

ELEMENTE DE „ENTERTAINMENT” ÎN ONLINE MEDIA DIN REPUBLICA MOLDOVA

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Prezentul articol vine să evidențieze elementele de “entertainment” în presa online din Republica Moldova. Epoca informațională a reconfigurat esențial parametrii realității contemporane, aceasta fiind caracterizată prin inovație și performanță în sectorul digital. Prin urmare, odată cu dezvoltarea și extinderea mediului digital și divertismentul a căpătat teren, pe de o parte, având misiunea de a relaxa publicul, de al deconecta de la rutina cotidiană, iar pe de altă parte manifestându-se ca unul din factorii determinanți în asigurarea impactului și vizualizărilor materialelor de presă. Individul modern dă preferință mass-mediei, în special sectorului de divertisment, ca principal furnizor de informații menit să acopere timpul liber. Articolele axate pe distracție, evadare, ludic sunt cerute și apreciate de către consumatorii de produse mediatice. Articolul de mai jos cuprinde și un studiu de caz (3 luni) bazat pe analiza rubricii de divertisment a platformei mediatice www.ea.md.

Cuvinte-cheie: *jurnalism, informație, divertisment, mediul online, elemente multimedia, digital.*

„ENTERTAINMENT” ELEMENTS IN THE ONLINE MEDIA FROM THE REPUBLIC OF MOLDOVA

This article aims to highlight the elements of “entertainment” in the online media from the Republic of Moldova. The information age has essentially reconfigured the parameters of contemporary reality, characterized by innovation and performance in the digital sector. Therefore, with the development and expansion of the digital environment and entertainment has gained ground, on the one hand, having the mission to relax the public, to disconnect them from the daily routine, and on the other hand, it manifests itself as one of the determining factors . and in ensuring the impact and views of press materials. The modern individual prefers the mass media, especially the entertainment sector, as the main provider of information intended to cover leisure time. Articles focused on fun, escapism, playfulness are demanded and appreciated by the consumer of media products. The article below also includes a case study (3 months) based on the analysis of the entertainment section of the media platform www.ea.md.

Keywords: *journalism, information, entertainment, online environment, multimedia elements, digital.*

ÉLÉMENTS DE "DIVERTISSEMENT" DANS LES MÉDIAS EN LIGNE DE LA RÉPUBLIQUE DE MOLDOVA

Cet article met en évidence les éléments de "divertissement" dans la presse en ligne de la République de Moldova. L'ère de l'information a essentiellement reconfiguré les paramètres de la réalité contemporaine, caractérisée par l'innovation et la performance dans le secteur numérique. Par conséquent, avec le développement et l'expansion de l'environnement numérique et le divertissement ont gagné du terrain, d'une part, ayant pour mission de détendre le pu-

blic, de le déconnecter de la routine quotidienne, et d'autre part se manifestant comme l'un des facteurs déterminants pour assurer l'impact et les visualisations des documents de presse. L'individu moderne privilégie les médias, en particulier le secteur du divertissement, en tant que principal fournisseur d'informations destinées à couvrir les loisirs. Des articles axés sur le plaisir, l'évasion, l'espièglerie sont demandés et appréciés par le consommateur de produits médiatiques. L'article ci-dessous comprend également une étude de cas (3 mois) basée sur l'analyse de la section divertissement de la plateforme média www.ea.md.

Mots-clés: journalisme, information, divertissement, environnement en ligne, éléments multimédias, numérique.

ЭЛЕМЕНТЫ РАЗВЛЕЧЕНИЯ В ОНЛАЙН СМИ РЕСПУБЛИКИ МОЛДОВА

Целью данной статьи является освещение элементов «развлечений» в Интернет-СМИ Республики Молдова. Информационный век существенно изменил параметры современной реальности, характеризующейся инновациями и производительностью в цифровом секторе. Поэтому с развитием и расширением цифровой среды и развлечений он получил распространение, с одной стороны, имея миссию расслабить публику, отключить ее от повседневной рутины, а с другой стороны, проявляя себя как один из определяющих факторов в обеспечении воздействия и просмотров материалов прессы. Современный человек отдает предпочтение средствам массовой информации, особенно сфере развлечений, как основному поставщику информации, предназначенной для освещения досуга. Статьи, ориентированные на веселье, эскапизм, игривость, востребованы и ценятся потребителем медиапродуктов. В статье также представлен конкретный пример (3 месячный), основанный на анализе развлекательного раздела медиаплатформы www.ea.md.

Ключевые слова: журналистика, информация, развлечения, онлайн-среда, элементы мультимедиа, диджитал.

