



The Online Media Environment as a Part of the Global Information Market: Analysis of Structure and Development Trends

Nozima Muratova

Associate Professor, Journalism and Mass Communication University of Uzbekistan, Uzbekistan

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Abstract

The concept information market in the context of the information society and modern technologies, has several meanings. It is necessary to distinguish between the information and communication technology market and the information production goods market. This article analyzes the structure and development trends of the modern information market. On the basis of various approaches, the regularities of the development of the media market, its components, and characteristic features are also studied. The Internet is subject to Separate analysis, as part of the information market, and due to the features in the media and increasing share in the information market.

Keywords: *Internet Environment; Online Media; Media Trends; Structure Analysis; Information Market; Mediamarket*

Introduction

Saying about the information market in the context of the information society and modern technologies, it is necessary to clarify that this concept in this case has several meanings. It is necessary to distinguish between the information and communication technology market and the information production goods market. The first one involves a system of economic, legal and organizational relations for technology trade, as well as a market for information products and services. It includes three interacting areas: information, electronic transactions, electronic communications. The second involves the market for periodicals. The author of the manual "Economics of the Domestic Mass Media", that "... the information market arises when people have information needs and the information that satisfies them becomes a valuable commodity"[1]. He calls this market as a space in which there is an exchange between sellers of a commodity - journalistic information and its buyers. It is the main object of marketing research of editorial teams and is characterized as a set of existing and potential buyers that affect the share of the publication's presence in the market [2]. It is here that all the competition between newspapers and magazines for a "place in the sun", for their own niche, unfolds. In turn, according to the theory of economics [3], the *information market* can be defined as a set of supply and demand for information products, in this case, mass media production products. The study of the market of periodicals, in this regard, makes it possible to identify the role and place of the media in the formation and development of the information market.

Main Body

Trends in the development of the modern information market show that at the moment information and communication technologies have a significant impact on it. In particular, the changes affect the content, structural, production aspects of its functioning. Since the information market is a kind of system of relations between producers and consumers of information, there are also their own patterns that directly affect the development of the market [4]:

1. Law of supply and demand;
2. Law of value;
3. Patterns of reproductive consumption.

Based on them, we will consider the global information market as a whole and the change in its picture under the influence of information and Internet technologies.

According to the *law of supply and demand*, a decrease in demand for journalistic information immediately leads to a weakening of supply: many newspapers and magazines disappear from the information market, the process of the appearance of new publications slows down, and the circulation of the remaining one's decreases. Today, due to the changing needs of the analogue media audience, the market for traditional periodicals is undergoing some changes: for example, the demand for print publications is declining due to an increase in the need to obtain information through the Internet versions of newspapers and magazines. For example, in the United States, newspaper circulation is declining by 10% every six months [5]. Analysts claim that this is the result of increased demand for electronic newspapers. It should be noted that in the initial studies, statements about the development of the traditional press in the Internet era were rather contradictory. So, in 2002, in parallel with forecasts about the disappearance of newspapers from the information market, researchers cited examples of how the need for newspapers is increasing, even if the number of Internet users in this country is increasing. Examples cited were Norway, Sweden and Finland, which had the highest levels of newspaper saturation and had the highest levels of Internet connections. The opinion of specialists who analyzed the later situation (2010-2011) differs from the above, according to their forecasts, "in 10-20 years there will be no people in the world who learn news from a paper sheet" [6].

An equally important role is played by the *law of value*, which largely determines the financial policy of media editorial offices, regulates prices for journalistic information, which, in turn, affects its demand. In early research on Internet media, the notion that the significant cheapness and relatively low cost of creating an Internet publication was given as a weighty argument in terms of their presence in the information market. After some time, this approach paid off. Today, all types of traditional media operating on the Internet make a separate budget estimate to support their web resources. And Internet publications become profitable due to the advertising potential and the widespread increase in their audience.

