OBJECTIVITY OF INFORMATION AS A MODERN PARADIGM OF MASS MEDIA ACTIVITIES (TO PROBLEM STATEMENT)

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ABSTRACT

The paper deals with the concept of objectivity of information, which, according to the authors, is the key concept in the modern conditions of functioning of the media. It analyzes the factors that affect the transmission of the initial information on the chain from the journalist to the audience. The authors point to the circumstances of journalists’ activity, which determine the strengthening of the subjectivity of their information materials.

The paper discusses specific examples of how the loss of objectivity as a factor of professional activity of journalists and the media leads to a distortion of the audience’s perception of the information received. This forms the background to a distortion in the mass consciousness of the worldview and agenda.

Keywords: objectivity, information, mass media, journalists, agenda.

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1. INTRODUCTION

In disputes about what functions journalism should implement as a special professional activity associated with the receipt, processing and delivery of information to the audience, no researchers have revised the theoretical issue of the postulate of objectivity as its ideal characteristics. The information, data, facts, figures, evidence and judgments, which together
form the field where a journalist acts, should in fact adequately reflect the empirical reality, in which this or that event happens, which of interest to the mass media.

In different models of the press functioning, regardless of political, socio-psychological, religious, historical and other prerequisites for their formation, the idea of the desired objectivity of the information delivered through various channels of mass communication to the audience is considered a priori unquestionable by default. Another matter is that the model of media functioning in the conditions of Western society in the mid-20th century was radically different from the concept of objectivity, which was postulated in the Marxist-Leninist theory of the press.

Changes in the information sphere, which characterize the development of the media sphere in the early 21st century, influenced, in the authors’ opinion, the concept of objectivity of various information disseminated through communication channels. The emergence of concepts such as “post-truth” and “fake” in theoretical and, more importantly, practical use, testifies to the urgency of the problem the authors are putting forward. They postulate its existence and intend, referring to the real practice of media resources operating in the Russian segment of the world information society, to identify those factors that in principle disavow the very concept of objectivity.

The authors’ hypothesis is as follows: the modern paradigm of objectivity, which researchers are trying to focus on in their own theoretical constructions, is based on the empirical practical structure of those media and journalists who do not accept in their own activities the model of the requirement for a high degree of objectivity and truthfulness of the information used as fundamental. This leads not to informing the possible audience about events, facts, persons, but to the interpretation of information flows received in connection with these subjects. Simply put, the media report to the society and citizens not objective information, but their own view of the issue.

Both the image and the audio component, not to mention the text media, are questioned when it comes to the reliability of the information presented through communication channels. Hannah Arendt critically noticed: “Since people live in the world of appearances and in their interaction with it depend on what is manifested, it is impossible to respond to the tricks of hypocrisy (in contrast to pragmatic tricks, which in due time come to light) with so-called rational behavior. Words can be relied upon only when we are sure that their function is not concealment, but disclosure” [1, p. 76].

Theorists and practitioners of mass media assess the problems of reliability of the visual channel of information dissemination in society even more rigidly and definitively. Susan Sontag aphoristically stated: “To remember now often means to remember not a text but image” [2, p. 68]. The reasons for this are sought and found by many theorists. The authors share the most the position of Jean Baudrillard, who, summarizing the relationship of military-political events at the turn of two centuries (past and present), came to more than a categorical conclusion that “everything is moved to the virtual sphere; and what we are now dealing with, the Apocalypse of virtuality, whose hegemony is ultimately much more dangerous than real Apocalypse” [3, p. 18]. Such a situation in the media space cannot but affect the way society treats manifestations of aggression and military actions, what options of confrontation are discussed and proposed, based on the picture of the world formed by the mass media at the present time, which is, of course, the picture of events and the result of their perception.

The French philosopher reveals the consequences of virtualization of the surrounding reality, the state of which is defined by the authors as a show civilization. Baudrillard accurately indicates: “These days, the virtual decisively takes precedence over the real, and we have to settle for such extreme virtualization, which, contrary to Aristotle, is a deterrent from the
transition to action. We are not in the logic of the transition from the possible virtual to the real, but in the hyper-realistic logic of apotropy of the real with the virtual” [3, p. 19].

