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АКТУАЛЬНІ ПИТАННЯ МАСОВОЇ КОМУНІКАЦІЇ

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"Current issues of mass communication" is a professional scientific publication of the Educational and Scientific Institute of Journalism, Taras Shevchenko National University of Kyiv. The journal publishes original, completed contributions in the field of mass communication, reflecting current trends in this domain in Ukraine and the world, patterns, processes, structures, and forms of mass communication relations. Priority is given to the studies of mass communication trends in technological development, media, journalism, publishing, advertising, public relations, social informatics, document science, library science, etc., which is relevant for the Ukrainian and world audience.

Our journal has the following sections:

Discussions (contains scholarly and journalistic columns or comments of the editorial board, editor-in-chief, members of the editorial board regarding results of research that have not been reviewed but are of interest. These publications are not scientific articles).

Review articles (scientific literature reviews on a particular issue. Reviews are a kind of scientific article. Our journal publishes reviews that use the method of meta-analysis).

Research articles (with results of scientific research that correspond to the journal's profile, have been reviewed and approved for publication as scientific articles). Such article should have empirical data at its core.

Interdisciplinary research (peer-reviewed scientific articles that present original research results but go beyond the narrow profile of the journal, and their authors are scholars from other fields. However, such research articles should be at least partially related to mass communication).

Reviews (reviews on various scientific publications in the field of mass communication, including reviews on books, scientific articles, reviews of opponents on the dissertation).

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The journal is included in the "List of scientific professional publications of Ukraine, which may publish the results of dissertations for the degree of Doctor of Sciences, Candidate of Sciences and Doctor of Philosophy. Category "B".

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Актуальні питання масової комунікації, Випуск 31, 2022 р.

веб-сайт журналу: <https://cimc.knu.ua/index>

«Актуальні питання масової комунікації» – фахове наукове видання Навчально-наукового інституту журналістики Київського національного університету імені Тараса Шевченка. Журнал публікує оригінальні, закінчені роботи за результатами досліджень із масової комунікації, що відображають сучасні тенденції розвитку галузі в Україні та світі, закономірності, процеси, структури та форми масовокомунікаційних відносин. Пріоритет надається актуальним для української та світової аудиторії дослідженням масовокомунікаційних трендів у розвитку технологій, медіа, журналістики, видавничої справи, реклами, зв'язків з громадськістю, соціальної інформатики, документознавства, бібліотекознавства тощо.

Наш журнал має такі рубрики:

Дискусії та обговорення (друк науково-публіцистичних виступів, позицій редакції, головного редактора, членів редколегії, результатів досліджень, які не пройшли рецензування, але становлять інтерес. Ці публікації не є науковими статтями).

Огляди (друк оглядів наукової літератури з того чи іншого питання. Огляди є видом наукової статті. У нашому журналі друкуються огляди, у яких використано метод мета-аналізу).

Дослідницькі статті (друк результатів наукових досліджень, що відповідають профілю журналу, пройшли рецензування і схвалені до друку як наукові статті).

Міждисциплінарні дослідження (друк наукових статей, що пройшли рецензування, подають оригінальні результати досліджень, але виходять за межі вузького профілю журналу, а їхні автори є ученими з інших галузей. Проте такі наукові статті повинні бути хоч частково пов'язані з питаннями масової комунікації).

Рецензії (друк рецензій на різні наукові видання у галузі масової комунікації, включаючи рецензії на наукові статті, відгуки опонентів на дисертації).

Аудиторія журналу включає науковців, викладачів, студентів, професіоналів у галузі медіа та комунікацій, а також широке коло читачів, які цікавляться сучасними тенденціями розвитку комунікаційного простору.

Журнал включено до «Переліку наукових фахових видань України, в яких можуть публікуватися результати дисертаційних робіт на здобуття наукових ступенів доктора наук, кандидата наук і доктора філософії». Категорія «Б».

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Усі права застережено. Посилання на матеріали видання під час їх цитування обов'язкові.

Актуальні питання масової комунікації : науковий журнал / голов. ред. В. В. Різун; Навчально-науковий інститут журналістики КНУ імені Тараса Шевченка. Київ, 2022. Вип. 31. 94 с.

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Редакція журналу дотримується визнаних у світовій науковій спільноті принципів організації публікаційної справи на засадах прозорості, відкритості та передової практики у сфері оприлюднення результатів досліджень, розроблених Міжнародним комітетом з етики наукових публікацій (Committee on Publication Ethics (COPE) Principles of Transparency and Best Practice in Scholarly Publishing). Редакційна політика зобов'язує працівників журналу та авторів наукових публікацій

дотримуватися засадничих принципів публікаційної діяльності у сфері науки, що стосуються політики відкритого доступу, правил для редакторів та рецензентів, політики та процесу рецензування, конфлікту інтересів, наукової недоброчесності, політики плагіату, редакційної етики та етичних зобов'язань авторів, дотримання авторських прав.

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Наш журнал визнає політику негайного відкритого доступу (Open Access Policy) до опублікованого контенту і підтримує принципи вільного поширення наукових даних задля загального сталого суспільного розвитку (CC-BY). Це означає, що всі статті, опубліковані в журналі, розміщуються на веб-сторінці Журналу безстроково і безкоштовно відразу після виходу чергового випуску. Також надруковані паперові примірники Журналу поширюються серед національних бібліотек і зберігаються в них. Повнотекстовий онлайн-доступ до наукових статей Журналу можна отримати, зайшовши в розділ "Архів". Це відповідає визначенню відкритого доступу від Budapest Open Access Initiative (BOAI).

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Автори відповідальні за оригінальність поданих ними рукописів, які не повинні містити плагіату і не повинні бути опубліковані раніше в інших виданнях. Всі рукописи після надходження до журналу проходять перевірку на плагіат. Разом із рукописами статей автори надсилають супровідний лист, у якому (1) чітко вказують свою згоду на публікацію своєї статті у нашому журналі та його електронних версіях і (2) підтверджують, що стаття паралельно не була надіслана до інших журналів, а відомості, викладені в ній, не були раніше опубліковані.

Редакція журналу гарантує, що кожен рукопис розглядається неупереджено, незалежно від статі автора, його раси, національності, віросповідання, громадянства і т.п.

Політика рецензування

Усі статті проходять процедуру "сліпого" рецензування незалежними експертами, яких признає Редколегія з числа фахівців у відповідній науковій галузі. Остаточне рішення щодо публікації чи відхилення статті приймає головний редактор, який керується у своїх діях висновками рецензентів. Подаючи статтю, автори можуть попросити виключити зі списку можливих рецензентів не більше двох вчених або двох закладів вищої освіти.

Процедура рецензування може тривати до 8 тижнів, залежно від завантаженості експертів та складності тематики статті. Редакція інформує автора про зауваження експертів та рішення про прийняття матеріалу до друку або відмову в публікації.

У разі позитивного рішення Редколегії, автор вносить відповідні правки та надсилає до редакції остаточний варіант матеріалу. При затвердженні змісту номеру журналу редколегія керується датою надходження останнього варіанту статті.

Від потенційних рецензентів ми очікуємо дотримання принципів публікаційної етики, розуміння конфлікту інтересів, дотримання конфіденційності та своєчасності.

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Рекомендуємо кожному рецензентові познайомитися з Етичним керівництвом для рецензентів, схваленим Міжнародним комітетом з етики наукових публікацій.

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Науковці, які бажають долучитися до числа рецензентів журналу «Актуальні питання масової комунікації», повинні мати науковий ступінь у відповідних галузях наук, належний досвід роботи та високу репутацію в академічному світі. Свої резюме можна надсилати до редакції журналу на e-mail: office.cimc@knu.ua.

Більш детальну інформацію про журнал ви можете отримати за адресою <https://cimc.knu.ua/about>.

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ДИСКУСІЇ ТА ОБГОВОРЕННЯ

**Духовна природа слова як засобу комунікації та
творення у взаємопов'язаності з категорією правди**

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ABSTRACT

This material is submitted for discussion on the pages of the journal. It has the status of a working version, a draft of a possible article, a preprint. Anyone can participate in the discussion by submitting their materials with a link to this material in the "Discussions" section of the following issues. The author of the same material, in the case of writing a scientific article, must make a reference to his material, which he submitted for discussion. The draft article is devoted to the conceptual and discursive analysis of the nature and properties of the word as a form of existence and communication of truth, revealing its communicative properties and interconnectedness with the category of truth in historiographical and biblical discourses. The spiritual nature of the Word, based on Truth, is aimed at creation, spiritual development and harmonization of society and the individual. Awareness of the creative and constructive nature of the Word and the ability to operate with the word at the level of its spiritual nature is an essential competence of a professional in social communications and socially responsible journalism.

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АНОТАЦІЯ

Цей матеріал подано до обговорення на сторінках журналу. Він має статус робочого варіанта, чернетки можливої статті, препринту. Участь в обговоренні може брати будь-хто, подаючи у розділ "Дискусії та обговорення" наступних випусків свої матеріали з покликанням на цей матеріал. Автор цього ж матеріалу, у випадку написання наукової статті, повинен обов'язково зробити покликання на свій матеріал, який він подавав на обговорення. Поданий у цьому випуску матеріал присвячено концептуальному та дискурсивному аналізу природи і властивостей слова як форми існування та донесення правди, виявлення його комунікаційних властивостей і взаємопов'язаності з категорією правди в історіографічному та біблійному дискурсах.

КЛЮЧОВІ СЛОВА: категорія правди, духовна природа слова, біблійний дискурс.

Актуальність. XXI століття ввійде в історію як ера постправди, фейків і маніпуляцій, інформаційних та смислових воєн. Очевидним є те, що «слово зі знаряддя і символу правди перетворилося на знаряддя обману» (Сверстюк, 2009, с. 98). Як наслідок – засилля патогенних текстів, мова ворожнечі і ненависті. Підтвердження цього – розв'язана Російською Федерацією спочатку інформаційна, а тепер уже й фізична війна проти України й усього світу демократії. Актуальність проблеми ще наприкінці XX століття визначив Є. Сверстюк (2009, с. 99): «Протистояння самотньої совісті світу корупції, грошей і розбещеності, світу, оснащеному сучасними засобами масової інформації – основа сучасної трагедії. Ми стоїмо перед проблемою повернення слову еманції Божественного Логоса». І нині це є серйозною проблемою та викликом для світового комунікаційного простору.

Це спонукало у межах дослідження категорії правди як соціальнокомунікаційної категорії (СКК) журналістики звернути дослідницьку увагу на природу та властивості слова як форми існування правди та засобу її донесення в умовах соціальнокомунікаційної взаємодії (СКВ), з'ясувати його функціональні особливості та соціальну вартісність, що й стало **метою** наукової розвідки. Отже, **об'єктом** дослідження є слово як форма і засіб донесення правди в СКВ, **предметом** – природа і властивості слова як форми існування та засобу донесення правди. **Наукове завдання** лежить у площині концептуального та дискурсивного аналізів природи і властивостей слова як форми існування та донесення правди, виявлення його комунікаційних властивостей і взаємопов'язаності з категорією правди в історіографічному та біблійному дискурсах. **Джерелами** історіографічного дослідження є праці науковців кінця XX – початку XXI століття, концептуально-дискурсивного – Біблія як давнє писемне джерело, що має соціальнокомунікаційне підґрунтя для наукових досліджень (Петренко, 2020, с.109-112).

Теоретичне підґрунтя. Проблема пов'язаності слова, правди та журналістики на розі тисячоліть порушували науковці Й. Лось (1993, 1999, 2001, 2004), І. Михайлин (2007, 2008), В. Різун (2017а, 2017б, 2017в, 2017г, 2017д). При цьому автори звертали увагу на духовні аспекти проблеми. Найвиразніше духовну природу слова та правди окреслив у вказаних вище працях Й. Лось. Науковець, як і публіцист Є. Сверстюк, апелює до Божественної природи Слова і Правди¹. У нерозривному зв'язку з трансцендентним буттям людини дослідила духовну природу мови О. Федик (2000), а Г. Черненко (2018) здійснила ґрунтовне вивчення впливу мови, слова на процеси аксіологічної категоризації світу людиною.

Проте все ж варто визнати (і це виявив аналіз історіографії початку XXI століття): в останнє десятиліття спостерігається тенденція зменшення дослідницької уваги до вивчення категорії правди та водночас збільшення досліджень різноманітних випадків неправди, її

¹ Слово і Правда вживаємо з великої літери там, де вказуємо на духовну природу та пріоритет духовного змісту цих понять.

релятивних замінників, що відповідним чином реалізуються через слово як засіб комунікації.

