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ABSTRACT

of the dissertation for Doctor of Philosophy degree in Philology

**CHALLENGES OF THE IMPACT OF NEW TECNOLOGIES
ON AUDIOVISUAL LANGUAGE AND TV FORMATS**

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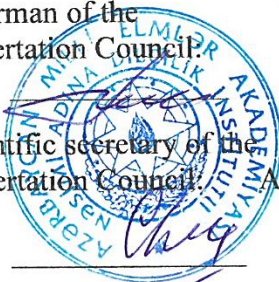
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INTRODUCTION

Relevance of the theme and degree of elaboration. The advent of the Internet and the rapid development of information technology have led to structural changes in the media system. Traditional media: press, radio, in particular television (TV), started not only competing with new media (Internet publications, IPTV, Internet broadcasting, mobile TV), but also merging and integrating with them, which led to the formation such a concept as “convergent journalism”. Convergent journalism is a concept that unites traditional and new media the environment, where information is distributed and consumed in different ways, and where journalists must be willing to work in different formats and on different platforms to reach audiences who use different sources of information. In addition, convergent journalism allows journalists to use different sources of information, including citizen journalism, which contributes to more comprehensive coverage of events.

However, convergent journalism also poses challenges to traditional media. Competing with new media and changing consumer habits requires them to adapt and innovate. Traditional media must be able to use new technologies and adapt to new formats to remain competitive. Thus, convergent journalism is the result of the evolution of media and requires journalists to be flexible and adaptable in order to successfully work in the modern information environment.

In Azerbaijan, the process of convergence has recently begun, over the past 20 years, there have been significant changes in the activities of TV. This process was facilitated by the rapid development of the Internet, as before the global Internet reached the mass consumer of information services, television was the most important means of influencing public consciousness. And now all over the world it plays a serious role in shaping public opinion, mass behavior, stereotypes, tastes, fashion and moods in society. A fundamentally important stage was the resolution of the Cabinet of Ministers of the Republic of Azerbaijan in 2006, decision on the advisability of implementation of European digital television standard DVB-T in the territory of the

republic, and the *“Program on implementation and development of DVB-T digital TV broadcasting system in the territory of the Republic of Azerbaijan”* was approved by resolution of the Cabinet of Ministers 2011¹.

The changes taking place in the media sphere have also had an impact on the structure and content of television productions; traditional formats are being improved and the new ones appear. The development of information technology has given rise to new types of media - “new media”, which have become the main competitors of traditional media. Technical transformations in television and the impact of digitalization lead to the television audience surrendering the traditional format in favor of Internet broadcasting. Therefore in fierce competition with new media today's Azerbaijani television companies open Internet sites, a public page on the social networks Facebook, Instagram, Tik Tok, and on the YouTube service are launching cable television in order to maintain their audience. Some Azerbaijani TV channels, including AzTV CJSC, public İctimai TV, Real TV, satellite Baku TV and others, carry out Internet broadcasting, thereby allowing viewers to watch them online.

This research describes the processes taking place in the Azerbaijani television space under the influence of technological conditions. Today it is clearly visible that during the transition to digital standards of television production and broadcasting, specialists have to study new realities and apply new technological changes in their activities. Improvements in technology also have an impact on the creative work of TV journalists and correspondents. Changes are taking place in the format of programs broadcast on television channels. In place of old programs, more modernized products that meet current requirements are being watched on television screens. Thanks to digitalization, the quality of sound and image, audio visual transmission of information has improved. Digital technologies have opened up a lot

¹ Azərbaycan Respublikası Nazirlər Kabinetinin 274s sayılı 13.09.2006-cı il tarixli sərəncamına əsasən, respublika ərazisində rəqəmli televiziya yayımı üçün DVB-T Avropa standartının tətbiqi və Nazirlər Kabinetinin 26 sayılı 10 fevral 2011-ci il tarixli qərarı ilə “Azərbaycan Respublikası ərazisində DVB-T rəqəmli televiziya yayımı sisteminin tətbiqi və inkişafı Proqramı”nın təsdiqi.

of opportunities for TV viewers. Today, through various devices, it has become possible to watch TV channels on mobile phones, tablets, laptops, etc. In Azerbaijan, the process of the impact of new technologies on audiovisual language and television formats has not been sufficiently studied.

This study depicts the process of convergence, taking place in Azerbaijani television as well as the problems of the impact of technological conditions on television creativity and the problems of new formats in the Azerbaijani television environment. While conducting academic scientific researches, it was revealed that this theme has not been thoroughly studied in our country. In the study, special mention should be made of the work of academician R. Aliguliev and such researchers as prof. N.Ahmedli, prof. J. Mammadli, prof. G. Maharramli, prof. A. Mamedli, E. Kuliyev, G. Veliyev, A. Aslanov, V. R. Rafik oglu, Ziferoglu, Z. Mamedli, A. Nesirova, A. Kerimova, A. Bashirli, Kh. Huseynova, S. Khalidoglu, U .Ragimova, O.Gunduz, H.Agalieva, T. Ismailova, M.Alizade. In developing the dissertation, the author turned to the scientific works of foreign researchers, in particular, the Russian ones, such as Kuznetsova G.V., Tsvik V.L., Korkonosenko S.G., Kachkaeva A.G., Kiriya I.V., Lazutina G. .V., Baranova E.A., Oleshko E.V., Khlyzova A.A., Shesterkina L.P., Zasursky Ya.N., Zasursky I.I. and many others. The works of McLuhan M., Allan S., Dewze M., Moran M., Malbon A., Quinn J., Fillak V., Pavlik J., Hiebert R., Noam M., and others have been mentioned among the English researchers.

