

FEATURES OF THE DEVELOPMENT OF NEWS MOBILE APPLICATIONS AS A TYPE OF MEDIA IN RUSSIA AND ITS REGIONS

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Abstract: The article is devoted to the study of the development features of news mobile applications as a type of media in Russia and its regions. The authors examined the new opportunities for journalism that discover new media and are a consequence of the entire media system transformation. A classification of news mobile applications was compiled according to various criteria, and we analyzed their development in the regions. The authors came to the conclusion that the demand for applications among the audience is influenced: firstly, by the size of the target audience; and secondly, by the convenience for the service users.

Keywords: Media, Mobile News Applications, New Media, Website, Regional Media, Internet, News, Publication, Interface.

1 Introduction

The modern media system is undergoing a transformation. Moreover, the transformation is taking place in all directions at once: genre structure, media formats and forms, thematic and informational fields. The development of IT technologies and global computerization has changed our usual understanding of newspapers, television and even the Internet.

Today, New Media has filled the human life by having firmly settling down in our pocket gadgets. New media have opened up new opportunities for journalism.

Today, journalists are increasingly choosing mobile applications as a channel for distributing their own content. Mobile applications allow quickly disseminating information in the format of posts and publications. The emergence of mobile media is a new trend in the modern information society, but their functioning as a new media format is almost not studied in Russia today.

2 Methods

The purpose of this work is to study the development features of mobile news applications as a type of media in Russia and its regions. The methodological basis of the study was the principles of systemic, structural and complex analysis. The authors used systematization and various analysis methods (interpretation, classification, pragmatic and contextual analysis, as well as content analysis). About 200 news mobile applications were reviewed to carry out a qualitative analysis of the content of news applications of four regions selected for the study.

3 Results and Discussion

At the moment, the topic is almost not studied; therefore, the libraries mainly contain only certificates of registration of computer programs. At the same time, there are works of a multidisciplinary sense, in which this issue is indirectly touched upon. Thus, the work of S.G. Nosovets "New Media: to the Concept Definition" (Nosovets, 2016) presents a detailed analysis of the properties of new media, their differences, definitions. The article of M. Chelpanova "Print Media Go to the Internet" (<http://www.lenizdat.ru>) presents how mobile applications have changed the types of journalism, influenced the audience. We also studied the works of A.A. Amzin (2016),

V. Pulya (2013), M.M. Panyusheva (2010), V.O. Gatova (2014), E.L. Vartanova (1999), O.V. Dyachenko (2016). The main subject of these studies is the irreversible change of journalism in the conditions of "new media".

The phenomenon of "new media" is related "to a number of conceptual innovations at the beginning of the third millennium and reflects global socio-cultural changes associated with the emergence and development of computer networks and Internet technologies.

New media is understood primarily as social networks (Facebook, VKontakte, Google+, etc.), blogging platforms (LiveJournal, Blogger, etc.), microblogging (Twitter, Tumblr), online media and search services" (Nosovets, 2016).

It was the development and ubiquity of the Internet that allowed for the emergence of such a phenomenon as "new media", since it became possible to simultaneously transmit information in the form of text, images, audio and video. Thus, the term defines the emergence of digital and network technologies and communications at the end of the XX century. Russell Neumann, professor at the University of Michigan, defined the term "new media" as "a new format for the existence of media that are constantly available on digital devices and imply the active participation of users in the content creation and distribution" in 1991 (Neuman, 1991).

The society itself has also become much more literate in the field of information technology and increasingly chooses electronic broadcasting platforms (which include newspapers, portals, radio, TV). People live in the world of their convenient gadget, which has become their hands and eyes.

Digitalization and development of the Internet have pushed media towards multi-channel. Today, it is not enough just to publish a newspaper, create a TV channel, radio station or website, the content should be distributed through several channels, although the social networks were considered by journalists only as a source of information at the beginning. For example, Twitter is a source of news stories and topics; you can instantly find an expert on any topic on Facebook; you can reach the necessary newsmakers through their environment with the help of Odnoklassniki and VKontakte, etc. But "the media began to register their accounts in the social networks. <...> This is how the second stage of rapprochement between media and social networks (promotion of media brands in the networks) began" (Petrova, 2014).

Previously, any traditional media somehow held a monopoly on the attention of the reader, listener or viewer. "This was dictated by the very nature of media: you cannot read two newspapers at the same time, listen to two radio stations or watch two TV channels. But it is quite easy to combine such activities in a digital world: you can open several browser windows, scroll through text material, looking out of the corner of your eye at a juicy video picture and listening to music or news at the same time" (Kornev, 2016).

