

ICONOGRAPHY IN THE JOURNALISTIC BLOG ITEMS

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ABSTRACT: *THE JOURNALISTIC BLOG HAS BEEN RESEARCHED BOTH AS AN UPDATE OF TEXT IN THE DIGITAL MEDIUM AND AS A TEXTUAL AND DISCURSIVE ARTIFACT THAT INSTITUTES A NEW CULTURAL RELATION BETWEEN RECEIVING AND EMITTING INSTANCES AND TEXT AS A PRODUCT OF HUMAN ACTIVITIES.*

Keywords: *JOURNALISTIC BLOG, DISCOURSE, DISCURSIVE GENRE, EDITORIAL, HYPERTEXT, HYPERLINK, INTERACTIVITY, TEXT.*

If until the late 1970s there was a general feeling that the impact of the computer shall be limited to scientific and technical fields, today, we see that this mechanism and the accompanying technologies are able to revolutionize itself the way our civilization creates, stores, and transmits the information. In the end, this revolution will affect the most important instrument invented by man to build up their knowledge, to develop an image of self and the surrounding world: text. And how it exists only in relation to the transformations undergone by reading text will have repercussions on the reading, as an activity and the process of interpretation, in the same manner as the latter will lead directly to the emergence of new forms of textuality. These forecasts from observations, often trivial, how the digital environment navigation represents a different experience of reading a newspaper or a book, and accessing and reading u ... Experience honors-level material, extrapolated to the cognitive, amounted to a first step of the work about the numeric text, an argument strong enough to oppose the text and Hypertext in a triple perspective: structural, functional and comunicatională. Scientific discourse about hypertext was formed from material appearing in a context of rupture with the universe of the book and written/printed text. In the works of Paul Lévy, a fervent supporters of hypertext, it was regarded as a revolution that will upset not only the reality of writing and printing, but also the way in which people communicate and think [1]. Without denying the merit of these pioneering works in the field, I'm going to start my research on the hypothesis that between text and Hypertext can identify many elements of continuity. This will allow us to develop hypertext features and compelling, with its own principles, as an evolving form in relation to the means and forms of the text written on it has known to mankind for centuries. I would like to illustrate the importance of historical perspective in addressing the phenomena of text and Hypertext, by an example taken from the hindi language. This, in our opinion, demonstrate the extent to which content and support, when we refer to the text

have been contaminated at the semantic level, to produce phenomena that transcend the framework of metonymy figure of style and set up as independent meanings. Thus, in hindi there are more words to refer to a book, including "pustak", "granth" and "kitab". Although these words are used without making any difference, their origins, Sanskrit and Persian, are, however, closely linked to the evolution of the medium and contents. The word "pustak" probably evokes the idea of the book: he makes reference to the engraving symbols in clay. "Pustak" derives from sanscritul "Pandit" which means "manuscript", but also "modeling in clay". The word "granth" is part of a semantic field is totally different. It derives from the Sanskrit verb "granth", to "unite" or "bind", even a "connect" or "trap". A sense that covers less than the binding of manuscript pages, and rather to chaining words or lyrics. This trapping phenomenon or knitting, yarns of a canvas, as well as to the origin of "textum" or "textus", from which also derived forms in Romanian, French, English, German etc. I brought these etymological details to justify, to some extent, the history of the text and the incursion of the book, in which mankind is confronted in various forms, with an object, a process and a product. Also, our goal is to demonstrate that with the changing of the object, the mount, producing a string of consequences and on the process and the product. These are inconceivable outside interaction with two actors who have decisive roles in the process, the actors whom we'll call, at this stage, the transmitter and receiver. To specify the nature of the relationship between the concepts of Hypertext and the journalistic blog, we would like to urge that the term "Hypertext" is characterized by a semantism what meet the concepts of "method", "technical", "system" or "document", in a Quaternary structure which designates more than one reality: a program for creating and reading hypertext, a document encoded in Hypertext, a mechanism for access to information and a model of its structure. Blog as a product designed for numeric, enroll in this logic of the technical functioning of the computer object is created by means of: a hypertextual program, can be accessed using a hypertextual mechanism, represents a document encoded in Hypertext, being, therefore, organized the hypertextual. The subject of our research allows a decomposition in two areas as follows:

1. Blog-membership in the class objects hipertextuale published in the global network, which is characterised by dated entries arranged in reverse chronological order, so the most recent posting will occur in the first place. Typically, blogs are published by individuals, and their style is personal and informal; [2]
2. Journalistic-membership of a socio-cultural domain analysis and dissemination of information, investigative methods and forms of its expression; Sintagmatic, these dimensions create a unique object identification among other objects with hipertextuale who are in relationships which hates paradigm, either numeric product level (site, forum, chat, etc) or at the level of field of specialization or in idiomatic terms.