The object and subject of the research. The object is the impact of new technologies on television production, studying the process of convergence of Azerbaijani television and its merger with new media. The subject is planned to study the transformation of the monomedia environment of traditional media (using the example of television) into a multimedia one. The influence of digital technologies, the emergence of “people's journalism”, the activities of a journalist in a multimedia editorial office, the interactivity of television, and the interaction of television with social networks will also be considered. The subject of the study is the transformation of the activities of the system of modern domestic television channels (AzTV, İTV, Space

TV, ATV, ARB TV, Khazar TV, ARB 24, Real TV, Baku TV, and the discontinued ANS TV and Lider TV).

The aim and tasks of the research. The aim of the dissertation is to examine a wide range of issues related to technological conditions affecting the activities of television, ongoing changes in the content of the products offered and the emergence of new formats in domestic television. With the help of surveys, statistical data, interviews and data obtained through specialized sites involved in the study of television audiences, certain results have been obtained. The following tasks contribute to achieving the following:

define the essence of the concepts “convergence” and “new media”;

- determine the impact of digitalization on television production
- consider the problems of the impact of technological conditions on television creativity;

- study the stages of formation and development of the process of multimediatization and digitalization in Azerbaijan;

- analyze the role of convergent journalism in the information space;

explore the emergence of new formats in the field of domestic television;

- identify ongoing changes in the structure of television products offered;

- consider the transformation of a journalist’s activities in a convergent editorial office;

- explore the advantages and disadvantages of new media;

- consider program formats in new technological conditions.

The research methods. The theoretical and methodological basis of the study includes the following methods: description, comparison, juxtaposition, introspection. In the dissertation have also been the statistical method and the method of collecting facts were used. Publications of famous Azerbaijani, Turkish, Russian and other foreign authors mentioned above create the foundation of this research and show to what extent the process of introducing new technologies into the activities of Azerbaijani television is developing.

The main provisions of the defense:

- in the process of multimediatization and digitalization, television merges with new media, a process of transformation of television formats is observed;

- under the influence of technology, colossal changes are taking place in the work of television, television employees have to adapt to new conditions, so specialists need to study the modern transformations underwent in the work of the audiovisual sector;

- traditional media actively use social networks “Facebook”, “Instagram”, “X”, “Tik Tok”, Telegram messenger, YouTube video hosting in their activities;

- due to new technologies, viewers watch television programs at any time using new devices such as mobile phones, iPad, iPod, etc.-changes are taking place in the format of broadcasts. TV companies are present programs integrated with the Internet;

- News broadcasts take advantage of new technologies. Infographics are increasingly being used;

- during the coronavirus pandemic, Azerbaijani TV channels used platforms such as Zoom and Skype on air; changes in broadcast formats were also reproduced during the 44-day Second Karabakh War.

Scientific novelty of the research. It lies in the uniqueness of the dissertation itself, as the impact of technology on the television process and such concepts as convergence, digitalization, multimediatization are quite new phenomena in the field of theoretical journalism, so this research will be studied for the first time in Azerbaijan. According to most experts, convergent forms of mass media and technology are still in the embryonic stage. The process of media convergence has recently begun and at present, it is impossible to predict what will happen to it in 20 years, but today we can definitely come to the conclusion that convergence is the most important trend of the present and even more so of the future. In view of the ongoing transformations in the media sphere, the applicant plans to consider the transformation of traditional television into multimedia, which determines the scientific novelty of the research being studied.

The theoretical and practical significance of the research lies in the fact that its results make a certain contribution to the work being

studied. The dissertation forms an idea of modern technological progress in the field of television and innovations in the development of television formats, the processes of multimediatization and digitalization of Azerbaijani television. The practical significance of the work is that the findings and results of the study can be used by researchers in this direction.

Approbation and application. The main results of the dissertation research were presented in articles published in scientific collections recommended by the Higher Attestation Commission under the President of the Republic of Azerbaijan, at international and interuniversity scientific and practical conferences. Among the international scientific and practical conferences we can mention “Journalism 2015”, “Journalism 2017”, “Journalism 2020”, “Journalism 2021”, “Journalism 2022” “Journalism 2023” held at the Faculty of Journalism of M.V. Lomonosov Moscow State University in Moscow and the international scientific conference “Media in the modern world. Young researchers”, held in March 2021 at the Institute “Higher School of Journalism and Mass Communications” of St. Petersburg State University. The author of the dissertation made oral presentations on the topic of research in the relevant sections and round tables, where the presented reports were approved with interest. A number of articles have been published in local and foreign journals.

This dissertation can be used as a teaching aid for students at the Faculty of Journalism, in particular for those studying convergent processes in television.

The name of organization where the dissertation has been accomplished. The dissertation was carried out at the Department of Multimedia and Electronic Communication, Faculty of Journalism, Baku State University.

The total volume of the dissertation with a sign including a separate volume of its structural units. The research consists of Introduction (13876 conventional signs, 9 pages), three chapters (Chapter 1 - 85206 conventional signs, 60 pages; Chapter 2 - 52916 conventional signs, 37 pages; Chapter 3 – 83610 conventional signs, , 56 pages; Conclusion - 8216 conventional signs, 6 pages) and the list

of references. The total volume of the work is 243.828 conventional signs.

Main content of the research

The “**Introduction**” of the dissertation explores the relevance of the topic, elucidates the goals and objectives of the research, clarifies the object, subject and methods of this work, and also discusses the theoretical and practical significance of the research.

The first chapter, entitled “**The Convergence Process and New Trends in Television Journalism,**” consists of four paragraphs. The paragraph “*Modern television in conditions of convergence and “new media”*” clarifies how the activities of television are changing under the influence of technological means. Due to technological progress, significant structural changes have occurred in the operation of media systems. In recent decades, concepts such as “convergence”, “multimedia”, “digitalization”, “convergent journalism”, “new media”, etc., which arose due to ongoing modern processes, have become popular among media theorists and practitioners, owners of media companies. The word “convergence” itself is of Latin origin “convergo”, which means “bringing together”, and in the English equivalent “convergence” is understood as “convergence at one point”.