This situation has led to a lot of competition and even a struggle for a mass audience. Therefore, the content is filled with videos, photos, funny posts, memes, which often have a much greater function than just entertainment, with ever increasing frequency (Dementieva, 2018). "Therefore, those media win that use this (and even forced) multichannel nature to their advantage" (Kornev, 2016).

The main distribution channels for "new media" content include several ones. The most basic is the website. The website is often perceived as the main broadcasting channel, the central structure of the new edition. But the traffic on social networks and applications proves the opposite. But the fact that more and more

publishers prepare content for other distribution channels and platforms as separate information products counts in favor of the unpopularity of the websites. That is, the web is no longer a key infrastructure for content distribution. Fewer and fewer people visit websites directly or from a bookmark. The users often follow links from third-party resources.

They also highlight such channels as blog platforms, social networks, video hosting, podcasts and audio services, instant messengers, push notifications in the browser, e-mails, rss channel, partner programs and exchange networks, aggregators and mobile applications. The latter are a popular channel that provides a significant increase in the audience, if everything is organized and configured correctly. A mobile application can be made in different ways: from a simple PDF-copy of a paper edition to a special multimedia platform, the content of which does not overlap with other distribution channels. That is, it can be either a digital copy of paper or separate media with its own formats and unique content. Opportunities are a well-established channel for mobile devices. Cons - riches of applications, complexity of development and support.

The first Russian publishing house, which incorporated its content into a mobile application, was "Vedomosti" newspaper - a leading business publication, created by such well-known world business newspapers as Financial Times, The Wall Street Journal and the largest publishing house Independent Media. Its mobile application appeared in 2014, and a new page in the life of mobile journalism has been opened since that time.

Almost all leading publishing houses, news feeds and video hosting YouTube have such applications. How does mobile application leave behind the traditional media? There are several main factors, such as modern adaptability of applications, content cost-effectiveness, large reach and breadth of the audience, interaction with the audience, new information presentation formats, which are distinguished by their brightness and illustration. Today mobile applications can be created both for a separate newspaper (for example, "Vedomosti"), and for some business publications as a thematic collection.

There are more than 10 free and convenient applications for watching the TV channels. In addition, you can purchase a paid subscription, which will open access to archives and novelties of filmography. Great usage opportunities open up in the IWI mobile application. You can find out the information of the television format through the following applications: FreeTV, SPB TV, ViNTERA TV, Premium TV, Nashe TV, Crystal TV, IPTV, Peers.TV, Online TV, RoTV. You can view live TV channels and program recordings of the previous periods (archives) in such applications. The number of channels reaches 100 in the listed applications, which is a fairly large volume.

Mobile applications for TV broadcasting have a number of advantages: convenient menu; lack of advertising; comfortable window for broadcasting; opportunity to get acquainted with the program guide; support for hundreds of channels and programs; quick start and work without interruption; clear interface in Russian; manually adjusted image quality; wide range of broadcasting; ability to work with 3G networks and wireless connection.

It should be noted that monetized apps are not in demand among the mass audience in most cases. The media have taught the modern reader and viewer to watch and read mobile applications, but people are not yet ready to pay for them. Thus, all paid subscriptions were either canceled or costed only 1 rouble during the coronavirus pandemic in Russia. This yielded results in just a couple of weeks of self-isolation, the subscription growth increased several times. The number of downloads of mobile applications has also increased, including news publications and television channels (the most downloaded application is still YouTube).

At the moment, mobile applications are popular, they are technological and functional, but they are inferior to social

networks (Instagram, Telegram, VKontakte, YouTube) in their popularity among users. To classify news applications, we studied the main content points and technological features of the implementation of this content and identified five types of official news applications: streaming, electronic information portal applications, media holdings and print media applications, aggregators and UGC applications. We can also distinguish other classifications. By news coverage, mobile applications can be divided into:

- 1) world or global - "World Newspapers"; "RT News", "BBC News", "Mirovye Gazety".
- 2) individual countries - "Israel News", "Ukraine News", "Kaznews.kz - Kazakhstan and global news", "Georgia News", "NNM. Belarus News", "Kyrgyzstan News", "China News", "Russia News". Some of them are in their native language, for example Cubanet sin Censura - Notician de Cuba, Deutsche News (Germany News).
- 3) regional - "Altai News"; "R16.RU | Tatarstan News", "Karelia.pro".
- 4) city - "Neva.today. Honest St. Petersburg News", "TV Grozny", "Perm Online", "E1.RU - Yekaterinburg Online", "PENZA +", "Version-Saratov". There is also a series of news applications from "Rugion" developer, which currently contains 10 news aggregators of Russian cities, made in the same style: "NGS - Novosibirsk Online", "I61.ru - Rostov-on-Don Online", "Ufa1.ru - Ufa Online", "V1.ru - Volgograd Online", "NGS24 - Krasnoyarsk Online", "63.ru - Samara Online" and others.

