The Role of Vr in Journalistic Content Creation

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Abstract

The article analyzes the peculiarities of creating journalistic VR material, the reflection of VR technologies in journalistic genres, and the peculiarities of using immersive technologies in the world media space
Keywords: *journalistic VR material, VR technologies, world media space, immersive technologies, modern society, immersive information creation, innovative technologies.*

Introduction

In world practice, immersive technologies are rapidly being involved in all areas, meeting the information needs of modern society, and improving new formats and methods of information transmission. The entry of the most modern technologies into journalistic activity creates various methods of information transmission. In the context of globalization, the policy of informatization of society and the transition to an information society, the coverage of social issues in journalistic formats in the mass media, social networks, the experience of information cooperation, issues of information and psychological security, innovative technologies in the introduction of genre diversity of information and methods of influencing the audience the need for widespread use is becoming important.

In the above section, the theory that information transmitters in the direction of immersive journalism operate according to the principles of existing journalism, which have become the criteria of rules for

all representatives of the field, was mentioned. That is, fairness and objectivity - this principle is embodied in three stages of creating immersive information - information collection, processing and design project. In this case, the designer should check the content design based on information from several sources. Also, examination of the images provided by virtual reality technology from the point of view of immersive comparisons ensures accurate transmission of facts.

The principle of independence is important in the operation of VR information environment. Taking into account that the user appears as a participant in VR information, it is appropriate not to overlook expert opinions and facts in the design. This allows the information consumer to accept the content as a user and removes the possibility of changing reality for him. Indeed, virtual reality content has such an impression that the user can participate in it, but it is impossible to physically affect it.

The principles of honesty and accuracy are necessary at the stages of creating the process of characters, animations, actions, and interactions. All details in the design stages should be worked out in accordance with the facts of the information. It helps the user to obtain accurate information from multiple sources (for example, sensing the environment, situation, actions and objects through objects in the field of view).

The principle of humanity warns against giving the user images that evoke negative emotions, such as bloodlust and violence, in the process of collecting information for immersive information. Taking into account the user's physical capabilities and emotions prevents some side effects of receiving immersive information.

The principle of responsibility is related to the idea of using virtual system realities. In order to choose a socially acceptable system for ease of use, all immersive information related to VR technologies should be thoroughly processed, and the direction of the content should be indistinguishable from the truth of the information, and the possibilities of image and imagination should be perfected.

Also, the functions of immersive journalism include interviewing and observation; sorting and filtering; processing and editing; distribution; A five-step process such as interpretation has been theorized by media researchers[1].

Gathering information. Based on the results of scientific research conducted by foreign media researchers, the contents of the immersive virtual reality level of the message cannot be applied to the type of news on urgent or urgent topics. The narrative format in this direction of journalism is useful in covering topics related to the topic of social problems in more analytical genres. Usually, the use of timeless materials in the virtual reality format with the immersion effect serves to correctly direct the public's opinion to the existing problem. Because immersive virtual content in a broad sense differs from traditional journalism in terms of its dependence on human behavior.

The news report "Beijing: Preventive effect in severe acute respiratory syndrome SARS" broadcast on China Central Television on April 26, 2003 was chosen by the researchers as the object of theoretical analysis:

Firstly: the subject-essence of the content covers social and human values, and the analysis is directed to this purpose;

o Secondly: this video-content was shown on a prestigious TV channel that has received great trust and respect among the public and operates in the direction of traditional information transmission;

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[1] Peterson S., Domingo D. Mediekultur J Med Commu Res 24 (45), 2008. – P. 112.

o Third: the information reality took place in one of the Yuan Hospitals in Beijing, and the cameraman took images of a type of disease that ordinary people do not encounter in the character of a patient hero;

o Fourthly: precisely because of this content display, the public learned ways to avoid the disease, and the events related to the epidemic of this disease became a distant past.

Undoubtedly, many people do not have complete information about this disease. Also, people have detailed information about recent epidemic events. Through immersive virtual reality content, they were able to present to the public the historical facts about the origin, spread, and complications of this disease in clear images and in a real environment.

