ШОЛУЛАР, СЫН ЖӘНЕ БИБЛИОГРАФИЯ

ОБЗОРЫ, КРИТИКА И БИБЛИОГРАФИЯ

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T.O. Kushaliyeva
Kazakh National University named after al-Farabi, Almaty, 050000, Republic of Kazakhstan

THE USE OF MODERN TECHNOLOGIES IN ONLINE MEDIA PUBLICATIONS

The aim of the article is to give practitioners and theorists of journalism an understanding of the importance of using modern technologies in online media practice as a component of the transformation of the journalist's work, as well as changes in traditional journalism in connection with the introduction of new technologies. The relevance of the topic lies in the study from a scientific point of view of a new technological format, the use of AI and modern content as immersiveness in the preparation of journalistic material. The research methodology includes a theoretical and comparative analysis of the study of AI technologies based on research by domestic and foreign media experts, an analysis of the experience of universities and media organizations. The author believes that the phenomenon of AI and modern content technologies involves theoretical understanding and practical application in the media space of Kazakhstan. The results of the study will make a certain contribution to the development of digital technologies in the media sphere of the country. The practical significance of the results of this work lies in the analysis of a new format for presenting information: the creation of recommendations and the introduction of a "smart feed" and multi-format content in the media, which allows selecting news for a specific user.

Key words: AI, new media research, transformation of journalism, Kazakhstan, modern technologies, development of journalism.

INTRODUCTION

In 2017, the Associated Press arranged a nitty gritty report on the fate of expanded reality, featuring the vital advantages of utilizing man-made brainpower (AI) in news coverage. Among them were the accompanying:

- columnists will actually want to participate in better and more mind boggling determination of the essential data in enormous surges of information, message, pictures and recordings;
- will better get the necessities of the crowd, screen what is moving among buyers continuously;
- will figure out how to make totally new kinds of editorial stories.

AP gauges that AI could free up around 20% of columnists' the ideal opportunity for truth checking and assembling data, permitting more opportunity to zero in on narrating (content and narrating).

Around the same time, media specialists anticipated the broad utilization of AI in media article workplaces a decade after the fact.

Be that as it may, today's news coverage is related to the innovative area of the economy, which is progressively bringing AI and multimedia content into the development of editorial substance.

As an example, I want to highlight the fact that the 2019 Journalism Predictions, gathered by NiemanLab in light of the assertions of persuasive individuals in the media climate, anticipated the fate of AI. Jeremy Gilbert, head of vital drives at The Washington Post, said AI is at last having an effect: 2019 will see more reachable undertakings utilizing AI, for example, "giving correspondents

story tips, naturally following information to distinguish extortion, and contents to stay up with the latest." All this, as per him, will work crafted by writers [1].

In January 2019, Nick Newman, Reuters Senior Fellow in Journalism Studies, directed an overview of 200 computerized pioneers (boss editors, CEOs and advanced pioneers) from 29 nations. As indicated by the overview, 78% of respondents noticed the significance of putting more in AI to get the fate of reporting. Simultaneously, respondents noticed that editors actually matter more than machines: consolidating computerized reasoning with human intelligence is important.

Newman distinguished three primary regions in the utilization of AI for editorial articles:

1) Personalization of content and production of suggestions for the crowd;

2) Automation of stories and recordings (the purported robo-news coverage);

3) Tools to assist columnists with battling data over-burden.

The main bearing depends on the record of perspectives, likes and remarks of the client (peruser), for this situation, "context oriented reporting" capacities: on account of AI, he peruses the determination of texts that he enjoys.

This is like the standard utilized by informal communities: Facebook, Instagram, Vk, Twitter break down the interests of the crowd in light of their client action and deal with customized content. Numerous unfamiliar web-based distributions utilize this rule, for instance, The New York Times will utilize AI to customize pamphlets. The NYT likewise utilizes AI to direct peruser remarks: an API instrument called Perspective, created by Jigsaw and Google, channels remarks with irreverence or disobedient way of behaving, in a word, flood, so mediators can promptly see them and erase/answer to them continuously.