2. METHODS
This paper is an attempt to determine the correlation of the paradigm of objectivity with the REAL principles of the mass media activity from the point of view of the audience and the perception of particular information. It is considered that objectivity is a characteristic of the object belonging, which characterizes its independence from the subject. This category defines a set of factors, processes, circumstances, all that does not depend on the desires, intentions or will of a particular individual.

For journalism, the concept of objectivity means not only the independence from the circumstances of the functioning of the mass media or journalists but also the correlation of the results of their activity with the content of the generated material, which is meant as an adequate reflection (image) of reality. However, as it will become clear in the future, this conceivable ratio, in the real set of actions of specific mass media and journalists, is ignored by default. In other words, the real factor determining the degree of possible reliability of journalistic materials (regardless of the communication channel) is the information policy of this or that media management.

One can say that when a viewer, listener, reader, user, having received through the appropriate communication channel properly processed and compiled information in a specific format, evaluates it by the term “objective”, it means that the perceived information cause in his/her mind a sense of reliability, truthfulness, compliance with the representations of the individual current picture of the world. At the same time, it is clear that using the concept of objectivity as a value judgment, one understands that events, objects, phenomena exist outside the person perceiving them through the media. They are, in fact, independent of his/her personal preferences, ideas, judgments, competencies. From the point of view of ontology, they are a reflection of the material reality surrounding us all.

The epistemological aspect is no less important here, which reveals the independence of the conceptual series from a particular person or the whole of humanity. Hence, the genesis of such a key concept for the Western theoretical tradition in relation to media as freedom of speech can be deduced. Next, the authors will consider this definition based on the fact that it forms a problem dichotomy in the practice of modern journalists (or those who consider themselves to be such), which they denote as “objectivity-subjectivity”.

The set of the above-mentioned theoretical approaches to the analysis of the stated problems determines the further structure of the analysis of the initial circumstances of the modern theoretical and practical disavowal of such a category of journalistic activity as objectivity.

3. RESULTS
In order to identify the main aspects of the problem that was touched upon, it is necessary to turn to that part of the theory of journalism, which is deeply and comprehensively developed. The authors understand the problems of functional journalism as a special anthropomorphic professional activity. It is necessary to analyze in more detail the conceptual apparatus of journalism, using the cognitive segment of its set of functions.

If one defines the cognitive function of journalism as the most significant in this type of professional activity, it is necessary to take into account the fact that objectivity means the implementation of the principles of materialistic dialectics, involving the possibility and
probability of cognition the world that is around us, and which one designates as empirical reality. It is the epistemological aspect of journalism that allows considering objectivity as a paradigmatic characteristic, suggesting the possibility of cognition the reality with the help of journalistic tools. It is also worth mentioning the logic, which, being one of the tools of knowledge, can be used in journalism.

In the course of the analysis, scientific methods are adopted and used without any preconditions and hypotheses. And in this context, in the structure of the theoretical constructions and the conducted analysis, the comparative method should be interpreted as the main research tool. Moreover, it will allow identifying those possible deviations from the ideal model of objectivity of the press, which due to a combination of objective and subjective factors of development of modern show civilization becomes a direct hostage to the idea of the interpretive direction in the work of journalists and media.

Here it is quite appropriate to address the practical observations on the work of this or that media. The motive of this method comes from the evaluation of the trend of development of the modern media community, which the authors define lapidary and clearly: “interpretation under the guise of information”. Examples of the course of development of the current media of all kinds and types revealed by the authors will be given below.

For journalism as a method of cognition of empirical reality in recent years, there is a danger of transformation of the paradigm of objectivity in such a phenomenon as objectivism, which is the direction of research thought, allowing the existence of unknowable scientific methods of phenomena, among which the authors nominate the phenomena of parapsychology, mysticism, theology and other pseudo-manifestations of the “unknowable” world. One can recall here not only the relevant thematic areas of media content, but also the entire media focused on such issues. Such is, for example, the TV-3 channel, the dominant thematic trend of which is the content focused on mystical and mysterious phenomena and events. It is significant that at one stage of its development the following phrase was chosen as a slogan: “Real mystical”, which eloquently characterizes the relationship of creators of programs and formats with the empirical reality. It is obvious that they have a negative connotation with the objectivity of information reflection of that picture of the world, which develops around the participants of that type of projects.

