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SMARTPHONE JOURNALISM: MODERN ACADEMIC AND PRACTICAL APPROACHES TO THE STUDY

The aim of the article is to study modern academic approaches to the «smartphone journalism» concept and outline the main practical vectors of its existence.

The following methods formed the methodological basis of the research: comparative analysis of academic points of view and of the practical component, description of the «mobile» and «smartphone» journalism terms and their identification; offer of the author's own vision of the smartphone journalism term.

Results. In the article, the author's vision of the «mobile journalism» term is offered. The existing ratings of mobile applications, which are useful for the work of a journalist, are analyzed. Ratings for analysis were selected from the competent sources: Detector Media, Institute of the Mass Communication, and European Journalism Observatory. All agencies distribute mobile applications according to their intended purpose, but the range of programs offered is quite different.

The article examines the smartphone journalism concept as a separate field of functioning on the Internet. The main approaches to the study were considered, a number of academic views on the phenomenon were collected, and the synonymy between the «smartphone» and «mobile» journalism terms was demonstrated. The existing approaches to the functioning of mobile journalism are described in view of the development of technological, information and communication components of society. Attention is focused on the formation of the latest skills and knowledge of journalist-practitioners to work with content, coverage of relevant information for the audience, and the practical component of working with content.

Novelty. The scientific novelty of the obtained results lies not only in the comparative analysis of terms in the academic literature and the identification of terms, but also in an attempt to make offers to the terminology in the mobile journalism field.

The practical significance lies in the description of mobile journalism as a concept unique to applied social and communication technologies in view of all spheres of life of society and the country through the process of rapid coverage of all kinds of events.

Key words: mobile journalism, content, mobilography, smartphone journalism, mobile applications.

I. Introduction

The beginning of the XXI century was marked by a powerful surge in the development of communication technologies, the establishment of new standards for informing and cooperating with the audience. The capabilities have become greater, the audience more demanding, the formats more informative but shorter. The telephone has become an important daily tool for collecting, processing and disseminating information. It was in 2013–2014 that mobile journalism began its confident steps in the world. In Ukraine, this type of activity gained a foothold during the Revolution of Dignity on the Maidan, and since February 24, 2022, without mobile journalism, the world would simply not have been able to learn about the atrocities of the Russian army and all the horrors of war that the Russian Federation commits on a daily basis. The Russians would have been able to hide their war crimes again (as they have done before in Chechnya and other countries), but the information and communication technologies of the XXI century stood in the way. Thus, mobile journalism has contributed to the coverage of not only military events, but also evidence of crimes: looting, mass murder, rape, ecocide on the territory of Ukraine, etc.

II. Problem statement and methods

The aim of the article is to study modern academic approaches to the «smartphone journalism» concept and to outline the main practical vectors of its existence.

A number of methods were used to achieve the aim and tasks of the research. These include: a comparative analysis of academic points of view and of the practical component; a description of the

«mobile» and «smartphone» journalism terms and their identification; and the author's own vision of the smartphone journalism term.

III. Results

The issue of mobile journalism development, content convergence, and the latest standards for text formation on the Internet has been raised in recent years in the works of many scholars in the global scientific arena. Among them: S. Azieiev, M. Batt, O. Vasina, B. Stashen, H. Synorub, A. Steblovska, S. Quinn, O. Orlova, R. Paziuk, Ye. Tsymbalenko, and many others.

Scholars interpret the concepts of smartphone and mobile journalism in different ways, and there is no single unified opinion. But, of course, all academic views are worthy of attention and research. According to the author of the article, we should try to bring some clarity to the analysis of these two categories, which are synonymous in journalism studies.

H. Synorub in her article «Mobile Technologies and Modern Media Text» notes: «Journalism is one of the areas that is being transformed by modern technologies' influence. The success of today's media depends not so much on the content itself as on the format in which it will be received by the consumer, on which information platform it will be published, and how relevant and fast the information will be presented. These processes are facilitated by the use of mobile technologies that ensure efficiency and interactivity in the communication process "media – audience"» [4, p. 273].

According to A. Steblovska, mobile journalism «...is a combination of digital storytelling skills and tools to transform raw user content into ready-made stories for the content consumer» [6]. In practice, today there is a separate position of a social media journalist who prepares content for the social media pages of a particular publication, promoting the problem, focusing on the most important issues. Practicing journalists (in particular, Zh. Kuznetsova, a journalist from Deutsche Welle) emphasize that despite the existing concepts of information gathering, approaches in traditional and mobile journalism have a number of common features. Here, in particular, it is worth highlighting:

– efficiency (the sooner the content is ready, the better);

– accuracy and reliability (evidence that the journalist was on the spot and saw everything personally);

– timeliness (relevance and appropriateness) [6].

