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HISTORIOGRAPHICAL ASPECTS OF THE USE OF INFORMATION AND COMMUNICATION POTENTIAL OF THE UKRAINIAN BLOGOSPHERE FOR HISTORICAL AND CULTURAL STUDIES

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The article reveals the history of formation, current state and peculiarities of the development of the Ukrainian blogosphere. The author analyzes the types of blogs and describes the source-study potential of the blogosphere for historical and cultural studies. The content of new online projects, which contains important information about contemporary history and culture, raises up-to-date historical and cultural issues.

Key words: Internet, internet services, blog, blogosphere, information, historical information, history sources, cultural studies.

Висвітлено головні етапи історії формування української блогосфери, охарактеризовано сучасний стан та особливості розвитку блогів та мікроблогів в Україні. Виділено аспекти, що визначають цінність контенту блогосфери для дослідника історичної та культурологічної тематики: видова різноманітність опублікованої в блогах інформації, що може бути і первинним, і вторинним джерелом інформації; актуальність інформації, що забезпечується регулярними публікаціями та оновленнями, архівуванням суспільно важливої інформації; збільшення кількості блогів, на яких обговорюється історична та культурологічна тематика; поява професійних блогерів, які стали своєрідним "лідерами думок", експертами з питань історії та культури. Обґрунтовано можливості та переваги комунікаційного потенціалу блогів, що: дають змогу постійно залучати цільову аудиторію та привертати її увагу до проблем розвитку української культури; забезпечують побудову емоційного зв'язку з читачем блогу завдяки особистісному аспекту інформації, яку публікують автори блогів, сприяють розвитку дискусії на актуальні теми історичної чи культурологічної тематики; генерують мультимедійний джерельний контент. Вибірку блогів та їхнього контенту для історіографічних досліджень історичної та культурологічної тематика запропоновано здійснювати з урахуванням таких характеристик: авторський підхід до інформаційного наповнення блогу; унікальність контенту блогу; чітко визначена тематична спрямованість блогу. Охарактеризовано контент нових тематичних онлайн-проектів блогосфери України, які генерують важливу інформацію про сучасну історію та культуру, розвивають актуальну історико-культурологічних проблематику.

Ключові слова: Інтернет, інтернет сервіси, блог, блогосфера, інформація, історична інформація, історичні ресурси, культурні дослідження.

The problem formulation. Exponential growth of electronic resources, observed at the beginning of the XXI century, opens up new perspectives for the development of research on historical and cultural topics. In the Internet, full sources of professional information for historians and culturologists are electronic copies of archival documents, scanned historical sources, databases with statistical information, archaeological and ethnographic expeditions, historic photographs collections, museum exhibits, electronic journals, virtual conferences. At the same time, the objectivity of research can be discussed only in the case that scientists consider all sources, real material related to the topic. In this context, the use of the opportunities of the World Wide Web, the information potential of various Internet services and the search for innovative ways of obtaining information is particularly relevant.

Such new approaches to socio-humanitarian research are already presented in the scientific works of O. Zhdanovich [1], A. Peleschyshyn and T. Belushchak [2, 3], N. Khymytsia [4, 5], J. Muna [6] and other. Among the foreign segment, which explores the peculiarities of searching for historical sources on the Internet, are the works of such scholars as Griffin Roger

[7], Graham Suzanne [8], Hensen Steven [9], Robertson Stephen [10].

The purpose of this study is to analyze the information and communication potential of the Ukrainian blogosphere, which, after the Revolution of Gignity, has become an important tool for awakening national identity, a culture retriever for modern Ukrainian society.

Research results. Blog (English blog, web log, "Network Magazine, or Event Diary") is a website whose main content is regularly added to the record, image or multimedia. The blog combines the functions of a personal diary and a glossy magazine that is hosted on the Internet. Unlike real diaries, which are read only by the authors themselves, online diaries are presented in a general overview. Like glossy magazines, blogs have brilliant individuality, original content and their readership. The author of the blog is a critic, editor-in-chief, journalist of the publishing house in one person. This is the person who creates his own journal, he himself writes and publishes the posts himself.

