

# PROBLEMS OF NATIONAL MEDIA IN THEIR PROMOTION IN SOCIAL NETWORKS

Vasil Zagitovich Garifullin<sup>1</sup>  
Aivaz Khambalovich Sadiro<sup>2</sup>

<sup>1,2</sup>Kazan Federal University  
E-mail: vasilgarifullin@mail.ru

## ABSTRACT

The problem of media functioning in the network space including social networks requires special attention in the context of major political and technological transformations taking place recently in the world. Despite the active development of new technological capabilities of media resources and the emergence of new media, we can't fail to notice that social networks provide more opportunities for manipulating the attention and behaviour of users. The SMM concept is firmly rooted in regional journalism. Moreover, social networks have become the most effective platform for content distribution and promotion of the local media. In these conditions, an important task for each type of title is the distribution of information for its audience. This task requires additional resources, new technological and personnel solutions, which are not always possible for small editorial offices, which include the media resources of the indigenous peoples of Russia. These include the media in Tatar. Tatar-language journalism in our time is in a vulnerable position. This is connected not only with the language issue, when due to an ill-conceived policy in the field of education, the number of potential readers in Tatar is sharply reduced, but also due to the financial problems of small editions and the drop in the level of social protection of regional journalists. The purpose of the study is to analyse the process of integrating media in Tatar with the most popular social networks and their adaptation to new realities, to predict the further vector of national media promotion in social networks. Based on our analysis, we positively assessed the integration process of Tatar media with the most popular social networks. As a drawback, it should be noted that in all the national media resources that we examined, direct broadcasting of content from the site to social networks is characteristic, which is not entirely effective in conditions of strong differences between the audiences of different types of social networks.

**Keywords:** media resource, social networks, national media, Tatar journalism, promotion.

## 1.INTRODUCTION

Social networks today are firmly entrenched in the personal lives of almost every one of us. They are a kind of indicator of modern social life. Thanks to social networks, we can determine what kind of information product people prefer. The inverse effect of social networks is also experienced by the sources of information themselves, for

example, media resources. Against the background of the rapid development of social networks, the news picture of a day is changing. Such investigators as G. Sokolov and V. Mansurova emphasize the change in the ratings of news relevance using direct comments from active community members [1, p. 320].

Most studies emphasize the increasing importance of social networks in the professional activities of a journalist. However, the use of their capabilities in the activities of a journalist can lead to negative consequences, lowering the importance of reliability and objectivity principles. The influence of social networks on the quality of journalism and its image is so great that under this influence journalism formats change, and also traditional media, for example, printed versions of newspapers and magazines, are gradually squeezed out of the information field. It is really difficult for them to compete with new synthesized media. Especially difficult in this regard is the situation of regional titles and titles in the languages of small peoples that do not have the financial resources for active promotion in the Internet space.

In this paper, we examine the specifics of promoting national media in social networks using the example of the activities of media resources in Tatar.

## 2.METHODS

In recent years, a fairly large number of studies have appeared; they are devoted to the practice of using social networks by journalists in different countries [2-8]. At the same time, this problem has not been completely studied in the aspect of the activity of the media resources which target audience is the indigenous peoples of Russia. The exceptions are certain articles [9-11]. We have carried out a functional and meaningful analysis of media resources in Tatar in terms of their positioning in social networks. Based on a systematic and integrated approach, we studied 10 leading Tatar-language media resources registered in the Republic of Tatarstan, as well as one media resource registered as a foreign agent.

To describe and evaluate the effectiveness of media activities, the following criteria were identified: the thematic focus of a media resource, the quantitative composition of the audience in the traditional format and network resources, infographic design, multimedia, accounting for multilingual media space, the ability to convert media texts in different formats.

## 3.RESULTS AND DISCUSSION

Traditional titles in Tatar work rather weakly on attracting readers to the online version of materials and do not fully take advantage of social networks. As a result, most readers of Tatar-language titles continue to write paper versions of titles. The most popular private titles in Tatar annually gain 30-40 thousand subscribers. However, they also have to reckon with the ever-increasing popularity of social networks.

What are the advantages of social networks most actively used by national media resources?

Firstly, the main advantage of social networks over traditional media is an unlimited audience. Therefore, many of the traditional media in various ways try to attract as many people as possible who are not among their regular readers. Among the Tatar-language titles, the most “hyped up” on social networks can be called the Azatlyk Radiosy media (Radio Liberty) which is currently not registered in the Russian

Federation and therefore, according to Russian laws, it is customary to recognize it as a foreign agent. First of all, it represents catchy headlines with political motivation in the light of recent events in Tatarstan, which are attractive for users of social networks. The title has accounts on the following social networks: Twitter, Youtube, Odnoklassniki, Telegram, Vkontakte and Facebook. The largest audience, namely, about 10 thousand people, is on Facebook. It is not surprising, because it is a platform where people united by ethnicity interact; in this case, they are Tatars from around the world. The second largest audience is Vkontakte, where they have an average of 5 thousand subscribers. The most common option for presenting information is a provocative quote which is an excerpt from the material. By the type of content, text materials supported by video and photo materials can be distinguished.