Методологічною основою дослідження є соціальнокомунікаційний підхід. Із застосуванням методів системно-структурного аналізу в системі координат соціальних комунікацій (СК) здійснено вивчення понять «правда» і «слово» як цілих та як елементів у системі (СК-контексті), а також взаємопов'язаності та взаємозалежності між ними. Із застосуванням методів інформаційно-культурологічного аналізу здійснено осмислення концептів «правда» і «слово», використовуючи елементи концептуального, дискурсивного, герменевтичного аналізів у площині соціальних комунікацій і журналістики. Також для осмислення метафізичних, духовних явищ і категорій використовувалися філософські методи, зокрема – метафізичний, інтуїтивний, гіпотетичний. У процесі дослідження на різних його етапах застосовувались методи індукції, дедукції, синтезу, узагальнення.

Результати й обговорення. У ході дослідження правди як соціальнокомунікаційної категорії журналістики підтверджено, що Слово і Правда – взаємопов'язані поняття, і вони мають духовну, абсолютну природу. З'ясовано, що і Слово, і Правда – апіорі онтологічно зумовлені й аксіологічно визначені та мають соціальне спрямування і комунікаційні функції.

Зокрема, **комунікаційна функція Правди** в біблійному дискурсі виявляється в тому, що *Правда є сенсом Слова Божого*, закладеним у створений Творцем порядок, і ця *Правда* не лише є, існує статично, а *звіщається, повідомляється, передається, поширюється* від ініціатора спілкування – *Бога як Творця і Верховного Комуніканта* – до конкретних комунікатів – *пророків (медій)*, щоб через них – **засобом Слова** – бути *донесеною* конкретним особам, соціальним групам, суспільствам (народам). Тобто *Правда* є динамічною, діяльною – *категорією дії, чину*. І *комунікаційна функція Правди* є *пріоритетною та за своєю природою абсолютною*. Передача повідомлень (*дія Правди*) відбувається через системи *духовної* та відповідних суспільно-історичній добі *соціальних комунікацій* із незмінним апіорічним **мотивом** і соціально визначеною **метою** – *суспільним Добром*², що *сприяє гармонізації суспільних процесів і відносин* (Петренко, 2020).

Підтвердження духовної природи та взаємопов'язаності Слова і Правди знаходимо в ґрунтовній праці Д. Гудінга і Дж. Леннокса (2006). Автори розкривають сутність духовної взаємодії та вказують на її ініціатора, вважаючи ним Бога як Вищу Реальність (у нашому визначенні – *Верховного Комуніканта*). Важливим є пізнання, а тому дослідники акцентують, що Бог – це «Вища Реальність, і Він може бути пізнаний» (с. 112, 120-122), адже «у цьому нашому пізнанні Бога Він узяв ініціативу на Себе. І Він зробив це: а) за допомогою творення; б) через голос совісті людини; в) через історію, особливо через старозавітних пророків» (с.112) як тогочасних медій. Понад те, Він здійснив *реальну комунікацію* через Ісуса Христа, яку ми цілком можемо визначити як *соціальноспрямовану, соціальну* (у широкому значенні цього слова): «Бог Сина Свого Однородженого послав у світ, щоб ми через Нього жили» (Ів. 4:9)³, «і пізнаєте правду, – а правда вас вільними зробить!» (Ів.8:32). Саме цим «втілення Бога здолало прірву, яку сам людський розум ніколи не зміг би подолати». Сам Бог в Особі Ісуса Христа «вступив у наш час і простір. Він не лише говорив з нами людською мовою» (Гудінг і Леннокс, 2006, с. 113), промовляв шляхом «одкровення загальної властивості» й «особливого одкровення» через Закон і спеціально обраних для цієї мети пророків (с. 118-119), а й промовляв через Ісуса Христа як *Втілене Слово* (с. 119). Таким чином, основою Його творення є *Слово* (с. 116), а *сутністю Слова – Правда* (с. 117-118), яку Бог як

² Пишемо з великої літери, вказуючи цим на Добро як духовну категорію трансцендентного походження, що має метафізичну природу, як і Любов, Мудрість.

³ Тут і далі посилання на цитати із книг Біблії подаються за українським перекладом професора І. Огієнка (Огієнко, 2007). Скорочення назв книг Біблії подано в кінці статті, в Додатку.

Верховний Комунікант доносив у різних формах духовної комунікації. І це вказує на метафізичну (духовну) природу Правди і Слова.

Нами з'ясовано, що як *Верховний Комунікант Бог* відкривається вже у перших текстах Біблії, в момент створення світу: «На початку Бог створив Небо та землю. А земля була пуста та порожня, і темрява була над безоднею, і Дух Божий ширяв над поверхнею води. І сказав Бог: "Хай станеться світло! І сталося світло" (Бут.1:1-3). У 1 розділі Книги Буття фраза «І сказав Бог» вживається 10 разів, причому перших 8 уживань вона супроводжує певний етап творення, і звучить як самоповеління в безособовому духовному просторі, 2 останні – звернуті до створеної Богом людини – чоловіка та жінки: «...і сказав Бог до них...» (Бут.1:28). При цьому комунікація Творця з людиною в біблійному дискурсі відбувається не лише як одновекторна – Бог говорить («сказав» – 464 рази, «говори/-ть/-в» – 379, «промов/-ив/-ляє» – 358, «клич/-є/-у, покли/-чу/-кав» – 71, «закликав» – 2), а й як двовекторна (Бог «почу/-в/-є/-ю» – 47, «вислуха/-в/-ю» – 26, «озвався» – 2, «відпові/-в/-м/-дає/» – 42, «розсудив» – 3) та багатовекторна – у формі діалогового спілкування Бога з людиною (Вих. 3). Важливим є те, що **головним змістом комунікації Бога з людиною є відкриття (повідомлення) людині та людству Правди, що є закладеною передусім у духовних (моральних) законах встановленого Творцем світопорядку, Правди, що є на Добро людини і людству в цілому. І це повідомлення, відкриття Правди відбувається через Слово.**

У біблійному дискурсі **Слово розкривається як засіб не лише комунікації, а й творення.** Бог як *Верховний Комунікант* **Словом спілкується** («І сказав Бог...» Бут. 1:9) і **творює** («... І сталося так», там само). У цьому вбачаємо особливий **творчий сенс Слова**, що первинно має духовну природу та спрямоване на життя («Споконвіку було Слово, а Слово в Бога було, і Бог було Слово. Воно в Бога було споконвіку. Усе через Нього повстало, і ніщо, що повстало, не повстало без Нього. І життя було в Нім, а життя було Світлом людей» Ів. 1:1-4). Це дає підстави стверджувати: **Слово має особливе – творчо-конструктивне (сенсотвірне) – призначення та дію/вплив.** Ця творчо-конструктивна дія/вплив слова зумовлена тим, що **фундаментальною основою слова є Правда**, що йде від Бога як *Верховного Комуніканта*: «Правда – підвалина слова Твого, а присуди правди Твої – навіки» (Пс. 118:160), «Твоє слово – то правда» (Ів. 17:17).

Це дозволяє припустити, що **первинно Правда є фундаментальною (стрижневою) основою, наповненням, сенсом даного людині слова, мови** як засобу комунікації, і саме завдяки Правді як сутності Слова дане людству **слово є сенсотвірним, творчим і конструктивним.** Відповідно – **слово без Правди втрачає конструктивність і набуває ознак деструкції** (як це ми бачимо відбувається зі словами заниженої, патогенної лексики). Усвідомлення цього вважаємо надважливим для професіоналів СК і журналістики. На наше переконання, це **усвідомлення духовної природи і сутності слова професійними комунікантами має стати першою необхідною умовою соціальновідповідальної журналістики. Другою необхідною умовою є здатність оперувати словом на рівні його духовної природи, безумовно дотримуючись правди у всіх формах її існування – правди мотиву, правди слова, правди дії, правди факту.** Така журналістика має підстави претендувати на визначення **«журналістика правди»** і класифікацію як окремого суспільноспрямованого і правдоцентричного виду журналістської діяльності. **Саме така журналістика спроможна сприяти ефективному розв'язанню проблеми правди в сучасному глобальному комунікаційному просторі.**

Тут доречно пояснити, що в результаті дослідження було з'ясовано не лише сутнісні ознаки і властивості Правди як багатовимірного, багатокomпонентного метафізичного феномену (Петренко, 2020, с.109-134, 161-173), а й те, що **багатовимірність Правди відображається у формах її існування.** Їх виділено чотири: 1) **правда слова (ПС);** 2) **правда мотиву/думки (ПМ);** 3) **правда дії (ПД);** 4) **правда факту (ПФ).** Результати цього дослідження оприлюднені в наукових працях (Петренко, 2019, 2020). Зазначимо лише, що *форми*

існування правди (ФІП) тісно пов'язані між собою, є структурними елементами механізму дії Правди (МДП) і зумовлюють відповідні соціальні наслідки.

Варто зазначити, що, як слідує з біблійного дискурсу, саме в Слові як Абсолюті виявляється виняткова (абсолютна) єдність *Правди Слова, Правди Мотиву, Правди Дії, Правди Факту*. Це зумовлено Божественною сутністю Слова, яка відкривається у реальній *духовній і соціальній взаємодії* Слова (у Новому Завіті – Ісуса Христа) з людством (Огієнко, 2007, с. 1180).

Це ще раз звертає нашу увагу на духовну природу та відповідні функції слова, мови, важливість яких обґрунтовує у своєму дослідженні О. Федик (2000). Зокрема, науковиця виділяє *функцію передавання і збереження Духу* (с. 48) та *функцію духовної апеляції* (с. 42), остання з яких “виконує специфічне комунікаційне навантаження: подача інформації має вербальний характер, а так званий «зворотній зв'язок» – позавербальний: до людини не повертається слово, а духовна енергія, духовна підтримка, духовна сила, що якраз і свідчить на користь сакральності мови, яка спроможна через вербальний рівень (тобто, через власну систему, через власні засоби) апелювати до найвищої надприродної сили і викликати в людині відчуття духовного простору” (Федик, 2000, с. 42).

Прагматика людського мислення у високотехнологізованому суспільстві обмежує діапазон пізнання рівнем матеріальних речей і раціональних процесів. Проте це обмеження, на наш погляд, є штучним і має негативні суспільні наслідки, причому – в глобальному масштабі. Події сучасного світу, і зокрема війна в Україні, що набуває ознак світової, підтверджують це. Адже фактично світ уже включився у відкрите політичне й економічне протистояння російському агресору та союзницьку фінансово-мілітарну підтримку України. Це – прагматичний аспект.

Проте в цій війні очевидним є й духовний аспект. З перших днів масштабного вторгнення в Україну ми спостерігаємо потужну дію духовних сил – духа, що веде до єднання влади і народу, і це є дух Добра, та духів зла – агресії, жорстокості, знущань, вбивства, руйнації. Ми вочевидь переконуємося, як духовна природа Слова виявляє свою потужну конструктивну дію, знаходячи своє місце в риториці президента України Володимира Зеленського, який вже на другий ранок масштабного вторгнення російської армії в Україну проголосив: «Ми на своїй землі. За нами – Правда. Знищити наш характер не вийде. Ракети "калібр" безпорадні проти нашої свободи» (Зеленський, 2022, 25 лютого). Як ніколи раніше, в риториці президента В. Зеленського і його команди стали часто вживаними духовні категорії – Правда і брехня, Добро і зло, світло і темрява, свобода/воля і рабство. А категорія Правди означена ключовою у характері оборонної війни українців.

Потужний дух Слова виявився й у зверненні президента В. Зеленського до українців на початку 7-ї доби російського нападу: «Почався 7-й день цієї страшної війни. Війни, яку ми відчуваємо однаково. За цей час у нас єдності більше, ніж за 30 років. Спочатку нам було однаково страшно, потім – однаково боляче. А зараз – все однаково. Окрім перемоги. Окрім правди. Окрім миру. Окрім спокою, до якого ми хочемо прийти. Окрім життів наших людей, за які ми переживаємо. Окрім України. За цей час ми по-справжньому стали єдиним цілим. Ми багато пробачили один одному. Ми полюбили один одного. Ми допомагаємо один одному. Ми боїмося один за одного. Вчора зранку на площі свободи ми всі були харків'янами. Потім ворог зніс нас усіх ударами по житлових будинках в Бородянці. Вчора ввечері нас знову бомбили у Києві, і ми всі знову загинули у Бабиному Яру. Від ракетного удару. Хоча весь світ обіцяє. Обіцяє постійно: НІКОЛИ ЗНОВУ...» (Зеленський, 2022а, 3 березня). І того ж дня: «Святе місце тепер побите війною. Вони не бояться навіть цього. Користуються тим, що Бог не дає моментальної відсічі. Але Бог усе бачить і відповідає. Відповідає так, що вам не сховатися. Немає такого бункеру, щоб пережити відповідь від Бога. А собор ми точно відновимо, щоб жодного сліду війни там не залишилось. І якщо ви навіть зруйнуєте всі наші собори та церкви – ви не зруйнуєте нашої віри, нашої щирої віри в Україну і в Бога. Віри в людей... А тих, хто загинув ми не забудемо. Ми. Разом з Богом» (Зеленський, 2022б, 3

березня). А звертаючись до Європарламенту: «Доведіть, що ви, дійсно, європейці. І тоді життя переможе смерть, а світ – темряву» (Зеленський, 2022, 1 березня).