Design a journalistic blog is an experience based on recipient, unlimited resources available to it and on the report that the author wants the public to build it with his message. Hypertext and hiperlectura possible relationships between the transformed images, sounds and texts associated with it, in a non-linear manner, both through electronic connections, and the connections between an attainable number ilimitat of electronic texts. The link becomes the fundamental notion of this new textual framework. Managing the connections becomes a form of advanced segmentation in the reading unit. Even if the addressee retrieves formally familiar elements in the Organization screen, writing the experience triggered by reading an object held hypertextual cannot be assimilated to a kind

of unequivocal support. The recipient itself decide the path they will follow, in a manner of materialisation of intertextualității. Blogs are one of the newest and most popular forms of communication and publication on the Internet. Originally called weblog, in the language of the country of origin, the United States, the English expression "web log" (Journal on the Internet), their name evolved into its current form by Apheresis blog form used in Romanian language. The blog is a discursive form deeply marked and shaped by the era in which he appeared, mid-' 90s, the era of high-technology. Form and content of them, and their popularity, was directly linked to the evolution of platforms for blogs and content management systems. From a few dozen in the period 1996-1999, the number of weblogs has climb up to 156 million, turnover in February 2011 by Blogpulse search engine and analytical system dedicated to blogging. This quantitative and technological evolution has led to displacement of axes of interest in blogging. Thus, from the first blogs in style filter, constituent of which he was the link to the Internet, information considered relevant or interesting to the author of the blog, and certain ideas, comments expressed by him on this issue in question, it was switched to blogs, Diary-style that can contain any kind of information in any area. However, as their name indicates, this is reflected through the prism of their own experiences and values. At present, heterogeneous mass of blog-type productions can be characterised and defined in the following manner: a publication on the internet that contains regular articles and/or with continuous update. As a rule, are not updating in-line editing of existing text, but the additions of new texts, like a log book, all contributions being displayed in reverse chronological order. The canonical form of an article or blog post, contains actual text, title and date/time. Only recent articles appear on the main page of the blog, the other posts are kept in the archive. Normally, this kind of publications are accessible to the general public. Blogging goals varies widely, from personal diaries to the "weapons" of political campaigns, advertising, media or institutions of various commercial companies. Blogs are distinguished and according to the author-from one to a whole community. The popularity of weblogs and their market penetration of online journalism was linked to two important factors. The first of the many technical innovations that have resulted in a considerable simplification of the publishing practices on the Internet-the second ideological in nature.

Opening a dedicated blogging space within the online publishing of newspapers, magazines, news portals, or on its own, and has a value of modernity and topical. The possibility of "journalist" to express themselves in a submissive frame less editorial and material constraints imposed on one side of the editorial policy of the media institution, and on the other hand the limitations of paper, and shall be entered in a strategy for the renewal of journalism. In the spirit of this strategy is being exploited and interactive component of the blog, the dialogue with the reader. As I mentioned above, the number and diversity of the blogging creates a mass of highly heterogeneous content. What traditionally is designated by "journalistic blog" is a community of online objects that vary significantly depending on many parameters, derived both from the practice of journalism and its institutional character. One of the most interesting developments of textual objects recorded in the digital environment is their Visual size. Paraverbal elements such as color, printing or iconic, invades the scriptural, creating effects of syncretism or rather producing disonanțe. Study of the relationship between image and text within the journalistic blog is based on a string of findings and assumptions, among which we can highlight the following: 1. Blogs institutional practices inherit journalistic juxtaposition of text and

