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SYNDICATION AS A WAY OF FORMATION OF THE MODERN CONTENT

Abstract. *The Purpose of the Study* is to theoretically substantiate the phenomenon of syndication in social communications as a way of forming modern content in communication platforms. **The Research Methodology** consisted of a number of methods. Comparative analysis was used to study existing scientific points of view and describe the practical side of the issue; detailing and description of the term "content syndication", proposed by the author as commonly used in applied social and communication technologies; sociological survey of respondents in the network. **The Scientific Novelty.** lies in the fact that content syndication is currently a phenomenon that is little researched and described, in view of the current rapid development of applied communication technologies, such a description is necessary. The author's vision of the concept of "content syndication" is provided. We see the practical component in detailing the possibilities of web content syndication as an effective way of working with the audience, which is the relevance of the research topic. **The Conclusions.** The article presents the author's vision of one of the ways of cooperation with today's demanding audience. Nowadays, there is an urgent need for the formation of high-quality and relevant content that is rapidly distributed among Internet users. Due to information oversaturation, journalists are forced to look for new and effective ways of cooperation, interest of the audience and retention of their attention, therefore the requirements for the content itself are also increasing. We consider syndication as an effective way of creating and introducing content. A pilot survey of respondents was proposed, which proved the effectiveness of using content introduced by syndication.

Keywords: content, content syndication, readership, information processes.

СИНДИКАЦІЯ ЯК ШЛЯХ ФОРМУВАННЯ СУЧАСНОГО КОНТЕНТУ

Мета дослідження феномену синдикації у соціальних комунікаціях як шляху формування сучасного контенту в комунікаційних платформах. **Новизна**

отриманих результатів полягає в тому, що нині синдикація контенту є феноменом мало дослідженим та описаним, з огляд на сучасний стрімкий розвиток прикладних комунікаційних технологій подібний опис є необхідним. Надано авторське бачення поняття «синдикація контенту». Практичну складову вбачаємо у деталізації можливостей синдикації веб-контенту як ефективного шляху роботи з аудиторією, що становить актуальність теми дослідження. **Методологічна база дослідження** складалась з низки методів. Був застосований порівняльний аналіз, для вивчення наявних наукових точок зору та опису практичного боку питання; деталізація та опис терміну “синдикація контенту”, що пропонується авторкою як загальноживаний у прикладних соціально-комунікаційних технологіях; соціологічне опитування респондентів у мережі. **Висновки.** У статті подано авторське бачення одного зі шляхів співпраці з сучасною вибагливою аудиторією. Нині виникає гостра потреба у формування якісного і актуального контенту, що стрімко розповсюджується між користувачами Інтернету. Через інформаційну перенасиченість журналісти вимушені шукати нові та ефективні шляхи співпраці, зацікавлення аудиторії та утримання її уваги, отже, зростають і вимоги до самого контенту. Синдикація розглядається нами як ефективний шлях формування та впровадження контенту. Запропоновано пілотне опитування респондентів, що довело ефективність використання контенту, впровадженого шляхом синдикації.

Ключові слова: контент, синдикація контенту, читацька аудиторія, інформаційні процеси.

The Problem Statement. Modern theories of communication contain a number of scientific views and descriptions of approaches to content formation. Scientific theories emphasize the mechanisms and ways of effective cooperation with the audience, concepts of the existence of the latest applied technologies, etc. One of such mechanisms for the formation of quality content is syndication. Social networks and content are perceived as a part of the information space with a large percentage

of trust from users in Ukraine, which began to grow rapidly after the creation of the Center for countering disinformation and the systematic publication in networks and telegram groups of information about the termination of the activities of certain media, channels, and the arrest of a number of persons. who unbalanced the media space of our country and conducted collaborative activities.

The Analysis of Sources and Recent Researches. There is a large list of literature outlining the problem of Internet communications, content creation, social networks and their problems in scientific circles of the 21st century. The works written by O. Kurban, I. Matchuk, N. Zadorozhnaya, T. Kuznetsova, L. Luparenko, S. Datta, A. Kumar Das, S. Ghosh, Debabrata S., Rodney J., Martinek R. were useful for writing our scientific work. Perego E., Solvi E, Khadze Ch.

The Purpose of Publication of the research of the phenomenon of syndication in social communications as a way of forming modern content in communication platforms.

The Main Material Statement. The audience is demanding, the demand for constant updating of information resources, in particular on the Internet, is constantly growing, because Ukrainians, even in the temporarily occupied territories, want to know what is happening in Ukraine, understand the situation, and be informed. Due to the disconnection of Ukrainian television, it is possible to do this only in the Internet space through platforms.

According to Y. Matchuk, “Modern information and communication technologies and the latest opportunities for communication through social media are becoming an increasingly important factor influencing the peculiarities of the implementation of foreign policy activities of international actors” (Kurban, 2014).

What is important for Ukraine at the moment is the content of the network, which is capable of raising awareness and increasing interest in the topic of state and the war not only among Ukrainians, but also among the world community, the level of understanding of the depth of the threat to world democracy. That is why the content created by Ukrainians is important: in the rear, on the front lines, in gray areas.

There are enough definitions of the concept of "content" in the scientific literature today, but the issue of content syndication remains relevant, which became especially acute with the beginning of the full-scale invasion of Ukraine by a terrorist country.

