

Innovation Journalism: The New Way of the Media Development

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Abstract

The article is dedicated to the innovative journalism, directed to incorporation of the media in the innovation process in order to highlight and explain the essence of intellectual economy, the consequence of which is the increase of essence of innovation understanding in society. The formation of innovative economy in the world in the second half of the XX century caused the emergence of a unique communication area: between the scientific community, business and government. The main purpose of communication is to organize dialogue between all participants of the innovation space, promotion of innovation as a key factor for sustainable development of competitive state and society. The dynamic development of the social, scientific and technical and economic sphere, the emergence of the new knowledge and technology on the same level with the increase of the information flow modifies journalism. Even today, scholars fix signs of the restructuring media-information space on a planetary scale, which is connected with the global competition between traditional and online media. Such competition leads to a series of epochal changes in the activities of international and national newspapers and magazines, radio and television, news agencies and the press centers. Undoubtedly, all these factors contribute to the emergence and the development of innovation journalism, which in many ways is more multifaceted than its traditional counterpart.

Keywords: innovation journalism, electronic media, media market, digital technology, online journalism.

Introduction

In the last quarter of the XX century humankind entered a new stage of its development – the stage of post-industrial society construction, which is the result of social and economic revolution in the modern world. It is known that basis of every social and economic revolutions are specific technologies, industrial and technological system and industrial relations. First of all, information technologies, computerized systems, advanced manufacturing play the main role for post-industrial society, which are the result of the new physical-technical and chemical-biological principles. These principles are based on the innovative technologies, innovative systems and innovative organization of different spheres of human activities [Dzyaloshinsky, 2007].

In the world economic practice the concept "innovation" is interpreted as a process of transformation of the potential scientific and technological progress in the real world, which is embodied in new products and technologies. In the monograph of scientists' team, led by Professor G.A. Krajukhin [Krajukhin, 1997], studied the different definitions of the term innovation. The term "innovation" was firstly appeared in scientific studies of foreign culturologists in the XIX century. The meaning of this term was the introduction of some elements to another culture [Moiseeva, 1993]. Only at the beginning of the XX century regularities of technological innovations were started to study. In the world economic literature two

approaches of innovation can be found. The classical sample of the first approach is the term of the English economist J.Schumpeter. In 1911 in his work "The Theory of Economic Development" [Schumpeter, 1982] J.Schumpeter spoke about the process of introducing new combinations in the following five cases (the introduction of a new product, the implementation of a new method of production, the opening of the new market, the conquest of a new source of raw materials or semi-finished products, implementation of a new organizational structure in any industry).In 1930s J.Schumpeter used the term "innovation", meaning any changes related to the use of the new or improved solutions in engineering, technology, organization of production, sales and procurement processes, etc. Collins Dictionary defines "innovation" as "something newly introduced, such as a new method or device, act of innovating" [Collins National Dictionary]. At the same time the creation of innovation complex, multifaceted process that involves the generation of new, original ideas in order to ensure the survival of society. This process requires from all participants special training, great mental, physical effort moral strength and the corresponding state of socioeconomic infrastructure.

The term "innovation journalism" was coined by David Nordfors - the founder of the Innovation Journalism Initiative hosted by Stanford University [David Nordfors, 2003]. Modern scholars tend to describe the innovative journalism using four key mutually connected processes (or features): convergence, digitalization, interactivity and appurtenance of media data to the network space.

Thus, the list of media formats can include:

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| 1. Web portal; | 7. Movies for Internet audience; |
| 2. Online media; | 8. Social Network (including social network for children); |
| 3. Internet television (webcast); | 9. Twitter; |
| 4. Internet radio (podcast); | 10. Virtual Communities; |
| 5. Mobile TV; | 11. Virtual Games; |
| 6. Blogosphere; | 12. Other resources Web 2.0. |

As we can see, innovation changes not only the image of journalism, but also radically modifies the format of presenting the material. B.A. Igorev says: "The processes that are connected with the necessity of the information space formatting in the structural, functional and organizational areas of the media, happens in the newspaper, magazines, TV programs, radio broadcasting ,online media release conditions. Keen competition between the media, also the low purchasing power of the audience causes a significant differentiation of the media structure. The word "size" becomes a keyword in this procedure" [Igorev, 2009].