The main thing about blogging is the regular publication of new posts (from English Blogpost – "blog entry"). Each post is an event that has the same meaning as publishing a new journal number. Blog readers have the opportunity to discuss blog entries in the comments, can approve them or criticize them. Blogging can be in the form of text, audio recording or video. It is important that the material in the blog is author's, and its submission is unique.

In Ukraine blogs have appeared in the late 90's of the last century. The first blogs were small entries that regularly hosted Internet users on their sites. However, at the end of the twentieth century. blogging was done only by computer professionals who had their hosting and domain, had programming skills and design, and were able to pay for Internet access.

The accessibility and popularity of the blogosphere in Ukraine was primarily due to the possibility of using platforms that significantly simplify the process of blogging and cheaper access to the Internet. Thus, since 2005, the group of creative people and professional bloggers has come to replace techiners-programmers in the area of blogging.

By the end of 2009, according to Yandex, the Ukrainian blogosphere already numbered more than half a million blogs, of which active (that is, updated at least once every three months) was 15 %. [11 /2]. The most popular platform among Ukrainian bloggers is LiveJournal. In 2010, the number of blogs in livejournal, in the profile of which Ukraine claimed as the residence of the owner of the blog, was about 256 thousand [12 /3]. In addition, there are a number of blogs on other platforms – English and Russian (Blogger. com, LiveInternet. ru, Diary. ru, Mail. ru, Twitter); a stand-alone blogger community; and several communities on Ukrainian blogger platforms (Bigmir. net, Blox. ua, Meta. ua, Hiblogger. net, VKursi. com).

Among Ukrainian online publications, is very common the practice of creating blogs for their authors and well-known people. For example, blogs were opened by Correspondent, Ukrainian Truth, Novinar, and others. A separate blog platform for its supporters was created before the 2007 elections by the political force "People's Self-Defense" Yuriy Lutsenko. Own blogs also have Yulia Tymoshenko and Sergei Tigipko.

In May 2007, was launched the Blogoreader project, the first Ukrainian Internet project that highlights the Ukrainian blogosphere, its main events and news. In February 2008, the world saw a project, which is called the Ukrainian Blagoosphere. The purpose of this project was the development of the Ukrainian biosphere, and first of all its autonomous part: independent Ukrainian blogs created on their own hosts using a CMS like Wordpress or the like.

In April 2010, a blog project started on VKursi. com is the first Ukrainian network of authorized semi-closed blogs, as the registration of new users of VKursi. com is possible only through the electronic invitation of the actual contributors. Also, the network is allowed to register only under the real name and surname, prohibiting the reprint or publication of non-authoritative materials. VKursi. com is open to reading for unregistered users, while commenting is restricted to registered authors. Among bloggers VKursi. com is mainly journalists, writers, public activists, students and politicians from several Ukrainian regions. In October 2010, the blogosphere VKursiKom started exclusive chat-conferences with famous people of Ukraine, the first of which was a conference with political scientist, deputy chairman of the party "Strong Ukraine" Koste Bondarenko.

In October 2015, video bloggers from Ukraine on the YouTube site teamed up with a company of Ukrainian-language bloggers called "YouthTube (ЮС)". The purpose of YouthTube is to consolidate efforts to create quality entertainment content in Ukrainian, which in the future will be able to compete with Russian-speaking YouTube and Ukrainian bloggers who speak Russian.

The statistics of the modern development of the Ukrainian blogosphere are also positive. According to the latest data, the total number of blogs in Ukraine is over 1 million, of which about 200 thousand are active.

There is a positive dynamics in the growth of active blogs, and it was recorded that Ukrainians are the most active bloggers throughout the Cyrillic sector of the Internet. In addition, the relative indicator of the number of blogs and twitter that is conducted in Ukrainian is growing [13].