By type of media:

- 1) newspapers and magazines - meduza, "Kommersant", "Rossiyskaya Gazeta".
- 2) radio - "Radio Arzamas", "Radio "Govorit Moskva", "Radio Kultura".
- 3) television - "Pervu", "GTRK Ivteleradio", "Moskva 24".
- 4) online media - "InoSMI", "Sakh.com (the official application of the Sakhalin portal Sakh.com for mobile devices)", "GORDON: News".
- 5) media holdings - Sputnik.

By topic:

- 1) socio-political - "RIA Novosti", "Komsomolskaya Pravda", "Novaya Gazeta", "Dozhd", "Vedomosti", "Vesti.Ru", "Radio Svoboda", "Echo Moskvy", Lenta.ru, "Moskva 24".
- 2) specialized - "Sovetsky Sport", "DISCOVERY Magazine", "Sport-Express. Sports news and match results", "vc.ru - startups and business", "Women's Magazine", "FAG. Science. Technologies. Education", "Foma Magazine", "Za Rulem Magazine".
- 3) You can also highlight mobile applications that act as press offices of individual departments, for example, "Investigative Committee of the Russian Federation", "Ministry of Internal Affairs of RUSSIA", which are also classified as "News and Magazines" in the Play Market

By founder and registration:

- 1) Representing the official media - "Vedomosti", GTRK "Vladivostok", "Dozhd", "Vzglyad-info" (Saratov News).
- 2) Representing the news publics - "Podsmotreno", "Pikabu", "Seychas v Chite". The information in them is offered by the users themselves, differs from the media in the style of presentation and can be fake.
- 3) Aggregators - "Russkie Gazety", "Penza SMI", "Sobytiya Kryma".

The largest mass media have a wide audience reach. Thus, "RIA Novosti", "EuroNews - world news", "RT News" were downloaded by over 1 million users. The less popular the media and the smaller its target audience is, the lower the number of downloads of mobile applications is. Let us consider the situation in the regions. For analysis, we will take several national republics of Russia - the Republic of Tatarstan, Mordovia, Chuvashia, Udmurtia - and consider the development of mobile applications in their information space, including in the national language. Mobile services (transport, food delivery, weather), phrasebooks, weather, real estate, vacancies, dating, promotions, shops, etc. are mainly common in the regions. However, the news applications are also starting to develop.

The Republic of Tatarstan has the largest number of mobile media applications - 13:

- a) more than 50 thousand downloads - "Tatarstan Online Radio";
- b) more than 10 thousand downloads - "BUSINESS Online";
- c) more than 5 thousand downloads - "116.ru", "Tatar radio with recording - Tatarcha radio";
- d) more than 1 thousand downloads - "Radio Kazan Online", "R16.RU | Tatarstan News", "Efir" TV Channel, "Kazan Radio Stations - Russia", "Tatar radio online for free 107.8 FM FREE", "Business Online Sport";
- e) more than 500 downloads - "Radio Tatarstan Avaza";
- f) more than 100 downloads - Editorial office of the newspaper "Republic of Tatarstan", Internet radio station "Kazan AM FM".

At the moment, 2 mobile news applications have been created in the Udmurt Republic - "Izhevsk and Udmurtia News" (10 thousand+), "Izhevsk Official Website" (500+). The latter, with a slight stretch, can also be attributed to information resources, although it does not represent any specific media.

2 applications were also found in Chuvashia: "GTRK "Chuvashia" (1 thousand+), "Radio 102.7 FM Chuvashia Russia Pop Dance" (100+). And there is only one in Mordovia - "Radio Mordovia" (100+).

At the same time, the mobile applications of radio stations can hardly be called "news", since the services are most often the simplest music players tuned to the desired wavelength. Some of them can work in the background, that is, when the application is minimized, while the user has the opportunity to perform some other actions in his/her gadget. However, the choice of information and the ability to read and view news at a convenient time for the user is absent in this case, since the applications are streaming.

Thus, the Republic of Tatarstan with a fairly developed media (over 400 media outlets were registered in 2020, which is almost 3 times more than in the Republic of Mordovia, where more than 140 media operate) is also in the lead in the number of mobile news applications. At the same time, both applications in the national Tatar language, which are likely to be of interest to Tatars living not only in the republic, but also outside the region, as well as their various types - newspaper, radio, television, network publications - are presented.

