

Internet Media and Commercialization Mechanism of Media Product of Information Models

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Abstract: In the article discussed the mechanism of the process of commercialization of media products and the information model of the internet media as the main element of commercialization is very complex by nature of the news segment of the Internet Media: article technical, form legal, purpose socio-economic. Each of its components is considered to develop a serious supply of information (information-technological, information-analytical), which is the basis of the process of commercialization of media systems. Researchers identify four main reasons for using social networks: communication, increasing popularity among peers, entertainment and professional goals. At the same time, the number of simple sentences in messages on social networks is much more than complex sentences, this is due to the fact that the number of characters in social networks is limited, and they need to fit everything that the user wants to say.

Keywords: internet, communication, news channel, public, information models, internet media, media product, commercialization of media

1. Introduction

Today, the media are experiencing a process that can be conditionally called the second wave of commercialization.

Already, it is safe to say that online publications and Internet representations of news agencies have become quite an effective communication channel. An important argument in favor of electronic resources is the fact that today, for most journalists of traditional publications, the Internet has become one of the main sources of information. According to the Public Opinion Foundation, in the fall of 2010, the proportion of Internet users among the adult population of the country is 40% (or 12 million people). At the same time, 7-8 million people can be attributed to the active part of the audience accessing the Network at least once a day. Two years ago, about the same coverage was a monthly Internet audience (10.7 million). In large cities (with populations of 100,000 or more), Internet penetration exceeds the average for Uzbekistan. In cities with populations from 100 thousand to 1 million people, the monthly Internet audience is about 45%. In small towns and villages, the Internet is still not so widespread, but it is here that the largest increase is recorded: over the season (since summer), the Internet audience in cities with a population of less than 100 thousand people and villages has grown by about 10%, and over the year - by 28% and 31% respectively [1, 45-51].

All online media are divided into three types:

- the first is a complete copy of the materials of the printed publication on the Internet;
- the second is popular print media, which have an independent online edition, but at the same time the archive of the printed publication in electronic form is posted on the site;
- the third is a full-fledged independent online media.

On the Internet, such an integral feature of the media as periodicity is manifested in a new way. We can say that the generally accepted idea in the media community about the regularity of publications (publication, broadcast) of print media, radio and television programs in the new environment "does not work". True, the daily, weekly, monthly frequency of content updates is transferred from the parent offline publications to their online versions, but even in this case such "old" approaches are combined with new sections updated in a different rhythm (for example, news feeds in online versions of daily newspapers can be updated every hour).

The web edition, like any print publication, has its own edition, i.e. materials posted in it are edited. It seems to be taken for granted - if there is a publication, then it should have a revision, however, the Internet provides the possibility of existence of publications in which the materials are not edited, but are placed by the authors themselves at their own peril and conscience. In the dissertation, various online editions were analyzed and a typical structure of the online media editors was compiled, which is as follows:

Table 1. "Edition of the online edition"
Editor-in-chief (if there is a traditional media)

Chief Editor of Internet Services				
Editorial department	Technical department	Advertising department	Videoservice	Pressoffice
Section Editor	Technical Director	Advertising Director	Producer	Media Manager

	r	or		
Staff Journalists	Programmers	Designers	Filmmakers	Business Manager
Freelance reporters (freelancers)	Layout designers	Animators	Operators	Manager for work with state bodies and authorities
Proofreaders	System administrators	Copywriters	Sound engineers	User account manager
Invited Authors			Editors	Public Relations Manager
Photographers				

Electronic publications can post textual, photo, video and audio information, accumulating it in their databases. The first rule that applies to any material published on the site is its literacy. A large number of spelling and syntax errors will attract consumers to the site, but with a slightly different purpose than necessary, and ultimately the site will get the wrong popularity [2, 13-16].

The site visitor is primarily interested in what useful information he can find and what services to use, and only then, having found the information necessary for himself, he will find out about the company's share in the market. The material offered to the visitor immediately after loading the resource is of paramount importance, the better the information provided, the greater the likelihood that the visitor will turn into a buyer.

It is on corporate websites that the manipulative model and the public information model are primarily manifested, because most sites do not have the ability to comment on their materials and news.

The work of a media specialist on the Internet is different in that you have to act in virtual reality. When preparing materials for electronic media, you must remember about the data format and size.

