

## SUMMARY

Subject of the thesis “Convergence as a Factor of New Media Development: the Experience of Russia and the U.S.”. Author: Marina Osokina. Organization: School of International Relations, Chair of Conflictology, Public Relations and Journalism, Pyatigorsk State Linguistic University. P. 122, app. 11, bibliography 88.

Keywords: convergence, multimedia Internet journalism, hypertextuality, interactivity, mobile journalist, Russian Information Agency “RIA Novosti”, an American media group The New York Times Company, information technology, the information revolution, “diamond news”.

**Relevance of this research issue** is conditioned by the swift development of the global multimedia projects. Mass media used to exchange stories for a long time. Practically all local TV-channels are working with papers and radio stations. Papers influence the broadcasting; radio and TV get lengthy and qualitative reportages in return. Radio and TV-reportages are like a guide for people who can get interested in story and come to the printed media for the detailed information. Moreover, most of local TV-channels belong to some information agencies or work with them.

Such media concerns exist abroad for a long time, e.g. Warner Brothers, Associated Press, BBC etc. There are some examples of the similar convergence in Russia too, e.g. such business papers like “Vedomosti”, “RBK Daily” and “Kommersant”. They turn their traditional working methods into the convergent ones.

Thereby, the facts indicate that the best solution for presentation and perception of the information is a multimedia internet platform, therefore is the relevance of the research substantiated.

The **purpose of the research** is an integrated analysis of the nature, typological features and functional characteristics of the convergent mass media in the Internet.

*Following research objectives have to be attained:*

1. describe the conceptual approaches and define the features of the concepts “convergence” and “multimediality” in the context of the modern media system;
2. research the content of the internet mass media: themes variety, new multimedia genres, principles of story-making;
3. carry out the comparative analysis of two biggest convergence multimedia mass media for an exploring of the evolutionary processes in the modern internet media;
4. analyze the influence of the new communication technologies on the development of the internet edition of the paper “New York Times” and the multimedia website “RIA Novosti”.

**Theoretical and practical significance of the research** consist in the conceptual understanding of the convergence multimedia mass media and the possibilities of their further development in modern Russia. The working experience of the similar media in the foreign countries which is generalized during this research can be used for the further development and the integration of the different types of mass media in Russia.

Moreover, some conclusion of this research can be used for teaching of such subjects as “Theory and Praxis of Mass Media”, “Internet Journalism” etc., as well as for the practical work

of journalism experts. The materials of this research can be useful for practical journalists exploring the problems of the international information, as well as for teaching of such subjects as “The History of the Foreign Journalism” and “The History of the Russian Journalism” for the preparations of the academic books.

**Results of the research:** the most important factor affecting the development of the media is the information technology and the information revolution. Experts divide the modern media into “new” and “old”, digital and non-digital ones. Main features that differentiate the “old” and “new” media are hypertext, multimedia, interactivity and cross-border. In online media feedback from the audience is expanded and the audience gets more rights to control the content, up to creation of the content itself. New media can also be described as convergent, that means combining different media platforms on a digital basis.

The purpose of the work is to analyze the essence, typological characters, mechanism and features of convergent media operation in the Internet. During attaining the research objectives we concluded that multimediality is a presentation of the package of news on a website using two or more media formats, such as oral and written word, music, video and photo, graphic animation, as well as interactive and hypertext elements. In addition, multimedia is an integrated presentation of the package of news by different tools such as website, e-mail, SMS, MMS, radio, TV, teletext, press and magazines.

It is important to be noted that convergent media of today are inherent in special multimedia genres, such as interactive article, infographics, multiskript, talk shows, quiz, and finally, a multimedia article. They could be found exclusively on converged resources.

The study examined the activities of the American media holding The New York Times Company and the Russian information agency “RIA Novosti” in the context of contemporary globalization processes. The study learned the impact of new information and communication technologies on these convergent media, leading to changes in the editions' basic typological characteristics and to the transformation of their type. In particular, we concluded that the strategy of both media consist in increasing the diversity of formats.

**Recommendations:** editors following varying consumer must emphasize that their attempts has provoked new forms of the audience activity. Listeners, readers, viewers are exchanging information now; they unite in social networks and deliver media news hooks to traditional media more often.

“Hybrid genres” such as multimedia story became the most popular in the convergent journalism. It's necessary to use the benefits of the Internet, which allows to combine the answers to the questions, “What happened?”, “How did it happen?”, and “Why?” as the “RIA Novosti” and NYT do this. As a result we can get a new product with unique properties and peculiarities of perception.

In connection with the migration of advertisers to the Internet, New York Times is now using a mixed system of subscription to the website materials. “RIA Novosti”, in contrast to the New York Times, has not yet introduced a system of paywall to the online content. Perhaps this is due to the absence of a regulated system of e-subscription in Russia. And perhaps this is only a temporary lapse of the agency.

In fact, the only way for traditional media not to lose readers / viewers / listeners they already acquired and acquire new - it is to cope the Internet space, creating interactive versions of editions, telecasting station and radio stations. And existing convergent media need to develop new forms of work in search of the perfect cross-platform and interdimensional mode of interaction with the audience.