Based on the "gatekeeper" method mentioned in the previous sections, the process of information processing is related to sorting and analysis. Unlike traditional text or video messages, immersive information is a virtual reality created using computer applications. This application development includes various functional modules, scenes, medical equipment, characters, synopsis and elements.

After the process of collecting and processing information, the issue of frame design enters the next stage. This stage includes tasks such as information content, essence, structural structure, review and design of functional capabilities of the system. During practical analysis, the non-interactive structure of telling reality was studied. The interaction of reporters with doctors and patients was shown in the systematic directions of immersive VR products Use of Force, Kiya, and Across the Line. The staging process of information is combined into one plot in three scenes (disinfected room; corridor; ward).

In the decontamination room, the doctor explains the cleaning and protection work to be done before entering (in front of the patient), how to wear protective equipment - special clothing, headgear, protective glasses and gloves. Then the doctor explains the functions of the protective mask and disinfectant in the hallway, and talks about the process of treating patients with atypical pneumonia. On the scene of the ward, the reporter talks to the patient and asks about her condition and treatment. Then he turns to the doctor and asks why he decided to risk his life to treat patients.

In the process of visual content design, work is carried out to create the construction of the environment where the event is taking place. A two-dimensional scheme of the floor of the building is developed using AutoCAD software. The 3D scene in the next stage is created according to the scene in the 2D plan through the Unity3D software.

The process of creating characters such as reporter, doctor, nurses, patient was done through 3D Max, Maya applications. At the next stage, the characters' appearance, skin, facial expressions, etc., will be customized using applications. It depends entirely on the computer applications that the scenes are as lively and interactive as in real videos. In the next process, the animated movements of the characters are clearly formed in the details of the scenes such as conversation, movement, structure of the patients. This is an important process, because it is through this process that one of the principles of journalism is revealed.

In the process of creating the system, experts used Oculus Rift VR, a special software application that allows the user to move freely in the virtual environment. The monocular capabilities of this set are 640×800, and the refresh rate is equal to 90 Hz. There are different engines of VR development such as Unity-3D, Unreal Engine-4, Cry Engine-3 and Cocos-3D. In this experiment, the researchers used a special Unity-3D package that runs on the Oculus SDK application, which has the ability to perfectly shape virtual reality.

In the VR application evaluation test, the content was evaluated from the user's point of view, in terms of experience and multimedia effects. For this, 88 volunteers were selected for the experiment. 36 of the participants of the experiment were men, 52 were women, and their interests, professions, and ages were different. Volunteers were first given special questionnaires. During the experiment, the researchers used techniques such as a web camera and voice recorder to monitor the participants in addition to the set of VR applications. This helped them to clearly convey the emotions of the user. During the experiment, volunteers were divided into two equal groups: participants of group A and participants of group B. Those in group A were advised to watch 2D information messages using a computer, and those in group B were advised to view this information using Oculus VR headsets.

This experience proved that three main REQUIREMENTS must be kept in mind when creating immersive virtual reality products:

1. Focusing (that is, directing the attention of the audience to the main information).

2. Information logic (logical formation of information to increase the effectiveness of media effects).

3. Harmony of emotions and empathies (it is important to give a participatory position so that the user's emotions are in harmony with his experiences).

There were two limitations to this experiment. Even so, the user is deprived of the opportunity to move from one scene to another until he receives the main information. Also, there is another limitation in that the synchronicity of actions in the performance of interactive exercises (such as walking, holding the microphone, facing the character) in specific scenes is processed in a certain direction. But both of these limitations are "washed away" by two possibilities of "freedom":

- ✓ *In the virtual reality environment, the user can study and watch the objects in the existing scene, the environment, and move to the next scene whenever he wants.*
- ✓ *It is possible to manipulate various objects, in which the user can get the patient card from the doctor at any time.*
- ✓ *The theoretical interpretation of this is as follows:*
- ✓ *Attracting the user's attention in interactive ways;*
- ✓ *Giving the consumer the opportunity to carefully study and research the environment while receiving the message of the virtual environment;*
- ✓ *User's sense of social responsibility and obligation;*
- ✓ *Creating an opportunity to effectively apply the goalkeeper theory[2]*

Also, the process of creating VR content depends on a number of technical and organizational issues. It provides a formal approach to the development process and defines the integration of the following activities:

- requirements management;

- analysis;

- design;

- codification;

- testing[3].