Researchers of modern journalism note that in modern media studies, convergence “*is defined as the process of merging, integrating information and communication technologies into unique information resource or the process of interaction between different media to create and distribute a common content*”.² According to the Azerbaijani researcher A. Aslanov, the term ““*multimedia*” in its modern definition means the simultaneous transmission of video, photo, sound and text to

² Универсальная журналистика. Учебник для вузов/ Под ред. Л.П.Шестеркиной. – Москва: Издательство: «Аспект Пресс», – 2016. – 480 с.

the user electronically".³ American scientist T. Vaughan wrote in the book "Multimedia: Making it work": "*Multimedia is a computer combination of text, graphics, sound, animation and video.*"⁴

Russian researcher E.A. Baranova defines "*media convergence or media convergence as a process in the modern media industry that started in the second half of the 1990s, when the media began to gradually master the Internet platform and create their own versions on the Internet*".⁵

Marshall McLuhan is a Canadian philosopher and communication theory researcher known for his investigation in the field of media. He entered history with his two seminal works: "The Gutenberg Galaxy" (1962) and "Understanding Media" (1964). In his book "Understanding Media", McLuhan introduced the concept of a "global village" in which all people would become connected to each other through electronic means of communication. The researcher argued that new digital technologies such as television and computers will change the way we interact and perceive information. McLuhan also predicted that these technologies would lead to faster communication and a blurring of the boundaries between different forms of media.

Along with convergence in the media sphere, the concept of "new media" appeared. The term "New Media" was explained by Russell Neumann, a professor of Michigan University: "*New media is a new format for the existence of mass media, constantly available on digital devices and implying the active participation of users in the creation and distribution of content.*"⁶

³ Aslanov, A. İnformasiya yaradıcılığı: standartlar və yeni yanaşmalar / A. Aslanov, – Bakı: Şərq-Qərb, – 2016. – 200 s.

⁴ Vaughan T. Multimedia: Making it work: First edition. Osborne/McGraw-Hill, Berkeley, 1993, p. 587.

⁵ Баранова Е.А. Конвергентная журналистика. Теория и практика: учеб. пособие для бакалавриата и магистратуры. / Е.А.Баранова. – Москва: Издательство Юрайт, –2014. – 269 с.

⁶ Феткуллина, Г.А. Мультимедиаизация СМИ в начале XXI века // – Москва: Научный журнал Вестник РГГУ Серия «Филологические науки. Журналистика. Литературная критика» № 12 (113), – 2013. – с. 179-185.

In the context of new media, television, like other traditional media, has undergone transformations. Such forms of new media broadcasting as Internet TV, Online TV and Web TV have been established created as a result of these changes.

As information technology developed gradually, the channels also expanded for disseminating information. Today television companies themselves are actively developing new media. In the article “Methods of promoting TV channels in modern conditions” of the blog <https://adview.ru/> *“The largest news channels were traditionally among the first to respond to new market conditions. CNN and BBC are among them. Having released their own applications for the most popular platforms (at that time they were Android and iOS), they “hooked” a young audience with an active lifestyle that rejected traditional forms of communication. In particular, the BBC turned its attention to the growing trend back at the end of the 2000s. In 2000, the BBC News application was released for users of the Apple product, and a year later - for gadgets running on the Android operating system.”*⁷

The second paragraph *“Interaction of Azerbaijani TV channels with social networks,”* the author of the scientific work conducted a study on the activities of Azerbaijani TV channels on the social networks Facebook, Instagram, Tik Tok, the Telegram messenger, and the video hosting YouTube. In this paragraph, the author carried out an extensive analysis of official pages of national television broadcasters in the above-mentioned social platforms, where they showed in details which TV channels are the most active in the online space and which ones are passive. The results of the study from 2018 to 2021 were published in the form of an article in the famous scientific journal “Mediascope” of the Faculty of Journalism of Moscow State University.⁸ Also in 2024, with the help of specialized analytical sites Napoleoncat.com, Feedspsy.net and a survey among television viewers,

⁷ Методы продвижения телеканалов в современных условиях, 15 сентября 2016 г [Электронный ресурс] URL: https://adview.ru/cat_marketing-ru/metody-prodvizheniya-telekanalov-v-sovremennykh-usloviyax

⁸ Гулиева, С.А. «Взаимодействие азербайджанских телеканалов с социальными сетями (на примере Facebook, Instagram, Youtube)» [Электронный ресурс] URL: <http://www.mediascope.ru/taxonomy/term/10>

the author again conducted an analysis of social networks, in which he extensively provided the results of the research.

The third paragraph named *“The process of multimediatization and the transition to digital broadcasting in Azerbaijan,”* deals with the stages of the transition to digital broadcasting and the process of multimediatization of Azerbaijani TV channels. First, a brief overview is given on the history of the formation of television in the country.

The process of multimediatization of Azerbaijani media has relatively started recently. And as it is noted above, multimediatization of the media is inextricably linked with the development of the Internet and computer technology. The acquisition of independence by Azerbaijan opened up new ways for the development of local national television. In addition to Azerbaijani television, private television companies have also appeared. At the moment, in terms of technical and economic capabilities, Azerbaijani television is considered one of the most developed in the South Caucasus. Since 2003, on going broadcasting has been carried out, by transmitting to Europe via satellite. Over the past 25 years, Azerbaijani television channels have passed a long way and today, in the fierce competition of the media, they are expanding their opportunities.