At the same time, mobile journalism is a completely unique industry, and its inherent characteristics are specific. It is worth noting here the possibility of online streaming as an instant way to transmit information from the scene of an event which creates a powerful effect of presence for the viewer, understanding what is really happening here and now. Also, mobile journalism contributes to greater detail of the event, its unfolding, demonstration of contrasts and drawing parallels in the audience's imagination. While a regular media employee will have to take the camera out of the bag and set it up, a mojo journalist will most likely have already filmed the footage, and possibly edited and posted a full story [6]. Mobile journalism has become an indispensable tool in Ukraine during the full-scale war, when filming by traditional media was unrealistic. In her article, A. Steblovska quotes the opinion of A. Yurychko, which was expressed during the training «Mobile Journalism: Promptly, Creatively, Responsibly». He emphasized that today mobile applications have the full range of necessary functions for a journalist to create a comprehensive media product [6].

The concept of mobile journalism has been analyzed quite well in the global academic and practical fields. However, the concept of smartphone journalism is mentioned less often. According to S. Quinn, «...smartphone journalism is an innovation for the media» [12, p. 34]. It is this type of journalistic activity that can reformat the audience's views on certain issues, and over time, this will lead to a change in the media itself. In fact, given that similar views were expressed in 2009 in the book «Convergent Journalism. Fundamentals of Multimedia Reporting», in the 20s of the XXI century we see a global trend of media transition to multimedia editorial offices and partial withdrawal from classical work formats.

According to M. Butt, the smartphone has become a generator of changes in journalistic concepts in the world of professional activity. He notes: «The reporter has the possibility to take notes quickly and efficiently, click photos, record videos and upload content to various platforms» [11, p. 149].

As a field of activity, smartphone journalism is sometimes identified with mobilography. In her manuscript «Mobilography as a Factor in the Transformation of the System of Language Genres», O. Vasina emphasizes the following definition of mobilography: «a kind of photographic art in which electronic devices with a built-in digital camera, not designed for professional photography, such as mobile phones, pocket personal computers and other devices, are used as a tool. A characteristic feature of the genre is the photographing of difficult-to-reproduce situations and the "digital style" due to the low resolution of the camera» [1, p. 22]. The author further emphasizes that this is a specific type of mass media text that can exist in different areas of information and communication planes, which can cover various topics from social to aesthetic. That is, it follows that mobilography has some similarities with smartphone journalism, but it is not an identical concept. Instead, in the author's opinion, it is worth noting that mobile and smartphone journalism are synonymous concepts, they define fundamentally the same process of content production and distribution.

O. Orlova and S. Azieiev, studying the issue of mobile journalism as a successor to traditional media, examine the works of R. Paziuk and cite his opinion as follows: «...the use of smartphones and tablets in the professional activities of a modern journalist is gradually shifting from the zone of restrictions to the zone of opportunities. Over the past few years, the main disadvantage – low detail and low resolution of the material captured by gadgets – has been leveled» [2, p. 135]. Due to the rapid growth in the number of gadgets, their improvement, technical parameters and modern smartphone software, it is possible to implement mechanisms for producing a high-level audiovisual product with minimal (compared to the last 20 years) spending of time and effort. Among the disadvantages of this kind of content creation, R. Paziuk lists «...the lack or limited optical zoom in mobile gadgets. After all, a journalist should always be at the epicenter of events, but it is not always possible to get close enough, for example, when recording a natural disaster, an air show, a football match» [2, p. 135].

In his work «Mobile Journalism» by B. Stashen, the author emphasizes that «mobile journalism» is primarily «mobile reporting», meaning the entire production process. Until now, journalists usually had to «return to base», to the editorial office or to the mobile TV unit, to produce a story. «Mobile reporting» implies that a journalist takes all the production tools with them and works on the road [5, p. 15]. This became possible due to new processes and new technical capabilities, without which journalism of the XXI century is incomplete. B. Stashen notes that his team has good experience with a number of different multimedia projects using mobile reporting. It is this genre that has adapted to smartphone journalism to the best of its ability, taking a prominent place among journalistic materials. Reporting as a genre has acquired new features and functions online, and over time has been significantly transformed and acquired features that are unique only to new media. Both the first and second versions have their own peculiarities. Multimedia reporting is now used with the use of hyperlinks, multimedia formats, the possibility of reposting and discussion by the audience. According to H. Synorub, online reporting is based on «...an event in motion. The description is done through the prism of the author's personal perception, which creates the effect of presence. Thanks to the possibilities of the Internet, online reporting can be conducted directly from the scene (stream)» [3, p. 29].