Internet publications publish (for example, www.daryo.uz, www.kun.uz), in the annotation to the article, pictures no larger than 340 pixels wide. The size (weight) of such a picture usually does not exceed 100 Kb, but so that journalists who do not understand graphic applications can publish their materials, they are set a threshold of 3-5 MB (a standard photo from a digital camera), after downloading the photo is compressed special program on the server, and is displayed to users already small [3, 67-74].

Video services, for example, YouTube allow you to upload a video of 1 GB in size, after processing it will become about 100-300 MB in size.

This allows novice "journalists" to lay out their stories quickly and not paying attention to size (this is what the server does).

Thanks to modern technology, it became possible to shoot the video on the mobile phone's camera and immediately place it on the site, thus, a large number of sites devoted to mobile reporting appear.

As you know, in a number of situations, direct communication is the best and often the most effective choice, for example, when the target audience is small and consists of disparate parts.

When publishing materials on video hosting services, companies can use several media models, for example, when "closing" the possibility of commenting, a "public information model" is used. When comments are possible, a two-sided asymmetric model is applied.

It is by keywords that the target audience can find the video and watch it. The signature can greatly change the semantic load of the video clip. If the video lasts only 5 seconds and only the tiger jump and scream can be seen on the screen, then the video is regarded differently, but the signature can change the attitude towards it in one direction or another [4,19-27].

When events associated with a change in the political situation in a country occur, a signature can seriously change the attitude of society and attract supporters, both one and the other, into the ranks. As an example of a video, on the screen we see a crowd of people with weapons, they are running, turning cars, shooting. The first version of the signature "Rebels during the occupation of the parliament building" - the minimum provision of information, users and representatives of the media will have to look for additional information; The second option, "The opposition party, after a 2-hour assault freed its associates from captivity and demands the government to resign" - a different emotional color, the "rebels" from the first signature become "liberators", while the information remains "true" in that another option. The public, depending on the information provided to it, will react differently to the events. Most often, such methods are used to smooth out the emotional coloring of what is happening and not to bring society to revolt [5, 45-51].

When preparing news materials for electronic media, it is necessary to pay attention to the fact that the speed of the Internet is different for everyone (despite the fact that almost no one has access via a modem connected to the phone, there are companies in which the speed of Internet connection for staff is significantly limited).

When a specialist prepares material for a journalist, it is best if he creates a separate press folder on his company's server in which he will upload materials sorted into folders (Photo, Video, Text, Audio), then you can send the press release, as well as links to already laid out materials (the full path to the file, for example, "http://www.saytkompanii.ru/materials/foto/kosovo/12.jpg" - at the same time, do not forget that all folders should be called in latin letters. that these folders will be updated regularly.).

The captioned signature carries a great semantic load, which allows specialists to send journalists in the "right direction". Different signatures to the same photo in different ways make the media representative react to the situation, thereby changing the preference of the journalist when writing and publishing material.

With the advent of social networks, the usual usage of Internet users included such words as: Telegram, twitter, facebook, classmates, forksquire, altergeo, calorie, myspace, linkedin - the names of popular social networks; Tweet, retweet, replay, post, repost, tape, subject, direct, digital, friend, bots, multi-letter, check-in, badge - actions and definitions of users on social networks [5, 64-72].

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Ordinary users and online companies. And as a result, to increase the number of false messages on the Internet.

Bloggers are currently de facto social journalists. "But you need to keep in mind that, unlike ordinary media representatives, there are much more insane people on the Internet ... If you can ask a journalist, convince him of something, then it's impossible to put a block to a blogger. Therefore, any information on the Internet should be based on the principles of openness, and the company should understand that it cannot agree with anyone and about anything. You need to be aware that you have to play honestly, no matter how scary it sounds. "

Most users from actively speaking turn into listeners, this is explained, in particular, by the fact that users begin to lose interest in social networks, other, more

functional and interesting services, the number of social networks is constantly growing and it takes more and more time to track your online activity in different projects.

Researchers identify four main reasons for using social networks: communication, increasing popularity among peers, entertainment and professional goals. At the same time, the number of simple sentences in messages on social networks is much more than complex sentences, this is due to the fact that the number of characters in social networks is limited, and they need to fit everything that the user wants to say.