An important component of the blogosphere are microblogs (tweeters). This electronic resource is also developing rapidly in Ukraine. The number of twitter accounts in Ukraine is constantly increasing, with a growth of around 400 % per year. The main breakthrough in growth was in the period of EuroMajdan. Today, this social network has 430 thousand Twitter accounts. On Twitter that there are more Ukrainian-speaking users: 23 thousand Twitterers use the Ukrainian language or 29 % of the total. 10 thousand users (12.5 %) speaks only Ukrainian in twitter. Such an overwhelming popularity of blogging and microblogging in Ukraine is due to two main reasons: firstly, publishing information on the Internet through blogging is easy enough; and second, it is the instantaneous availability of published information on the Internet.

The value of the content of the blogosphere for the researcher of historical and cultural topics is determined by the following important aspects:

Firstly, the variety variety of information published in blogs. Filling blogs can be both a primary and secondary source of information for the researcher. Records, images, and videos hosted on these services may complement or refute certain information.

Secondly, the relevance of information. Blog is a website whose main content is regularly added and updated. This resource is a kind of live journal, archive of socially important information, which is important for the objectivity and professionalism of the study of historical and cultural topics.

Thirdly, after the Revolution of Dignity there is a significant increase in quality blogs. This kind of media has become an instrument for awakening national identity, a culture retriever for modern Ukrainian society. Throughout the years of independence, the Internet has never been so much written about history and culture as it is now. It is important to monitor and study such thematic information.

Fourthly, the blogosphere is increasingly becoming a matter for professionals, including the best experts in history and culture. Therefore, in many cases, blogging is a valuable analyst for objective scientific research.

For historical and cultural research an important source of information are the following types of blogs:

– personal (author, personal) blog, conducted by one person (as a rule, its owner);

– a collective or social blog maintained by a group of people in accordance with the rules that the owner specifies;

– photoblog, the main contents of which are photos;

– musical, the main content of which are music files;

– podcast and blogging – a blog, the main content of which is dictated and presented in the form of audio files, for example, MP3 files;

– videoblog, the main content of which are video files;

– a content blog publishing the original author's text;

– a microblog, the replica of which has short daily news from the users' own lives;

– a monitoring blog, the main content of which is the commented links to other sites or blogs;

– a quoted blog, the main content of which is quotes from other blogs.

By selecting a sample of blogs and their content, researchers should take into account the following qualitative characteristics:

– author's approach to information content;

– uniqueness of the content;

– clearly defined thematic orientation.

The communication potential of blogs also has several advantages:

Firstly, a blog is a platform for users (readers) involved with social networks, most of which are loyal to blogs, and not to official sites.

Secondly, blogging uses additional tools and methods of communication on the Internet that are not traditional for sites, but are best suited to the format of the blog.

Thirdly, a blog can be transformed into a resource with a sufficient amount of thematic content (which is regularly added) that is optimized for search engines, which allows you to constantly reach the target audience and draw its attention to the problems of the development of Ukrainian culture.

Fourthly, through blogs it is easy to build an emotional connection with the user (reader) due to the personal aspect of the information published by the authors of blogs and thus to expand the discussion on topical issues of historical or cultural subjects.

Fifthly, blogging allows you to generate multimedia source content.

The interactivity of blogging involves their ability to adapt to online behavior and the needs of readers. The reader takes a blog with broad opportunities for

interaction and self-realization, even if he does not use all the interactive channels. Such interactive blogging channels are: polls, comments, downloadable content. Interactivity provides an expansion of the reader's audience, promoting the content of the blogosphere, encourages readers to engage actively. Leaving a comment on the blog, the reader becomes a co-author of the blog, he complements or denies the author's opinion, evaluates the material, points to errors. Sometimes the comment even looks much more interesting than the blog article itself.