Three areas of Media Updating

In the modern world media industry must be significantly updated. Here are three directions of such updating.

Firstly, the use of new methods in searching and processing information. The Internet has already accumulated more than 1 billion pages, and the number of public websites is close to 40 million. Every day the number increases to 50 thousand. Search technologies are designed to help users in the ocean of information and implement e-business strategy. Now search technologies have become a mission-critical tool for journalists: the information necessary can be anywhere. The other problem that was caused by the internet is accelerating the pace of information production. It is necessary to permanently keep abreast of developments, monitor multitude of information sources, to find out important news in time. It is not anymore effective to find out information monitoring websites and reading news. The aggregation of information is needed here in order to collect all relevant information on multiple personalized pages. Permanent monitoring of information sources requires a substantial diversion of resources, as well as automation.

Secondly, transition to the new scheme of manufacturing organization, production and distribution of media products. The success of the editorial board of the XXI century will be determined by conveying to the audience current and fascinating information at anytime. Media companies worldwide scrutinize readership and convert the received information in a new and exciting genres. Newspapers produce content using their own brands and convey it to the reader in various ways - WEB, mobile devices, WEB-TV, interactive television, podcast, radio, magazines, citizen journalism and etc. It is really necessary today to fully serve the needs of the modern audience and not only to keep but also to increase market share. To this the problem of blogs can be attributed. Ordinary people, who have something to say and to show, started to maintain a blog. New tools became available for millions of people, which help them to publish their articles in the Internet. People can get valuable information using e-mail, chats, and private web-diaries. Sometimes bloggers are the primary sources of information from places, which attract the attention of the whole world. The sample can be South Asian tsunami in Phuket in 2004. The tragic event attracted attention of a large number of journalists who covered it in their media as well as other observers. They could only get information and monitor materials, which were provided by the mass media. Other observers could only go to the islands or base on information from local sources. In one word, the original materials were not so much. And here tourists' mobile blogs came to the rescue. Those blogs were the only source of photos and videos from the site of the disaster, because there were no internet connection in that area. Before that event, even the world's leading media companies couldn't attract readers' attention to the mobile services on their websites and after that events in Phuket, the situation changed.

There were cases where bloggers were reporting live fighting scenes in Iraq; in the Russian segment of the Internet "classics of the genre" is Yelena Skochilo's reports, the citizen of Bishkek, who published photo reports about the Tulip Revolution in Kyrgyzstan (later Yelena was ROTOR blogs award winner in the nomination "The blogger of the year"). The explosions in the UK capital made largest media companies transform the mode of breaking news, but the audience didn't see anything except bloody people who were running out from subway. But during the first tragedy hour, passengers, who survived, sent MMS with pictures of the explosion site. Numerous blogs have received pictures of explosions first, before the audience of CNN and Sky News, who accustomed to the incredible speed of information flow.

Thirdly, formation of a new professional culture. The Professor Dzyaloshinsky notes that in the framework of the Russian professional journalistic culture several alternative paradigms of professional activities coexist. These all components are different from each other, including moral and ethical components [Dzyaloshinsky, 2007]. All of them are arranged in a "space" which is defined by three vectors. These vectors serve some fundamental social and professional settings, which determine the overall relationship of the journalist to the audience, the right to consider their audience as an object of management (education, formation) and itself as a carrier or a translator of management programs of different types and levels. In one word the way of reaching the ultimate meaning of the journalist's activities is the word "impact". Second installation places journalist close to the audience and directs it to the relationship information. In this case, the journalist considers his duties as delivering information, data, materials, assisting in the expression of opinions to his audience. Both of these settings, despite the significant differences, lead to alienation of the audience from the media.

The third fundamental installation requires journalist to be in a certain human community, consider themselves as stakeholder, joint the search of solutions to an audience of complex life problems. The main idea of such journalism is that journalists should consider readers, audience, listeners, not as a background or passive observers, but as participants in solving important issues. This journalism defines itself in the following terms "civil", "communitarian", "humanitarian", "journalism of complicity", etc.