Internet technology is the fastest way to disseminate information today, and with the advent of services microblogging - a new genre of online journalism has appeared and it can be called as well as one of the most popular services - Telegram-journalism. An important feature of Telegram is the ability to communicate with readers - other bloggers who tweet their blogs [6,12-19]. Users can subscribe to other people's blogs and read them in a single stream. Brevity, convenience, efficiency, interactivity, multimedia, a wide range of readers - all this makes Telegram the most popular blogging, news distribution service.

The social network is an interactive multi-user website, the content of which is filled in by the network participants themselves. The site is an automated social environment that allows a group of users to share common interests. These include thematic forums, especially industry ones, which have been actively developing recently.

Social Media Relations includes two definitions: 1) “Social Media Optimization” (SMO) - optimization for social media, a set of technical measures aimed at converting website content in such a way that it can be used as easily as possible in network communities. Having visited almost any media site, you can see the block “publish on a blog” or “post a link on a social network”. According to www.uz statistics, the most popular service for posting links to informational materials in Uzbekistan is a free cross-platform messenger for smartphones and other devices that allows you to exchange text messages and media files of various formats – Telegrams; 2) “Social Media Marketing” (SMM) - a set of measures that contributes to the promotion of the brand in social media. SMM includes the creation, promotion and promotion of groups, communities and pages on social media (Twitter, Vkontakte, Facebook, YouTube, MySpace, Yandex Photos, Flickr, Telegram, etc.), SMM includes working with official accounts and communities, so and monitoring of other informal groups, competitor groups, brand mention statistics, monitoring the number of positive, negative and neutral comments on company posts and posts that mention the company on blogs and social networks, table 2:

Table 2. “Social Media Marketing”

Social Media Relations			
Social Optimization	Media	Social Marketing	Media
Work directly on the company website		Work directly in Social Media	
Special layout of titles and publication of pictures		Creation, maintenance and promotion of accounts, groups and communities	

The ability to register on the site using the mechanisms of Open ID and various APIs of Social Networks	Monitoring Group and Brand Activity on Social Media
The block of buttons on the site for publishing articles in links to them on social networks	Regular update of information and work in Central Asia through Social Media

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The speed of news distribution in blog services is much faster than in traditional media. The traditional scheme of interaction looks like this: media specialist -> Friendly (or some other) journalist -> media -> audience of this media. Distribution pattern news on blogs and Telegram: Blogger-> readers of his blog or telegram channel (there may be journalists among them) -> traditional media.

Social press releases are essential for building publicity in the modern world. Such press releases are distributed not only among the media, table 3, they are actively viewed by users who are loyal to this company. The structure of a socially interactive press release is very different from the structure of a regular press release. It consists of many interlinked hyperlinks that are backed up by textual information. Despite the interactivity, the text in this release is of great importance.

Table 3. "Structure of a socially interactive press release"

Date of release			
Headline			
Short description according to the rule "Who?" What? Why? Where? When?"			
Key points, body of the message			
Quotes from guides, experts, customer reviews			
About company			
Company's logo			
Contact Information	References	Speaker Information	Multimedia
Name of contact person	Permalink to release with the opportunity commenting	Short biography and link to full	Presentations in SlideShare.net
WWW: corporate website	WikiPedia Link by the topic	Social Profiles Networks	Photos on flickr or Yandex.Photos, Google
	Add Link material in social networks	Photos for the press	Video on YouTube, Mover, Google Video
Corporate	Bookmarks	Interview Videos or link to a subsection	Podcast
blog / blogs	Link to the form feedback		Maps card or Google map to event. Yandex.
Phone	RSS feed company or press the center		Exhibition calendar in Google calendar
Email Icqskype Contacts on FaceBook, Telegram, LinkedIn	List of bloggers writing on a release theme		

The format of the socially interactive press release is quite flexible. It can be written both for journalists of traditional media, market analysts, bloggers, social media, and for the company's end customers.

On it you can give a link to a podcast or not give, the same with a video on YouTube, for example. It's also convenient for journalists to subscribe to company news via RSS - updates will automatically be sent to the feed. But it allows the journalist to quickly collect complete information about the event and speakers.

Bloggers are often even more demanding of press releases than reporters. A blogger who writes on a specific topic becomes an expert in this topic and it is not so easy to interest ABC's next annual report or increase profit by 0.05%. He values his reputation and needs hot news, facts, new technologies that will interest not only him, but also the readers of the blog.