First, let's consider the process of development and implementation of the Internet. According to the Ministry of Digital Development and Transport of the Republic of Azerbaijan *“The first Azerbaijani websites were created in 1994 at the National Academy of Sciences of Azerbaijan, and the first state Internet resource was the website of the President of the Republic of Azerbaijan, organized in 1997. Azerbaijan was indeed one of the first countries of the former USSR to join the Internet community in 1991.”*⁹ As researcher A. Aslanov notes, *“ordinary citizens have been able to use the Internet since 1996. The administration of the national top-level domain .AZ has been carried out since 1993.”*².

Since 2005, Azerbaijan has seen a significant growth in demand for high-speed Internet. During this period, providers started to improve faster and more stable network access services, which led to an increase

⁹ <http://www.mincom.gov.az/page-411/page-448/page-452/>

in the number of Internet users in our country. Today Azerbaijan has a developed infrastructure for providing broadband Internet, including fiber optic networks and the fourth generation (4G) mobile communications, which began to be used in 2009. Most cities and towns in the country have access to high-speed Internet.

One of the first multimedia processes in television activities is the creation of Internet sites. If at the initial stage television channels on websites provided general information, today, thanks to the progress of new technologies, Azerbaijani television channels host online broadcasts on their Internet pages, disseminate the latest news faster, publish an archive of programs, and provide a lot of opportunities to viewers. Modern websites of TV channels have become multimedia since the changes took place. An analysis conducted in 2018 on the websites of local national television channels revealed very interesting trends. It turned out that in different time categories the official websites of some national TV channels are very passive, where information is updated not every day, but at long intervals. From the latest data, only the official websites of the following television broadcasters AzTV, İTV, REAL TV, Baku TV meet modern requirements.

In the fourth paragraph, *“Problems of the impact of technology on television creativity,”* it was noted that new technologies have greatly facilitated the process of preparing a television product. If previously it took a lot of time to prepare television material, now, thanks to digital technologies, this process is carried out in the shortest possible time. Modern technology allows the use of computer graphics to overlay various elements on video, which is useful for circulating additional information or enhancing the visual presentation of data. Graphic overlay can also be used to produce special effects or animations. As for sound design, modern sound processing technologies can significantly improve the sound quality of programs and stories. The sound can be cleared of unwanted noise and various effects can be added to create a more realistic sound or highlight certain moments. You can also use effects techniques to change your voice or make special sound effects. In general, the use of computer graphics and audio processing allows television stations to create more

interesting and high-quality programs, enriching them with visual and audio elements. Due to the capabilities of new technologies, old black and white films are being restored and enriched. Live broadcasts are being used more widely, which provide an opportunity for viewers to become participants in programs. With the development of technology and technology, journalists are provided with more and more opportunities for work. However, along with this, new requirements and challenges arise. Today's journalists must be prepared for constant changes and updates in technology to use new tools and software for live production. In addition, journalists also need the ability to adapt to the fast pace of live broadcast. They must be prepared for the unexpected and respond earlier to events as well as use technical capabilities to transmit information in real time.

In the era of digital television, the term “viewer” has become popular; it combines the words “viewer” (viewer) and “user” (user). Viewers not only watch programs passively, but also actively interact with the content using various interactive functions such as voice commands, voice searches, selection of alternative content, etc. They can rate, comment and share the content on social networks as well as manage their personal settings and preferences. The term "viewer" emphasizes the transition from passive viewing to active participation of viewers in the process of consuming media content. The results of the research in the first chapter are reflected in the author’s scientific articles “Interaction of Azerbaijani TV channels with social networks (by example of Facebook, Instagram, YouTube)”, “Processes of transition to digital television and multimediatization in Azerbaijan” as well.

The second chapter, entitled “**Problems of the influence of the convergence process on audiovisual language,**” consists of three paragraphs. The first paragraph, “*The Impact of Technology on Audiovisual Language and New Shades of Screen Language,*” studies the audiovisual language of television, explaining that it is a specific mode of communication used in television programs to convey information and emotions to viewers. It combines elements of sound and visual impacts on creating a complete image and conveying the necessary information. The audiovisual language of television requires

the uses various of techniques as framing, editing, lighting, color scheme, sound effects, etc.

The impact of technology on audiovisual and screen language can be viewed from different perspectives. There are three important aspects to note:

- Changing communication methods. With the advent of new technologies, such as the Internet and social media, audiovisual language has become more accessible and widespread. A number of people use video and audio materials for communication, learning and entertainment, leading to the development of new formats and genres such as vlogs, podcasts and streaming videos, which require specific audiovisual language skills.

- Visual aesthetics and design. Technology is also influencing visual language and screen design. New capabilities in graphics, animation and special effects allow us to make better and more attractive visual images. This leads to the development of new styles and trends in design, as well as the emergence of new shades and meanings in screen images.

- Change of language and symbols. Technology also influences the language and symbolism used in audiovisual and screen works. For example, the emergence of Internet memes and emojis has led to the emergence of new symbols and expressions that have become part of our everyday language. Technologies also make it possible to create new formats and methods of transmitting information, such as virtual reality or augmented reality, which require the development of new language and symbolism.