It should be noted that unlike the federal media, Radio Azatlyk does not repackage the same material for different social networks. One and the same lead is used both in the VKontakte community and on Facebook. On Instagram, the content is published in full, as far as the number of title symbols allows, that is, editorship's plans do not include the goal of luring readers to the site through Instagram. But most often there is a message to read the full version of the material without specifying direct links to this material specifically, since links in Instagram posts do not work, except for those attached to the account header. And therefore, "Azatlyk" provides a general link to the title's website so that a user himself finds the material he is interested in, and, possibly carried away, spend within the bounds of the site the longer time it was planned.

"Tatar-inform" is an information portal that has gathered a large audience on social networks through live broadcasting, sometimes even online from the scene. This portal has about 18 thousand subscribers to YouTube through interesting YouTube projects, such as the urban "Ilgiz il Gize" ("Ilgiz travels around the country"), "Schercheler" ("Cityfied"), educational "Tatar khalyk miflary" ("Tatar folk myths"), educational and entertaining "Tatarcha life hack" ("Lifhack in Tatar manner"). And all this is complemented by the classic shootings of press conferences, interviews, performances, concerts and stories. There are no complaints about the YouTube version of the title since it is impossible not to note the development trend: from 2017 to 2019 the audience increased from 4 thousand to 18 thousand visitors. The numbers speak for themselves. However, there is no breakthrough in Facebook: for two years, invariably, about two thousand subscribers. In the Vkontakte community, the information portal has 3.5 thousand visitors, which are 1.5 thousand more visitors compared to 2017. There is no particular originality in the presentation style. Content is value due to its responsiveness and following up on current news items.

The record number of subscribers in the Vkontakte community and on Instagram among Tatar-language titles from the Internet title belongs to Intertat. There were about 26 thousand in the VKontakte community in 2017 and it became about 36 thousand by 2019, as well as 51 thousand visitors at the moment on Instagram. Its media content is very similar to the content of the Tatar-inform title. This is online news that does not require special analytical skills. But the content is delivered even more succinctly. Here, there are striking high-quality graphic materials: infographics, photographs. A common feature that unites Intertat with Tatarinform is a link to their YouTube channels. In other platforms, their content is not so interesting and popular.

The next republican-scale title is the newspaper "Vatanyam Tatarstan" (My Motherland Tatarstan), which is a prime example of how a traditional print title promotes the content of a paper version via the Internet. The title is distinguished by

that individual materials may appear in the printed version of the newspaper as a seed in an incomplete version, and the full one is offered on the website. This method is selected based on economic considerations. Often these are the stories of the readers themselves, having an insignificant role on the agenda. Using the aposiopesis and the analytical approach to writing leads (succinct descriptions) the editorial staff managed to collect about 3 thousand readers from the Vkontakte platform in 2017 and 5 thousand in 2019, as well as about 2 thousand Facebook visitors for lately. It is noteworthy that in the Vkontakte group, unlike other media, they transmit content not through communities, but through personal accounts. The title is limited to only two sites, as before, and it can be seen that the promotion of content is basically thoroughly prepared, mainly through the Vkontakte community.

Then we move on to a narrower sector of the information space, i.e. to local city titles. The newspaper Shakhri Kazan (Kazan City) runs on 7 platforms: Vkontakte, Twitter, Facebook, Instagram, Odnoklassniki, Telegram. The leading position is occupied by Instagram with 6 thousand subscribers in 2017 and 42.8 subscribers for 2019. The progress is a runaway. Almost 7 thousand subscribers were in the Vkontakte community in 2017, and now there are 10.5 thousand. Here, city news is most often found with the emphasis on high-quality illustrations in the form of photos, and this justifies the result, especially regarding social networks. If they bet on a vivid photo, it means that the content will “pop a cap” on Instagram. Indeed, Instagram photo hosting is rapidly developing all over the world, which is focused on working with photos. They are usually accompanied by copyright comments. Sergei Svetlov, arguing about the popularity of this social network, notes its “style” among all the advantages [12,19,20,21,22].

The “Akcharlak” (“Seagull”) newspaper, slightly resembling a yellow press, is ahead of the ratings of the previous title. It had 8 thousand subscribers in the VKontakte community in 2017, and about 10 thousand subscribers in 2019. It is noteworthy that the title page is just user-oriented, that is, subscribers must have an account. Here is the national news, but they are inferior in quality to all of the above titles. The title leads on Instagram and was able to rise from the level of 29 thousand subscribers in 2017 to 70.6 subscribers in 2019.