This aids, initially, to keep up with "neatness" under distributions, and also, to try not to cripple remarks.

Robo-news-casting is additionally thriving: AI produces texts because of regular language handling calculations (normal language age), and presently an ever increasing number of such materials are distributed in the media.

An illustration of robo-news-casting is The Washington Post's investigation with mechanized news composing utilizing the savvy programming Heliograf. The bot made its presentation in the late spring of 2016 with inclusion of the Rio Olympics and aggregated a story by breaking down information from the games as they showed up and matching them to the comparing phrases in the formats. Bloomberg News additionally makes about 33% of its substance with Cyborg, a framework that produces articles about an organization's budget reports.

The third region is very broad and incorporates different sorts: work process association, news following, crowd connection, reality checking, information perception, picture acknowledgment, video creation, and so forth.

We can observe the application of new technologies for the development of media resources. This gives rise to the development of journalism and the use of content in which users are interested. In addition, technologies are used to create targeted content of the publication and are used for multi-format articles. For example, data analysis for creating infographics, analysis of video frames for editing a report, or analysis of journalists' interviews for an objective assessment of the interviewee.

Empirical method:

- analysis of information obtained after a focus group survey;

- monitoring the reaction and behavior of users of social networks, visitors to online platforms and readers of internet media;

- content analysis as one in of the main methods of quantitative research of subject-specific and communicative-strategic characteristics of the domestic journalistic media sphere; - interviews with representatives of online journalism and content creators.

The empirical base of the research is based on the research of 10 blogs and 10 blogs with low levels of audience (microblogs), with a plethora of thematics and types of media, where journalists prefer to work. After that about 5 articles using AI technologies went through a selection and analysis process. There were different kinds of articles, such as online diaries with different types of

content. The framework for publications is from 2019 to 2022, because of sharply growth of modern media technologies

MAIN PART

The theoretical significance of the research results allow professional journalists and audience to develop the level of information, which is transmitted through the mass media. The analysis' results can show the latest forms of communication among journalists, content makers and audience. This investigation can be useful for creating the standards for media information evaluation and regulation.

The practical significance of this study involves the opportunities and possibilities of practise using the citizen online journalism, and with the monitoring of online resources, media platforms and interactivity with the media audience. The results can be useful for problem solving of the journalists activities, issues. The results can be used in planning information and communication activities of media organizations on the Internet, such as multimedia content and using "smart feed" technology to allow readers to choose the content depending on their interests.

We can observe how the application is developing in the field of media using the example of foreign colleagues. This is the trend and direction that will develop for the transformation of journalism, since the scope of technology is quite wide.

For instance, Reuters utilizes Lynx Insight to handle gigantic measures of information and has fostered The Reuters News Tracer, a social observing device that can distinguish counterfeit news on Twitter by examining a great many tweets with almost 80% precision.

Forbes is additionally utilizing a computerized reasoning called Bertie to assist writers with planning first drafts and layouts for reports. USA Today and NBC utilize the Wibbitz program

to naturally make an unpleasant cut of off recordings in light of news story contents and film. Additionally, the publication workplaces of numerous news sources, for example, the Guardian, use chatbots to respond to inquiries from perusers.

But I also want to highlight the other side of modern media technologies. In 2015, the BBC distributed an article about callings that are principally in danger in the event that robots "come" as a group, they included reporting among them. However, the BBC didn't completely express that columnists would lose their positions - they took a remark from Narrative Science boss researcher Christian Hammond, who had recently expressed that in 15 years 90% of the news will be composed by machines. "It didn't imply that 90% of writer occupations would disappear. This implies that writers can extend their span. The universe of information will extend, writers won't create stories from information. These unambiguous, non-interpretable things will be made by machines," Hammond made sense of [2].

As Alice Antheom, senior member of the Sciences Po School of Journalism in Paris, brings up, before very long there will be a hole "between columnists who can converse with man-made reasoning and writers who can't." In her viewpoint, the initial ones are the writers of tomorrow, who, as she trusts, later on will make similar commitment to the improvement of AI as innovative designers.

Along these lines, AI in reporting offers more proficient ways of bundling and convey content by making specific calculations that can channel information more unequivocally and more thoroughly than a customary writer.