The key principles for preparing a socially interactive press. The release is that it should be written for both traditional media journalists, market analysts, bloggers, social media, and the company's end customers. In such press releases, there are always links to company profiles in social services, the latest posts from the company's official microblog, as well as a link to the photo tape with the ability to copy photos for articles. The Internet, as a means of forming publicity, combines all four media models. This is possible due to the fact that a number of sites does not allow users to comment on materials and does not leave any contacts other than e-mail for communication; in this regard, the "manipulative" and "public information" models can be found on a number of sites. However, unlike print media, on the Internet, government bodies and large state corporations use "bilateral asymmetric" and "bilateral symmetric" media models on their websites.

There is almost always the possibility of quick feedback on sites, and in some cases and virtual assistants who can answer most questions. With the advent of e-government, and more specifically, state electronic document management systems management based on the automation of the entire set of management processes nationwide, on many sites have become systems appear that allow you to find any documents and information that has been published by state authorities. The Internet has gathered everything characteristics that apply to print and electronic media. On the perception of information on the Internet is influenced by all cumulative factors, and in addition, the response of the target audience and discussion is of great importance.

With the goal of increasing the effectiveness of the information disseminated through the media and reducing the possibility of its distortion, media specialists plan and establish relations with the media for the purpose of subsequent publications. The basic principles of preparing materials for print media include building publicity, tied to building a positive image of the organization, because a negative image can become fatal and a company can suffer serious financial losses.

Building the technology of interaction with the media, companies clearly present their target audience and, based on the direction of their activities, build their advertising and PR strategy.

Based on the four media models, we can conclude that the "manipulative" and "public awareness" models are best suited for the formation of public authorities and politicians, while the "bilateral asymmetric" and "bilateral symmetric" models allow consumers not only to form an image companies, but also asking questions, get answers to them.

In the case of state public authorities work best in monthly and weekly regional and city publications, as Messages in nationwide daily editions cause quick feedback, and this is not always necessary. In the case of business, on the contrary, the best publicity in daily publications, because there is an opportunity to get quick feedback and after that make material for a weekly and monthly publication based on the preference of the readership. In contrast to print media, in which publicity is affected by color, frequency of publication, format of headings, type of layout, signature to photos, rubrics and fonts, everything is different on the radio, the audience's perception of the material is affected by the voice of the speaker, the sounds of beats, additional noise. Sound develops the imagination of the audience and even the most everyday news can be presented in bright colors so that the audience remembers it. Television has slightly different characteristics, the perception is affected not only by the color picture or black and white, but also sound (mono, stereo), plan, foreshortening and editing. The lenses of most cameras have a "zoom" function, that is, they can change the focal length. Such a lens can be used to make general, close-ups and others - intermediate. Transmissions taken with one plan are perceived worse than those in which there is a time-varying change of plan from large to panoramic. A change of angle and "jumping" from one side of the conditional line to the other confuse the viewer, and he often ceases to understand the meaning of what is happening. With "arrivals" or "departures" the image angle changes.

It looks very unnatural, therefore, such techniques should be used only if necessary. One way or another, any movement of the camera must be justified. The Internet, as a means of forming publicity, combines all four media models. This is probably due to the fact that a number of sites does not allow users to comment on materials and leaves no contacts other than e-mails for communication; in this regard, the "manipulative" and "public information" models can be found on a number of sites. However, unlike print media, on the Internet, government bodies and large state-owned corporations use "bilateral asymmetric" and "bilateral symmetrical" PR models on their websites. There is almost always the possibility of quick feedback on sites, and in some cases virtual assistants, who can answer most questions. The Internet has gathered all the characteristics that apply to print and electronic media. All aggregate factors influence the perception of information on the Internet, and in addition, the response of the target audience and discussion is of great importance.

The mass transfer of property of many Internet publications specializing in innovations from a legal form to a private form is carried out gradually. Looking from the outside, this process is almost unnoticeable due to a number of factors:

- within the framework of the general process, the locality of each solution leads to a valid interruption between the general cause and its various consequences;
- high level of adaptation of its new participants in the formed and functioning structure;
- wide spread of such social practice in other areas of economic and social activity;
- small consolidated mobility of social audiences;
- uniformity within each specific demand area, which allows different sources of information to replace one another, the priority of materials in terms of brand offer.

