

заўвагай трэба адказваць неаспрэчнай аргументацыяй, пацверджанай аўтарытэтнымі крыніцамі.

Пасля абмеркавання правак з аўтарам і дапрацоўкі твора рэдактар перадае рукапіс на вычытку. Пытанні, якія ўзнікаюць ў карэктара, павінен вырашыць вядучы рэдактар. Тэхнічны рэдактар уносіць праўкі ў электронны варыянт тэксту – і карэктар праводзіць зверку. Гэты працэс кантралное рэдактар, за якім замацаваны рукапіс.

Акрамя тэксту, рэдактар павінен ацаніць мастацкае афармленне будучай кнігі, бо менавіта ён найбольш дакладна ўяўляе сабе спецыфіку твора, разумее індывідуальнасць аўтарскай манеры, ведае асаблівасці чытацкага ўспрымання кнігі [2, с. 221]. Рэдактару неабходна прасачыць, каб ілюстрацыі былі цесна звязаныя з тэкстам: гэтая сувязь дапамагае чытачу ўспрымаць адзінства зместу і формы мастацкага твора.

Завізаваны карэктарам, мастацкім і тэхнічным рэдактарамі, зацверджаны вядучым рэдактарам і галоўным рэдактарам выдавецтва, рукапіс адпраўляецца ў друкарню.

Такім чынам, рэдактару трэба ведаць сутнасць і механізм выдавецкай справы, разбірацца ў працэсе падрыхтоўкі рукапісу да друку. З’яўляючыся вядучай фігурай у гэтым працэсе, рэдактар павінен здзейсніць галоўную задачу – выпуск кнігі, забеспячэнне патрэбнасцяў чытацкай аўдыторыі. А гэта магчыма толькі пры ўмове прафесійнай падрыхтоўкі і пастаяннага імкнення да ўдасканалення ведаў.

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## LIVE BLOGGING AS A POPULAR TREND IN ONLINE MEDIA

### Anastasiya Haritonova

Everyone knows what Twitter or blogs are. But if we combine timeliness of tweets and a form of presentation in web blogs, we will understand what live blogging is. Nowadays it has become very popular trend in online media. Thus live blog is a post which provides a textual coverage of an ongoing event. It is

very similar to live broadcasting on TV or radio, but in a textual form. For example, BBC uses the word “live text” for their coverage of events online.

Live blog always starts with one post which is constantly updated with a course of events development. It can be updated even by several authors. Journalists also widely use different kinds of media, including video, audio, photos in order to explain and reflect what is really going on.

It would be wrong to equate live blogging to TV and radio live broadcasting. Because blogs are used for coverage of specialized or one-time events while TV channels tend to provide every day live broadcasts on different topics.

Andrew Sparrow’s live coverage of the British Prime Minister's press conference in Afghanistan in 2008 can be considered a classical example of live blogging. A post is called “Gordon Brown - live in Kabul” and was published in online version of *The Guardian*. There was an official meeting between Great Britain Prime Minister Gordon Brown and Afghanistan President Hamid Karzai. The most important is that every paragraph begins with time when an event happened. For example, “9.55 AM: Gordon Brown is in Kabul this morning”. The journalist/blogger also shares some background information not only about the official visit, but about preparations and the Prime Minister’s mood. “It will be his first press conference since his summer holiday and he is also likely to face questions about the situation in Britain. As he made it clear talking to journalists on his plane yesterday, he's in fighting mood”. And later the author suggests clicking back on his post for live coverage as soon as the press conference starts.

Andrew Sparrow always makes references to his colleagues who worked with Gordon Brown during his visit to Kabul and he shares this information as well. Such resources as Sky and BBC News were covering that press conference live. So material from their coverage and photos from Agence France-Presse (AFP) were taken for the coverage of events.

The journalist always showed how other resources were broadcasting the ongoing conference. Sky was reporting that Brown's press conference had started, but that they couldn't show it live yet because of a massive sandstorm in Afghanistan. As we can understand, people couldn't get live news because of weather conditions. But the journalist from *The Guardian* was able to provide news every 5 minutes.

According to Sparrow’s words, Brown was pausing as he spoke to allow time for his words to be translated. It wasn't suitable for live TV, so *News 24* had given up.

Thus, I can point out that the journalist/blogger managed to provide live coverage of events and he did even more than TV. Andrew Sparrow added new information every 5 minutes and provided not only official facts, but the facts about mood, impressions and some quotations as well. While reading

that post I have got a feeling that I attended that conference too, because the journalist managed to create an effect of presence and in the real time.

*The Guardian* continues live blogging for special events. The section on its website is divided into different rubrics – economic blog, politics blog, health blog and so on. It is as well developed as the usual news coverage.

If we get back to today's live blogging in *The Guardian*, the main difference will be interactivity and using of social networks. The Internet has been developing too, because nowadays we can read full coverage in live blogging format where each paragraph is added every one or two minutes. When we read news posts by Andrew Sparrow, we see a lot of direct quotations and screenshots from Twitter, many pictures from agencies and videos from TV channels. One more important thing is that every reader is able to comment and discuss posts. For example, readers even asked question under the post headlined “David Cameron's Commons statement on Ukraine” and got answers from the author personally.

But today many journalists are not sure if live blogging is related to journalism. Matt Wells from *The Guardian* shares his point of view. He is wondering if live blogging is murdering traditional reporting or if it is the most important journalistic development of the recent years. “I should declare an interest. As the blogs editor of *The Guardian*, I am instinctively an enthusiast. They provide a useful way of telling stories characterized by multiple layers. They are open about the limitations of journalism and draw in the expertise of the audience – and even take input from journalists on rival publications”. But he also tells about negative things of this trend. Blogs require careful, continuous guidance to the story's main points. When comments run into the hundreds, they need overseeing and managing.

So we can point out the most important rules for live blogging are the following:

- to set events in the chronological order;
- to be careful and accurate in immediate facts;
- to collaborate with the audience.

The issue of live blogging in journalism is controversial, but my point of view is that such format of news coverage is very practical. It is possible to observe events in the chronological order, to get immediate information and even to find out exclusive facts which can be missed by other media. Moreover, it is interesting to read, because such format always creates the affect of presence.

Despite of social networks' development, when journalists can just use Twitter in order to provide live news, live blogging has not disappeared. It is still a popular trend in foreign online media.