image, characteristic "text mosaic" performed in the workspace of the newspaper; 2. the relationship between text and image is all the more relevant, as it is not just the aesthetic effects and referential information and rhetorical relations; 3. Content Management Systems, which enabled them to create a blog, allow a simple and rapid manipulation of text and image, and does not require special skills, which contributes to the syncretic forms generalize multiplication and text-image; 4. Visual Component constitutes one of the basic elements in the identification of the bloggers in relation to other numeric content, the discursive operation. The relationship between text and iconic was expressed by the term "iconotext", proposed by Michael Nerlich and Reinhard Kruger, in 1985, to define the poetic opera in particular where several means of expression, nonverbal and paraverbal, contributes to the Organization of a syncretic substances. Today through the "iconotext" means the synthesis of text and illustration, of legend and photography, between Word and image, etc., realizing the Visual-cognitive transpoziții from text to image, and vice versa, in the semantic and syntactic expression. Having its beginnings in popular lines, blogging has already managed to transcend their origins and evolve into a new journalistic genre, one that holds all the necessary elements to become the main driving force of the modern sites of news. The popularity of weblogs and their market penetration of online journalism, was generated by two important factors. The first of the many technical innovations that have resulted in a considerable simplification of web publishing practices, namely thanks to content management systems. Second, ideological in nature, has its origin in a conception about the Internet Law Group devoted to individual expression, in a democratic and cooperative climate. By virtue of these ideological and practical benefits, many media institutions and social actors, have delayed to recapture this form of media to integrate their own editorial an offer. Opening a dedicated blogging space within the online publishing of newspapers, magazines, news portals or on its own, and has a value of modernity and topical. The journalist's ability to express themselves in a submissive frame less editorial and material constraints imposed on one side of the editorial policy of the media institution, and on the other hand the limitations of paper, and shall be entered in a strategy for the renewal of journalism. Correspondence between text and image can be assessed in relation to the management of the grounds, themes, etc. between the scriptural and iconic. At the same time, this congruence can be studied and discursive genre according to which belongs the occurrence of communicative, and not as a last resort, according to textual typology related to the functions attributed to the genre in question. The journalistic blog is already stable enough to allow such a typological and functional interpretations. This stability, in our view, and has been obtained thanks to a high degree of congruence between the functions carried out by the blog (narration, explaining and rationale through the prism of a personal optical) and the media paths, particularly through genres devoted to editorial and comment as to which they are assigned mostly a function of interpreting the information. It is known that journalistic texts, including those that make blogging, content does not reflect a reality with unique and immutable, meaning not a restore in transparent forms of language (select rhetorical forms that will influence the meaning thereof) and have the sole purpose of informing (the information is geared for a strategy of influencing the receptor). In other words, the messages conveyed by the media have in addition a function autoreferențială, and one of persuasion, which make information [3]. This strategy of persuasion, the media is even more marked in blogs with journalistic as they offer considerably more space and freedom of expression than a

traditional newspaper pages, be it electronic, and turning it into a soapbox from which the author can promote ideas, projects, predictions of a dual desire of demarcation and formation of a mass of supporterson the one hand, from the perspective of the newspaper/magazine which they represent, on the other hand the desire for self-promotion of his own creation, journalism, in the context of a major competition in a field that opposes both professionals and amateurs. In some fields of specialization of the journalistic blogging, such as that of a cultural event, these strategies involve a economic facet: a particular show/concert/array X, a book/exhibition/Y architecture are potential artistic market products. Write in elogioși terms, or on the contrary denigratori, about them, and the Knower be disinterested, already constitutes a major part of a recommendation to readers for consumption. Tony of classical music will find a blog from the field as a guide, with the only difference that it is more interactive, and offers him the opportunity to share their own impressions, unthinking etc. At this second level of impact, the blog appears to us as a very democratic media tool, though at a first stage, the author-reader relationships are less balanced. Synthesis of text and image brings its contribution in this context. The exploitation of the image within the text represent a traditional journalistic procedure that has established itself in recent decades. This phenomenon is explained by the modernization of technologies and devices for handling of iconic material, as well as a succession of information in the field of newer practices. The journalistic blog by harnessing this type of iconographic information, cultural practices in the tradition of the print media. In descriptive perspective, the blog can be approached as a techno-textual entity having faced " difficult of expressions which are different in another language that his native one and where weren't specific terms for some Romanian words" [4]. The synthesis of image and Word creates a complex language, devoted to the promotion of the blog as a blog-product and content, editorial content, based on verbal-iconic strategies polisemantice [5]. The journalistic blog Iconotextul is a relational dynamic entity related to the structure of the blog, both at the level of product integrity, and at the level of entries (postings themselves). The roles of text and image are manifold, arising from the perspective adopted in analyzing them, the functions entrusted to them, like the discursive function. As part of this research, we set out to determine how reports can retrieve text and image in the light of the interpretation function that causes the journalistic blog grosso modo as discursive practice journalism. Discursive consistency of iconotextului proved to be conditional on a clear balance between verbal and iconic, these two components determining the and on the assumption each other, creating an additional meaning.

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