If discrediting the media as an instrument of the objective depiction of events taking place in reality in journalistic works of such thematic orientation is not unusual, the problem of objectivity in information genres at the current stage of development of the media space further strengthens the negative trend of perception of communicative dialogue between journalists and the audience. It is worth noting that the use of the information obtained from various sources is also a provoking element in relation to the objective coverage of events grouped in a single space-time chronotope.

As an example, let us analyze the situation with how various network news resources reflected the events that took place on December 31, 2017. Monitoring of announcements of the main news took place almost simultaneously. As information sources, the authors used: "Mail.ru", "Yandex. News", "Lenta.ru". Visibility of mismatches "layout" sequence of news information is highly indicative.

Resource "Mail.ru"

1. Vladimir Putin wished the Russians success and prosperity. The first New Year's address of the President was seen by residents of Kamchatka.
2. Detained for the explosion in St. Petersburg, was charged.
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3. The media has named four options for the start of the war with the Democratic People's Republic of Korea.
4. Putin has established a limit on staff number of employees of the interior Ministry.
5. Six people were killed in a plane crash in Australia.
6. Alexander Shavrin, the actor, died.
7. The former President of Zimbabwe will be allocated with a private plane and servants.

Resource "Yandex. News"
1. The accused of the explosion in St. Petersburg was observed in a mental hospital since 19.
2. The date of farewell with Alexander Shavrin was named.
3. In Iran, against the background of protests, the Instagram and Telegram have been blocked.
4. Pushkov called Trump's words about the USA success in Syria “post-truth”.
5. 25-meter high main Christmas tree of Sakhalin burned down on New Year’s Eve.
6. Vladimir Putin, the Russian President, signed a law providing for the punishment of three to ten years in prison for "telephone terrorism".
7. Poroshenko declared the growing value of the Ukrainian passport.

Resource "Lenta.ru"
1. On Sakhalin, one made noise and burned down a 25-metre Christmas tree.
2. FIFA has announced cooperation with Rodchenkov on the doping in the Russian football.
3. Fighters for the glory of Allah fired the militants with anti-tank systems “Fagot”.
4. The Investigative Committee recognized the explosion in St. Petersburg as a terrorist attack three days after … Putin.
5. The forward of Manchester City cried because of the injury.
6. Telegram and Instagram have been blocked in Iran.
7. New Year’s address of Putin has appeared.

The authors specifically chose a day-off, pre-holiday, which usually is not so full of information from the perspective of the news, for analysis. However, when comparing the first seven positions of each of the resources, one sees a fairly rare event coincidence and a fairly wide spread in the nature of the news. If one assumes that such resources, as well as the information structure, tend to the original, peculiar presentation of news, based on its own editorial policy, the subjective nature of the formation of the current agenda is obvious. Even with thematic coincidences (the explosion in the supermarket Perekrestok in St. Petersburg), the media and journalists prefer not to repeat the information of competitors, attracting the attention of the audience to different aspects of the high-profile incident. In fact, here one can see a clear example of how object-subject relations determine the content of professional activity of journalists, which are mental objects in combination with those specific types and types of media for which they create their own materials.

As rightly noted by the Western researchers, Andrew Calcutt and Philip Hammond, in the paper “Objectivity, objectification and purpose of journalism”, “Objectivity is a condition for these mental objects, through which the objectification of the objective world, the world that
people as subjects make their object. In this sense, journalism is a form of knowledge, a specific mental object, made of a special, particular subject journalist” [4, p. 101].

This scheme is as follows. A journalist (in this case, the kind of media for which he/she prepares his/her material is not of fundamental importance) perceives the event as a product of human activity, that is, as a result of what has already been produced by a person as a subject of a certain activity. The essence of the work of a media representative is to find, identify, investigate, analyze the primary object that arises as a result (at a certain stage) of a specific amount of actions and actions (and sometimes their absence) of a person as a subject. The result in the vast majority of cases just becomes an event. It is exposed to the directed mental influence from representatives of the professional journalistic community. The purpose of such actions is to turn the event into a story that should and can be told to the audience regardless of the communication channel.

Such a process of mental activity requires of a journalist not only certain psychological skills but also quite specific competencies, knowledge and skills. All of them should be used to ensure that in the course of this activity the previously obtained information is materialized (regardless of the physical and technical form of their carrier), receiving the appropriate design in words, sounds, images, format, design of the elements issued by the journalist and his/her colleagues. It is obvious that in this way the process of transformation of the object (events, phenomena, etc.) into another object for the knowledge of its other subjects, which often do not have any close relationship to what happened. The totality of these subjects – readers, listeners, viewers, users composes the set of human individuals, which in the theory of communication is assumed to be defined as an audience.