The development of the information market, relations on it between producers of goods and its consumers are also regulated by *the patterns of reproductive consumption*, according to which "the relationship between production and consumption acquires a dialectical character, i.e. production, in turn, leads to the emergence of consumption, creating an incentive to it. In other words, journalism as a kind of production of a spiritual product creates not only an object of consumption (newspapers, magazines, television and radio programs that carry information to its recipients, but also a consumer of this information - the audience. But how does this affect the state of the information market? The fact is that these relations determine the peculiarities of the situation that arises in the information market. The growth of the audience leads to an increase in the need for information, a need that becomes a stimulus for the development of the media. The growing production of information, in turn, causes an increase in

the need for it, causing, along with other factors - ideological, political and others - the growth of the readership, viewers, and listeners. The faster journalism and its means develop; the more mass its audience becomes. An example is the development of media on the Internet. Before the advent of on-line publications, there was no audience consuming information from its sources, and Internet users received the information that was available on the global network at that time and consisted of a database, static texts and personal correspondence. Internet publications have created a demand for journalistic information among the network audience, and today the information need is already being classified. In the process of searching for information via the Internet, special programs already make it possible to choose the style and nature of information by narrowing down a given search. For example, such large search engines as Google, Yahoo, Yandex, Rambler introduce a search selection system in directories, news or databases. And, in the end, they ask a query according to your requirement, accordingly, with which the results appear. News search displays information in the form of publications, news or analytical materials, articles, etc. A search in catalogs or a database provides an opportunity to find information of a relevant nature.

However, the growth in the production of journalistic information not only forms, but also regulates the information market. The ability to determine the way information is consumed becomes such a regulator. In this case, journalism itself educates newspaper readers, TV viewers, and radio listeners with increasingly diverse interests, a "taste" for information. This also applies to online media. The more perfect and professional the production of Internet publications, the higher the bar it sets for the reader, the more effectively it affects the tastes of the reader, his needs, etc. Numerous forums and conferences devoted to the problems of electronic media discuss the growing popularity of new types of media among Internet users. In particular, statistics show that about 60% of them read blogs; in Western Europe, the public is very interested in podcasts and videos. This trend parallels the growth in the audience of online news resources, which is almost twice the growth rate of the total number of Internet users. Thus, it can be concluded that, according to the pattern of reproductive consumption, the emergence of new media channels led to the emergence of an audience of Internet publications. Further development and improvement of this media segment will also affect the expansion of its audience and increase its needs.

The structure of the modern information market. The information market is a complex, multifaceted, multilateral space.

Researchers divide its structural content into two components:

- 1) resource market - this includes everything that is necessary for the production of media;
- 2) the information market, which in turn is divided into the market of periodicals and the market of buyers.

The development of Internet technologies, the erasing of geographical barriers for the resource market that previously existed at the local level, created the opportunity to integrate into the global space. Traditionally, this market among the necessary resources for the production of journalistic information included: finance, labor, materials and energy, technology, as well as various types of information - journalistic, advertising, statistical, scientific, etc. The development of ICT, in addition to introducing additional requirements for the use and selection of existing resources, has created new types of necessary resources for the production of journalistic information. So for the mass media that have electronic analogues today, specialists are needed who have skills in working with Internet technologies and new information and communication technologies. And the gradual departure of traditional media to the Internet increases the need to create appropriate software products for the technical support of journalistic activities. Observations show that the media for this purpose use both standard software products for general use and available on the network, as well as specially developed software that takes into account the features of media products. More often in the activities of the media,

the first, standard developments are used, which, while maintaining common algorithms, are used in a form adapted for the media. Programs developed separately for a specific media are used mainly by large publications that are able to pay for a specific and relatively expensive development.

One of the main segments of the information market is the market of periodicals, which has also undergone many changes with the development of new technologies. On the one hand, the periodicals market expanded due to the emergence of new segments, on the other hand, significant niches occupied by traditional publications were somewhat reduced and changed due to the use of the media for dissemination of information through several channels, and the structure of the periodicals market became even more multifaceted and multilayered.