Introduction

The information age has essentially reconfigured the parameters of contemporary reality, which is characterized by innovation and performance in the digital sector; the development of new communication channels, algorithms and information search engines, new technologies and devices. All these have favored the transmission of different types of information without barriers, fastly and all around the world.

The digitization of information resources has led to the creation of a global information system, to which the individual wants permanently to connect, in order to be informed, to socialize, relax or even have fun.

Today, the Internet can be defined as a global system of interconnected computer networks, which reopen to consumers a new panorama of reality, the online environment is expanding, where information

is processed and archived in a continuous flow, and the forms and procedures of its organization, cooperation and integration in all spheres of human life are diversified.

“The Internet has changed and will continue to change the way of organization, development and functioning of economic, social, cultural, educational, political life. Thus, the emergence and development of the Internet led to the world changing in a fantastic pace, suddenly changing the world view and coercing to adapt our thinking and beliefs to the new trends and discoveries of technique, technology and innovation. The Internet connects us to the reality of world life, information flows at a fantastic speed, and the level of communication is high” [1].

Therefore, the online environment has infiltrated in almost all spheres of human activity, contributing to a multidimensional, fast and efficient communication, to the appearance of several information search engines, which allows the individual to be informed

and boned up on in an advanced and multisectoral manner, to social networks diversity, image storage platforms, videos, etc.

The general advantages of the Internet can be listed as:

- Easy access – by the push of a button, users can connect to sites around the world – 24 hours a day, 7 days a week. There is no limit for the available information. You can always find another site to visit.

- Stimulation – vivid colors, high speed, ease of use and interactive features make the Internet an exciting experience. Users can interact to stimulate social and intellectual exchanges, both as participants and observers.

- Anonymity – the inhibitions from real life are removed, because users do not know each other. They can be whoever they want to be. If users are unhappy in real life, they can create an ideal virtual life.

- Losing track of time - most Internet users confessed that they lose track of time while browsing the Internet” [2, pp. 417-423].

So, the peculiarity of the online environment emerges from accessibility, stimulation, speed, interactivity, anonymity, innovation and universality, all of which have produced changes at the macro and micro level. In this existential context, the media phenomenon adjusts its functional derivatives to the new global model of information distribution. Traditional journalism migrates to the online, and in a short time its impact becomes even more pronounced, and the accessibility, the fast-paced forms of dissemination of media products increases their interaction, access and distribution by consumers and even creates a relationship, a bond of cooperation between media and the audience.

“The virtual environment offered to media institutions new possibilities of interaction with the public, changing the ways of information, distribution

of information, images, but also receiving instant feedback” [3, p. 19].

Context

The online environment contributes directly to the “universalization” of the media product. This environment comes with vast possibilities, both in terms of information gathering and media content delivery. When the classic media was transposed into the virtual environment, it began to implement all the resources and facilities of online platforms, and this fact contributed on the one hand to the dynamism of the process of reception and rapid decoding of online discursive content, and on the other hand, it led to media convergence by diversifying the media product.

Researcher Mariana Tacu affirms that “New technologies have transformed the way journalism is practiced, today it tends towards a universal-multi-tasking journalist, able to write texts, take photographs, process images, record and edit video for the web, in narrow sense, to create integrated media products” [4].

Once the online environment develops and expands, the entertainment itself gains magnitude, on the one hand having the mission of relaxing the public, disconnecting from the daily routine, and on the other hand evincing itself as one of the determiner factors in ensuring the impact and views of media content.

The researcher E. Vlad in the work “Critical perspectives on cultural globalization” claims that “cultural goods transmit and express ideas, symbols, ways of life. They provide information and entertainment, contribute to the construction of identity and influence cultural practices within communities” [5, p. 69]. Therefore, entertainment delivers material to the audience in a simple and readable language that is easy to encode and understand.

The modern individual prefers the mass media, especially the entertainment sector as the main provi-

der of fun during leisure time. It brings to the public a different type of writing, one that is lighter, more dynamic, easy to perceive, distinctive for an audience with an average culture level. Articles focused on fun, escapism, playfulness are demanded and appreciated by the consumer of media products. “So, the entertainment sphere includes those programs with peculiar content, during which the public is informed and, at the same time, enjoys and relaxes. [6]

Entertainment, in addition to its direct roles, also has the role of educating, some entertainment materials exerting obvious educational effects, a fact that brings the entertainment function closer to the cultural one. Sometimes entertainment and culture merge, generating a kind of hybrid product of an entertainment-cultural nature. As a rule, they package cultural messages in entertainment specific forms of display.