Nevertheless, this process has attracted the attention of media professionals, representatives of the professional community at all levels, as well as media researchers, not only because of the scale not inferior to the first wave of commercialization of media, but also because of the trends and prospects inherent in this process

The development of the national media market shows that advertising has become a major source of new investment, not only has it become a type of support for the media by the audience at the moment, it has become the basis for the rapid development of the entire media System [1].

In the media market, a two – tier structure of revenues is observed: on the one hand – receipts from viewing the pages of the site, specializing in news related to the quality of journalistic content and its compliance with the information needs of readers, that is, with compliance with the demand; on the other hand-payments for advertising content related, to the number of Against this background, on the one hand, the interests of the audience, its information needs, and on the other hand, potential advertisers, investors, sponsors have to maintain a balance between the interests of a particular audience.

In recent years, there have been drastic changes in the world media. Growing competition is forcing the media to use strategies that could wipe out the link between content and advertising and seriously undermine it [2].

Over the past decade, the commercialization of the media segment on the Internet has developed several key models. Within the framework of these models, the media can go smoothly with respect to compliance with the laws of the market economy. Conditionally we define these models as follows:

- commercial content model;
- production concentration model;
- communicative (local) model.

At the stage of differentiation of the underlying factors that make up the basis of the proposed models of filings and the provision of a primary description, we have identified a specific feature: each of the models refers to only one specific structural unit of the activity of the Internet media.

This allows us to come to the conclusion that in each specific situation, the localization of commercial processes at one level of production, that is, the isolated integration of publications, and, ultimately, the transition of news portals and a large share of the professional community to market relations.

The commercial content model provides for the evaluation of commercialization as a commercial content strategy. Commercialization becomes a factor in which media is introduced into a specific "foreign body", from the outside, and therefore does not completely cover it. Thus, the main medium, which includes the general concept of publication, is excluded from the concept of competition in the product media market, the function of which is to attract the mass consumer, which gives its place to a specially adapted content.

In the Society of market economy period the development and character of the system of publications is determined by the overall impact of economic, ideological and political factors.

2. Material and Methods

But in the end, the economic factor plays a special role [3]. The structure of the formation of this model was formed under the influence of a number of factors of the National media market conjuncture. First and foremost, the participation of the state in this business as a partial or total proprietor was impressive: 20% public and 80% Private Internet publications. In accordance with the media market structure reviewed in our study, the allocation is not conducted according to the principle of publication appropriateness. State news sites are considered to be market participants anyway, despite the presence of state support.

It turns out that public and Private Internet publications occupy a certain share of the market due to the uniqueness of their basic information, which generates a constant income from subscriptions. The market for these publications is not only an additional source of income, but can also operate technically even in its absence: in fact, these publications have become one of the market factors.

The need to enter into competition with such large affiliates of the market is that a large part of the product offered by Private Internet publications should be adapted to such conditions of competition, that is, Internet publications should formulate special messages aimed at achieving a competitive advantage, which have nothing to do with the content of the main concessions. Market mastering is carried out based on the creation of special commercial elements of a particular content from the main produced product.

Long historical experience shows that relying on "scandals, investigations, Gossip" generates huge profits, first of all attracting large audiences capitalizing on revenues from advertising [1]. The publication "given" to advertising is highly likely to be separated from its readers. "Even if advertising is of no informational or cultural importance to the audience, its media is undoubtedly the first and main source of funding, as an important condition of their profitability" [4].

The essence of the model of production concentration looks at the media enterprise as a subject of material production. The essence of this model is the unique trend of the emergence of the media market, which is considered one of the elements of the emerging markets (such as the advertising market in terms of realizing the potential of mining, as well as the media product market in terms of the material component of production).

The production concentration model is a specific alternative variant of the formation of commercial content due to the absence of other competitive aspects. The costs in this case are compensated from the account of the sale of commercially profitable tokens: what is carried out on the account of content in a model is achieved here in the form, the account of material production.

As can be seen from the description of the above models, the basis of their development is the optimization of costs for production activities on account of the involvement of the Internet media in competition in the peer-to-peer market. The unifying aspect of these two models – this is on the basis of them lies in the optimization of costs for the production of the main product. They do not allow to achieve, to achieve, the main goal of the commercialization process, that is, to receive income on the account of the sale of media goods as a component of the social institution of the media. This means that media product has been able to solve the problems with the financing of production so that they are not directed to make a profit on the account of its implementation.