In the Ukrainian blogosphere, it is necessary to mention such online projects that, in our opinion, contain important information about contemporary history and culture of Ukraine, raise current humanitarian issues, tell about prominent Ukrainians and life in the regions (and not only in large cities). From the ideas of urbanism and "smart cities" to reviews of contemporary literature and reports on indie rock concerts – all in one collection:

The Ukrainians (https://theukrainians. org/ category/blog/) – online magazine about Ukrainians, created to promote contemporaries. In their publications, blog authors prove that Ukrainians are a successful nation. The stories published by The Ukrainians team introduce readers to the well-known and little-known names of contemporary Ukraine, their professionals and enthusiasts – about everyone who creates and develops contemporary Ukrainian science, art, culture and entrepreneurship. This blog discusses issues related to Ukraine and Ukrainians, and focuses on socially important topics.

Ukraïner (http://ukrainer. net/en/) – a major social-cultural and tourist media portal, launched by journalist, blogger, art manager and traveler Bogdan Logvinenko, with the aim of popularizing modern Ukrainian culture in text postings, photos and videos. The UkraC-ner team in its first release on the occasion of the launch of the project stated its ambitious goal – "to study and formulate, by means of careful research, who Ukrainians are". The Internet publication has sections: Places, People, and Food. Publications on UkraC-ner is a free-form story – long lines with a large amount of visual content (photos and videos). All content is published in seven languages: Ukrainian, Kazakh, Polish, German, Czech, English, Russian. In addition, a dictionary of words in each region of Ukraine is conducted.

Blogs are on the site Cultprostir (https://cultprostir. ua/uk). The purpose of the Cultprostir project is to bring culture to the attention of all segments of the population and institutions. Its founders create, implement and fully support civic cultural initiatives, artistic communities, educational projects, book publishing and film production. The public council includes authoritative public figures, musicians, artists, directors, producers, art managers and journalists who have created and successfully implemented large-scale cultural projects, have gained true professional success in the field of culture. Blogs on the site Cultprostir are conducted in Ukrainian and Russian, they cover 15 pages and only 177 articles on contemporary Ukrainian culture.

Varosh http://varosh. com. ua/ – is an online guide to Transcarpathia and its cities; magazine about culture, fashion, people, catering and rest, events, art, travel. Its name comes from the Hungarian word "város", which is translated as "city", and is an adapted version of Transcarpathian manner. Platfor. ma is an independent online magazine on innovation and culture, founded in Kyiv in 2011. Our readers are a creative class, active citizens, residents of big cities who want to evolve. We write about talented Ukrainians and their initiatives, best international practices, educational programs at home and abroad, innovations and reforms, the most interesting in art, science, business and technology, as well as events that should be visited.

Platfor. ma http://zeitgeist. platfor. ma/ – is an independent online magazine on innovation and culture, founded in Kyiv in 2011. The project, realized with the support of the Goethe Institute, tells about the main trends in business, culture, social responsibility and events in Kyiv and Ukraine. The blog is based on the information platform "Platform". The blog evolves a variety of topics about talented Ukrainians and their initiatives, best international practices, educational programs at home and abroad, innovations and reforms, the most interesting in the arts, science, business and technology, as well as events worth a visit.

"URBAN: About the city" http://urban. vn. ua/ – Internet-blog about Vinnitsa, its municipal history, infrastructure, architecture, urban planning, news on the arrangement of the urban environment and the main trends in its development in Ukraine and in the world.

Conclusions. Thus, the blogosphere, due to its mobility and accessibility, creates opportunities for the

rapid accumulation of diverse information. After the Revolution of Dignity, Ukrainian blogs have significantly upgraded their content, have become an important tool for the awakening of national identity, a culture retriever for modern Ukrainian society, therefore, these resources regularly publish primary and secondary sources of information on historical and cultural topics. Today, the blogosphere is an electronic "chronicle of events" that generates valuable historical and cultural content.

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