In the media market, along with traditional media, new types of mass media occupy their niche - electronic versions of analog media and Internet publications. A new sector of the market of periodicals - the market of electronic information began to take shape in the 90s. With the inclusion of the media in the worldwide network, it is quickly becoming the most important sector of the country's information market. The process of forming a market for online publications can be considered in several ways, based on the overall picture of Internet media, as well as on the example of studying a particular Internet server. The first method gives a complete picture of the situation of the information market on the Internet, in which a relatively large part of media products exist and successfully operate. The second method is inherent in states in which the system of online media and other Internet resources is just being formed. It involves studying the experience of a certain online publication to form a general picture of its actions in the information space, as well as identifying achievements and shortcomings in this area. Studies of this market in this regard provide an opportunity to identify the role and place of the media in its formation and development.

In the framework of this work, both methods were applied in the analysis of Internet publications. A complete picture of the state of journalism on the Internet is given by a practical analysis carried out as part of a study that examines the changes in the activities of the media under the influence of Internet technologies and examines the features of their presence in the global network. To identify the characteristic behavior of a particular media in the global information market, the method of studying individual media is used. In general, this issue in the dissertation is considered according to the system from general to particular.

Internet media as a segment of the information market. An analysis of the various positions centered on the recognition of the Internet as a mass media provides an opportunity to understand more deeply the changes that modern media face and that affect the content of modern journalism in general. Domestic studies emphasize, for example, that the possibilities of information technology have contributed to qualitative changes in the traditional printing industry in Uzbekistan. Undoubtedly, the use of web technologies in the system of analog mass media provides additional opportunities for the transmission and dissemination of information and, accordingly, creates new forms and methods of mass information impact. Some researchers note that the new means of information delivery enables traditional media to be reborn. The author's argument is that the media familiar to the mass audience work with the Internet more as a source of information, as a result of which their content is noticeably enriched. According to other scientists, "the technological capabilities of the network make it a full-fledged and promising, but to some extent an alternative to traditional media."

Conclusion

A weighty argument in support of the viability of the Internet media as an independent kind of journalistic activity can be its technical and technological capabilities, revealing which it can be noted that the main qualities that characterize it as a media are globality, interactivity, multimedia and hypertextuality, which, in their turn, affect not only the content of information resources, but also the

process of preparing, processing, storing and delivering information. Naturally, the multimedia, interactive and hypertext specificity of the network requires a special, professional approach to the organization of information content, the logic, sequence and technology of which differ significantly from the creation of traditional print, radio and television products. All this by itself implies a certain specialization, taking into account, in addition to the above possibilities, also the structural and organizational features that give it the status of a mass media.

These properties are also distinguished by other scientists who, considering Internet media as part of a media system, emphasize that these features (hypertext, multimedia, interactivity) "allow us to call them the fourth type of media along with print, broadcasting and television" [8]. In terms of professional excellence, these qualities enable journalists to:

- Expand the volume and variety of information, provide the possibility of its non-linear provision and consumption;
- Express the meaning of the message using different sign systems;
- Use a variety of rich forms of communication to work with the audience;
- Provide audiences with better opportunities to respond and participate in the production and exchange of information.

Many authors say that interactivity is more pronounced in Internet journalism. In the book "The work of a journalist in the press" A. Grabelnikov uses the phrase "network journalism" [8]. However, characterizing its essence, the author does not give any qualitative characteristics, limiting himself to listing the types of electronic publications.

Western researchers are more inclined to the concepts of "online journalism", "new media", "online-media" [9]. Revealing their essence, they believe that journalism on the Internet, "due to the possibility of combining different types of information provision, represents a multifaceted and multiformat activity, which is its strength." [10]

As you can see, regarding the lexical designation of the concept under consideration, experts use a lot of terms that can be combined with such a generalization as "Internet media is a kind of resources on the Internet that perform the functions of a mass media and produce information that reflects the life of society by a journalistic team with a certain frequency".

The past period of development of the world media on the Internet allows today to designate Internet journalism as a separate area of information activity and to determine its inherent characteristics. These include globality, convergence, interactivity, hypertextuality, the presence of archives, etc.

As part of the information market, Internet media today are rapidly and actively expanding their boundaries. All patterns of development of the information market in general, today can be correlated to online media in particular. This suggests that today the traditional information market cannot be represented without its Internet component. What undoubtedly proves how, being a part of the media market, the Internet has become a platform or space for this very information market, incorporating all its players and providing them with additional opportunities.

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