In this regard, the communicative model of media commercialization looks promising. Its essence lies in the realization of the commercial potential of the communicative component of media activity. In practice, for this model, the forms and types of use of feedback with the audience are more important than the content: instead of reporting, communication goes to the first plan.

The insistence of audience parameters on toys media and the success of a particular web journalist depends on their ability to clarify them. These data are necessarily included in the business plan of the publication or broadcast program [6]. This approach is primarily aimed at the formation of a communicative provision of notification, the calculation is carried out depending on the specific prospect. This is logical, because with the help of this publication, the

prospects for expanding and enriching the range of information offered to the level of participation of the audience in Mass Communication depend.

Journalists spoke with users in a normal language, helped in solving household problems, began to act, most importantly, listen. The main factor was communication, direct contact with a potential audience served, and in the end this led to the development of two systems, such as any interaction, effective joint work. The nature of these practical examples allows us to think about the extent to which the application of this commercial model is limited to a certain extent: it works on the example of a private media segment, but does not correspond to the scale of the state. This limitation is due to the difference in the composition of the public and private internet media audience both in terms, and most importantly in terms of quality, but due to the issues of profitability of the overall implementation. Nevertheless, as a result of our research, we have come to a number of conclusions, including the fact that within the framework of the second wave of commercialization of the media, its orientation to the private segment in the future of the current developments, commercialization in media activities becomes a priority, due to its focus on the formation and application of the communicative model. In this direction, the further development of commercially independent media at the regional level allows to see prospects for the development of the media sector within the framework of another paradigm of interaction in the media audience system.

The news segment of the internet media as a key element of commercialization is very complex by Nature: article technical, form legal, purpose socio-economic. Each of its components requires a serious supply of information (information-technological, information-analytical), which is the basis of the process of commercialization of media systems.

From the point of view of commercialization, various processes are integrated into a single information and innovation process that creates innovation that meets production demand and satisfies media consumer frustration, creating conditions for commercialization (figure 1). The process of commercialization of Internet media systems defines the procedure and methods of searching for options for their implementation with the participation of subjects of commercialization of information and organizational model (lisenziat(L), intermediate(PL) and strategic lisenziat (SL).

The Model is used at all stages of the life cycle of a media product, including incomplete stages "thought", "the process of working on a media product", "finished media product", as well as with raw documents on the protection of basic results in the form of actual property.

Model media is divided into two stages for product implementation:

Stage 1 - media product completion (participation in the completion of the stages "idea", "work on media product", "finished media product" and the preparation of legal protection documents for the main results of media activity);

Step 2-use of mass media activities (implementation with the participation of SL).

The principle of the application of Buda financing schemes is based on the SL, that is, on the principle of the final implementation of the activities of the mass media, it is carried out in 2 stages.