In the article “Image and Language” E.G. Baghirov *“theoretically substantiated the point of view according to which photo-cinema and tele images are not just images, but a sign system and, hence, a special language”*.¹⁰

Researcher G. Maharramli notes that audiovisual language and its components are closely related to the development of technology. According to the author, *“the creation of the screen occurred precisely*

¹⁰ Багиров, Э.Г. Очерки теории телевидения. / Э.Г. Багиров. – Москва: «Искусство», – 1978 г. – 152 с

thanks to technology, which, as it developed, contributed to its improvement."¹¹

V.F. Poznin believes that *"in this type of creativity as screen art, technique and technology play a special role, since they determine most of the aesthetic characteristics of the screen work and precisely determine its style. It is known that films get old quite quickly. And this happens not only due to the tastes of the audience change, but also because the reality recorded on the screen has already become completely different within decades. The change in film aesthetics undergoes to a large extent due to those in the technical characteristics of an image and sound, and in the end, a new interpretation of an screen space and time appears. The same is applied to television images and computer games"*.¹²

In the second paragraph, *"Infographics and its application in screen products,"* the history of the creation of infographics and their application in the media sphere has been thoroughly studied. The research has revealed that using infographics on television can help attract the attention of viewers, especially those who watch TV with peripheral vision. Infographics can be used to convey information, highlight key points or statistics, and create visually appealing and memorable elements in television broadcasts of various formats. Infographics are especially useful in news broadcasts, sports shows, documentaries, and other programs where it is important to convey information rapidly and effectively. In this paragraph, , the author conducted monitoring of news releases from national television channels where infographics were used at different periods.

The third paragraph, *"New ways of reflecting reality in news stories,"* is devoted to how the progress of technology and the emergence of many television channels pose new challenges for television journalists in presenting materials. Explicit competition encourages TV channels to make significant changes in news contents.

¹¹ Мəһəռəռմլի, Q. Televiziya dili: Spesifika: funksiya və struktur / Q.Мəһəռəռմլի, – Bakı: – Qanun, – Elm, – 2002. – 304 s.

¹² Познин, В. Ф. Выразительные средства экранных искусств: эстетический и технологический аспект: / дис...д-ра искусствоведения / – Санкт-Петербург: – 2009. – 196 с.

According to the researchers, *“the challenges of the new time, which are focused on new opportunities for technology development, are already well understood by television broadcasters. Therefore all TV channels today have pages on the Internet, where at any time the users can watch the entire newscast or a separate story that interests them; have access to social networks, where you can not only watch news, but also comment on it; create applications for smartphones that allow them to follow the news directly from the phone screens. As a result of convergence, the information product accepts any “media packaging”, and, therefore, firmly holds its position.”*¹³ As Azerbaijani researchers A. Nasirova and Kh. Huseynova note, *“the basis of news is socially significant facts of public life”*.¹⁴ According to the observations of the author S.A. Guliyeva during the period her research (2016-2019), Azerbaijani TV channels covered the following topics:

- 1) Negotiation process of the Nagorno-Karabakh conflict
- 2) Official chronicle
- 3) April 2017 events
- 4) Coverage of events abroad
- 5) Oil price

From 2019 to 2024, the main news releases of national television channels were devoted to the following topics:

- 1) Coronavirus pandemic
- 2) 44-day Patriotic War
- 3) Official chronicle
- 4) Restoration work in liberated territories
- 5) Resettlement of refugees to their native lands
- 6) Incidents
- 7) International news.

Since 2020, the main topic of news releases on Azerbaijani TV channels has been the coronavirus pandemic, which spread throughout the world at the end of 2019, as well as the Patriotic War, which began

¹³ Строчкова, Ю.А. Тексты телевизионных новостных передач: лингвопрагматический анализ: / дис. канд. фил. Наук / Москва, 2015. – 208 с.

¹⁴ Nəsirova, A.Ə., Hüseynova, X.İ. Mediada saxta xəbərlər: yayılma səbəbləri və onunla mübarizə üsulları // A.Nəsirova, X.Hüseynova. – Bakı: Qanun, – 2023. – 120 s.

in September 2020. During the coronavirus pandemic, Azerbaijani TV channels devoted almost the majority of their news coverage to this topic. Reports from medical institutions, citizen surveys, compliance with hygiene standards, and the situation in other countries became the main topic of local news. During complete isolation, the use of technology has become the most relevant in television. So, in the broadcasts of many programs, online connections began to be used through platforms such as Skype, Zoom, Whatsapp, etc., which are still relevant today. With the beginning of the war, of course, the attention of all news journalists on national TV channels was switched to the events taking place in Karabakh. TV correspondents were sent to war zones, from where the latest reports were transmitted. Reports about the fighting spirit of Azerbaijani soldiers, the population of those regions, stories from bombed territories could be found on almost all television news. After the announcement of the liberated territories, the celebration of the country's citizens also became one of the main news stories. During the war, Azerbaijani television companies increasingly began to use live broadcasts. However, during some events, for instance, during the bombing of the city of Ganja, when the Armenian armed forces threw a ballistic missile into a residential building at night, where hundreds of civilians were killed, local TV channels were not able to connect to the live broadcast in a timely manner, which negatively affected their activities and they became the object of criticism from media experts. The experts noted that the war showed the shortcomings of television journalists in such events and marked the ways to of their solutions. The researchers also emphasized that Azerbaijani television broadcasters during the hard times tried to do everything possible to convey reliable information to their citizens. After the war, the stories showed the liberated territories, the path of glorious heroes who died in the war, reports about children born without a father, the further life of war veterans, their rehabilitation, the provision of social assistance to the martyrs families, restoration work in Karabakh. The results of this chapter are reflected in the abstracts and articles of the author “Mediatization of the second Nagorno-Karabakh war”, “Features of television infographics”, “Some features

of news texts of Azerbaijani television channels” and “Features of television news texts”.