In the analytical note “Social life and entertainment of Moldovans” [7], several aspects regarding the perception, allocated time, types of population entertainment, etc. are elucidated. This material was developed on the results of the Time Use Study, carried out by the National Bureau of Statistics, with the support of the United Nations Development Program (UNDP), the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) and the Government of Sweden within the UN project “Consolidation of the National Statistical System”. From the content of this study, certain valuable ideas can be selected, such as: “Moldovans allocate relatively much time to activities related to social life and entertainment compared to many European states. At the same time, the time allocated to cultural activities (attending theaters, concerts, cinema, etc.) is much less.”

In order to see the specifics of entertainment materials from the online environment, we will analyze the media platform for women, www.ea.md.

This platform is a specialized one, the target au-

dience is mainly women. Content such as: current information, lifestyle and career, development, success, recipes, psychology, creativity, health, beauty, fashion can be found on the above mentioned website.

In the menu of ea.md site there are 13 sections: News, Social, Entertainment, Relationships, Health & beauty, Lifestyle and Career, Romanian, Recipes, Psychology, Video, Vacation Editorial, Donate. At the same time, on the left side, on the top, there are links to Youtube, Facebook and Instagram pages. The interface of the site is attractive and presents several articles from various headings.

Between November 20, 2022 and January 20, 2023, there were published 145 materials in the Entertainment&Culture category (Fig. 1). These were written mostly by Daniela Daniela, Corina Moisei - Dabija and Ecaterina Cornea.

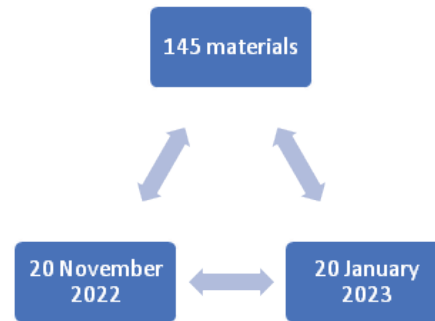


Fig.1. Number of materials published during the analyzed period

Source: Author.

We notice that most of the articles are classified as entertainment with an emphasize on international reality, therefore we will list some titles: “*A photo with the face of a little girl from Maramureş county is the most awarded; Education through the Book.* ”*Amazing Animals*” *Encyclopedia by Sabrina Weiss and Paul Davis; Movie recommendation: The Protégé*

starring charismatic actress Maggie Q; Santa Claus Has Arrived on Netflix!; The travels in the Middle East that inspired Agatha Christie's novels; Cast of Merlina: Meet the cast of the Netflix series; Shakira shows how to wear a blouse with a cut-out neckline; How does Eva Longoria choose her pants?; Movie recommendation: "Love Actually", a good movie to watch during winter holidays; 4 brilliantly weird series; Prince Harry and Meghan: Where do they get their money?; Cinematography! "Argentina, 1985" won the Golden Globe for Best Foreign Language Film; "Brave New World" - Aldous Huxley. The dystopia we live in; Michelle Yeoh won the Golden Globe for "Everything Everywhere". Could it be the next Oscar?". Topics covered include celebrities, TV and film, music, personal development, hobbies.

To a small extent, the national reality was reflected in the articles, making reference to the domestic film production "Carbon", with relevant title: "Come and meet the team behind the scenes of the film CARBON - the most watched Moldovan film so far".

Articles are accompanied by images, which range from one representative to 8-10 images included in the content. It should be noted that some materials are supplemented by video sections from the YouTube platform, which makes the material attractive due to visual elements.

It can be observed that the readers does not comment in the special boxes. Every material shows the information about author, date, month and year of publication, how much time is needed to read it, the common interval is 1 to 5 minutes. At the end of each article there is a keywords box and the possibility to share it on social networks, such as: Odnoklasniki, Twitter, etc.

Conclusions

Today, everything is oriented towards the online environment, and entertainment is a mechanism by

which the consumer's attention and interest are captured, offering them pleasant, "easy" content that do not require effort for assimilation.

In conclusion, the process of globalization and the development of information technologies have made possible the circulation of the media products, especially the entertainment one, through mass communication, causing a miscegenation between domestic and world cultural elements. Online media platforms capitalize on both national and international reality in this field. Therefore, we are currently witnessing a process in which the journalist, through the produced content, approaches the demands and interests of the consumer, and the consumer demands show and entertainment, "the introduction of a strong dose of "performance" in the information action and analysis of the actuality became a daily reflex" [8].

Following the analysis, we can conclude that through the convergence of classic and multimedia elements in the content, via dynamic platforms for information distribution, the journalist makes media representations, often starting from what international trends dictate (musical, cinematographic news, etc.), editing the text to the demands of the postmodern consumer.

Changes have occurred not only at the language and style level, architecture of the media material, but also at the level of methods of collecting and disseminating information, as much as the media product is also influenced by "entertainment".

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