СОПОСТАВИТЕЛЬНЫЙ АНАЛИЗ СОЦИАЛЬНЫХ И СЕЛФ-МЕДИА

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Термины селф-медиа и социальные медиа часто используются как взаимозаменяемые, но они представляют собой разные концепции В данной статье рассматриваются эти два явления в трех ключевых областях: владение и контроль, создание и распространение контента, а также вовлечение и взаимодействие аудитории.

Ключевые слова: селф-медиа; социальные медиа; владелец; аудитория; управление.

ANALYSIS OF THE DIFFERENCE BETWEEN SELF-MEDIA AND SOCIAL MEDIA

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Self-media and social media are two terms that are often used interchangeably, but they represent different concepts with their own characteristics, functions, and impact on society. This paper will explore and compare the two phenomena

in three key areas: ownership and control, content creation and distribution, and audience engagement and interaction.

Key words: self-media; social media; audience; ownership; control.

Self-media, also known as «citizen media» or «personal media», are private, civilian, mass and autonomous communicators. They use modern electronic means to communicate normative and non-normative information to an unspecified majority or specific individuals in new media forms. Autonomous media is a way for the masses to provide and share their own facts and news by connecting to the global knowledge system through digital technology. Self-media content covers a wide range of areas, including news, education, entertainment, lifestyle, etc.; compared with traditional media, the production and distribution costs of self-media are lower and easily accessible to a wide range of Internet users [1].

OWNERSHIP AND CONTROL

SELF-MEDIA: In self-media, individuals have complete ownership and control over the content they produce, including format, style, and distribution channels. Platforms such as personal blogs, YouTube channels, podcasts and self-published books are common examples of self-published media. One of the main advantages of self-publishing is the autonomy it offers creators. They are not bound by the editorial guidelines or commercial interests of traditional media and thus enjoy greater freedom of expression and creativity. In addition, selfmedia enables individuals to share their views, expertise and stories with a potentially global audience, thereby democratizing the process of content creation and dissemination. It may be difficult for individuals to gain visibility and credibility, especially in a saturated online environment [2].

SOCIAL MEDIA: Social media platforms are digital spaces designed for social interaction, content sharing and community building. Unlike self-published media, which emphasizes individual ownership and control, social media is characterized by collective participation and networked distribution. Popular social media platforms such as Facebook, Twitter, Instagram, and TikTok facilitate the creation, sharing, and consumption of user-generated content within broad online communities. While users retain a degree of control over the content they post on social media, the platforms themselves exert significant influence over the visibility, reach, and review of user-generated content. Additionally, social media companies enforce community

guidelines and terms of service to regulate user behavior and content, which often leads to debates about censorship, privacy, and digital rights.

CONTENT CREATION AND DISTRIBUTION

SELF-MEDIA: In self-media, creators have complete control over the content they produce, allowing for different formats, styles and topics. Individuals can customize the content according to their interests, expertise and target audience. In addition, self-publishing creators have the freedom to experiment with different creative techniques, storytelling styles and production values without external constraints. In terms of distribution, self-publishing creators often rely on multiple channels and platforms to reach their audiences. Personal websites, social media profiles, email newsletters, and online forums act as distribution channels for disseminating content and interacting with followers [3]. Without the network effects and recommendation algorithms built into social media platforms, creators must invest time and effort to promote their content, build communities, and foster audience engagement.

SOCIAL MEDIA: Social media platforms simplify the process of content creation and distribution by providing users with intuitive tools and features for sharing text, images, videos and live streams over the web. In addition, social media platforms often prioritize visual and interactive content that is easy to consume and share to meet the preferences of modern audiences. One of the key strengths of social media is its built-in amplification mechanisms that allow content to spread quickly through likes, shares, comments and retweets. Algorithms prioritize engaging and relevant content, exposing it to a wider audience and increasing its potential reach and impact. Additionally, social media platforms provide creators with analytics and insights to track the performance of their content, identify trends, and optimize their posting strategies accordingly [4].

AUDIENCE ENGAGEMENT AND INTERACTION

SELF-MEDIA: audience engagement is the cornerstone of self-media, as creators rely on direct audience interaction and feedback to develop loyal followers and build a sense of community. Selfmedia creates a more intimate and personalized connection between creators and audiences. Through comments, messages, and forums, creators can engage in meaningful conversations, address audience questions, and incorporate audience feedback into their content creation process. Additionally, self-publishing allows creators to build their brand image and niche audience, catering to specific interests, demographics, and preferences. In addition, self-publishing creators

have the flexibility to experiment with different monetization strategies, such as crowdfunding, merchandising, and premium content offerings tailored to the needs and values of their audience.

SOCIAL MEDIA: Audience engagement on social media is instantaneous, viral, and scalable because users can interact with content in real time and share it instantly across the network. Features such as liking, commenting, sharing, and direct messaging enable users to express their opinions, reactions, and emotions in response to content, thereby fostering a sense of social acceptance and belonging. In addition, social media platforms facilitate peer-to-peer interactions and group dynamics, allowing users to form communities, join groups and participate in collective activities based on shared interests and identities [5].

CONCLUSION: The difference between self-media and social media lies in their underlying purposes, structures, and dynamics. While self-media emphasizes individual autonomy and self-expression, social media revolves around networked communication and social interaction. Self-media platforms enable users to establish their personal brands and cultivate niche communities around specific interests or identities, whereas social media platforms facilitate broader social networking and information sharing among interconnected users.

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