For example, The Town Center for Digital Journalism presented to the public a report on how AI can be used in editorial offices. One of the obvious applications is taking into account the likes and preferences of a particular reader to create texts that are interesting to him, this reader. That is, the creation of a kind of "contextual journalism": what a person likes or searches for is what they write to him about. Further — more: you can use linguistic processors that would memorize phrases and words that are guaranteed to cause the reader the desired reaction (again, based on the analysis of his previous reactions to texts and headings) [6].

Numerous web-based entertainment stages and online organizations have demonstrated that personalization is a rising device for catching consideration. Netflix, for example, utilizes social information to propose continuous review proposals (a little over half of Netflix rentals come from customized messages in light of a client's past survey conduct). Amazon's prosperity is expected, to a limited extent, to the way that it gives information driven personalization to the shopping experience.

In any case, the specialized endeavors to robotize different parts of news coverage bring about a few unexpected results, such as an absence of subtlety in produced writing and the production of channel bubbles. Additionally, customized stories in view of political leanings are hazardous; news-casting becomes promoted or promulgated when there is an excessive amount of personalization.

Personalization of information additionally endangers the freely available report. At the point when everybody sees an alternate rendition of a story, there is no definitive adaptation to refer to. The web has additionally made it conceivable to eliminate content from the web, which may not be chronicled anyplace. There is no assurance that what you see will be what everybody sees-or that it will be there later on.

Mechanization can, obviously, add profundity to existing stories as well and there is a requirement for devices that empower creators and specialists to arrange narrating frameworks, recommended Larry Birnbaum. One model was " Stakeholder Tweetback ," an examination project by Ph.D. understudies Miriam Boon, Andrew Briggs, and Will Hicks at Northwestern University that mines tweets from the administrators in a story, observes the ones which are pertinent, and afterward puts those up close by the story, permitting perusers to see what else people of note have said about a specific subject. For partners who don't have a Twitter handle, the framework even endeavors to track down related handles [3].

As for Kazakhstan, there are still not enough qualified personnel on the market to apply technology in the media sphere, but at the same time, the media of our country actively use multimedia content (video format, creating infographics, conducting online interviews, and so on). According to K.B. Oishybayev, former Vice Minister of Information and Public Development of the Republic of Kazakhstan, legislative development of the media is also being worked out in connection with the development of new technologies. In particular, it is planned to amend the law, which will be discussed with the journalistic community.

According to him, it is planned to introduce new concepts for the media and define new media – "these are all new platforms on the Internet that develop information, including search engines, OTT platforms and social networks." The rules of work in Kazakhstan will be established for them.

Media measurement procedures will be introduced by law. It is important for us that media measurement in Kazakhstan be using new technologies and, most importantly, cover 100% of the population, so that the media preferences of all Kazakhstanis are understandable.

Experts of the IFTF analytical center recently announced the beginning of a new era of human-machine cooperation. Cooperation will actively deepen until 2030 and will lead to radical changes.

The main roles in this process are played by artificial intelligence, augmented and virtual reality, the Internet of Things and cloud computing. Already now these technologies are becoming a part of life, but soon they will become an extension of ourselves, says Nurlan Sadykov, head of Dell EMC representative office in Kazakhstan and Central Asia. "In the coming years, the role of artificial intelligence around the world and in Kazakhstan will go beyond data processing. Businesses will use AI to solve "mental tasks" of working with data. This will free people from the routine processes of preparing and isolating important data, planning scenarios and testing innovations.

CONCLUSION

In the new environment with the technology development and influence on the media, the user has the ability to choose between content options and consume it at a convenient time.

Interactivity of modern media also means the ability to modify any aspect of content, create content within the system, and communicate with other users. Three levels of interactivity can be distinguished:

The first level is the ability to select the format for displaying information (setting the browser and navigation interface).

The second level is the ability to create content within the system: become a co-author, write a comment, take a survey, share material on social networks, and so on.

The third level is the ability to interact with other users of the system in real time or with a small delay. Becoming truly interactive is one of the most challenging challenges faced by traditional media.