Smartphone journalism has changed the media landscape to some extent, contributing to the formation of somewhat new processes of information presentation. Today, there are several points of view on the qualitative changes in the media environment of the XXI century, including those related to communication processes and information technologies. Ye. Tsymbalenko notes that there are a number of aspects that have influenced the formation of the process of information exchange and perception. Among them: «1. Technologization of society as a whole and its individual segments has significantly influenced the landscape of modern media, starting from simplification, improvement of production and ending with the allocation of an alternative type of media – the so-called new or newest media; 2. The global conditions of content distribution have changed the perception of the sources of obtaining and checking information, through its distribution, genre representation and journalistic authorship; 3. The multimedia toolkit of modern media fulfills the function of approximating the previously unique and separate mass media, synthesizing characteristics not inherent to a specific type of media» [7, p. 201].

That is, it follows that mobile technologies have provided the text with such media characteristics that the multimedia text of online journalism did not have before, namely the possibility: for the viewer to be in the epicenter of events; for the journalist to present the content quickly and independently of the technical capabilities of a large production team. Such characteristics became real only thanks to the development of a powerful technical component that radically influenced the process of adapting genre materials on the Internet media platforms and later on social networks. In her research paper «Transformational Processes in the Modern Media Industry as a Way to Quality Journalism», H. Synorub emphasizes that the issue of technologicalization of society has been influenced by the media and changes in social functions. Because of this, the characteristics of the media have been somewhat modified:

– media are the primary sources of knowledge and images of social reality and the expressions of social identity;

– traditional and new media are the most important focus of leisure interests that form the overall cultural environment, resulting in the growth of the economic importance of the mass media associated with the conglomeration and diversification of media structures activities [3, p. 24].

That is, we can state that the presence of mo-blogging has affected the competitiveness of media on the Internet, which has led to a change in their operating strategies. Not only communication and information aspects were taken into account here, but also social, economic, and legal ones. Due to the ever-growing amount of information, approaches to text formation (formats of information presentation) have changed. At the same time, a number of problems have arisen that still exist in Ukraine: salaries, copyright for online content, incognito communication, etc. «Technological access has led to a radical transformation of the ways of delivering and accessing information, blurring the boundaries between traditional media, and the approximation and intersection of different types of media» [3, p. 27].

Smartphone journalism has contributed to the development of high-quality content with the possibility of dialog between the editorial office (journalist) and the audience. The format of materials offered by smartphone journalism can be adapted to almost any platform, while meeting the requirements and wishes of the audience. Smartphone journalism, given the concept of content creation, should be based not only on the latest approaches, but also on traditional standards: composition, editing, sound, etc. According to O. Orlova: «...a successful composition, the rules of thirds and 180 degrees, the order of changing plans of different sizes, different angles and perspectives, the correct placement of a person in the frame when filming synchronized shots, the amount of "air" above the head, filming with the obligatory use of a tripod, the availability of proper lighting, etc.» [2, p. 134]. When filming content, it is worth paying attention to the sound which should be clear and understandable, without unnecessary noise (except for the accurate presentation of real events). If the journalist is close enough to the filmed object, the mobile device will cope with the task and record the sound of the appropriate quality. In other cases, the journalist should have equipment, at least a lavalier or wireless microphone. «It's important to remember about the windscreen and other important rules for working with a microphone. There are also many special applications for processing sound recorded on a smartphone» [2, p. 134].

There is a certain rating among practicing journalists regarding the use of mobile applications in the course of performing journalistic tasks. The Institute of the Mass Communication offers a rating of 21 mobile applications that are useful for work. They are divided into groups: audio; video and photos; texts, documents; others. Each of the offered groups contains a certain list, which is not a panacea in use, but will definitely come in handy. The first group includes: Dragon Dictation (Speechy), Cogi, Tapeacall Pro, Call Recorder, AudioNote, Ferrite. The second group includes: Ustream, Imovie, VivaVideo Pro Video Editor, Open Camera, Cinema 4K, Snapseed, Enlight, Lightroom. The third includes: CamScanner, LetterSpace, Evernote, Dropbox. Fourth: Media, WordPress, Adobe Spark Post [8].