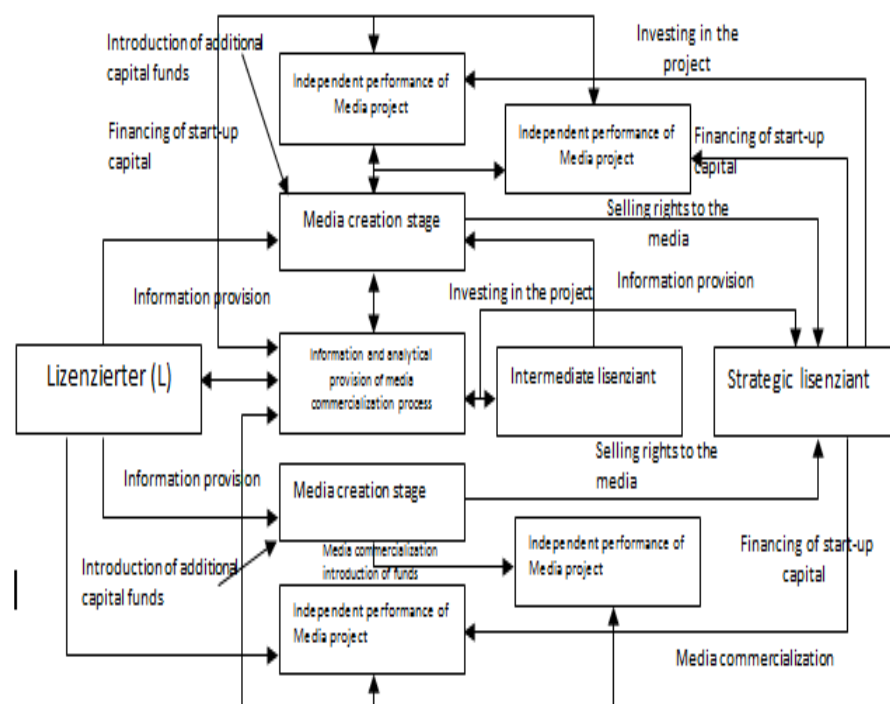


Figure 1. Information and organizational model of Media commercialization

Figure 2. Information support mechanism of Media commercialization process

3. Results

Commercialization of information and media activities is a complex multi-component task of the organizational functional system. In the process of commercialization of the activities of the mass media, the situation of managing the case space of Information S and organizational support includes the main five components t in the optional time interval:

S_1 – a set of functions (orders) that are defined to complete and waiting in accordance with (when it is established); S_2 – special equipment, software use, jobs, ρ^A employees involved in a collection; A ; S_3 – involved employees; ρ^V bundle V ; S_4 – volume of funds received in the period under consideration (current month); $C_{np}(t_y)$; S_5 – volume of collected current expenses $C_T(t_y)$.

S_1 component S cases makonida describes the flow of incoming service requests as a bit Field ordered of a certain length, designed to limit the collection of orders that have not been received for execution. $S_2 \in S$ for componet, this approach is unacceptable to us, that is, changing the number of services performed during the process of satisfying this order after the events of the final character in relation to other commands is painful. $S_3 \in S$ the component is assigned the task of managing the distribution of the elementary functions of the executed commands.

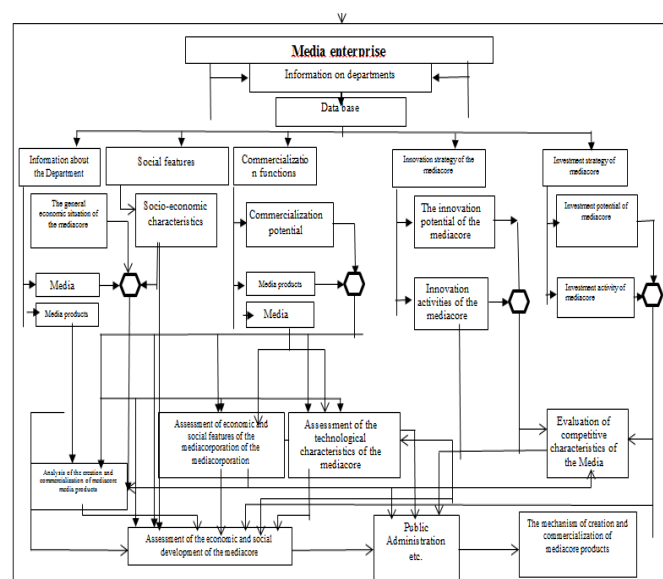


Figure 3. Information model of the process of commercialization of mediacorporate media products

It is proposed to design such a component in the form of a matrix $M = |V|x|A|$, strings are assigned personally to employees, columns-equipment engaged in information support. Components $S_4, S_5 \in \text{Sin}$ in accordance with the purpose of strengthening C_{np} and current costs C_T , information related to software.

Components $S^{n_1ln_2}$ correction of main events in the application for information support with tokens n_2 or number n_1 on time.

Changing many hundreds of functions to avoid viewing and storing in memory γ_1 and γ_2 , with their arrival, they are offered an automatic forming procedure. To do this, it is necessary to create some database of auxiliary information.

4. Discussions

The information society, the noospheric civilization, the information space, cyberspace, the information environment, virtual reality - these words have become familiar not only in the pages of scientific and popular publications, but also in everyday speech. Mass consciousness strongly links these terms with computers and telecommunications. At the same time, computers and communications have at their disposal vocabulary and conceptual tools of the existential plan - they travel on the Internet, enter it, live in it. Writers and filmmakers, who have long been fond of this topic, regularly throw out another clone of the Lawnmower on the market. Programmer slang, and behind it the logical constructs of clearly “machine” origin, are increasingly being introduced into everyday life. There are new areas of artistic creativity and new genres related to computer technology, such as computer games, computer animations, which force us to recognize the fact of the birth of a special computer aesthetics and, perhaps, the formation of a virtual culture in general. Philosophers, economists and political scientists talk about the transition to the information society, which should replace the post-industrial. This puts informational content on a par with the concepts of a global socio-political and economic plan.