Content syndication, in our opinion, should be considered today as a process of simultaneous dissemination of information through various carriers and media, coverage of topical issues, demonstration of events from the front line, coverage of war results by soldiers, discussions. According to modern scientists N. Zadorozhnaya, T. Kuznetsova, and L. Luparenko, the concept of web syndication is somewhat related. They define it as “The simultaneous distribution of audio and video information across multiple pages or websites, usually using RSS or Atom technologies. The principle consists in distributing the titles of materials and links to them (for example, the latest messages of forums, etc.)” (Zadorozhna, Kuznetsova, Luparenko, 2014). It follows that the syndication of Internet content is a concept synonymous with web syndication, which is also interpreted as the possibility of blogging both individually and collectively to “...repurpose and republish old content and show it to a new audience” (Cintas, 2009). It is worth noting that content syndication is very convenient for running discussion sites. An example of such can be not only pages in social networks, but also

separate ones, such as Reddit, the purpose of which is discussion and debate.

On such platforms, anyone can ask a question or express their own attitude to a problem. Content is created that can reach a large number of audiences of different categories. This is especially noticeable on the pages of social networks. Modern scientists emphasize that social networks have a number of advantages: communication at a distance, informing about events in the country and the world, discussing current problems. “Social networks help people keep in touch with families and friends with whom they would otherwise not be able to communicate due to distance or simply lose touch” (Haodze, 2019).

The formation and production of content is extremely responsible, especially for Ukraine today, which is conducting powerful confrontations in the information war against the aggressor country. It follows that syndication of content contributes to the distribution of information resources and is convenient for those who frequently update the page. This is especially relevant now for those opinion leaders and journalists who run news telegram channels, blogs, and sites dedicated to events.

It is appropriate to single out a similar toolkit in order to describe content syndication as an independent process of forming an information environment. First, the system generates and performs mechanical work. Placement of content on cross-media platforms takes place without unnecessary intervention of specialists. Second, the information is updated every day, which increases the readership's interest in the platform.

To study content syndication as a way of filling platforms, an important element is the feed. It is described as the process of systematically filling content in the form of summary data,

referring to the original source. After subscribing to the feed offered by the site, the user receives new information resources published on it. However, such manipulation requires special programs for reading them, i.e. RSS aggregators.

When creating content within the framework of syndication, one should not forget about an important element - collecting a subscriber base, which will ensure closer cooperation with the audience, the development of clients and client groups. This will also contribute to the updating of information resources, new directions of existing content (for example, you can make an audio or video recording on an existing post in social networks) and send it to those subscribers who are already collected in the database to consolidate knowledge.

The constant development of communication theories emphasizes the current problems of Internet communications as a separate independent field. In current theories of communication, special attention is paid to the formation, distribution and influence of content. There is syndication is used as one way of high-quality content making.

Content syndication is defined as a form of working with information that allows the content of the platform to be displayed on other sites. Web syndication contributes to the creation of feeds that are available to an unlimited number of users of the target audience in the form of short posts on platforms and social networks, containing the most current information on the topic or issue raised by the journalist.

Content syndication should be studied from a practical point of view. For details, a pilot survey was conducted among two groups of respondents. One is Internet users, the other is practicing journalists who work in cross-media media. The first group consisted of 407 interviewees, the second group was numerically

smaller – 102 people. The results of the proposed surveys are shown in the tables below.

Table 1. Results of a survey of Internet users

| Content of the question | Respondents' answers in % | | |
|---|---------------------------|----|---------------|
| | Yes | No | Not specified |
| Is clarity of thought important to you when reading content? | 98 | 2 | 0 |
| Is the uniqueness of the text important? | 92 | 6 | 2 |
| Do you use the same media all the time? | 88 | 9 | 3 |
| Is the quantitative component of users of the mass media that you read important to you? | 67 | 27 | 6 |
| Is the speed of providing information important to you, rather than its reliability? | 89 | 8 | 3 |
| Do you think that the media should provide multi-format content, or for you personally, just text, photos, videos as a separate resource is enough? | 95 | 3 | 2 |

As can be seen from the conducted survey, transparency, comprehensibility and visualization of the content are very

important for the audience. Therefore, syndication as a way of creating the latest forms of information on the Internet is a priority for users.

Table 2. Results of the survey of journalist-practitioners

| Content of the question | Respondents' answers in % | | |
|--|---------------------------|--------|-----|
| | yes | | yes |
| Is the description of the idea of presenting the problem important to you in your work? | 87 | 1 3 | 0 |
| Is it important for you in your work to create unique and interesting content for the audience? | 100 | 0 | 0 |
| Is it important for you in your work to choose a base platform for the central publication? | 100 | 0 | 0 |
| Is a detailed definition of the target audience with which the campaign works important for you in your work? | 98 | 2 | 0 |
| Is publishing material on the main and secondary platforms important to you in your work? | 98 | 2 | 0 |
| Is it important for you in your work to evaluate the effectiveness of what you have done and study the results of your work? | 100 | 0 | 0 |

It follows from the survey of practicing journalists that work on permanent platforms, publications and reposting, visualization and transparency of ideas are important for specialists.

The Conclusions. Content syndication as a technology for close cooperation with the audience should follow an algorithm of actions consisting of six main steps, which can be supplemented by other actions during the campaign work on a certain issue or sectors. The proposed algorithm should include: detailed definition of the target audience with which the campaign works; description of the idea of presenting the problem; creation of unique and interesting content for the audience; selection of the base site for the central publication; publication of material on the main and auxiliary platforms; carrying out an assessment of the effectiveness of the work done and studying the results of the work.

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