Interactive Environment

The main function/role of journalism becomes "dialogue moderator". This means that journalism can and should create a platform for equal dialogue between different social groups (even if they are different in their views, aims and organization), during which social contradictions and conflicts can be solved. Journalism can and should be combined in a single information space of contradictory opinions and attitudes. If they become public, new convergence ways can be found or arguments. This feature is particularly important for society, torn by conflict and split up into camps, societies, which are not able to find reconciliation in the squares and stands. This is the function that is able to transfer the conflict, which destroys the unity, into the conflict that identifies a problem in order to bring it not at the level of a street brawl, but to the positions of rational and pragmatic public dialogue. In America the same idea of was realized in the concept of public

journalism. At the forefront it is not the journalists' rights, it puts journalists' responsibilities to the society. Such journalism requires editors and news service managers perform journalistic work in order to help people to overcome a sense of apathy, helplessness and alienation, impel them to action, and trying to turn them from passive viewers into active participants in civil actions. According to one of the publications, which is devoted to public service, "the importance of public broadcasting is not something taken for granted. It took several decades to find its place among the media, fully controlled by the state or commercial. Today the unique nature of public radio and television is no longer cause doubts, well-known examples of such services is BBC. The irreplaceable role of the public service is to provide information to audience to enrich their knowledge and leisure regardless of the commercial, government or political reasons. This service should give every citizen the opportunity to take an equal basis of participation in the life of society, the part of which he or she is, and actively promote the organization of such a life. Public service broadcasting must be independent from the party or government pressure, should serve everybody and be the instrument for the common good. It must maintain its independence, having at the same time stable financial resources". This type of journalism assumes the implementation of the certain functions of the media, the most important among them is the dialogue between society and the authority, inciting citizens to active social and political life, the elimination of conflict situations. It is assumed that the role of journalists is to fully and adequately inform the audience about the events, the priority for media workers is the public interest. At the same time politician, representatives of public organizations are given equal opportunities to express their views in the media. In addition to this, the perfect embodiment of the idea of public journalism is independent radio or television station from the ideological influence of the state and private capital.

Journalists and the media play an increasingly significant role in the development of society, they manage people's attention and they can send it to the innovative activity and create a certain attitude.

Traditional approaches of the media are not so effectively handle with the task. That is why in the traditional journalism thematic categorization was adopted: the journalist concentrates on his subject - politics, new technologies, culture or business. Today mostly the information about innovation focuses on its technological aspect - the invention. Innovation is a wider concept, penetrating into all areas of our lives. All over the world people are already talking about innovation in the arts, education, governance, innovation in communications, new forms of cooperation, which are aimed to create a constructive dialogue between innovators.

Conclusions

To sum up, we note that important areas of communication in the field of innovations are:

- a) communication in science, their mission is to support the production of knowledge and its introduction into the economic system and the promotion of innovative products;
- b) innovative journalism, a conceptual framework which tries to stimulate the media play a leading role in highlighting and popularizing innovation to the general public.

With the rapid development of communications in the Internet social network, blogging, microblogging, video channels, podcasts, the impact of journalism expanded. The "new media" in the Internet is used by communications in order to foster innovations. Example of the realization of these practices can be an electronic journal East-West Digital News, the creators of which talk about Russian innovations and venture capital market around the English-speaking world.

Innovation can be considered as a journalism, which is characterized by three characteristics - it uses new methods of searching and processing information; relies on the new scheme of production and release of a media product; focuses on fundamentally different, in comparison with traditional journalism, meaning of their activities. Of course it is only an attempt to describe the contents of the new concepts. Today the media industry needs a huge demand in innovation-minded employees as well the governing and performing managers. But one thing is clear: innovation journalism is focused on the development of the whole society, so that it could become a full member of post-industrial socioeconomic formation.

Innovative journalism does not focus on one aspect of innovation, but strives to provide the public a complete picture, an objective opinion about the development of innovative processes about the interests and plans of the stakeholders and the role of innovations in society. Moreover, such journalism should see and be able to describe innovation from different sides presenting readers the different points of view, talking about the positive or negative consequences of a particular

innovation. Being a kind of mediator, journalism should attract the attention of people to provoke public discussions and call to joint search for new solutions.

Journalism, which is included in the innovation process, meeting the requirements of time, undergoes changes in favor of increasing audience reach and ways of broadcasting information. So, at the moment there is a transition from multimedia editors to convergence and cross media, which in itself considered as innovation. Thus, journalism and innovation are interpenetrating phenomena.

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