Ми вочевидь спостерігаємо дію слова, сповненого духу Добра, Божого Духу, який несе у своєму Слові – Правду і, як наслідок – Перемогу. Варто зазначити, що риторика війни через духовну природу Слова відкриває нову площину наукових досліджень у царині СК і журналістики. Не лише теоретичних, а передусім – емпіричних. Адже спостерігати й вивчати духовну дію слова та її наслідки маємо можливість у реальному часі. Це створює практичне підґрунтя для кристалізації правдоцентричної журналістики – «Журналістики Правди», де обидва слова – з великої літери. І це виклик для журналістської освіти, яка має запропонувати відповідні програми освітньо-професійної підготовки журналістів. А поки що заgonи правдоцентричної журналістики починає формувати священна війна українського народу. У реальному полі. В горнилі подій.

Висновки. Отже, в результаті дослідження ми з'ясували і звертаємо увагу на те, що Слово за своєю духовною природою має містити Правду в її первинних сенсах і бути нерозривно поєднаним з нею. У трансцендентному (духовному) вимірі Правда Слова є абсолютною, і її первинна сутність виявляється в Слові Абсолюту (Верховного Комуніканта), в якому слово, мотив і дія ґрунтовані на ознаках, властивостях і законі Абсолютної Правди та перебувають у непорушній цілісності та гармонії.

Важливим висновком є те, що духовна природа Слова, ґрунтованого на Правді, спрямована на творення, духовний розвиток і гармонізацію суспільства та особистості. Усвідомлення творчо-конструктивної природи Слова і здатність оперувати словом на рівні його духовної природи вважаємо надважливою компетентністю професіонала соціальних комунікацій (СК) і соціальновідповідальної журналістики. Саме це Слово має стати знаряддям очищення комунікаційного простору від потоків патогенної, маніпулятивної і вульгарної лексики. Значну роль у цьому покликана відіграти журналістська освіта, готуючи професіоналів правдоцентричної журналістики – «Журналістики Правди». Водночас відкриваються перспективи наукових досліджень, пов'язаних із вивченням духовної природи Слова, його сутності, місця та ролі в соціальних комунікаціях і журналістиці, а також нові завдання постають перед наукою, журналістською освітою та журналістикою – «повернення слову еманції Божественного Логоса» (Сверстюк, 2009, с.99).

Додаток. Список скорочень посилань на книги Біблії.

Бут. – Книга Буття
Вих. – Книга Вихід
Ів. – Євангелія від св. Івана
1 Ів. – Соборне послання св. апостола Івана
Пс. – Книга Псалмів

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Relevance. 21st century will go down in history as the era of post-truth, fakes, manipulations, informational and semantic wars. It is evident that "the word has turned from a tool and symbol of truth into a tool of deception" (Sverstyuk, 2009, p. 98). As a result, a plethora of pathogenic texts, the hate and enmity speech appear everywhere. Confirmation of this is the first informational and physical war launched by the Russian Federation against Ukraine and the entire world of democracy. The urgency of the problem was determined by E. Sverstyuk (2009, p. 99) at the end of the 20th century: "The confrontation of the lonely conscience of the world of corruption, money, and depravity, a world equipped with modern means of mass information is the basis of a modern tragedy. We are faced with the problem of returning the Word of the emanation of the Divine Logos. Moreover, now it is a serious problem and challenge for the global communication space".

This prompted, within the framework of the studying of the Truth category as a socio-communicative category (SCC) of journalism, to pay research attention to the nature and properties of the Word as a form of the existence of Truth and a means of its delivery in the conditions of social-communicative interaction (SCI), to find out its functional features and social value, as well as became the **objective** of this study. **The scientific task** lies in the plane of conceptual and discursive analysis of the nature and properties of the Word as a form of existence and conveying the Truth, identifying its communication properties and interconnection with the category of Truth in historiographical and biblical discourses. The **sources** of historiographical research are the works of scientists of the late 20th and early 21st centuries, conceptual and discursive - the Bible as an ancient written source with a socio-communication basis for scientific research (Petrenko, 2020, p.109-112).

Theoretical background. The problem of the connection between speech, Truth, and journalism at the turn of the millennium was raised by scholars Y. Los (1993, 1999, 2001, 2004), I. Mykhaylyn (2007, 2008), V. Rizun (2017a, 2017b, 2017c, 2017g, 2017d). At the same time, the authors paid attention to the spiritual aspects of the problem. The spiritual nature of words and Truth was outlined most clearly in the works mentioned above by J. Los. Like the publicist E. Sverstyuk, this author appeals to the Divine nature of the Word and Truth⁴. O. Fedyk (2000) investigated the spiritual nature of language in an inextricable connection with the transcendent being of man. Finally, G. Chernenko (2018) conducted a thorough study of the influence of language and words on the processes of axiological categorization of the world by man.

However, it is still worth recognizing (and this was revealed by the analysis of the historiography of the beginning of the 21st century): in the last decade, there has been a trend of decreasing research attention to the study of the category of Truth and, at the same time, an increase in studies of various products of untruth, its relative substitutes, which are appropriately realized through the Word as a means of communication.

The methodological basis of the research is the socio-communication approach. First, using system-structural analysis in the context of social communications (SC), the concepts of "truth" and "word" as a whole and as elements in the system (SC-context), as well as the interconnection and interdependence between them, were studied. Next, by applying methods of informational and cultural analysis, the concepts of "truth" and "word" were clarified, using elements of conceptual, discursive, and hermeneutic analyzes in the field of social communications and journalism. Philosophical methods were also used to understand metaphysical and spiritual phenomena and

⁴ Word and Truth we capitalize where we indicate spiritual nature and prioritize spiritual aspect of these concepts.

categories, particularly metaphysical, intuitive, and hypothetical. Finally, the methods of induction, deduction, synthesis, and generalization were used in the research process at various stages.

Results and discussion. Upon examining the Truth as a socio-communication category of journalism, we confirmed that the Word and Truth are interrelated concepts and have a spiritual, absolute nature. Furthermore, we found that the Word and the Truth are a priori ontologically and axiologically determined and have social direction and communication functions.

In particular, *the communicative function of Truth* in biblical discourse is revealed in the fact that *Truth* is embedded in the order created by the Creator. This *Truth* not only *exists* statically, but *is announced, reported, transmitted, and spread* from the initiator of communication - *God as the creator and of the Supreme Communicant* - to specific *communications - prophets (media)*. So that through them - *using the Word* - it will be *communicated to specific individuals, social groups, and societies* (nations). *Truth* is dynamic, active - a *category of action, act*. Moreover, *communication, the function of Truth, is the priority and, by its nature, absolute*. The transmission of messages (*the action of the Truth*) occurs through the systems of *spiritual* and appropriate socio-historical *social communications* with an unchanging a priori *motive* and a socially determined *goal* - the *public Good*⁵, *which contributes to the harmonization of social processes and relations* (Petrenko, 2020).

The thorough work of D. Gooding and J. Lennox (2006) confirms the spiritual nature and interconnectedness of the Word and Truth. The authors reveal the essence of spiritual interaction and indicate its initiator, considering him God as the Supreme Reality (in our definition, the *Supreme Communicator*). Knowledge is essential, and that is why the researchers emphasize that God is the "Higher Reality, and He can be known" (pp. 112, 120-122) because "in our knowledge of God, He took the initiative on Himself. Moreover, He did it: a) with the help of creation; b) through the voice of a person's conscience; c) through history, especially through the Old Testament prophets" (p. 112) as contemporary media. Moreover, He carried out *an honest communication* through Jesus Christ, which we can fully define as *socially oriented, and social (in the broad sense of this Word)*: "*God sent His Only Begotten Son into the world so that we might live through Him*" (1 John 4:9)⁶, "*and you will know the truth, and the truth will set you free!*" (John 8:32). With this, "the incarnation of God overcame a chasm that the human mind itself could never overcome." God Himself in the Person of Jesus Christ "entered our time and space. He not only spoke to us in human language" (Gooding & Lennox, 2006, p. 113), he spoke by way of "revelation of a general nature" and "special revelation" through the Law and prophets specially chosen for this purpose (p. 118-119), but also spoke through Jesus Christ as the Incarnate *Word* (p. 119). Thus, the basis of His creation is the *Word* (p. 116), and the *essence of the Word* is the *Truth* (p. 117-118), which God as the *Supreme Communicator* conveyed in various forms of *spiritual communication*. Furthermore, this indicates the metaphysical (spiritual) nature of Truth and the Word.

We found out that as *the Supreme Communicant, God* is revealed already in the first texts of the Bible, at the moment of the world's creation: "In the beginning, God created Heaven and earth. And the earth was empty and empty, and darkness was over the deep, and the Spirit of God hovered over the surface of the water. And God said: "Let there be light! And there was light" (Genesis 1:1-3). In the 1st chapter of the Book of Genesis, the phrase "And God said" is used 10 times. The first 8 uses accompany a certain stage of creation and sound like self-command in an impersonal spiritual space; the last 2 are addressed to man and woman created by God: "...and God said to them..." (Genesis 1:28). At the same time, the Creator's communication with the man in the biblical discourse is not only one- vector - God speaks ("said" - 464 times, "speaks" - 379, "spoke" - 358, "call/-e/-u, call /- hear / -kav" - 71, "called" - 2), but also as a two- vector (God "hears/-in/-is/-

⁵ We capitalize this word, indicating with this on Good as spiritual category of transcendental origin and Love, Wisdom.

⁶ Here and further, references to the Bible are given according to the Ukrainian translation of professor I. Ogienko (Ogienko, 2007). Abbreviations of the names of the books of the Bible are given at the end of the article, in the Appendix.

yu" – 47, " will hear / -v/-yu" - 26, "spoken" - 2, " answered /-v/-m/ -daye /" - 42, "reasoned" - 3) and multi-vector - in the form of dialogic communication between God and man (Ex . 3). Therefore, the **main content of God's communication with man must be the discovery (message) to man and humanity of the Truth, which is laid primarily in the spiritual (moral) laws of the world order established by the Creator, the Truth that is good for man and humanity as a whole. Moreover, this message, the discovery of the Truth, takes place through the Word.**

In biblical discourse, **the Word is revealed as a means of communication and creation.** God as *the Supreme Communicator* **In a word communicates** (" *And God said...*" Gen. 1:9) and **creates** (" *...And it was so,*" *ibid.*). In this, we see the special **creative meaning of the Word**, which primarily has a spiritual nature and is aimed at life ("At the *beginning of time was the Word, and the Word was with God, and God was the Word. It was with God from the beginning of time. Everything arose through Him, and nothing that arose did not arise without Him. And life was in Him, and life was the Light of men* " John 1:1-4). This gives grounds for asserting **that the Word has special – creative-constructive (senso-creating) – purpose and action/impact.** This creative and constructive action/influence of the Word is since the **fundamental basis of the Word is True, which** comes from God as the *Supreme Communicator*: "Truth is the foundation of Your word, and the judgments of Your truth are forever" (Ps. 118:160), "Your word is truth" (John 17:17).

To assume **that the Truth is a fundamental base, filling, meaning given to a person word, language** as a means of communication, and precisely thanks to the Truth as the essence of the Word, the Word given to humanity **is meaningful, creative, and constructive.** Accordingly, a **word without Truth loses its constructiveness and acquires signs of destruction** (as we see it happens with the words of the undervalued, pathogenic vocabulary). We consider this awareness to be crucial for professionals of the SC and journalism. In our opinion, professional **communicators should become aware of the spiritual nature and essence of words, the first necessary condition of socially responsible journalism. The second necessary condition is the ability to operate with the Word at the spiritual level, unconditionally adhering to the Truth - motive's Truth, the word's Truth, the action's Truth, the fact's Truth.** Therefore, such journalism has grounds to claim the definition of "**truth journalism**" and classification as a distinct socially oriented and Truth-centered type of journalistic activity. **This kind of journalism can contribute to the practical solution of the problem of Truth in the modern global communication space.**

Here it is appropriate to explain that as a result of the research, not only the vital signs and properties of Truth as a multidimensional, multicomponent metaphysical phenomenon were clarified (Petrenko, 2020, p.109-134, 161-173), but also that the **multidimensionality of Truth is reflected in forms of its existence.** There are four of them: 1) **the Truth of the Word (TW)**; 2) **the Truth of the motive/opinion (TM)**; 3) **the Truth of action (TA)**; 4) **the Truth of the fact (TF).** The results of this study were published in scientific works (Petrenko, 2019, 2020). We note only that the **forms of existence of Truth (FET)** are closely related, are **structural elements mechanism of action of Truth (MAT)**, and determine the corresponding social consequences.