The dialectics of journalism as a special kind of anthropomorphic activity from the point of view of the “subject-object” system is that its “fillers” are, first of all, stories, that is, secondary objects created on the basis of primary information and data received by media representatives. But how they are presented, how their meaning and essence are interpreted, is the process of subjective transformation, the purpose of which in the ideal model is to reproduce the content of the original objects that have come to the attention of the media, that is, the very events. According to the accurate and subtle observation of our foreign colleagues, “journalism will not pass the test and will not be able to be called such if it is far from the object (event), which transforms due to the fact that it is told, and if this story does not transform the object (event) on which the story is based. If the impression is false or the description is verbatim, it is not journalism. Thus, the role of journalism is to create mental objects from events, applying a subjective approach to them. The task of subjects consists in objectification” [4, p. 101].

In the context of the development of a single social and economic formation characteristic of the Western civilization, this position relating to the segment of professional ethics has not yet revealed what is logically called a “contradiction by definition”.

When the confrontation between the two political and economic systems, which accompanied the course of history throughout the 20th century, emerged in civilization, the contradictory nature of professional “deontological” sums of views on the craft and the media sphere became clear.

In this sense, the discussions that are unfolding today in the context of the information confrontation around the crisis geopolitical zones that have formed in world politics over the past few years are indicative. Their adaptation in political talk shows practised on Russian TV channels of different forms of ownership and socio-political orientation, reveals a number of clearly articulated positions arguing about what is true information, and what should be the degree of its reliability and reliability. In order to illustrate this thesis, let us turn to the fragment
of the talk show ‘Sunday evening with Vladimir Solovyov’ (“Russia-1”), aired on November 1, 2015.

To understand the context of the dispute, the authors would like to remind that the program was released the day after the Russian passenger airliner exploded in the sky over the Sinai Peninsula on October 31. The program was long (3 hours 15 minutes). As always, in its dramaturgy, the TV show host used the structure which can be called “political TV-divertissement”. The essence of this principle is to discuss with different participants several topical and vital issues of the current information field in the global media space. The principle of selection in one way or another is based on the degree of their importance for Russia and its citizens. The composition of the group of speakers is of strictly defined and status nature. First of all, the participants should speak Russian more or less tolerably, this increases the dynamics of the dispute and gives it an additional flavor. The second strictly maintained principle is the presence in the studio of two groups of guests with potentially different views on the stated topic.

In the above-mentioned program, the authors are interested in the final part of the Sunday release, which deals with the issue of freedom of speech and the responsibility of journalists for the information they collect, process and convey to the audience through various channels of communication. The presence in the studio of Alexander Sladkov, a famous Russian journalist, who specializes in working in “hot spots”, gave weight to the ongoing battle of opinions. It is significant that his forced opponent in the dispute about the reliability of information from the crisis zones of the world media space was Vladimir Ryzhkov, a liberal politician. The latter claimed that he personally knew a man from the Altai, whose son allegedly fought on the side of the militias in Eastern Ukraine. Any attempts to obtain specific information: the name, surname and military rank of the participant, the area of Donbass, where he allegedly fought, terms of stay in such a status in Ukraine encountered a demagogic response on the principle of “I cannot let this person down, and I will not tell you anything else”. When people present in the studio tried to figure out for themselves just how true the told story was, the logic of events in the version of Ryzhkov obviously wasn’t clear.

In this case, one was dealing with a vivid example of the introduction into the mass consciousness of the audience through the channel of television communication of fake information that wasn’t supported by relevant documentary evidence. Today, such reports, based on rumors and unverified data, flooded the information space. They are distributed through all possible and impossible channels of communication. The authors see this as an obvious proof of their theory of show civilization, where in the information activity, the accuracy gives way to speed, in terms of demand in the work of journalists. The main professional principle is not the observance of ethical and legal norms, but the desire to impress the audience by telling it a “hot”, “sharp” fact, without worrying about the accuracy and reliability of the source.