According to Media Sapiens journalists, mobile applications should also be divided into groups according to their purpose, but the list of tools offered for work is somewhat different. Audioboo, Soundcloud, Voice Memos, Voice Record Pro – a list of applications for working with audio files that help to record and process sound, work as voice recorders. PicPlayPost, ThingLink, Vine, Bambuser, Periscope are applications for working with video. As a rule, such videos are short and interactive, which makes them more informative. PicPlayPost application is a great tool for working in social networks, allowing a journalist to create interactive video collages.

Photography is a great tool for visualizing content. To this day, photography is still a prominent mechanism for attracting audience attention. Among the applications, the authors of the Media Sapiens website single out Instagram, Picmonkey, Snapseed, Legend, and TheNounProject. This list allows a journalist to work with photos, illustrations, and collages.

The European Journalism Observatory offers a list of 10 most relevant mobile applications. They include: «Cogi: accumulates audio and supports adding notes; iTranslate: an effective translation tool; Evernote: a "Swiss knife" for organizing; CamScanner: turns your phone into a scanner; Audio Memos: a voice recorder on steroids; Speaking Photo: adds voice to photos; Meerkat: a new standard for streaming; Ban.jo: organizes and analyzes social media by location; Pocket: saves information for later reading; Life 360: a great tool for organizing reporters in the field» [10].

From the above, it follows that the offered range of content creation programs is quite extensive, and given the current trends and software development capabilities, the number of tools for mobile journalists is growing and improving every day. This helps to quickly create and distribute content on various topics, cover important issues, shape the country's image in the world, fight corruption and contribute to the formation of the country in various social, legal, historical and cultural aspects.

IV. Conclusions

Smartphone journalism has brought a number of adjustments to the life of the XXI century society. It is this industry that has a significant impact on the formation of modern journalistic standards, approaches to text creation, the formation of views and attitudes of the audience, regarding a number of events and issues in Ukraine and the world. In the context of the development of modern information and communication technologies, mobile journalism has forced practitioners to master new methods of content creation, filming, sound and photo work.

According to the author of the article, mobile and smartphone journalism are synonymous. They demonstrate a certain phenomenon that is aimed at the formation, implementation and realization of not only the content of cross-platform publications, but also social networks. Mobile journalism is designed to form a new vision of working with information, cooperation with the audience, and to implement the latest concepts of working with content, taking into account technological capabilities.

It is mobile journalism that has provided an alternative to technologies for creating and promoting audiovisual content in the media, contributed to the formation of new standards and views on working with the audience, multimedia editorial, and the development of multimodal text.

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Досенко А. К. Смартфонна журналістика: сучасні науково-практичні підходи до вивчення

Метою *дослідження є розгляд сучасних наукових підходів до визначення поняття «смартфонна журналістика» та окреслення основних практичних векторів її існування.*

Методологія дослідження. *Методологічну основу наукової роботи становлять такі методи: порівняльний аналіз наукових поглядів та практичної складової; опис термінів «мобільна» та «смартфонна» журналістика і їх ототожнення; пропозиція власного авторського бачення терміна «смартфонна журналістика».*

Результати. *У статті запропоновано авторське бачення терміна «мобільна журналістика». Проаналізовано рейтинги мобільних застосунків, що є корисними для роботи журналіста. Рейтинги до аналізу були обрані з авторитетних організацій: «Детектор медіа», Інститут масової комунікації та European Journalism Observatory. Усі інстанції розподіляють мобільні застосунки за цільовим призначенням, але спектр пропонованих програм досить різний. У статті розглянуто поняття смартфонної журналістики як окремої галузі функціонування в інтернеті. Розкрито основні підходи до її вивчення, осмислено низку наукових поглядів на феномен, продемонстровано синонімічність термінів «смартфонна» та «мобільна» журналістика. Описано підходи до функціонування мобільної журналістики з огляду на розвиток технологічного, інформаційного, комунікаційного складників суспільства. Акцентовано увагу на формуванні новітніх умінь і навичок журналістів-практиків для роботи з контентом, висвітленням актуальної інформації для аудиторії, практичного складника щодо роботи з контентом.*

Новизна. *Наукова новизна отриманих результатів полягає не лише в компаративному аналізі термінів у науковій літературі та ототожненні термінів, а й спробі внести пропозиції до термінологічного ряду в галузі мобільної журналістики.*

Практичне значення *полягає в описі мобільної журналістики як поняття, унікального для прикладних соціально-комунікаційних технологій, з огляду на всі сфери життя суспільства та країни, завдяки процесу стрімкого висвітлення будь-якого роду подій.*

Ключові слова: *мобільна журналістика, контент, мобілографія, смартфонна журналістика, мобільні застосунки.*