It is worth noting that, as follows from the biblical discourse, it was in the Word as the Absolute that the exclusive (absolute) unity of **Truth was revealed Words, Truths Motive, Pravda Actions, Truths The fact.** This is due to the Divine essence of the Word, which is revealed in the real **spiritual and social interaction of the Word** (in the New Testament - Jesus Christ) with humanity (Ogienko, 2007, p. 1180).

This draws our attention to the spiritual nature and corresponding functions of the Word and language, substantiating the importance of which is his research by O. Fedyk (2000). In particular, the scientist singles out **the function of transmission and preservation of the Spirit** (p. 48) and **the function of spiritual appeal** (p. 42), the latter of which "performs a specific communication load: the provision of information is verbal in nature, and the so-called "feedback" is non-verbal: the Word does not return to a person, but spiritual energy, spiritual support, spiritual power, which testifies in favor of the sacredness of language, which is capable through the verbal level (that is,

through its system, through its means) of appealing to the highest supernatural power and evoking in a person's sense of spiritual space" (Fedyk, 2000, p. 42).

The pragmatics of human thinking in a highly technological society limits the range of knowledge to the level of material things and rational processes. However, in our opinion, this restriction is artificial and has negative social consequences on a global scale. The events of the modern world, particularly the war in Ukraine, which is taking on global characteristics, confirm this. The world has already joined the open political and economic confrontation with the Russian aggressor and the allied financial and military support of Ukraine. This is a pragmatic aspect.

However, a spiritual aspect is also evident in this war. From the first days of the large-scale invasion of Ukraine, we have observed the decisive action of spiritual forces - the spirit that leads to the unification of the government and the people, and this is the spirit of Good and the spirits of evil - aggression, cruelty, abuse, murder, destruction. We see how the spiritual nature of the Word manifests its powerful constructive effect, finding its place in the rhetoric of the President of Ukraine, Volodymyr Zelensky, who already, on the second morning of the large-scale invasion of the Russian army into Ukraine, proclaimed: "We are on our land. The Truth is behind us. It will not work to destroy our character. Caliber missiles are helpless against our freedom" (Zelensky, 2022, February 25). As never before, in the rhetoric of President V. Zelensky and his team, spiritual categories – Truth and lies, Good and evil, light and darkness, freedom/will, and slavery – have become frequently used. Moreover, the category of Truth is critical, as the defensive war of Ukrainians.

The mighty spirit of the Word was also revealed in President V. Zelensky's address to Ukrainians at the beginning of the 7th day of the Russian attack: "The 7th day of this terrible war has begun. A war about which we all feel the same way. During this time, we have more unity than in 30 years. At first, we were equally scared, then equally painful. Moreover, now everything is the same. In addition to winning. Apart from the Truth. Apart from peace. Apart from the peace, we want to come to. Apart from the lives of our people, for whom we worry, apart from Ukraine. During this time, we truly became one. We have forgiven each other a lot. We fell in love with each other. We help each other. We fear for each other. Yesterday morning on Freedom Square, we were all Kharkiv residents. Then the enemy destroyed us all with blows to residential buildings in Borodyanka. Yesterday evening we were bombed again in Kyiv, and we all died again in Baby Yar. From a missile strike. Although the whole world promises. He constantly promises: NEVER AGAIN..." (Zelensky, 2022a, March 3). And on the same day: "The holy place is now battered by war. They are not afraid even of this. They take advantage of the fact that God does not give an instant rebuff. However, God sees everything and answers. He answers in such a way that you cannot hide. There is no such bunker to experience an answer from God. And we will definitely restore the cathedral so that no trace of the war remains. Moreover, even if you destroy all our cathedrals and churches, you will not destroy our faith, our sincere faith in Ukraine and God. Believe in people... And we will not forget those who died. We. Together with God" (Zelensky, 2022b, March 3). And addressing the European Parliament: "Prove that you are Europeans. And then life will conquer death, and the world will conquer darkness" (Zelensky, 2022, March 1).

We are observing the action of the Word, full of the spirit of Good, God's Spirit, which carries in its Word - Truth and, as a result - Victory. It is worth noting that the rhetoric of war due to the spiritual nature of the Word opens a new plane of scientific research in the field of SC and journalism. Not only theoretical but primarily empirical. After all, we have the opportunity to observe and study the spiritual effect of the Word and its consequences in real-time. This creates a practical basis for the crystallization of Truth-centered journalism - "Truth Journalism", with both words capitalized.

Moreover, this is a challenge for journalism education, which should offer appropriate programs for journalism educational and professional training. And for now, the forces of truth-centered journalism are beginning to be formed by the holy war of the Ukrainian people. In the field. In the epicenter of events.

Conclusions. As a result of the study, we found out and draw attention to the fact that the Word, by its spiritual nature, should contain the Truth in its primary senses and be inseparably connected with it. In the transcendental (spiritual) dimension, the Truth of the Word is absolute, and its primary essence is revealed in the Word of the Absolute (the Supreme Communicant), in which Word, motive, and action are based on the signs, properties, and law of Absolute Truth and are in unbroken integrity and harmony.

An important conclusion is that the spiritual nature of the Word, based on Truth, is aimed at the creation, spiritual development, and harmonization of society and the individual. Therefore, we consider awareness of the creative and constructive nature of the Word and the ability to operate with the Word at the level of its spiritual nature to be the most crucial competence of a professional in social communications and socially responsible journalism. Furthermore, this Word should become a tool for cleaning communication space from pathogenic, manipulative, and vulgar vocabulary streams. Journalism education is called to play a significant role in this, training professionals of Truth-centered journalism - "Truth Journalists". At the same time, the prospects for scientific research related to the study of the spiritual nature of the Word, its essence, place, and role in social communications and journalism are opening up, as well as new tasks are facing science, journalism education, and journalism - "returning the word to the emanation of the Divine Logos" (Sverstyuk, 2009, p.99).

Appendix. List of abbreviations for references to the Bible.

Genesis - Book of Genesis
Ex. - Book Exodus
Iv. - Gospel from St. John
1 John - Cathedral Message of St. Apostle John
Ps. - Book of Psalms

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DISCUSSIONS
ДИСКУСІЇ ТА ОБГОВОРЕННЯ

The War in Ukraine: Rethinking Values in Communications

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ABSTRACT

This material is submitted for discussion on the pages of the journal. It has the status of a working version, a draft of a possible article, a preprint. Anyone can participate in the discussion by submitting their materials with a link to this material in the "Discussions" section of the following issues. The author of the same material, in the case of writing a scientific article, must make a reference to his material, which he submitted for discussion. The draft article is devoted to the online speech by the author at The 29th International Public Relations Research Symposium (BledCom) (Slovenia) on July 1, 2022 (<https://www.bledcom.com/com/copy-of-bledcom-2022-to-introduce-hybrid-conference-access>). Speaking on the topic the author expounded on the various dimensions of communication evident at various venues and among various stakeholders since the Russian invasion of Ukraine on February 24th.

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АНОТАЦІЯ

Цей матеріал подано до обговорення на сторінках журналу. Він має статус робочого варіанта, чернетки можливої статті, препринту. Участь в обговоренні може брати будь-хто, подаючи у розділ "Дискусії та обговорення" наступних випусків свої матеріали з покликанням на цей матеріал. Автор цього ж матеріалу, у випадку написання наукової статті, повинен обов'язково зробити покликання на свій матеріал, який він подавав на обговорення. Проект статті присвячено онлайн-виступу автора на 29-му Міжнародному дослідницькому симпозіумі зі зв'язків з громадськістю (BledCom) (Slovenia) 1 червня 2022 року (<https://www.bledcom.com/com/copy-of-bledcom-2022-to-introduce-hybrid-conference-access>). Виступаючи на тему, автор пояснив різні виміри комунікації, які стали очевидними в різних місцях і між різними зацікавленими сторонами після російського вторгнення в Україну 24 лютого.

КЛЮЧОВІ СЛОВА: Росія, війна, фатальна помилка Путіна, професійні комунікатори.

Dear colleagues!

My name is Dmytro Oltarzhevskiy. I'm from Ukraine.

First of all, I would like to express my deep gratitude to the organizers of BledCom for the invitation. And especially to Dr Dejan Vercic, who supported my country, my family and me since the first days of the war. Great writer Erik Maria Remarque said that *dark times always reveal people*. Today, I am pleased to be among professionals and bright people.

On February 24, my daughter and I had to fly to Norway. It was our dream to see the northern lights. The taxi was supposed to pick us up at the airport at 6 a.m. But my scared wife woke me up at 4.30 and said, "The war has begun." I browsed Facebook. People all over the country wrote about explosions and destruction. In an instant, air-raid sirens screamed, and air defence shots rang out beside us. Russian missiles attacked my peaceful country. They brought death and ruined houses. Millions of Ukrainians woke up that morning in a new brutal reality called the war.

I still can't forget the beginning of this endless nightmare. No one believed that all this could happen in the 21st century. The war was a real mind earthquake for each of us. It has changed our looks at fundamental things.

The majority of human values are simple and familiar to us from childhood. They originate from our mother's fairy tales – peace, love, kindness, justice. As adults, we rarely use these paramount words. Everyday worries push them out of our lexicon. However, being with my family in a bomb shelter, I realized that all the vital things fit in one backpack. And the most loved people are the ones you can hug at the moment that seems to be the last in your life. The same is about moral values. There aren't many of them. And they are uncovered, crystallized, and come to the fore during a war.

This explosion checked eternal human values for durability. The main one of these is freedom. Putin's fatal mistake was to send slaves to battle with free people. He never recognised that freedom is the sense of our lives. This is what each of us is ready to stand for to the end. The desire for freedom and the support of people of goodwill worldwide have given us unbeatable strength.

Events in Ukraine also force us to take a new look at our profession and the communications field in general. And now, I would like to share my thoughts on this with you.

1. Unfortunately, humanity is still not fully aware of the strong dual power of communications as well their potential and threats. It's like nuclear energy that can heat and light homes or demolish. Communications can be a tool for creating, and vice versa, a weapon that kills.

Actually, it was not Putin's missiles that started the war in Ukraine, but so-called "ordinary Russian journalists." They were streaming nonsense into the citizens' ears every day for many

years. They sculpted myths about "Ukrainian Nazis" and "secret chemical labs." Most Russians have been zombied and infected with hate by ongoing lies. They supported their dictator and his pathological need for so-called "military operations" in Chechnya, Georgia, Syria. The apotheosis of this madness was the genocide of the Ukrainian people. Under the guise of "liberation", Russian soldiers killed civilians. They raped women, tortured children in Bucha, Hostomel', Irpin' near my home city Kyiv. They destroyed the peaceful cities of Mariupol, Kharkiv, Chernihiv, Sumy. That is why the blood of thousands of innocent people is on propagandists' hands, who legitimized the war in the minds of Russians. However, we all understand that propaganda is a bubble. It can be inflated to incredible size, but sooner or later, it bursts. Similarly, any dictator is always doomed to inevitable defeat.

2. Now, let's look again closely at the principles and consequences of our work. Communications are like X-rays. They change society's behaviour at the cellular level. But their impact is much more complex and unpredictable than one can imagine.

Communications' purposes are not just to manage an information circulation and create a favourable image. They have a higher mission: to formulate meanings, bind a framework of values, and pave the way for human conduct. Given this, each of us is responsible to society for results of communications.

Unfortunately, you won't find a truth index among key performance indicators of communications. But it is the moral base of such activities. The truth is not always convenient. It may not permanently be enjoyable for our stakeholders. The truth can disturb, disappoint or offend. However, when you tell even the most painful truth, it can destroy one time what is restorable. Instead, the habit of lying is a systemic error that leads to a profound disaster. Thus, each of us, working in large and small communications, in government, corporations or third sector, has no right to lie and manipulate because it breeds destructive evil.

3. Professional communicators should be not just repeaters but co-authors and reviewers of ideas. It is no coincidence that Arthur Page, one of the fathers of PR, called himself an adviser, not a communicator. He emphasized that 90% of effective public relations consisted of what we actually done and only 10% of what we said. Actions are always more eloquent than words. Of course, we need to be even more confident in using communications as a decision-making lever and a strategic function.