The relevance of the message in the conditions of show civilization is imitated not only due to unchecked and unverified information, names, facts, but also due to the factor of visibility. Here, the audience is at the mercy of visual impressions, organized with the use of non-authentic, staged shots, and even simply selected on the principle of visual correspondence of fragments of private records, records from surveillance cameras, video recorders or video archives. The totality of these conditions and the circumstances, in which journalists work today, gives rise to the phenomenon which the authors have defined as “journalism of fakes” (or “fake journalism”). The direct consequence of this professional paradigm in the work of the media and specific journalists is the obvious damage to such an important factor in the media sphere as reliability and objectivity. The transformation of the fundamental principles of the
functioning of the media system took place over a long period of time, but in the second half of the 20th century, theorists and practitioners of journalism revealed the existing disproportions between fact and fiction, truth and lies. Back in 1963, the political scientist Bernard Cohen noted that the press “does not always manage to impose its opinion on people – how to think, but it surprisingly well manages to impose a topic for reflection – what to think about”. A little later in the relevant scientific developments, this trend was defined as “the formation of the current agenda in the mass media”.

In the authors’ opinion, fake journalism with its set of methods of data collection and processing has strengthened such a process, the distinctive feature of which is the imitation nature of the approach to information. Simplifying the complex scheme and methods of manipulating the attention and emotions of the audience, one can say that it is more important for fake journalists to strike an emotional and intellectual blow than to provide ACCURATE information. The principle of approximation is fraught with significant consequences, and the lack of information, including visual - with the growth of panic. Especially after the tragic excesses that led to numerous casualties, which the whole world watched in a few days after the terrorist attack in Paris on November 13, 2015. In the Sunday release of the program “Time” (First channel) on November 15, a live broadcast from Paris was scheduled. It was supposed that the correspondent would tell and show that situation which had developed in the capital of France after the series of acts of terrorism committed the day before. Yana Podzyuban, the journalist, conducted a direct report, which showed hundreds of people that gathered in the streets of the French capital to commemorate the victims of the committed crimes. And at one moment behind the scene, there was the sound of an explosion. In a shot, it could be seen that people were instantly captured by total panic. As a result, the crowd rushed trying to escape from an invisible but expected threat. Later, it turned out that the sound of the explosion was the sound of an exploded firecracker.

It is significant that Vladimir Solovyov’s program the authors are interested in was attended by a representative of the French journalistic community, ex-employee of the Agency “France-Press”, Dmitry de Koshko. He has 33 years of experience in a solid media giant with a high reputation as a provider of reliable and proven news around the world. When the dispute came about the objectivity of journalists in the coverage of events, de Koshko said a very significant phrase: “Objectivity is another word for us, journalists. In our work, we need only two things: sources and balanced information”.

At first glance, such a definition includes no substantive contradiction. However, the term “objectivity” in relation to any process or phenomenon implies a rejection of subjectivity and the desire for an adequate ratio of what is shown or told about the real situation. About it, the authors already wrote in one of the previous parts.

Balance as a term carries an evaluative point, so the balance must be defined, designated and implemented by someone in the actual circumstances of the collection of primary information. Further in the presentation of Dmitry de Koshko one had a chance to hear the key phrase for the identified problem: “For the civil society to function properly, we need complete, plausible information. From an economic point of view, reliable information is more important”.

The awkward and imprecise wording of the French journalist could occur from the lack of proficiency in the Russian language. But even if these were understandable difficulties of translation, the phrase “plausible information” is still indicative. Attention is also drawn to the frank dominance in the minds of the journalist-practitioner of a pragmatic approach in assessing the importance of information.
4. DISCUSSION

The authors are submitting for the discussion the scheme of information flow developed by them. When differentiating the sources of information for the media community in the further professional sequence of work on the information obtained a priori, the specific inequality of the information that is undergoing transformation is laid and is perceived, in the end, in a strictly outlined perspective. It should also be understood that the scheme of information flow throughout the chain from the source to the recipient is organized as follows:

Source -> Information -> Journalist = Information1 -> Mass media= =Information2 -> Audience

In this scheme, at least three subjective factors that determine the interpretation of information are obviously found, namely:

- the choice of source(s) of information;
- a set of professional competences of the journalist, collecting and processing the information received;
- the process of passing the material formed in a certain format in compliance with the information standards of the mass media, which produced this material.

For any practitioner of the media sphere, such theoretical observations are obviously subjective factors that form significant obstacles to the objectification of the information received, which he/she must “deliver” via his/her media through the appropriate communication channel.

