

SUMMERY

Final qualifying work on the topic:
"Gamification of media as a social
phenomenon: modern practices"

Author: Denis Spiridonov

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Key words: Media, gamification, political communication, gamified practices, electronic media.

Relevance of research. The Internet revolution of the past 10 years has increased the role of the Internet, social networks and online media compared to that of print media. According to VTSIOM data for 2018, 36% of the population do not read books at all, and of those who read them, 18% prefer to download books on the Internet. The mass population generally prefers to read news in social networks, rather than in print.

According to a study conducted in America, 47% of people get information about what is happening in the world through television, 38% in online form through mobile versions of websites, social networks and apps, 25% in the car listen to the news through radio stations and only 20% prefer Newspapers. The same pattern is observed around the world, with the younger generation aged 18 to 35 years old mostly learning about what is happening in the world through smartphones.

Another pressing problem is the lack of interest in news channels on the part of young people. Only 3 out of 10 representatives of the younger generation generally read at least some news or Newspapers during the day, while the rest prefer watching TV series, video games and viewing feeds on social networks. Statistics show that the older generation also loses interest in news: 6 out of 10 representatives turn to news feeds. Thus, the media needs to find new ways to attract an audience. This is the way gamification has become, a trend that is quite contradictory in its interpretation and justification.

Individual research studies on gamification in the media do not cover all the possibilities that this method of interaction can offer to journalism. The most common conclusion is that there is a need for new research to explore how to effectively apply game mechanics without contradicting the basic principles of journalism. The difficulties of using game mechanics in journalism have not been studied to date.

The novelty and lack of research into gamification techniques in the media, and on the other hand, the study of the possibilities of gamification as a way to raise the rating of a news publication, dictate the relevance of this research.

Target of research: based on the analysis of media gamification in the regional projection, it is proposed to develop a project for the gamification of the regional Internet publication "Stavropol Pravda".

Goals:

- explore the concept of "media gamification", gamification functions;
- characterize and typologize a gamified media product;
- analyze the gamified practices of modern Russian media;
- develop a project for gamification of the regional Internet publication "Stavropol Pravda".

Theoretical and practical relevance of research it consists in the possibility of applying the provisions and conclusions of the thesis in higher education when reading courses in journalism. Theoretical significance of qualification work is the same that the prisoner in her theoretical analysis allows more accurate detection of the significance of gamification's impact on the audience, to consider the practice of gamification, to identify the problems of the media in the implementation of gamification.

The practical significance of the work is to address the regional projection of the phenomenon under study and develop a project for gamification of the regional Internet publication "Stavropol Pravda".

Results of research: The concept of "media gamification" and the functions of gamification are studied; gamified media products are characterized and typologized; gamified practices of modern Russian media are analyzed; the project of gamification of the regional Internet publication "Stavropol Pravda" is developed.

Recommendation:

The considered cases demonstrated that we can offer the following classification of "news games" for "Stavropol Pravda":

- reportage games;
- editorial games;
- tabloid games;
- games-infographics;
- games-tasks;
- documentary games;
- entertaining game.

These techniques can be called "lazy authorship service". Gamification will allow "Stavropol Pravda" to make the reader part of the process, will help to understand the news feed, will allow you to Express your opinion, will contribute to the establishment of " feedback " with the consumer of information.