But the question is, are we ready to sacrifice careers, money and other personal interests for general values? In my opinion, every PR professional should be a checkpoint of conscience in their organization. He must have the will, principle and strength to veto chiefs' decisions counter to common sense and human morality. Such steadiness must be a strong core within us. It must determine our choices and influence a stakeholders' solutions. After all, it is about our personal responsibility and professional reputation.

4. We focused on finding and cultivating tales about celebrities and brands. But in fact, ordinary people can complete the most authentic and incredible stories. When exposed to extreme situations, they reveal their best features. A grey-haired postman from Chernihiv knocked down a Russian fighter plane. A fragile girl volunteer from Irpin' evacuated disabled dogs under fire... These individuals are becoming our time heroes. And they deserve stories to be dedicated to them. This again proves that storytelling and communications, in general, must be *human-centred*. That is, focused primarily on ordinary people and their needs. Not on contrived values, wealth, and even revolutionary innovations that can change the world. But for citizens who live among us. About whom we, unfortunately, know not enough and talk so little.

Human-centred is also about a dialogues tone of voice. Earlier, we could make sure how the inevitable global problem of Covid-19 has united people. A communications tonality has changed since then. Paphos, insincerity, and hypocrisy are out of fashion. Conversely, empathy, humanity, and trust are sound more clearly. Nowadays, the war changed us and made us genuine. We focused even more on our true here and now feelings. In conditions of fear and uncertainty, we seek salvation in the present. We strive to live every moment. Surprisingly, such terrible crises become

catalysts for cleansing and resetting human relations. And this, of course, changes the style of communications. It makes them more friendly, sincere and emotional, as it should be in normal human life.

5. Indian leader Mahatma Gandhi suggested "*A man is the product of his thoughts. What he (or she) thinks, he (or she) becomes.*" Thoughts materialize in words. We have to pay great attention to what and how we say.

Recent studies demonstrated an informational oversaturation as a negative trend. Today we live in a social networks world that has no limits. It's like a choir that has no conductor and notes. On the other hand, organizations and corporations strive to be present in this communication environment with all their might. They speak in digital space so often and loudly that they drown each other out. It is terrible when powerful, persuasive words are wasted for hype, cheap popularity, and self-affirmation at the expense of others. But it is even worse when vital ideas that should determine the future of humanity are lost in an excessive number of empty phrases.

What's the way out? In my opinion, the PR community should think about new ethical standards. It would encourage professionals to have self-control in disseminating information. It is similar to issues of environmental protection and waste management. The principles of self-limitation should also prevail here. There is a pearl of Chinese wisdom: "*Don't say if it doesn't change the silence for the better.*" The practicality of communication should be governed by a personal question: what useful things do my messages bring to people? Will a post on social media solve other somebody's current problem? In other words, communications must make sense. They must help, involve, and inspire.

6. True values have another peculiarity. They are like a magnet that can bring people together. We must constantly remind ourselves that the communications groundwork is the search for mutual understanding and harmonization. Edward Bernays named this approach *the engineering of consent*. It enables people to cooperate, implement win-win strategies, and prevent wars.

The power of mutual understanding is a willingness to come to aid those in need immediately. When Russian shells hit my neighbours' house, we, along with other caring people, stood side by side and started to put out the fire without waiting for fireman. It was not time to express concern as the United Nations and other respected international institutions do in such situations. Sorry, war has no halftones. When danger arises, we need to act quickly and decisively. In this way, citizens and countries around the world self-organized and helped Ukraine in the fight against rushists. And this is the best illustration of the proverb: "*A friend in need is a friend indeed*".

Mutual understanding is also a capital value in relationships between professionals. From the wars first days, Ukrainian TV channels merged, despite being fierce competitors in peacetime. They founded the non-stop informational marathon, "United News", creating media content together and distributing it on all TV channels, FM radio, and digital platforms. Due to this, Ukrainians had constant access to news about the fight against aggression. It also helped to withstand massive information Russian attacks and did not allow to break us psychologically.

Respected Ukrainian scientist Anatoliy Moskalenko, quoting his student Yuriy Daragan, stated that *journalists have one blood type*. His words apply to all of us working in communications. We have shared values that join us. We should be in touch, strengthen mutual understanding, exchange views, projecting the future of our industry and the world.

What does this mean for us, scientists, educators and professionals?

On the one hand, the war in Ukraine is an occasion to rethink values and set new priorities. We need to pay more attention to moral and ethical aspects in our lectures and textbooks to make communication more responsible. On the other hand, we need to carefully analyze what happened and how it changed the game's rules. How to communicate with different groups of stakeholders in such situations? What can be said and what not? How should the information be disseminated? All this may be a new page in crisis communications research. Our scientific work must prevent such crises and provide a credible plan B to minimize their negative impact.

In the first days of the war, during the storming of Hostomel' airport, the occupiers destroyed the only world's largest cargo plane, made in Ukraine. It was called *Mriya*, which means *Dream*. Russian barbarians shot the aircraft. But they couldn't kill our dream of living in a free country. We will wipe away tears, heal wounds and rebuild ruins. And we all together, the whole civilized world, will do everything possible so that no one can destroy our lives, values and dreams.

REVIEW ARTICLES
ОГЛЯДИ

Trend of personalization of journalism: personal brand of a journalist

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ABSTRACT

The article analyzes the journalist's personal brand (PB). The article aims to discover the most essential characteristics of a journalist's PB, which make it possible to shape its success as part of the media. Special attention is paid to developing a journalist's PB through social media. We used the search and analytical research methods - to identify scientific developments on a given topic, concretization - to detail and systematize scientific knowledge, abstraction - to distinguish the components of PB, content analysis - to study specific PB of media personalities, and extrapolation - to formulate the characteristics of a journalist's PB.

A journalist's PB covers more characteristics than a media brand, including personal preferences, unusual circumstances, the emotional component, advantages and disadvantages of communication with the audience. Individual characteristics of PB are an image with which a journalist conveys the sense, declares principles and interests, strengths and weaknesses, demonstrates individual qualities and attitude to events in the world that belong to a media resource, and maintains one's reputation. The image of a journalist's PB does not always correspond to the genuine person. Accounts in social media are part of PB. PB includes visual, behavioral, and verbal components.

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АНОТАЦІЯ

У статті аналізується персональний бренд журналіста. Мета статті – навести найважливіші характеристики ПБ журналіста, які дають змогу сформувати успішність його як частини медіа. Особлива увага приділена розвитку ПБ журналіста через соціальні мережі. Серед методів дослідження слід зазначити пошуково-аналітичний – для виявлення наукових розробок на задану тему, конкретизації – для деталізації та систематизації наукових знань, абстрагування – для виокремлення складників ПБ, контент-аналізу – для дослідження конкретних ПБ медіаособистостей, екстраполяції – задля формулювання характеристик ПБ журналіста.

ПБ журналіста ширше за бренд медіа, включає емоційну складову, переваги та недоліки комунікації з аудиторією. Індивідуальні характеристики ПБ – це образ, за допомогою якого журналіст доносить суть, декларує принципи і вподобання, сильні та слабкі сторони, демонструє індивідуальні якості і відношення до подій в світі, приналежність до медіаресурсу. Образ ПБ журналіста не завжди відповідає реальній персоні. Частиною ПБ є акаунти у соціальних мережах. ПБ включає візуальні, поведінкові, вербальні складники.

КЛЮЧОВІ СЛОВА: медіабренд; персональний брендинг; імідж медіа; медіаособистість; соціальні мережі; аудиторія медіа

Introduction

The modern information field is becoming more complex every year, the crisis of attention and trust has affected many media. Mass media carefully study the audience's requests, attract readers in various ways and formats, and try to become the media without which the reader cannot imagine his (her) existence, that becomes a part of everyday life, a friend, an interlocutor. To this end, the media pays tremendous attention to its reputation, development, and support of the media brand, when the reader knows for sure when and what to expect from his media resource. On the other hand, there is a trend in the modern world. When journalists get as close as possible to their readers through the Internet, communicate with them outside the media resource, encourage the development of specific topics, and respond to comments, i.e., allow each reader to become a co-creator of a journalistic content. An important place here is the personality of the journalist or his personal brand.

Personal brand (PB) is how a journalist or media personality positions him- or herself, a unique combination of visual, behavioral, social characteristics, habits, and experience, in personal and professional life, with colleagues and opponents, with close people and strangers, but so what the journalist wants to be seen by the audience. PB of a media personality consists of stories and phrases, photos and videos, short lines, and long texts on various topics. So that a holistic view of the person, one's behavior, communication style, lifestyle, attitude to society's problems and life situations, and sense of humor will be gathered as well as about political position, professional achievements, and cultural level.

In the prior research, there are various concepts to denote a person who creates his own brand: media persona (Brown, 2015), media character (Cohen, 2001), media figure (Giles, 2002), media friend (Meyrowitz, 2008), persona (Hoffner, 2005), performer (Hawes, 2009).

In most scientific works, journalists and participants of news items, those who speak to the viewer or listener, are included as media persons: (Horton, 1956, p. 216):

A person is a typical figure of the social sphere, presented on radio and television. To say that she is familiar and intimate is to use pale and weak language to describe the pervasiveness and closeness many people feel to media personalities.

K. Syvazh uses the concept of "media person" as a concept in social communications, which emphasizes the communicative and perceptive features of persons who communicate with the audience through mass media (Syvazh, 2018). She refers to media persons as television presenters, showpeople, journalists, bloggers, as well as famous people whose faces appear in the media and who shape public opinion. Based on the works of media psychologists (L. Naidyonova, Yu. Chaplinska, I. Zhylavska), K. Syvazh considers the characteristics of this persona, infers that media persona causes reactions in media consumer, prompts specific actions, affects the psycho-emotional state, changes the opinion, i.e., enters the parasocial interaction. When defining a media personality, L. Naidyonova uses the term "simulacrum" (a model without a primary analog) (Naidyonova, 2009). In the book "Simulacra and Simulations", J. Baudrillard examined in detail simulacra as symbols that construct reality, signs that depict something that does not exist or that existed but disappeared over time (Baudrillard, 1981). Fictional characters from movies, series, and cartoons, are often referred to as "media persona" (Bocarnea, 2007): "A media persona is a real person or a popular fictional character to whom media consumers respond".

Therefore, professional journalists, presenters, bloggers, showpeople, newsmakers, well-known politicians, actors, political scientists, talk show guests, characters in films, TV series, advertisements, cartoons, and heroes of journalistic materials can be considered media personalities. Moreover, each of these personalities significantly impacts the audience, conveys their own ideas and content, and shapes public opinion. Thanks to PB, the journalist's personality is identified with how the target audience perceives him. In our article, we consider the PB of professional journalists whose brand is correlated with the brand of the media in which the journalist works.

Modern media positions itself as a brand with unique content and visual characteristics that are memorable and distinguish the media from competitors on the market. Numerous studies of the media audience confirm that more than 80% of people do not trust either advertising or the brands that create them. However, the same audience is ready to trust people whose lives they know and with whom they have virtually communicated. In 2009, Professor V. Ivanov noted that the media could be a substitute for interpersonal communication (Ivanov, 2009, p. 68): "When there is a shortage of one type of communication, a person immediately subconsciously seeks to compensate for it with another".

Trust in the media can come through trust in the journalist, i.e., there is a need for the parallel existence of the media brand and the PB of the media employees. In the age of fake news, there are many "fake" people, which means that people tend to distinguish truth from fake and seek to read media that involves journalists they know. Audiences prefer real people. Although, on the other hand, real journalists in their PB appear not or not necessary in a way they are in real life.

In this article, we focused on media personalities who are professional journalists and examined their media resource as a brand while acting as PB themselves.

Accordingly, **the article's main objective** is to find out the most essential characteristics of a journalist's PB, which make it possible to shape his or her success as part of the media. For this, we performed the following steps:

- singled out the characteristics that are effective for the development of the journalist's brand as part of the media
- found out how the development of a journalist's PB is carried out through social networks.

Methods

We proposed a study to formulate the characteristics of PB of media personalities. Accordingly, we first applied a search-analytic method to identify scientific developments on this topic, focusing on PB's understanding and analysis. The most suitable for this are theoretical methods: for the detailing and systematization of scientific knowledge - the concretization method; for separating components of PB based on the examining scientific sources - the abstraction method. Then, while searching specific PBs of journalists, we applied the method of content analysis (we collected and analyzed the verbal and visual content of the personal pages of 28 journalists, their publications, and comments in the media and social media). In the final stage, we applied the analysis and synthesis method to generalize scholars' views and the obtained practical results. Finally, the extrapolation method enabled us to formulate the most critical characteristics of a journalist's PB, which make it possible to shape a brand's success as part of the media.