The third chapter, **“The process of multimediatization and problems of new formats in the Azerbaijani television environment,”** also consists of three paragraphs. The first paragraph, *“Transformation of the activities of a television journalist in new technological conditions,”* notes that the rapid development of information and communication technologies, the widespread distribution and improvement of computers, the Internet, the emergence of new types of communication – mobile phones, tabloids, etc. had a direct impact on the professional activities of journalists. According to Azerbaijani researcher V. Ziferoglu, *“the formation of a unified information space based on modern information technologies is an important factor in the transformation of societies and changes in the structure of everyday life.”*¹⁵

“The ability to use the latest technical capabilities is one of the main criteria in the creative process of a modern journalist,” stresses Azerbaijani researcher J. Mammadli.¹⁶ The author notes that along with knowledge of television creative terms, it is also important for a journalist to know all about editing techniques, the function of a producer, computer design, studio elements, and television video recording techniques. Researcher O.V. Kopylov believes that *“in conditions of media convergence, journalists must be ready to work in various media formats and use a variety of technological tools”*.¹⁷ In the modern period, journalists need the ability work with text, audio, video, graphics and social networks. In addition, journalists must have big data analysis skills and be able to work with algorithms and artificial intelligence. However, despite all the changes, the author

¹⁵ Zifəroğlu, V. Qloballaşma və qlobal informasiya məkanı // Ənənəvi mediadan internet mediaya doğru: problemlər, çağırışlar/ – Bakı: Elm və təhsil, – 2016. – 160 s.

¹⁶ Məmmədli, C. Jurnalistikanın nəzəriyyəsi və təcrübəsi / C.Məmmədli , – Bakı: – Zərdabi LTD, –2012. – 616 s.

¹⁷ Копылов, О. В. Профессионализм журналиста в условиях медиаконвергенции: трансформация, эволюция, апгрейд? / О. В. Копылов // – Томск: Вестник Томского государственного университета. Филология. – 2012. № 3. – с. 122-130.

emphasizes that the professionalism of a journalist remains important and requires constant development.

In the second paragraph, “*Main trends in the transformation of traditional television formats*,” the author defines, based on the investigation of various researches, defines the concept of “format.” In the historical and etymological dictionary of the Russian language, “format” (from Latin forma - form) is “*a set of distinctive features of a radio broadcast, television program, determined by the form of presentation of information, manner of presentation, selection of topics, etc.*”.¹⁸ Media researchers believe that “the emergence of a format in journalism is associated with the development of printing technologies and distribution of printed publications”.¹⁹ In the context of the television industry, the concept of a television program format has its own characteristics. A program format and TV channel format are two different categories of format in television. Transmission format refers to the way the content of a particular program is presented and organized. It could be a news program, talk show, TV series, game show, etc. The broadcast format determines the structure, genre, duration, style and other characteristics of the program. We should agree with the opinion of those researches about that “*the concept of a television program format includes both the structure and content of the program, as well as legal aspects related to copyright and licensing*”.²⁰

At different periods, the airspace of Azerbaijan was occupied by various transmission formats. After 2000, programs of Western formats, in particular “real television,” began to appear on private television channels. Among such programs, we should mention “Qəfəs” (Cage) on ATV, “Maşın şou” (show machine) on Lider TV, “Ferma” (Farm) and “Qız ana kimi” (Mother like daughter) on ARB

¹⁸ Историко-этимологический словарь современного русского языка: в 2 т. / ред. Беркович Т. Л., Миронова Ю. М. Т. 2: – Москва: Русский язык, –2001. – 321 с.

¹⁹ Moran A., Malbon J. Understanding the global TV formats. – Intellect Books, 2006. – P. 21. Understanding the global TV formats»

²⁰ Дедов, А.Н. Технологии телевизионной журналистики. Учебное пособие. Курган. 2017. 153 с [Электронный ресурс] URL: <http://dedovkgu.narod.ru/bib/dedov2.htm>

TV. Further in this paragraph, the author elucidates the formats of programs of Azerbaijani television channels that were broadcast from the period of the 2000s to 2024. The author also reviewed licensed, intellectual, social broadcast formats, as well as television projects integrated with the Internet, such as “Şəbəkə” (Network) on ANS TV, “3D” on İTV, “SMG” (Social Media Diary), “Belə belə işlər ” (Such are the things), on AzTV, “Kənd həyatı” (Village life) on Khazar TV. Changes in TV channel and program formats during the coronavirus pandemic and the 44-day Karabagh war of 2020 were studied in this section. The results of this paragraph were reflected in the scientific article “Formats of transmissions of Azerbaijani TV channels” in the scientific journal of M.V. Lomonosov Moscow State University “Medi@lmanakh”.

The third paragraph, entitled “*Characteristics of new formats for main programs on national television channels,*” analyzes news releases. According to many experts, television critics believe that news programs are the main program, a kind of face of the television company. Such programs help broadcasters enjoy their reputation and demonstrate their professional expertise in news and current affairs. According to Vasilyeva L. “*News is a message that presents a modern view of reality in relation to a specific issue, event or process. The news traces changes that are important for an individual or society, which are presented in the context of the generally accepted or typical...*”.²¹

In this paragraph, the author analyzed the news releases of the following Azerbaijani TV channels: AzTV, İTV, Space TV, Khazar TV, ATV, ARB, ANS and Lider TV (which ceased operations) from the period of 2016 to 2018, as well as during the 44-day war in 2021. During the work, 18 news programs broadcast on 8 TV channels were studied. The sample included 10 news releases and 8 information and analytical programs. The main characteristics of news programs were studied: title, frequency of release, duration of release, as well as the location of news by time of airing. The author also conducted a general analysis of the broadcast format. The programs of each TV channel

²¹ Васильева, Л.А. Делаем новости! учеб. пособие / Л.А.Васильева. – Москва: Аспект Пресс, –2003. – 95 с.

differ from each other in the form of news presentation, studio design, efficiency, unique approach to covering events, etc. In 2022-2024, an analysis of news programs on the following TV channels was also carried out - AzTV, İTV, Space TV, Khazar TV, ATV, ARB and separately the activities of specialized TV channels ARB 24, Real TV, Baku TV. As noted above, television companies reproduced changes in the format of television channels and products during the coronavirus pandemic in 2019, as well as the 44-day Second Karabakh War in 2020. The use of technology in television news is a clear example. Live broadcasts were carried out through platforms such as Skype, Zoom, WhatsApp, etc., which have not lost their relevance at the moment. The activities of television channels during the war are assessed differently by experts. Professor G. Maharramli notes that, unlike previous periods, TV channels showed activity and tried to provide the society with information. *“News broadcasts from AzTV, İTV, REAL TV were regularly broadcast. TV channel correspondents prepared reports from front-line villages and villages, showing the general mood of the citizens of those regions, civilians affected by Armenian terror, destroyed civilian objects, etc. AzTV and İTV often included live broadcasts during news broadcasts, which is positively assessed since modern technology allows this to be done at present.”*²².