There are four directions in journalism are being formed:

- interactive services (various site features);
- civic journalism (the editorial office attracts bloggers);
- data journalism (working with hard-to-reach sources, investigative journalism);
- crowdsourcing (collective discussion in networks before processing and collecting information on a predetermined topic).

A feature of the new media was the change in the nature of communication.

It is difficult to distinguish between mass and personal forms of communication, mass and non-mass media. The consumption of new media has and will continue to have a more individual character. There is a process of "demassification". New media increase the possibilities of communication. Electronic new media offer a variety of interactive interactions between the user and the content producer and distributor. New means of mass communication make it possible to carry out interpersonal communication. A vivid proof of this is the development of the Internet. Interpersonal communication is possible through e-mail or Internet phone. According to AL Multiple, the main AI trends in journalism in 2021 will be:

Automation of repetitive tasks: This technology can automate simple but time-consuming tasks such as sending emails, receiving materials, publishing stories.

Targeted advertising: AI tools can help news platform advertisers reach their target audience with hyper-targeted ads. This helps news platforms improve the monetization of their web traffic.

Interactive personalized content: Companies like Opinary are running data-driven surveys to increase user engagement.

As for the Kazakh media, influential publications and well-known experts also express their opinion on the use of AI in modern journalism. Technology will not only allow journalists to do more interesting work, but also facilitate the work of editors. As the head of Patch Warren St. John noted, there are no typos in AI-generated articles.

In conclusion, artificial intelligence instruments can assist columnists with recounting to new sorts of stories that were beforehand too illogical or actually unattainable. While AI might change the news-casting calling, it will upgrade, instead of supplant, columnists' work. As a matter of fact, for AI to be utilized appropriately, it is fundamental that people stay tuned in.

There is both an information hole and correspondence hole between technologists planning AI and writers utilizing it that might prompt editorial misbehavior.

Perusers should be given a straightforward strategy of how AI instruments were utilized to play out an investigation, distinguish an example, or report a finding in a story.

While the crossing point of AI and information offers new sorts of chances for peruser commitment, adaptation, and news channel personalization, with this comes the test of tracking down a harmony between making protected, closed off environments and staying focused on reporting's public help mission.

Moral use and divulgence of information (how data from clients is gathered, put away, utilized, examined, and shared) is an essential issue that writers need to face.

The potential for AI to increase crafted by the human information columnist holds extraordinary guarantees, yet open admittance to information stays a test. AI can be particularly helpful in the newsroom fall into three categories:

1. Finding needles in haystacks: In those outlying or special cases that might elude human identification because of the scale or complexity of the data, AI can be a breakthrough tool. This role fits neatly into standard newsroom processes, because even if it discovers cases the human eye could not, the findings can be fact-checked via standard human investigative techniques.

2. Identifying trends (or departures from trends): The massive computing power of AI can help provide characterizations of aggregates of data, perhaps grouped in time or by geography or demographics. Alternatively, it can quickly identify outlier data.

3. Examining an application of AI or computation as the subject of the story itself: Because they are built by humans, algorithms harbor human bias—and by examining them, we can discover previously unseen bias.

Problems of machine learning in journalism. Data quality is the second biggest barrier to AI adoption, after a shortage of talent. Algorithms need good inputs, including labeled and clean data, to be successful. Incorrectly set patterns can provoke the system to draw false conclusions: for example, erroneously signal fake news.

The quality is also affected by the degree of bias, or bias, including gender and racial prejudice, to which a person working with the algorithm may be exposed.

The amount of data. In addition to quality, a computer still requires a large amount of data and resources to perform simple tasks. AI will learn to distinguish dogs from cats in three days, using 10 million images and 16,000 computers, while a couple of photos and a few minutes would be enough for a child. If the GPT-3 model were taught to read and write articles not on a supercomputer, but on a regular PC, the whole process would take about 500 years.