Results

The journalist's PB is a system of signs that a person broadcasts and which reflect, on the one hand, certain traits of the character, social role, and communicative attitudes, and on the other hand, create a new public virtual persona that interacts with the media consumer. At the same time, in most cases, a genuine person and the brand may differ significantly. It is like the work of a writer who associates himself with the character of his work and attributes this hero to the traits he would like to have himself. Alternatively, specific brand characteristics are created later according to the request or interest of the target audience. E.g., the audience loves cats, so a media personality occasionally tells stories about their pet's life. PB is built according to a pre-deliberated template, which includes visual, behavioral, and verbal structures. Y. Chaplinska points out that media personalities often broadcast an artificially created image through the screens, bringing their individuality to it. The viewer interacts with this image, not with a real person, adding their meanings to it (Chaplinska, 2014, p. 102).

Journalists are detached from the media whose face they represent, use a conversational style, and speak, addressing the reader (spectator) directly, building a monologue in such a way as to evoke reciprocity from the audience. E.g., Sonya Koshkina prepares the audience for the release of new material through social networks before each publication in "Livvy Bereg" ("Left Bank"): "Do not go to sleep! Soon it will be "bang!".

A vital part of PB is the image it creates - the journalist should look like a person with the same problems as the audience, with the difference that the audience has problems. The media person found a solution to some of them and is ready to share his or her experience. The purpose of PB is not to advertise goods or services, not to offer specific things, but to attract the audience through one's personality, hint indirectly, talk about a problem, and draw attention to a specific issue. E.g., the deputy editor-in-chief of Hromadske, Nastya Stanko, shares her experience of engaging the audience in social media: it is very easy to study the audience and understand the image which should be used. You need to know how to present content so that it is attractive to the public and, at the same time, find a balance not only to entertain but also to discuss serious issues.

By creating PB, one provides an opportunity to emphasize the strengths and develop the abilities of a media personality that relate to either the journalism craft or the subject of the content or may find feedback from a potential audience. This gives readers the impression that they know a particular journalist better and, accordingly, trust them more. Trust and a positive or negative attitude can arise subconsciously only because media consumers are already familiar with the journalist's name. F. Koenig and H. Lessan (Koenig, 1985, p. 263) note:

Media personalities regularly appear in people's homes; the viewer can even organize his weekly schedule around their virtual presence. They take on identifiable traits, always speak and behave according to a specific pattern that

has been specially designed and has already produced positive results, making the media persona attractive.

Journalists become something more than "people on screens", turning into acquaintances and friends. Nevertheless, simultaneously, the viewer's personal relationship with them is sometimes not only equal to but also more significant than interpersonal relationships.

A journalist's PB, in many cases, stimulates readers and viewers to use the media more often. It is possible to maintain a media personality's PB, first of all, by raising regularity of communication with the audience. It does not matter how often content is published or updated on a media website or how often a person appears on the screen - it is crucial that the audience expects a message that warms the attention on certain days and times. A journalist offers constant communication that a person embeds in everyday personal life. Supporters of a particular journalist expect content from him, not from the media, adjust their time, comment, ask questions and wait for answers, sometimes imitating and adjusting their actions following the journalist's image.

The audience subscribed to the media personality has the opportunity before and after each piece of content, interview, and broadcast to ask questions and participate in the process of creating media content. In this way, media consumers feel like creators of a specific program, they are pleased to know that their opinion is considered, and the journalist, in one way or another, has direct contact and reacts to the reader's message. For a successful PB, a journalist must not only possess those features that impress the audience but also be an expert on the subject he or she covers since the audience is mostly well versed in the issue details.

A journalist who develops his or her brand is personally responsible for what he or she creates and is ready for discussion, positive or negative attention to every word, photo, and interference in his or her personal life. The audience wants to see and know everything about a person, to look behind the public image. For example, from the beginning of her cancer disease, Alla Mazur openly shared her experience with people. She told a broad audience how to overcome the disease from her experience. She did not die herself, return to her previous hairstyle, with which all viewers remembered her.

And even changing my hairstyle, which cannot be avoided after chemical treatment, I found my advantage. My new image is completely in the European style. There they save for natural beauty and are not afraid of gray hair. Even young girls today are repainted in gray color - this is the new trend of the year (Mazur, 2020).

This is how trust is formed: the audience trusts the journalist, which means they also trust the media journalist represents.

Another important aspect related to a journalist's PB is reputational and image, achieved by daily work on PB: systematic publishing of relevant content, responses to comments, regular communication with the target audience, involving experts and persons who enjoy respect and interest of the target audience. Thus, a unique image appears in the minds of people, which is associated with a person-brand ("intellectual", "competent", "emotional", "sincerely open soul", "empathetic", "scandalous") and creates the necessary social image.

The crucial part of PB are accounts on social media used by media readers, these accounts must be open to everyone (not private), and the journalist must respond to not-so-pleasant comments. PB is not what a journalist presents to the public but what people discuss after reading or viewing a message that a journalist has published. On the personal page of a media personality, there must be an actual portrait photo, not an abstract image, because readers need to see a person, recognize, and perceive him or her as their friend. Besides, connecting personal information to a journalist's brand or media is necessary. This holds true also for partially professional information, e.g., in which media the journalist worked previously, which awards he or she has, in which projects participated. In addition, in each content item, the media personality provides a link to the publication in the media. In this way, the audience of the media itself is significantly expanded. I.e., before each of her interviews, Yanina Sokolova not only makes a preview but encourages viewers to ask questions that she later addresses during the interview.

Since people spend much time on social media, they are a kind of leisure for them. Journalists use them as "another type of digital marketing channel to communicate with consumers through advertising content" (Savytska, 2020, p.119). The content on personal pages in social media is mainly entertaining, in a lighter form than in the media. On Twitter, PBs are built through "fame by association", asymmetrical communication, and "lifestreaming" (Olausson, 2018), but primarily as self-promotion.

To improve the status of a journalist and develop PB, friends and subscribers must include famous people - both politicians and actors or singers, scientists, and business people who support the discussion and react to certain journalist publications. The more a journalist demonstrates his ties with the media community or has real experts among his friends, the more audience trusts him. Personal information does not contribute to the brand's formation; it only adds emotionality and indicates the closeness of the journalist to the audience.

During Russia's war against Ukraine, journalists cover military operations at the fronts and their unique reports become the hallmark of the media for which they work. On their personal pages on social media, such journalists gather a large audience waiting for news and veiled hints about events that cannot be written and discussed due to the non-disclosure of military secrets. Yuriy Butusov has been discussing the events at the front for more than one year; his active position and independence have always caused outrage from the authorities and public conflicts with those who rule the country. The journalist's comments and analysis received mixed reactions from politicians; i.e., Maryana Bezugla, a member of the Defense, Security, and Intelligence Committee of the Verkhovna Rada, demanded that the Security Service of Ukraine (SSU) open a case against Butusov because of the information he disseminates. However, millions of readers are waiting for his photos and texts, and the popularity of his website, *Censor.net*, rests on this journalist's undeniable independence and objectivity.

Each social media is used by journalists for a different purpose, according to the requests of the audience. E.g., on Facebook, the audience is ready to discuss serious issues and read long texts. Therefore it makes sense to publish not only a preview of articles but also entire articles. In this way, the communication property of the brand is strengthened and more people can go to the material in the media and familiarize themselves with it. In Telegram, readers subscribe to channels to regularly receive operational information, watch short videos, and participate in discussions. Instagram is an excellent platform for increasing the love and loyalty of readership to the editorial office. There is no point in posting serious materials. However, readers are interested in backstage photos from filming and funny moments from the life of the editorial office, which will show what interesting people make media content. On Instagram, emotional stories and social videos get many views. In addition, photo and video content uploaded to Stories and Instagram and receives user support engages the audience on Facebook and Instagram simultaneously. However, for this, the images must be of high quality and accompanied by thematic hashtags.

The journalist's PB encompasses much more characteristics than a media brand, including personal preferences, unusual circumstances, and locations where the consumer of information can meet, from a sports club, and cooking recipes to business cards on the table in the dentist's waiting room, from stories on Instagram with a favorite cat, to discuss family problems on the Facebook page. Therefore, it is essential to follow the journalist's style and manner, which are unique and not like others. Individual style should be followed in everything: conversation, clothes, individual words or addresses to the audience, intonations, and reactions to situations. It connects all components of the brand and determines the brand's integrity and its image. Yaroslava Gres claims that the basis of PB is authenticity. "Everything else is based only on authenticity. First the mission and values, then beliefs and mantra, then experience, legend, emotions, competences, uniqueness". (Sudakova, 2019). E.g., Tetyana Mykytenko, journalist of the project *Ragulivna* (<https://www.youtube.com/channel/UCf4A8MGpasfQTa28WncfreQ>), in which she discusses the speeches of public figures for whom she feels "Spanish shame". She expresses a subjective opinion about why something is wrong with them, has a unique style and manner, and positions herself as

a person who opens up in seemingly familiar speeches, sarcastic and stylistically marked expressions. The journalist uses YouTube as a PR platform, where the audience expresses its affection and respect in the chat of the online broadcast.

Journalists' social media accounts contribute to a fan community's creation and existence. Such account's success is directly related to the content: there should not be publications for the sake of publication; there should always be a purpose for which the content is created. E.g., draw attention to the problem, expand the audience through opening new issues, encourage the audience to do something, to be involved in the discussion. It is also crucial for the audience that the stated topic was resolved, or that it had inevitable consequences or continuation, and that the journalist responded to comments and gave feedback. Appealing to values that are important to the audience, that shape the public consciousness, contributes to the fact that in the audience there is a desire to spread the message, express their own opinion or develop the topic according to their preferences. The individual style of Vadym Karpyak, the host of the "Freedom of Speech" (ICTV) program - poise, intelligence - makes it possible to express critical opinions on personal pages that do not cause aggression or disturb the audience. Such opinions are more attractive than those shouted by opponents in arguments. People are affected by short, catchy phrases expressed by the journalist, and they wait for programs in which they expect a continuation.

Regularly filling accounts on social media and monitoring their effectiveness, reactions of subscribers, distribution of content from them, as well as responding to readers' comments, involving experts and famous persons in the discussion contributes to the reputation of the journalist's PB. Reputation management is a critical component of PB. It can develop trust in information, encourages discussion, stimulates the popularity of media content, and is simultaneously a sign of the editorial team's corporate unity.

The success of a journalist's PB is based on consistent development while adhering to a pre-selected concept and style. This applies first of all to visual characteristics – profile photo, color scheme, fonts, style of photos, and presence of certain symbols. Besides, the PB of a journalist who represents a media includes factors that reflect the attributes of the brand symbols of this media (logo, colors, fonts), to which are added individual characteristics that characterize the personality. E.g., Yuliya Borysko, when she left the "1+1" channel, she created the "Yellow sneakers" project, and this color and sneakers became the visual business card of the journalist's PB.

Discussion

A journalist should be careful about his or her PB, constantly scan the audience and respond to its appeals while expanding new topics and trying to attract a wider audience. Every journalist who works in a particular media is its representative, its face. On the one hand, a media person broadcasts individual opinions; on the other hand, as part of a media resource with appropriate background and given status, he or she involves in discussion and broadcasts the concept of media.

The initial hypothesis that a journalist's PB is the personification of a media brand was partially confirmed: a journalist's brand is broader than a media brand, PB includes an emotional component, advantages and disadvantages of free communication with the audience, and interference in private life. At the same time, the journalist in PB is not who he or she is in real life but whom he or she wants to be perceived by the audience. This is achieved by the characteristics of the journalist's PB, which develop it as part of the media.

The individual characteristics of a journalist's brand are the image with which he or she conveys the meaning and content of this persona, declares his or her principles and preferences, strengths, and weaknesses, demonstrates individual qualities and attitude to events in the world, affiliation to a media resource. PB is also individual because a person cannot be similar to someone else. Emotionality and individual qualities interest and retain the audience. Professionalism and depth of personality expand the circle of readers. Therefore, before creating and developing PB, the journalist carefully studies the audience's interests and requests. In addition to regular articles

waiting for the audience of subscribers to the journalist's page, it is necessary to work to attract a new audience, try to expand the topic in-depth, and add accents for which those who have not yet become an audience are looking. Interestingly, any content that is not made to meet the needs of the core audience can interest and encourage new consumers of information to subscribing.