It makes us treat computers and networks not only as technical achievements and means of simplifying the life of modern man, but also as distinctive beings that open up other life worlds to humanity.

Something similar happens with the perception of time - its marks, allowing to see the events in their sequence, the virtual computer environment as if erases and confuses. Information about the events of the past, stored on the Internet, is very different from the one we can get, flipping through the yellowed newspaper pages. Actualization of the past is carried out by referring to the appropriate information resource, and it immediately becomes on a par with the present. In other words, the time frame of the actual is arbitrarily extended, and the past, present and future (the future can be modeled with the help of modern prognostic tools) are just as arbitrarily rearranged.

It is clear that the computer not only transfers to some other point of the same space-time, but allows not only to enter another space, but also to re-create it, to build a new life plan.

What is the information society, in which, apparently, and we have to live? The information society is a global economic, political, anthroposocial and technological project that involves a controlled civilization transition to a world social structure, in which the system of mass communications will play a dominant role in all areas of life. computer telecommunications technologies, in particular Internet technology.

The project, prognostic and scenic nature of the information society is manifested, in particular, in the formulation of national programs and concepts of transition to the information society, as well as programs for informatization of various sectors of activity, primarily science, education, management, politics, etc. P.

The concepts of the information society, for all their pragmatism and concreteness, are accentuated as utopias, anti-utopias and practicals (Alvin Toffler), i.e. orient themselves to a global ideal composed of the values of ecologism, humanism, anti-universalism, anti-totalitarianism, pluralism, priority of the spiritual and cultural over utilitarian, civilizational. The technological dependence of the information society does not exhaust the deep philosophical, social and socio-political meaning of this concept. The doctrine of the information society reflects the transition of civilization from the industrial to the post-industrial phase of development. The concept of "post-industrial society" was introduced by Bell (1973) 1, in accordance with the periodization scheme of the historical civilization social process, involving three stages: pre-industrial (agrarian), industrial and post-industrial.

Post-industrial society is characterized by the following features:

1. the reorientation of the economy from commodity production to service;
2. Determination of intellectual technologies in the technological and production spheres;
3. the decrease in the significance and fundamental nature of material ownership in the system of values;
4. increasing the importance of knowledge as the basis of technological and socio-political structures of society;
5. the shift of semantic and axiological accents in the structure of social organization;
6. reorganization of the cultural sphere, implying an imperative orientation to the priorities of intellectualism and the transformation of the ethics and morality of the individual, self-determined through the awareness of oneself as a producer of knowledge;
7. the emergence of the dominant "university" (education, science) as a system-generating social factor.

Just as an enterprise (firm) has been a key institution in the last hundreds of years thanks to its role in organizing the mass production of goods-things, the university, or some other form of institutionalizing knowledge will be a central institution for the next hundreds of years thanks to its role as a source of innovation and knowledge. Based on the proposed information and organizational model with a functional appearance, developed information support framework (fig. 3.3.2) it is a solution to specific problems by using the knowledge about the characteristics of the external and internal factors of the object of commercialization, allowing the management of the process of commercialization of the media.

Media Development and implementation opportunity research information support scientific and engineering potential scientific and technical and market information search scientific and engineering workers poll opinion and innovation project implementation opportunity within the existing potential of the enterprise include research definition (fig. 3).

The mechanisms that allow to assess the prospects for the independent implementation of the innovation product produced in the market should include, first of all, the collection and analysis of data on the results of mediarivization.

This paper focuses on the analysis of media commercialization and development and is defined by three main types of tasks: information monitoring of regional problems, preparation of alternative management solutions for the relevant governing bodies (situation reports, problem-solving approaches, forecasts, etc.); preparation of analytical materials for higher bodies; formation of information and analytical products and services.

To assess the effectiveness of commercialization of the results of Media activities, the following groups of indicators are proposed.

Cost indicators: the cost of the region's media budget unit, characterizing the measure of intensity of research in the production of enterprises of the region; the cost of licenses, know-how; costs for the creation of media components; availability of regional funds, regional targeted programs that develop research initiatives and support the implementation of regional scientific and technical programs and projects.

Indicators that characterize the dynamics of innovation process in Media enterprises: innovation; the duration of the media (media technology) development process, the planning of new product development and the cycle of new product production.

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