Let's take a closer look at the mobile application of "BUSINESS Online" newspaper, created in 2007 and included in the TOP-30 most cited Internet publications in Russia in 2020 (according to Google Analytics for March 2020). The application's rating is 3.3 points in the Play Market.

The application is free, has no additional features, and is pretty simple in its functionality. The menu contains the following tabs: "Home", "News", "Articles", "Photos", "Video", "Bookmarks", "Sports", "Settings". It is regularly updated. About 100 materials are posted a day. The preview includes a list of news, where the media text title and the following data (from left to right) are indicated: clock icon, date, time next to it; if there is a photo or video in the material - the corresponding pictograms (camera and/or videotape icons); in the left corner - the number of comments.

The internal structure is as follows: title, text of the note, photo, video (if any), sometimes hyperlinks that lead to the website in the browser. There is almost no advertising, which allows fully concentrating on the news. The exception is narrow banners with the logo of the newspaper's website and a hyperlink to it. There are 3 icons at the top. The following functions are activated by clicking on them: add to bookmarks, share and comments.

The articles are rather voluminous texts, given in the form of a longread. The materials of this section include the author at the bottom of the text, and the "add to bookmarks" function is

available at the top. There is also the author's surname in the "Photo" and "Video" headings. The material structure in these headings is also made according to a given template: heading, video, then the leading paragraph. A photo shall be present in the preview of articles, which distinguishes them from materials in the "News" section.

You can determine a period for news download in the settings - 1 day in advance, 3 days in advance or do not download - these materials will be opened even if there is no Internet connection. If there is a manual connection, you can scroll through the news to any date. "Sport" tab transfers to the Play Market application of the same "Business Online Sport" newspaper.

Thus, the application has all the necessary functions, is optimally creolized, does not distract with advertising and is suitable for those who want to get acquainted with the news of this particular publishing house.

For comparison, let us consider the application "Izhevsk and Udmurtia News". According to user opinions, its overall rating is 4.3 points in Google Play. It's also free, there are no additional paid features. It appears a pop-up window during installation, where additional features and functions are explained, the developers report that the application can be customized for yourself, you can select information sources, use night mode, read offline, if you bookmark and share news. There is also a new feature: "Submit your news and 15,000 of our users will see it".

The application is a news aggregator. News is accumulated from the following publications: IZHLIFE Online Media, "Susanin" News Agency, regional application "Udmurtia" of "Kommersant", "Izvestiya UR" (Udmurt Republic), "Udmurti" News Agency, "Argumenty v Izhevsk", Udm-info and "Argumenty i Fauty v Udmurtii". By default, the news from all publications is connected, but the analysis shows that almost the entire news feed is filled with materials from the first three media, materials from "Izvestiya UR" and "Udmurtia" News Agency are rare, and "Argumenty..." are not presented at all.

The interface of this application is made in white, gray and red colors. The currency rates are located on the top. The preview shows a material photo, but there is more often a large pale gray banner "News 18. All the latest news from Udmurtia" instead of a photo.

Notifications, night mode, source selection are available in the settings. An envelope in the lower right corner of the screen over the news allows writing a letter to the editor; when pressed, you are redirected to the mail program or select it in a mobile device.

When you open an article, the following functions are available: increase or decrease the font, night/day mode, like, share. The news is differently presented in all media. Thus, "Susanin" News Agency provides only a part of the material marked "read more" and a hyperlink to its website. The rest of the media place the texts in full, in voluminous publications with subheadings. There is no contextual advertising, but there are advertising articles, and there are hyperlinks in the texts

As in the previous application, about 100 news articles are posted a day, but it is more difficult to scroll through them due to large banners and uneconomical use of screen space. You cannot view them or make comments.

4 Summary

Thus, despite the evaluations of users, the application of "BUSINESS Online" newspaper turns out to be more convenient and functional. Of course, the resources considered are focused on mobile gadgets and can be a full-fledged information source for residents of these regions. The demand for applications among the audience is influenced: firstly, by the size of the target audience; and secondly, by the convenience for the service users - interface, absence of paid content, advertising, absence of bugs and fast work, including ability to read news offline,

optimality of creolization (design, availability of photos and videos, clear pictograms, etc.). That is, even a high level of professionalism of media workers will not allow the user leaving the application in his/her gadget, if the above requirements are not met.

Unfortunately, there is no reason to talk about any real competition between mobile news applications in the regions, since they are just beginning to develop. National languages are almost not represented (except for radio stations), which is also still defined as a significant disadvantage of this media market segment.

5 Conclusions

During the study, we examined the features of the development of mobile news applications, compiled their classification according to different criteria, as well as analyzed their development in the regions. Summing up the above, we can say with confidence that mobile applications as media channels have great prospects in the future and can well compete with full-fledged media channels.

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