Conclusions

Consideration of the characteristics of PB as a whole and the study of specific existing PBs of journalists made it possible to formulate individual characteristics that affect PB:

- personality characteristic that forms an image;
- the main topic on which the journalist specializes (focuses);
- an idea that only the brand owner can solve;
- communication with the audience, attitude towards other people;
- legend and personal history.

A PB includes visual, behavioral, and verbal components of an individual image that communicate the brand's characteristics to the audience in the media and on social media:

- name (pseudonym);
- a visual image that is comfortable for a journalist (i.e., the hats and open dresses of Kateryna Osadcha, the casual look of Savik Shuster, the glasses and bright clothes of Garik Korogodskiy) and that is remembered by consumers of information;
- individual content features of PB (phrases, address, style of communication with the audience, voice, pronunciation, and catchphrases);
- social image as a member of society (attitude to socially significant topics, reaction to current problems, participation in events);
- formation of a community of like-minded people and direct communication with them on social media (communication takes place both with familiar people and with strangers because acquaintances can immediately set the desired tone in communication and turn questions in a specific direction);
- collaboration with other people and brands to support each other and stimulate discussion on various issues;
- consistent development of the PB concept;
- imperfection, the image of a real person with flaws like all people, the possibility of making mistakes, doubting;
- the effect of presence (live broadcasts, recording of video programs, family holidays or traditions, life problems, quick reaction to current events related to the main topic);
- reputation management;
- professionalism, experience, and knowledge.

Social media accounts are an integral part of PB. Content analysis of journalists' accounts made it possible to identify several types of content used in PB, to which consumers of information respond better. The balance and systematic mix of viral, expert, issue-oriented, and analytical content, provocative reposts warm attention to the journalist and expands such attention to the media itself. It is through personalities that comes trust in the media. The regularity and stability of the disclosure of certain topics make readers wait for each journalist's post. With the opportunity to communicate, react, and comment on the journalist's posts, the audience becomes a co-creator of media content, feels its importance, and can influence the processes in society.

The journalist's PB stimulates readers and viewers to turn to the media more often. Examining journalists' personal pages allows us to assert that personal data play a predominantly emotional role, and audience engagement is facilitated by a conversational style and addressing the reader directly. In order to expand the audience, it is more important to connect with the media itself,

other well-known brands and personalities, and a lively discussion in which both media consumers and experts, other journalists, and politicians participate; there is a link to the media content. It fully corresponds to the modern cross-media world, the need of information consumers for multimedia, and the use of various platforms for information consumption. Therefore, in the modern information environment, not only the media brand becomes cross-media. The same holds relevant for journalists' personal brands.

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REVIEW ARTICLES
ОГЛЯДИ

Theoretical framework media and political economy of communication

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ABSTRACT

This article is presented with a **deductive method** orientation, with a paradigm of hermeneutic order, based on experience, carried out under an exclusively qualitative approach, which will serve as a scaffold for a next study of digital media. Communications are a means or mechanism of organization for coexistence in society. The political economy of communication has its origin in the theories or critical approaches of Frankfurt and cultural studies, which has analyzed the role of the owners or concessionaires of large radio and television corporations, highlighting the bias they have given to the dissemination of information and culture, orienting it towards the defense of their ideology or their commercial interests, thus leading to the alienation and training of large masses of audience. In these modern times, the massification of the media is the result of technological convergences, where three disciplines or spaces are at work: information technology, telecommunications and the Internet, which is the axis or center of the new communications ecosystem. Social networks allow feedback between sender and receiver of news, transforming the unidirectional communication process provided by conventional media.

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АНОТАЦІЯ

Ця стаття представлена з орієнтацією на дедуктивний метод, з парадигмою герменевтичного порядку, заснованої на досвіді, здійсненому в рамках виключно якісного підходу, який слугуватиме основою для наступного дослідження цифрових медіа. Комунікації є засобом або механізмом організації співіснування в суспільстві. Політична економія комунікації бере свій початок у теоріях або критичних підходах франкфуртських і культурних досліджень, які аналізували роль власників або концесіонерів великих радіо- та телевізійних корпорацій, підкреслюючи упередженість, яку вони надавали поширенню інформації і культурі, орієнтуючись на захист своєї ідеології чи своїх комерційних інтересів, що призводить до відчуження та навчання широких мас аудиторії. У наш час масовізація медіа є результатом технологічної конвергенції, де працюють три дисципліни або простори: інформаційні технології, телекомунікації та Інтернет, який є віссю або центром нової комунікаційної екосистеми. Соціальні мережі забезпечують зворотний зв'язок між відправником і одержувачем новин, перетворюючи односпрямований процес комунікації, який забезпечують звичайні медіа.

КЛЮЧОВІ СЛОВА: ЗМІ, інформаційні медіа, комунікація, комунікаційні дослідження та політика

Introduction

The objective of this essay is to analyze the referential framework of communication sciences, as a fundamental part of social relations, as well as to describe the political economy of communication (PCE), understood as a bias of ideological and commercial interests of the concessionaires; at the same time describing digital media and social networks. The purpose of this study is to set the theoretical and conceptual framework for subsequent works to be presented on modern or digital media.

The approach of this article is based on the deductive method, through which access to knowledge is generated in reasoning and in the creation of abstract systems with a high degree of universality (Finol & Vera, 2020, p. 10), following a paradigm of hermeneutic character, which is given by the experience in having worked in a traditional media (radio), addressing an exclusively qualitative approach, since descriptions of situations or defined behaviors are made, to analyze a segment of reality, without using statistical information in depth (García, 2020, p. 34-35).

The mass media have been present throughout our lives, especially those considered traditional or conventional (radio, television, print), which have always been influenced by the ideology and interests that permeated their owners or concessionaires, so the political economy of communication analyzes these behaviors and attitudes.

The first point deals with the theoretical aspect of communication sciences, pointing out the definition and characteristics that will serve as a frame of reference, as well as describing the approaches that have approached the study of communication theory.

The second point deals with the subject of the political economy of communication, oriented from the Latin American scope, which is heir to neo-Marxism and the historical structural current of Latin America, as well as cultural studies. A third point briefly addresses the aspect of modern or digital media, which will serve us in the not too distant future to reflect on these issues that have stood out in the last decade.

1. Conceptual framework of communication sciences

Communication sciences are also known in other countries or regions as social communication, communicology or simply communication. The objective of the communication sciences is to analyze information and the action and effect of human communication itself, as well

as the study of the mass media and the relationships between them. The best known disciplines that can address communications are political science, sociology, psychology and marketing.

TECH Technological University (2021, p. 4) notes in its presentation of the doctorate in the area of communication sciences: "Communication sciences study, analyze and discuss phenomena related to the transmission of information between people, mass media and cultural industrialists. It is, therefore, an area in constant change in which the advance of technology has a direct impact".

According to T. Ballesteros (Ballesteros & Martínez, 2019, p. 28) "To communicate means to exchange information", therefore when we talk about communication technologies we refer to the means that human beings have created in order to make it easier to exchange information with their fellow human beings. For Sinnaps (2019; cited by Méndez, 2020, p. 41) communication: "...is the basis of the evolution of humanity. Since the origin of communication and its elements, the transmission of information and knowledge has always been identified as one of the most primitive needs of our being".

J. Aguado (2004, p. 9; Infosol, 2021) comments that the term communication is used in a great variety of contexts and with a wide diversity of meanings, which can sometimes cause confusion, in this regard P. Natta and E. Pelosio (2008, p. 11; cited by Infosol, 2021) write about the theory of communication:

The field of communication is one of the newest as a scientific discipline. There is not yet an agreement that delimits these different views in a more or less similar point of view, as if it exists in Physics or Chemistry... there is no model in which the vast majority of communication scholars agree. Each theory functions as a lens that allows us to approach reality, but at the same time establishes its own rules.

From Edison Otero's text (2020, Ch. 1) I derive several senses or approaches in which the word communication can be used:

- Fact: To refer to the contact and relationship of people with their peers. Here people talk to each other, make phone calls, send messages. It is also a fact that the mass media (television, radio and the press) report news or activities of general interest.
- Educational: To refer to an area of study in universities, where students, professors and researchers address the phenomenon or area related to communication. In this vision, theories, concepts and methodologies are treated as the objective of study of the first sense (fact).
- Engineering or persuasion: Referred to the field of those who consider themselves 'experts' in communication (publicists, marketers, producers of television and radio campaigns). People whose profession consists in the use of techniques or procedures aimed at influencing the tastes or preferences of consumers.

Similarly, and following Otero, the concept of communication can be used: 1) as a fact: gestures, conversation, use of technological resources and media programming; 2) as a theory: models, hypotheses, intellectual products; and 3) as engineering: advertising, propaganda and public good campaigns.

Regarding the elements that make up communication, Sinnaps (2019; cited by Méndez, 2020, p. 41) indicates that it is composed of six elements:

- Sender: creates and emits message.
- Receiver: receives the transmitted information.
- Channel: means of transmission.
- Message: data and information.
- Code: set of signs.
- Context: set of temporal, spatial or sociocultural circumstances that allow the receiver to understand the message.

It is also often said that experience shows that theoretical and engineering approaches to communication do not usually intersect, since they operate on separate tracks that do not usually

converge in the academic world and the communications industry, in this sense Edison Otero (2020, Ch. 1) states:

The academic world mixes a certain disdain for the communicational medium and a certain ignorance about its dynamics; in turn, the media and advertising world generally exhibits a considerable ignorance of the findings of academic-scientific research and a cheerful activism in terms of mythologies about the unrestricted power of their trades.

Communication is a means or mechanism of social organization, which is an intrinsic part of the life of human beings as a whole, regardless of the language spoken; it is impossible to conceive of a world without communication. Science is advancing by leaps and bounds, with which the means of communication are developing in an incredible way and its application can be seen during the last two decades at its peak.

The science or theory of communication can be explained or analyzed with the help of several social sciences, mainly sociology, psychology and political science, thereby generating a persistent interest in understanding the role or role of the media in society (Otero, 2020, Ch. 3).

García Jiménez (2019, p. 39) makes two important notes on the best-known classifications of the conceptualization of communication:

- Robert Graig (1999) raises the seven traditions that historically communication has been analyzed: socio-psychological, sociocultural, critical, cybernetic, phenomenological, semiotic and rhetorical. These seven traditions or forms have dominated the field of communication research and therefore have historically responded to the cultural contexts of Western countries.
- Rodrigo-Alsina (2001) explicitly refers to three epistemological paradigms of communication: functionalist, critical and interpretative.

The functionalist perspective would correspond to Graig's socio-psychological tradition, where both visions point to the importance of mass communication research, the analysis of the effects of communication (interpersonal, group and media), where these studies come from American socio-logy. In a context where communication processes produce distortions and social inequalities, there is room for the critical perspective or current, which tends to denounce abuses and domination. The interpretative perspective would correspond to Graig's phenomenological and sociocultural perspectives, where social meanings are reproduced through interaction.

For the Infosol Consulting Team (2021) these are some of the communication theories that have been developed over the last century, presenting their main exponents:

- ❖ Information Theory: also known as mathematical theory of communication or information mathematics, proposed by Claude Shannon and Warren Weaver in the late 1940s, which sought to design a mathematical framework for message coding.
- ❖ Structural functionalist theory: elaborated by Harold Lasswell in 1948, completed by Paul Lazarfeld and Robert Merton, it takes from biology the idea that every agent must be considered part of an organic system.
- ❖ Critical theory and Frankfurt school: the former, already mentioned, while the Frankfurt current was founded by Theodor Adorno, Herbert Marcuse, Erich Fromm and Jürgen Habermas in 1923, whereby a means of communication could broadcast certain information in order to achieve or attain a specific end.
- ❖ Theory of effects: its antecedents are the consolidation of the cinema, the press, the radio, as well as industrial and urban expansion; its exponents are Max Weber, Emile Durkheim and Max Horkheimer, who saw journalism as a persuasive mechanism.
- ❖ Theory of behaviorism or limited effects: with their actions, the media are able to influence the public, as long as the latter wants them to, pointing out that the media no longer totally determine social behavior.

- ❖ Agenda-setting theory: it is derived from the theory of effects, stating that the media select the topics that will be talked about and discussed, previously elaborated by means of an agenda.
- ❖ Hypodermic needle theory: developed between 1900 and 1940, in the scenario from the Russian revolution to the coming to power of Mussolini, Hitler and Franco. The media 'inject' information and content to the user public in order to influence them.
- ❖ Semiology: emerged at the beginning of the 20th century with Ferdinand Saussure and Charles Pierce, allowing a structural explanation of the phenomena of culture and communication.
- ❖ Cultural studies: emerged in the 1950s in England. Raymond Williams and Stuart Hall studied the daily life of the popular sectors of society, drawing on areas such as sociology, economics, history and psychology.