Also It should be mentioned that journalists can use these technologies with their work responsibilities. It is as of now insufficient for columnists to just talk and hold an amplifier. In any case, this doesn't imply that AI will totally supplant writers. The last option should track down ways of consolidating their one of a kind HR with the new flood of innovation to expand their true capacity and make the best and reasonable news coverage of things to come. Along these lines, AI can be a genuine salvation for the editorial specialty, assuming article staff figure out how to capability utilize new innovations, opening up new skylines in the calling and, conceivably, on the planet in general. What's to come isn't so much for robots, however for individuals who know how to utilize them [5].

For example, Mark Zvontsy, head of Automated Insights, believes that machines will not be able to replace live reporters and editors for a very long time. He admitted that he advised his daughter, who works as a journalist, to get acquainted with this technology. "If you don't study and adapt to new conditions (no matter what field you work in), then it will be difficult for you to build a career," he said.

In the Patch news organization And helps 110 reporters and countless freelancers to cover the latest events, especially everything related to the weather. Over the past week, Patch has released 3,000 machine-generated publications.

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Онлайн-БАҚ жарияланымдарында заманауи технологияларды пайдалану

Т.О.Кушалиева
Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, 050000, Қазақстан Республикасы

Мақаланың мақсаты – журналист жұмысын түрлендірудің негізгі бөліктерінің бірі ретінде онлайн БАҚ жұмысында заманауи технологияларды пайдаланудың маңыздылығы туралы практикалық және теориялық түсінік беру. Мақалада журналист шығармашылығына жаңа технологияларды енгізуге байланысты дәстүрлі журналистикадағы өзгерістер туралы да айтылады. Тақырыптың өзектілігі жаңа технологиялық форматты ғылыми тұрғыдан зерделеуде, журналистік материалды дайындауда АИ және заманауи мазмұнды пайдалануда. Зерттеу әдістемесі отандық және шетелдік БАҚ сарапшыларының зерттеулері негізінде жасанды интеллект технологияларын зерттеудің теориялық және салыстырмалы талдауын, оқу орындары мен БАҚ ұйымдарының тәжірибесін талдауды қамтиды. Автордың пайымдауынша, АИ және заманауи контент-технологиялар феномені Қазақстанның медиа кеңістігінде теориялық түсіну мен практикалық қолдануды қамтиды. Зерттеу нәтижелері еліміздің медиа саласындағы цифрлық технологиялардың дамуына белгілі бір үлес қосады. Бұл ғылыми жұмыстың нәтижелерінің практикалық маңыздылығы ақпаратты ұсынудың жаңа форматын талдауда жатыр: ұсыныстарды құру және жаңалықтарды таңдауға мүмкіндік беретін "ақылды лента" мен көп форматты контентті БАҚ-қа енгізу. белгілі бір пайдаланушы үшін.

Кілт сөздер: АИ, жаңа медиа зерттеулері, журналистиканың трансформациясы, Қазақстан, заманауи технологиялар, журналистиканың даму.

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Использование современных технологий в публикациях онлайн-СМИ

Т.О.Кушалиева
Казахский национальный университет имени аль-Фараби, г.Алматы, 050000, Республика Казахстан

Цель статьи – дать практическое и теоретическое понимание важности использования современных технологий в работе интернет-СМИ как одной из основной части трансформации работы журналиста. В статье также говорится об изменениях в традиционной журналистике в связи с внедрением новых технологий в работу журналиста. Актуальность темы заключается в изучении с научной точки зрения нового технологического формата, использования ИИ и современного контента при подготовке журналистского материала. Методология исследования включает теоретический и сравнительный анализ изучения технологий искусственного интеллекта на основе исследований отечественных и зарубежных медиа экспертов, анализ опыта учебных заведений и медиа организаций. Автор считает, что феномен ИИ и современных контент-технологий предполагает теоретическое осмысление и практическое применение в медиапространстве Казахстана. Результаты исследования внесут определенный вклад в развитие цифровых технологий в медиасфере страны. Практическая значимость результатов данной научной работы заключается в анализе нового формата подачи информации: создание рекомендаций и внедрение "умной ленты" и мультиформатного контента в СМИ, что позволяет совершать подбор новостей для конкретного пользователя.

Ключевые слова: ИИ, исследования новых медиа, трансформация журналистики, Казахстан, современные технологии, развитие журналистики.

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