In this way, immersive media is manifested by the phenomenon of rendering reality in a psychologically reliable way. According to the concepts of new media studies, immersive journalism

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[2] Heinderyckx F, Vos T.P. Reformed gatekeeping. CM: Commu Med 11 (36), 2016. – P. 29-46.

[3] Galimberti C., Belloni C., Cantamesse M. et al. The development of an integrated psychosocial approach to effective usability of 3D virtual environments for cybertherapy. PsychNology J., Vol. 14. N 2, 2006.

is defined as related to digital information technologies. We understand that 360-degree visualization software alone is lacking in content implementation. When diving into the possibilities of time and space, he needs a set of special devices. These devices are recommended in addition to infographic (or video) images created in the most complex resolution software.

Most of the media experts have defined the need to reflect the research on the development of new media products in the virtual environment in modern theoretical research. For example, a group of Russian scientists, media expert J.M. Based on Hardy's research, they have proven that four basic processes are important in creating content with an immersive effect. That is, theoretical and experimental analyzes of the effect of direct participation. This effect is a unique communicative state of the subject, which perceives reality through illusory emotions. That is, the information consumer observes virtual reality images while standing inside the reality. Thus, the scientists who discovered the first versions of VR called virtual reality a physical phenomenon. That is, they commented that this narrative is the metaphysics of real and imaginary emotions. Immersive style is limited to the ability to accurately and truthfully convey reality as a compensatory (supplement) of audiovisual images. Also, the study found that production is a process related to the cross-media robotization of texts. This process is driven by the requirements of the virtual environment. Due to its high universality, this technology is recognized at the level of importance of verbal communication with the visual and audio capabilities of multimedia. Scholars have linked the fourth direction of media research with ethical codes of journalism. In this regard, the existing codes do not meet the requirement. The principles in it go back to the social context, where a journalist or mass media is manifested as a communicator, translator, defender of citizenship.

Based on the results of the experiments presented above and the theories put forward by the researchers, the following conclusions can be made regarding VR information immersive design:

Sort information thematically

- ✓ *Develop workable designs for immersive virtual reality messages;*
- ✓ *Maintaining a balance between the limitations of the VR environment and the opportunities for freedom.*

These issues present a problem that should be researched in the future plans of immersive journalism and the results should be theoretically interpreted. Because, in addition to the possibility of receiving VR information from the consumer's point of view, its unaffordability from the producer's point of view, the need to spend a lot of time, and the need to work with a team of journalists and other specialists lead to the fact that virtual reality information is not universal. In addition, the fact that the VR-content format is not suitable for all types of information should be investigated from the point of view of genre classification of journalistic materials. That is, the selection of information topics for the format of immersive journalism is becoming one of the important requirements.

Designs for immersive messages of virtual reality have presented new challenges to experts. The user of VR information looks at the design details on the display by turning his head from side to side, feeling the helmet or VR glasses to see the objects in the virtual reality environment. In this case, the user uses his eyes. The essence of the information received through the visual channel of the user deviates from the essence of the virtual information received by the physical sensory system, which is received through the contact of special equipment attached to the user's head and ears. Experts offer the possibility to receive information without being distracted by other emotions when the user moves in the virtual environment through gaze indicators.

Based on the results of the experiments presented above and the theories put forward by the researchers, the following conclusions can be drawn regarding the immersive design of VR information: thematic sorting of information; working designs for immersive information of virtual reality; The issues of maintaining a balance between the limitations of the VR environment and the opportunities for freedom should be explored in the future plans of immersive journalism and the results should be theoretically interpreted. Because, in addition to the possibility of receiving VR information from the consumer's point of view, its unaffordability from the point of view of production, the need to spend a lot of time, and the need to work with a team of journalists and other specialists lead to the fact that virtual reality information is not universal. In addition, the fact that the VR-content format is not suitable for all types of information should be investigated from the point of view of genre classification of journalistic materials. That is, the selection of information topics for the format of immersive journalism is becoming one of the important requirements.

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