In the authors’ opinion, the factor of subjectivity influencing the decrease in the quality of reliability of the information broadcast on the media channels is also the event context in which this or that situation is developing, causing increased media interest. That is the circumstances of time and place of the action incident. This variable, which is not yet taken into account in the above-presented scheme, as in each case, the movement of information takes place in an individual order.

The authors illustrate the principle of operation of this scheme on the example of the tragic event associated with a fire in a shopping center, “Winter cherry” in the city of Kemerovo. The incident happened on the evening of 25 March 2018, on Sunday. The lack of official data due to the difficult working conditions of the relevant rescue services and the uncertainty of the size of the areas covered by the fire, as well as non-obvious data on the number of people inside the shopping center created a situation of information entropy.

This was used by bloggers and other users of social networks. Without any reference to a specific source of information obtained in the virtual space, the figure of three hundred dead people started to spread. At the same time, it is significant that none of those who broadcast the claimed number of victims through various channels of mass communication was going to check or receive confirmation from official sources. For many media, regardless of their socio-political orientation, the tragic data became a tool of speculative influence on the audience in order to attract its attention. The line of distortion continued when, firstly, the audience began to express in public discourse its indignation about the alleged inaction and responsibility of the authorities and, accordingly, state structures. The distorted information about the number of victims played a role of a psychological detonator of the negative reaction of the audience. And, above all, in Kemerovo itself. The users of the Network demonstrated an accordingly sharp reaction in other regions of Russia. Almost for two days in the blog of Danila Kozlovsky, a famous actor, there was a post containing extremely negative vocabulary. Later, when the falsity of the relayed information became clear, Kozlovsky apologized to his audience and deleted the post.
It is also significant that 64 people were killed according to the official data. However, the authorities were able to report this figure, only a few days after the fire in the shopping center “Winter cherry”. The reason for this was primarily due to the complexity and duration of the rescue operation and the localization of the fire.

Thus, the prerequisites were formed for the media and journalists to allow the publication of unverified data and information and even fake illustrations in the public space. So, during the first days after the tragedy in Kemerovo the screenshots of pictures taken immediately after another fire was used in the Network as “illustrations” of what had happened. It happened on December 5, 2009 in the Perm nightclub “Lame horse”, which killed 159 people. The forgery, however, was identified quickly enough and disavowed. But the existence of the problem is evidenced by the very facts of such situations, typical for “fake journalism”.

Among the most striking examples worthy of theoretical understanding and scientific analysis in terms of the quality of objectivity, the authors can name the following serial false information incidents: “revelatory” TV films about the use of doping in Russian sports, the scandal with the “interference” of Russian hackers in the political life of the United States, the story of the poisoning of the Skripals, stories of chemical attacks in Syria. All of them quite clearly illustrate the dichotomy “objectivity-subjectivity” existing in the practice of modern media. Perhaps this scheme fits in with the strategy of having a certain name – noopolitics which was written about by Russian and foreign scientists [5, p. 46; 6; 7; 8, p. 177; 9].

5. CONCLUSION

Having considered the concept of objectivity as a factor of forming audience's trust in the information transmitted through various channels of communication, the authors come to the idea of its importance and the essential influence of the media on the formation of the audience’s potential adequate empirical reality of the picture of the world, the agenda. However, the technological development of the media sphere, the multiple increases in the speed and volume of distributed information are the objective circumstances of the journalists’ work, which form the risks of broadcasting not correct, incorrect, and often purely false information. The development of this situation is facilitated by the communicative model of the “journey” of information from the source to the audience, which was described by the in the proposed study. Ignoring the totality of objective and subjective factors influencing the activities of both the media and employees ultimately leads to the disavowal of the principles of reliability and objectivity in journalism.

The task of researchers and theorists of journalism as an anthropocentric sphere of professional activity is to identify subjective distorting effects and identify those areas of description and analysis of the problem of objectivity of information that could be used in the formation of relations between professionals of the media process and empirical reality without prejudice to both sides. Undoubtedly, the proposed study only states some preliminary outlines of the study of the declared scientific problems. For the further development of this direction, it is required to develop criteria of reliability and objectivity, as well as constant monitoring and permanent analysis of the media situation at different levels (region, country, world) and in connection with various types of eventual content.

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