The second important advantage of social networks allowing media to promote their positions and interests is interactivity. According to such researchers as A.Pustovalov and M. Ishmatov, the successful functioning of the media in social networks depends not so much on the number of subscribers in communities, but on the number of active users [13,20]. It is users through likes, reposts, and comments that create liveliness in communities. For a successful organization of work in social networks, editorial staff must promptly respond to user messages, answer their questions and criticism. It is this kind of bilateral dialogue that helps to increase the audience. When the national media work in social networks, this provides more opportunities for the manifestation of pluralism of opinions, since social networks “contributed to the democratization of the exchanging information process, and took away the monopoly from journalists on its dissemination” [14, 15,16,17,18,19]. In the traditional version, reviews and letters from readers go through the editing process, and on social networks, user posts are published unchanged. Although community moderators do not have the ability to modify user texts, posts that do not meet editorial requirements can be deleted. In comparison with state-owned titles, private ones have fewer restrictions by their nature, and they have an appropriate audience: one that

willingly communicates and is easily amenable to “provocation” by moderators. The audience of official titles is more inclined not to discuss, but to familiarize themselves with the information presented on the pages of periodicals.

After analysing the comments in the communities of Tatar-language titles on social networks, we came to the conclusion that users most often respond to political, national topics and events in the field of show business.

The possibilities of interactivity and feedback are actively used by the media. The goal is to attract the audience to various kinds of surveys dedicated to studying the editorial staff's effectiveness, as well as surveys on topical issues that concern the population. Most editions are not limited to conducting the surveys, but try to ensure that the users' voices are heard thereby making them feel they are involved in the consideration, and maybe in solving a particular issue. This phenomenon can be attributed to the active use of the “citizen journalism” principle when a reader acts as a co-author of a journalist.

Another example of attracting an audience is the holding of various kinds of stimulating actions among readers. Editions of titles in Tatar most often use such actions as holding prize drawings, e.g. concert tickets. At the same time, the determination of the winners takes place in the most open form so that users do not have any doubts about the objectivity of the drawing. Such drawings are often held by the Akcharlak newspaper which is a non-state title and is published through mass subscription on social networks.

The analysis shows that the editors of Tatar media resources practice two types of approaches to posting content on social networks. The first is the placement of the text in its original form. The method cannot be called particularly inventive; however, with its use, an active struggle began for the attention of readers on the path to the formation of online journalism. The second is repackaging content. This can be practised in the form of transferring content to a site in a different form or in the same form followed by distribution on social networks with a link and with the writing of a completely different lead. The key role at this stage is played by SMM.

It is necessary to point out the need to create new media resources that were originally created on social networking platforms or integrated with social networks as a promising direction for the development of a media system in Tatar. The issue of competent strategic promotion of modern media projects is very acute in the Tatar media sphere due to a sharp decrease in its audience. With the advent of the student podcast “Tatcast” and the popular science project “Әлбәттә” (“Of course”), a precedent has been created for the work of journalists in such new formats. However, the path that is to be performed by media projects to reach the mass market still requires new personnel and financial and technological investments.

#### 4.SUMMARY

So, we can conclude that the Tatar media are quite actively promoting their content on open social networks. Their content can be found without registering on these platforms. However, not all features of social networks are used effectively. For example, closed systems without feedback but with access only for a certain circle of people, such as Telegram, are still poorly used by Tatar-language media. There are few readers, even if the title broadcasts content on this platform. At that time, this is a common type of promotion both abroad and in Russia at the federal level. In this regard, among the Tatar segment, only the positive experience of the Tatar-inform agency can



be noted. However, in general, we see that there is a tendency for development; the audience of titles is multiplying, albeit at different rates but steadily from year to year.

Turning to the shortcomings of traditional media functioning in social networks, we note that many of them are characterized by the direct broadcast of content from the site to social networks. In fact, the site is the only source of content for communities on social networks such as Facebook, VKontakte, Twitter, while Instagram is developing unique content.

## 5.CONCLUSIONS

The most important promising areas of media work in the languages of small peoples of Russia are the development of new technological platforms for distributing content on different media, multiple repackaging of the same content, the introduction of new forms of monetization, the work of the media with the audience on social networks. Based on our analysis, we can positively assess the integration of the national media of the Republic of Tatarstan with the most popular social networks, as well as adaptation to new realities. At the same time, traditional media resources and titles in Tatar are only just beginning to develop the Internet space and do not show proper activity when distributing content on network resources, including social networks.

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