To summarize, each news magazine has its own uniqueness and focuses on certain topics and issues. And today, the national channels of Azerbaijan provide viewers with a wide range of diverse news programs. The results of the last chapter are reflected in the following publications of the author - “Formats of broadcasts of Azerbaijani television channels”, and “New television format programs on the Azerbaijani telespace”.

In the **Conclusion** of the dissertation, the author summarizes the a results of the implementation of information and digital technologies:

1. As a result of the introduction of information and digital technologies, TV is becoming more interactive and accessible

²² Məhərrəmli, Q. Azərbaycan mediası “müharibə imtahanı”ndan necə çıxdı? - Mütəxəssis rəyləri: [Elektron resurs] <https://aztv.az/az/news/10741/azerbaycan-mediasi-muharibe-imtahanindan-necə-cixdi-mutexessis-reyleri>Müraciət tarixi: 11.06.2020

to viewers. They can choose when and what to watch, and interact with content across different platforms and devices. The 21st century technologies make it possible to receive television images on a personal computer, mobile phone and watch. Television programs can be ordered by telephone or via the Internet - this allows the viewer to watch only those programs that he wishes to watch. The influence of information and digital technologies also lead to the emergence of new formats and genres of programs, such as online streaming, video on demand and interactive shows. This allows TV to adapt to the changing needs and preferences of viewers.

2. In accordance with the processes taking place in the world, digital television broadcasting in a test format started in Azerbaijan in 2004. A fundamentally important stage was the Resolution of the Cabinet of Ministers of the Republic of Azerbaijan in 2006, it was decided to implement European digital television standard DVB-T in the territory of the republic, and the “Programme on introduction and development of DVB-T digital TV broadcasting system in the territory of the Republic of Azerbaijan” was approved by the decision of the Cabinet of Ministers 2011¹. The program provided for the full completion of the transition to digital broadcasting in the country by 2013, and until this stage, digital broadcasting should be carried out in parallel with analogue. However, in the CIS countries, including Azerbaijan, this process was somewhat delayed and analogous television broadcasting in our country ceased in 2016. The transition to digital broadcasting has allowed Azerbaijan to improve the quality of television broadcasting and provide more opportunities for the development of multimedia services, such as interactive television, video on demand and others.
3. In the conditions of new media, television journalism has undergone changes and transformations. Created as a result of technological progress - IPTV, web TV, vlogs, podcasts, social networks, etc. set new challenges and goals for traditional media. If new media were initially perceived as competitors,

then over time, traditional media started to integrate with them and use them in their activities. In this work, the author studied the interaction of Azerbaijani television channels with social networks. During the analysis which was carried out on the basis of the official pages of national TV channels on the social platforms Facebook, Instagram, Youtube, Telegram, Tik-Tok, the author comes to the conclusion that:

- at the beginning of the research, Azerbaijani TV channels were passive on social networks, since many of them did not have a page;

- TV channels mostly publish links to certain news and videos, which do not sufficiently arouse interest among the audience;

- Over time, certain advances were observed only for some TV channels. At the moment almost all national broadcasters are active, some are more and some are less. The most active TV channels in social networks are the satellite broadcaster Baku TV, national AzTV, İTV, Xezer TV, ARB 24. The Internet pages of Azerbaijani TV channels have also been considered. When researching Internet pages, we regret to note that the sites of some channels are either inactive or not updated. Active ones include the official websites of the national broadcasters Real TV, AzTV, İTV, and satellite Baku TV.

4. New technological conditions also have an impact on audiovisual language. Thanks to advancement in technology, sound and picture are improving too. Digitalization eliminates the diversity between different types of media and forms the basis for the unification of all types of media content. The use of infographics is one of the newest methods applied to present statistical data, which is often used by television channels, especially news broadcasts. When conducting a study on Azerbaijani television channels, in particular, considering television news releases, a positive trend was observed in the use of infographics by local broadcasters. Infographics are often used in Azerbaijani television news and this phenomenon can positively be assessed.

5. In modern conditions, changes also take place in the activities of television journalists. The emergence of such concepts as “convergent editorial” and “multimedia journalist” speak of new trends. Now materials prepared by TV journalists are distributed not only on television, but also in the online space - official TV websites, social networks, etc.
6. With the advancement and emergence of new technologies, the process of preparing television materials is changing. The increased development of technology has an impact not only on visual and expressive means, but also on the genre palette of products. Structural changes are taking place both in the formats of television companies themselves and individual programs. Some programs are modified, new types and methods appear. There are also significant changes in the transformation of television formats. Compared to previous years, the number of programs produced by Azerbaijani TV channels has considerably increased. The study proved that as a result of convergence, some Azerbaijani TV channels began to produce convergent programs, such as “3D” on İTV, “Sosial media gündəliyi” (Social Media Diary), “Belə belə işlər” (These are the things), “Texnoxəbər” (Techno news) on AzTV, “Texnologiya” (Technology) Baku TV, the project “Kənd həyatı” (Village life) broadcast on Khazar TV, which appeared on a popular page “Taste life” on the social network Facebook, you can also note the program “Şəbəkə” (Network) of the ANS television company (suspended activities). Local television companies increasingly began to turn to Western formats, such as reality shows, talk shows, intellectual games, etc. Projects such as “Ford Boyard” on ATV, “Əlaçı” (Otlıchnik), “Kim? Harada? Necə?” (What? Where? When?), “Maska” (Mask) on İTV, “O səs Azərbaycan” (Voice of Azerbaijan) on AzTV, etc. However, the quality of the products presented to the audience leaves much to be desired. Private television companies fill their airwaves with commercial programs, entertainment programs or programs covering family squabbles, which is negatively assessed by many critics. The lack of educational,

