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## **Transformation of Journalism and Advertising under the Influence of New Technologies: International Experience in the Context of Modern Trends in the Information World**

*The report analyzes the impact of the latest technologies on the transformation of journalism and advertising, examines international experience in implementing digitalization, artificial intelligence, programmatic advertising, and influencer marketing. It also describes current trends that are changing the information space, such as content personalization and interactive advertising campaigns.*

### **Transformation of journalism and advertising**

The modern world is in the midst of an ongoing information revolution with the rapid development of new technologies such as the Internet, artificial intelligence (AI), big data, blockchain and mobile platforms. Journalism and advertising, the main tools of the information space, are undergoing radical transformations under the influence of these technologies. The traditional models of media and advertising agencies can no longer meet the needs of the modern audience, and these industries are forced to adapt and integrate new approaches to effectively interact with consumers.

Today, the media industry needs professionals with broad knowledge, fluent in digital technologies and able to work quickly. This is due to the fact that, despite all efforts, higher education does not keep pace with the development of the media market, and teachers are not equally competent in all the achievements of society in the field of modern technologies and therefore do not include them in the educational process [1, p. 5]. A close relationship between education and professionals will allow to meet the needs of higher education and employers at the same time.

One of the most powerful catalysts for change in journalism is the proliferation of digital technologies. Traditional print and television media are increasingly being replaced by online publications, news platforms, and social networks. Major international media organizations, such as The New York Times, BBC and Le Monde, are investing heavily in digital platforms and using new tools to create multimedia content such as videos, podcasts and interactive articles.

Online publishing allows journalists to respond more quickly to events and the audience to receive information from various sources instantly. However, digitalization also poses new challenges for journalists, such as the struggle for user attention, declining advertising revenues, and competition from social media.

The presence of advertising on media websites is the result of the transformation of marketing functions and the development of communication technologies. The main reason for integrating advertising content into the online media system is the audience that trusts this content. However, users are becoming more demanding and selective in choosing the right content. According to a Nielsen Norman Group study, "users now pay attention only to useful elements (navigation bar, search

bar, headlines) to perform their tasks efficiently and often ignore blocks that do not contain the information they need." Advertising is a key element in this category" [2].

### **Artificial intelligence in journalism**

The introduction of artificial intelligence into journalism is transforming the media landscape: AI algorithms can process large amounts of data, analyze trends, automate news scripts, and even fact-check. For example, Reuters uses AI systems to analyze financial reports and create news stories, which reduces the time it takes to produce a simple news story.

AI is also used to personalize news content and increase audience engagement. For example, news aggregators such as Google News and Apple News use machine learning algorithms to select news that is relevant to users' interests.

### **Social media and citizen journalism**

The development of social media has changed the role of traditional media. Platforms such as Facebook, Twitter, and Instagram have not only become platforms for publishing news, but have also created an environment where anyone can become a citizen journalist. This has allowed a wider audience to participate in creating news and posting photos and videos from the field, but has also raised questions about the reliability of information sources.

The intense flow of information on social media can contribute to the spread of fake news. Therefore, professional media are increasingly focusing on fact-checking and fact-checking to restore trust in journalism in the face of information chaos.

### **Advertising transformation**

Advertising is also undergoing radical changes thanks to new technologies. One of the main trends is the personalization of advertising campaigns. By using big data and artificial intelligence algorithms, advertisers can better understand consumers and create personalized advertising offers that take into account the interests, behavior, and demographics of each user.

The use of the latest technologies in advertising communications helps to mobilize consumers. The interactive format of native advertising works in this direction. For example, the online magazine Platfor.ma, in cooperation with the EnglishDom school, has developed a test to determine the user's level of proficiency in a foreign language with further recommendations on how to overcome problems in learning a foreign language [3].

For example, Google and Facebook use data on user behavior on the Internet to target ads to the most relevant audiences. This approach makes advertising more effective, reduces costs, and increases the level of interaction with consumers.

### **Programmer-advertising**

Technologies are developing at an extraordinary pace, which contributes to the process of globalization and informatization of the world community. This rapid development has led to the emergence of a new type of media in Ukraine at the end of the 20th century - the Internet media [4, p. 21].

Programmatic advertising, i.e. automated systems for buying and placing ads, has become an important technology for many international brands. Programmatic allows advertisers to buy advertising space on various platforms in real time, taking into account the interests of specific users.

Programmatic also allows you to quickly change the settings of advertising campaigns, analyze their effectiveness, and optimize costs. Alibaba and Amazon, for example, widely use programmatic to manage their advertising platforms.

The development of social networks and content-sharing platforms has led to the emergence of a new trend in advertising - influencer marketing. Companies are collaborating with popular bloggers and opinion leaders to promote their products and services through real reviews and recommendations.

In addition, with the proliferation of modern digital technologies, journalists have become active users of online broadcasts of events via social networks. Live broadcasts from smartphones are used by the media to create large-scale first-person video reports on important events. In addition, master classes, important events in the parliament or government, and important briefings by government officials are often broadcast [5, p. 59].

For example, brands such as Nike, Coca-Cola, and Samsung are actively working with influencers to expand their audience and increase consumer loyalty. Influencers are closer to consumers than traditional advertising and can create content that builds trust and engagement.

### **International experience and examples of new technologies implementation**

The Washington Post is one of the leaders in applying the latest technologies in journalism. Its news automation system, Heliograf, uses artificial intelligence algorithms to create short news stories based on data analysis. This reduces the time spent on news writing, especially in sports and election coverage, where speed is crucial.

The international brand Coca-Cola actively uses augmented reality (AR) technology to develop interactive advertising campaigns. For example, at various events, the company presented an AR application that allows users to interact with virtual brand characters through their smartphones. This approach helps build a deeper connection with consumers and evoke positive emotions.

Companies such as Unilever and Nestlé are actively experimenting with blockchain technology to increase the transparency of their advertising campaigns. Blockchain can be used to track all stages of an advertising campaign, control costs, and prevent fraud. This is especially important in situations where the cost of digital advertising is growing and its effectiveness needs to be improved.

### **Conclusion.**

The transformation of journalism and advertising under the influence of new technologies is one of the most important processes in the modern information world. Digitalization, automation, personalization, and interactivity are changing the way content is produced and distributed, allowing companies and media to interact more effectively with their audiences.

International experience shows that the integration of the latest technologies is not just a trend, but a necessity for media and advertising agencies to succeed in the new environment. These technologies help to increase efficiency, reduce costs and create new opportunities for creative and commercial development.

## References

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