirms the tendency of content visualisation which helps to get deeper into the information. After reading this news the user will of course want to watch the entire video as well as comments to it. On-site video materials are presented in the following variants: videos of football matches, video commentary and video interview. Every day, the portal publishes up to 10 videos under which there are opportunities of leaving comments.

It is also worth noting that all news information is integrated without significant changes in a mobile app, which is another site that is displayed on a mobile device. News materials are usually presented here in a few sentences due to small size of a monitor. Presentation of information in this format is a success since a screen contains all the news that you can read quickly and go straight to the next. Updates of news lines are submitted almost every minute. In a mobile application of a site you can separately choose the sections “Photo”, “Video”. It is possible to leave one’s own comment below them. A mobile app uses the same features in production of content as in the full version – interactivity, hypertext and multimedia.

Taking into account the fact that a journalist writes his materials primarily to his readers it is worth allowing each user to be a co-creator of media messages, give them an opportunity to speak, thus contribute to the work, to feel oneself as an active participant in a process of forming information space of a society. On the other hand, quite often the readers’ comments themselves encourage journalists to create new materials that will serve as answers to community requests. This facilitates the process of finding a topic for journalists, removes barriers that arise between the media and the audience.

Consequently, modern media consumers need “mass customization” so the media should “expand” information so that media clients feel that it is relevant to their sphere regardless of which industry they work. Under such conditions, journalists should be as open as possible and offer the audience an interactive product that allows you to “play” with a toolkit and feel that it is suitable for a specific area, company or situation. The basic idea is that journalists and the media should give their audience the maximum number of levers for “fitting” an individual toolkit for themselves.

It should be noted that consumers of information require from the media every time a wider range of services, personalization of information. If a potential consumer of information feels that such a methodology suits him, then he is likely to become a regular consumer ¹⁶.

It is also worth noting that the problem of mediacustomization is very ambiguous. But speaking about it as a trend that many mediators will go this way is premature. The reasons for an interest in customization are understandable: the more the volume of supply in the media market grows the more discerning and capricious a consumer becomes ¹⁷. When a today's media consumer is choosing between "print media" and "digital media" the choice is obvious. But when a choice of absorbing information from different platforms arises, "consumer shock" starts and as a result the growth of media product requirements also starts.

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