- socially significant programs on air is a hot topic and heated discussions among television specialists.
7. During the period of coronavirus pandemic and the 44-day Second Karabakh War, Azerbaijani TV channels made changes to their broadcasting schedule. These two global events influenced the activities of Azerbaijani television companies. During the days of severe quarantine, the hashtags #Evdəqal (Stay at home) appeared in the logos of TV channels. During the pandemic, Azerbaijani TV channels presented interesting television programs to viewers. Azerbaijani television AzTV is remembered for its original project “Eyvana çıx” (Go out to the balcony). In addition, in order to educate the population during the pandemic, the TV channel produced programs #Evdəqal” (“Stay at home”), “Gündəlik” (Diary), “Coronavirusİfo” (Coronavirus info), TV lessons “Dərs vaxtı” (Classroom time) on the TV channels “Madaniyyat” “ARB Gunash” for primary and high school students. As in all areas of activity, the use of the Internet and technology has become relevant in the work of television. Most employees worked remotely and broadcasts were given from apartments. The presenters connected to the broadcasts using Skype, Zoom, and various video messengers, which are still being used today in news programs.
 8. With the beginning of the 44-day Patriotic War, Azerbaijani television channels showed maximum initiative to inform the population. The demand for news has increased several times due to restrictions on the Internet in the country. During the period of coverage of the war, some shortcomings were discovered in the work of the TV channels' information services. In particular, experts noted the lack of efficiency of TV channels in covering a number of events. In general, during the hostilities, television channels made changes to their broadcasting schedule; all programs covered the topic of war; their share fell on news blocks, which started to appear more often than before. Almost all programs of a social, educational and analytical nature covered the Patriotic War. Commercials dedicated to the war were distributed, the purpose of which was

to raise the military spirit of citizens. Changes in the format were also made by entertainment programs, where military songs were mainly voiced.

Having analyzed the situation in modern Azerbaijan, we can note that progress in the field of telecommunication technologies has led to changes in the processes of collecting, distributing, and storing information, which had a significant impact on the growth of television broadcasting, on various aspects of cultural, political, and social life. To summarize, we can state that the development of television in Azerbaijan is on the rise, and in the coming years we hope that all negative aspects will be replaced by positive ones.

The main provisions of the dissertation are reflected in the following published articles of the author:

1. Процесс конвергенции Азербайджанского телевидения // – Bakı: “Jurnalistika” jurnalı, Bakı Dövlət Universiteti, İctimai-siyasi humanitar elmlər seriyası, – 2017, №7, – s. 155-159.
2. Некоторые особенности текстов новостей Азербайджанских телеканалов // – Нижний Новгород: Международный научно-практический журнал «Филологический аспект», – 2018 № 11 (43), – с.233-244.
3. Процессы перехода на цифровое телевидение и мультимедиаизации в Азербайджане // – Bakı: “Dil və ədəbiyyat” jurnalı, – 2018, № 106 (2), – s. 384-388.
4. Освещение иностранными СМИ Карабахской войны 2020 года // Bakı Slavyan Universitetinin 75 illiyinə həsr olunmuş “Tərcümə çoxdilliliyin və mədəni mübadilənin əsası kimi” mövzusunda Beynəlxalq elmi-praktik konfransın materialları, – Bakı: Bakı Slavyan Universiteti, – 24 dekabr, – 2021, – s. 17-22.

5. Высшее журналистское образование в Азербайджане // – Санкт-Петербург: Научный журнал «Век информации», – 2021, №1 – Том 9, – с. 33-42.
6. Научно-педагогические школы журналистики в России / под ред. С. Г. Корконосенко. – СПб.: Алетейя, 2021. – 276 с.
7. Взаимодействие Азербайджанских телеканалов с социальными сетями (на примере Фейсбук, Инстаграм, Ютьюб) // – Москва: электронный научный журнал «Медиаскоп» факультета журналистики МГУ имени М.В.Ломоносова, – 2021, №3. <http://www.mediascope.ru/2716>
8. Особенности телевизионной инфографики // – Баки: “Filologiya və sənətşünaslıq” jurnalı, АМЕА, publisistika seriyası, – 2021, №1, – s. 138-145.
9. Форматы передач Азербайджанских телеканалов // – Москва: «Медиальманах» научный журнал факультета Журналистики МГУ имени М.В.Ломоносова, – 2023, №1, – с. 106-113.
10. *Telexəbər mətnlərinin xüsusiyyətləri* // – Баки: “Filologiya məsələləri” jurnalı, АМЕА-ның M.Füzuli adına Əlyazmalar İnstitutu, dilçilik seriyası, – 2023, №11, – s.114-124.
11. *New television format programs on the Azerbaijani telespace* // – Баки: QƏDİM DİYAR. Beynəlxalq elmi elektron jurnalı, – 2023, № 9 (5), s.16-21.
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17. Деятельность Азербайджанских телеканалов во время Второй Карабахской войны // Материалы международной научно-практической конференции «Журналистика в 2021 году: творчество, профессия, индустрия» – Москва: факультет журналистики МГУ имени М.В.Ломоносова, – 3-5 февраля, – 2022, – с. 57.
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