According to M. Castells (2009, p. 216; cited by Lotero et al. (2020, p. 73), research on communication has identified three major processes in the relationship between media and people, particularly with the broadcasting and reception of news: 1) Media agenda; 2) Prioritization; and 3) Framing. Agenda-setting is the theory that attempts to explain the contribution of the masses with respect to current affairs and information events. In this sense Zunino & Grilli (2020, p. 402) note: "The concept of media agenda stems from the Agenda Setting theory. It was coined by Mc Combs and Shaw in 1972 and identifies the list of issues that the media offer to public opinion...."

Agenda-setting is composed of the news that make us reflect and think (about what and how), as well as the objects of attention and the selection of frames or frames for thinking. S. Iyengar (1990, p. 4; quoted by Lotero et al, 2020, p. 75) states: "The well-known agenda-setting effect refers to the tendency of people to cite issues 'in the news' when asked to identify the significant problems facing the nation".

Communication theory was reconstructed in the course of the past half century and now has its place among the sciences or scientific knowledge (Serrano, 2019, p. 5-6). From the period from 1968 to 2018 there were two significant facts or innovations in information technologies that influenced co-communications, the use of which produced social and historical changes, adding Martín Serrano (2019, p. 20) in this regard:

That stage has been analyzed in retrospective key, because it began in the mid-sixties of the last century and lasted until the nineties, which was when referential communication was in-integrated with multidimensional communication. Since then, communication and information share the digital networks that establish the technological foundations for the creation of a virtual "space".

In reference to which are the constructs (concepts, propositions, contexts, theories) that make up the communication sciences, Castillo Hilario (2020, p. 328-329) distinguishes four types of constructs:

- Technical: body of knowledge taught in schools or faculties of communication sciences: advertising, journalism, public relations and new professions that have emerged with ICTs.
- Normative: it is made up of laws and deontological norms referring to the media and communication spaces.
- Scientific: knowledge derived from scientific research on communication, including cultural studies.
- Philosophical: it is made up of existential reflections on communications, in fields such as morals and ethics.

In the vast majority of cases, communication careers or postgraduate courses are usually called communication sciences, but for Castillo Hilario (2020, p. 330-331) they cannot be called sciences since, due to the type, structure, objectives and methods of their constructs, they should be called

schools or faculties of engineering or communication technologies, as Castillo himself explains (2020, p. 339):

...in the schools, generally, communication researchers are not trained, but communication professionals. And the profession has to do with knowing how to do and doing, rather than with knowing. In other words, students and graduates of schools of communication sciences are often trained to do journalism, advertising or manage communication in organizations, but not to do scientific communication research.

Other authors use the term broadcast media, which covers a wide range of media including television, radio, podcasts, blogs, advertising, websites, online streaming and digital journalism, whereby broadcast media provide useful and valuable information to inform and educate, including daily news, weather forecasts, interviews and documentaries. In this sense Zambrano Granda (2021, p. 10) points out:

...television and radio have traditionally covered most of the broadcasting, the digital era brings with it a set of communication and entertainment media with infinite possibilities and which are based on technological advances derived from the digitalization of content, which has been called New-Media (European Graduate Center, 2021).

2. Political Economy of Communication

For Bernadette Califano (2021, p. 57) the political economy of communication (PCE) was born in the mid-twentieth century, when theorists trained in the neoclassical economic schools and Marxist theory planned the need to analyze the media as industrial organizations that produce and distribute goods of a cultural order, expressing:

Thus, they began to inquire into the economic specificity of the cultural industries and their products, and into the relationships established between States, media companies and large corporations. As the industries of the communication sector expanded and gained relevant weight in the world economy, the PCE became one of the central approaches for the study of the economic behavior of the media, their productive processes, forms of growth and development, and public policies in the area.

Approaching the PCE from the neomarxist approach, from the reading of Guillermo Mastrini (2017, p. 142) I entress the concept and the objective of the political economy of communication:

The role of the media in the process of capital accumulation, the problem of social classes, the media and the legitimization of social stratification, the relationship between material production and intellectual production constitute the analytical basis of the Political Economy of Communication. The conceptual theoretical approach of political economy is, then, a valid tool for the analysis of the communicational structure in Latin America.

According to Curran & Sheton, and McNair (1977; 1998; cited by Gómez, 2004, p. 58) it has been observed that the owners of the large radio and television concession corporations tend to limit the fields of information and general culture, orienting and biasing them to the defense of their ideology or commercial interests, increasingly shaping communication to what has been called 'infotainment'.

During the last two decades, the field of communication in Latin America, as well as the treatment occurred in England, in the opinion of C. Bolaño et al (2017, p. 154) was divided into two theoretical perspectives, which are linked and complementary: 1) Political economy of communication (PCE), heir to Marxism and Latin American historical structuralism (Celso Furtado the most prominent); and 2) Cultural studies, which incorporates the current of anthropology to communication studies.

In 1960, Canadian Dallas Smythe wrote one of the first articles on CPE, for which he is considered one of its founders, together with American Herbert Schiller, who in 1969 wrote the

book entitled 'Mass Communication and Yankee Imperialism', years later, in 1973 the English Graham Murdock and Peter Golding write their work on the political economy of mass communication, while Nicholas Garnham publishes a similar work in the same year, then the French Bernard Miege and Patrice Flichy address related topics at the end of the eighties (Califano, 2021, p. 61-63).

The CPE in Latin America emerges linked to the structuralist and national liberation currents or schools, where the theories of dependence and cultural imperialism, which emerged after the Second World War, give conceptual support and which are born as a response to the movement of the theories of modernization and global movements of decolonization of the metropolis.

Of the first Latin American exponents of the 1970s of the CPE, Bernadette Califano (2021, p. 67) writes about the role of one of the most important think tanks that conducted analyses on these issues:

Among the pioneering research centers that contributed to the consolidation of work in the field was the creation of the Latin American Institute of Transnational Studies (ILET), which brought together a group of South American intellectuals exiled in Mexico in the context of military governments in several countries of the region. ILET was founded by Chileans Juan Somavía and Fernando Reyes Mata in 1975. Its Communication and Development division has become the most dynamic area...

In this regard, I am very pleased to remember that during my undergraduate studies I had the opportunity to enjoy the knowledge of excellent professors who came from Central and South America exiled by military governments, one of whom came from Nicaragua and two others from Peru, one of whom was my Seminar teacher for three semesters.

Within the Latin American perspective, Bolaño, Narváez & López (2014; cited by Califano, 2021, p. 67) mention that CPE can be conceived in its triple facet:

- As an approach: it constitutes an epistemological alternative that constructs its object (media and communication industries) from its insertion in the depths of capitalism.
- As a field: it brings together researchers for whom it represents a real possibility of interpreting and transforming communication relations in society.
- As a cultural community: in the academy, it is grouped in organizations that allow it to project itself internationally as interlocutors of Anglo-Saxon studies.

The CPE current began to regain strength in the second half of the 1990s, vindicated by the foundations of the Latin American critical school and reinforced by economic analyses of the communications sector. CPE is considered to be a branch within communication studies, which draws on contributions from economics, political science, sociology and history.

From the critical school of Frankfurt and cultural studies derives the CPE, which like all political economy in general, considers with tendencies of Marxist order, with some exceptions. This theory tries to explain the context of communications and the adjacent causes that explain its origin and development within the development of the capitalist system. In the opinion of Guillermo Mastrini (2017, p. 141) the EPC is contrary to the explanations of neoclassical economic theory and also has differences with Marxist currents, expressing in this regard:

But in addition, the economics of communication and culture present specifications that defy both the presuppositions of the neoclassical school and those of Marxist approaches. For example, the theory of marginal costs cannot be applied to cultural production due to its symbolic character and, on the other hand, it is very difficult to transform concrete labor into abstract labor.

García Calderón & Olmedo Neri (2019, p. 86) tell us that CPE has its origins in the following disciplines:

- Sociology: it takes up the basis of the Frankfurt School and cultural studies, studying the context of the commodification of the cultural industry.

- Communication: it takes up the effects that have been felt in the media, as a result of technological advances, where individuals and capital appear interconnected.
- Economy: recovers the Marxist tradition in the productive and mercantile field and the set of social relations of production (bourgeoisie-proletariat), which are executed and modified according to the dynamics demanded and demanded by the capitalist system.

Since the sixties of the last century, the critical school has tried to integrate the economic analysis to the considered industry of culture and communication, although it was not achieved in a hegemonic way, however, during the last thirty years progress has been observed. Culture can be approached from an economic perspective, in such sense Guillermo Mastrini (2017, p. 141) expresses:

This means that cultural industries, one of the economic forms of cultural production, contain the sector of mass communication of a commercial nature including television...The Political Economy of Communication can be considered as the result of the crossroads of various academic fields: economics, political science and the so-called communication or information sciences.

It should be remembered that in their origins the written press and radio broadcasting were more linked to the dissemination and communication of ideas and messages than to the search for economic profit. In their different historical stages, the traditional media (press, radio and television) came from technological changes that favored their development, and the times in which these changes took place are shortening in shorter periods, as is the case of the digitalization of the current media.

With the incorporation of capital to the process of cultural production, the analysis of the economic dimension in communication studies becomes understandable, but one must avoid falling into the error of economic reductionism, as Vicent Mosco (2006, p. 18; quoted by Mastrini, 2017, p. 142) states: "The Political Economy of Communication can be understood as a gateway to the understanding of communicational phenomena, but in no way can it aspire to give a complete account of the communicational phenomenon".

Regarding the industrial production of culture, this occurs when commercial and profit characteristics are superimposed on cultural purposes, the United Nations Educational, Scientific and Cultural Organization (UNESCO, 1982; cited by Mastrini, 2017, p. 145), expresses on this subject:

It is generally considered that a cultural industry exists when cultural goods and services are produced, reproduced, preserved and disseminated according to industrial and commercial criteria, that is, in series and applying a strategy of an economic type, instead of pursuing a cultural development purpose.

I close this chapter with the words expressed by Bernadette Califano (2021, p. 81) in her conclusions on the Political Economy of Communication (PEC):

The variety of issues addressed from the PCE has been expanding since its origins, and has established crossings with other branches of communication and with other approaches and disciplines, in an attempt to carry out holistic analyses of the media. Nevertheless, the essence of the work framed within the critical school preserves the emphasis of the initial studies on the question of power relations in the processes of production, distribution and consumption of communicational goods and resources, although in a different and expanded context...

3. Modern digital and social media

It is well known the phrase of Heraclitus of Ephesus, a Greek philosopher who was born between 550-480 B.C. "the only permanent thing is change". I bring this up in view of the dizzying changes that social media are undergoing in our times.

When we talk about the digital world, we must analyze three objectives or pillars that apply to people and businesses: communication, sales and customer service. In this way, communication becomes the first of the objectives and the most popular in social networks, trying to make our qualities or products known. The digital ecosystem is understood as the set of platforms that we will use to make ourselves known or to take our products into account.

The second pillar of the digital world refers to the commercial aspect and can be carried out by individuals or companies on a large scale, where this objective can be channeled through e-commerce activity. The third pillar is closely linked to sales and is the careful attention that must be given to the customer, both before and after the sale is made.

The digital era is dragging communication along a dizzying path of changes. Van Glabbeek (2020; Zambrano, 2021, p. 11) asserts that one of the objectives of digital communication is to attract people, seeking to give them an improved experience through which they feel attracted and retained, while the world moves towards the digital space, new forms and channels of co-communication are appearing, including platforms that create interpersonal opportunities and that also work for business.

Within the theoretical field, the science of communication has been subject to two transformations generated by the global digital society: 1) The modern context that bases the subject as the guiding axis, which has found a broad development with the use of the Internet and social and digital networks; 2) These changes have resulted in modifications on the communication process itself, specifically concerning the virtual space (Olmedo, 2020, p. 157).

As a result of the digital revolution seen in the last two decades, human beings are undergoing important changes in their daily routines and contexts, such that the ways of establishing contact, creating bonds of friendship, planning leisure activities and obtaining learning have changed substantially. In this regard, Barón Pulido et al (2021, p. 125) note the following:

The digital revolution can be understood as the growth in the supply of digital technology and the rapid replacement of mechanical and electronic technologies by digital ones...Thus, a number of interactions, which previously made sense through physical face-to-face communication, have changed or moved to the context of the digital plane.

As a result of the use of new information and communication technologies (ICT), it has been stated that traditional media (print, radio and television) tend to become extinct, where digital media will occupy the positions left by the former, on this aspect Jáuregui & Ortega (2020, p. 360) make us see the following:

...the reality is that the media are useful as long as society assumes them to be necessary, that is why media convergence has turned out over the years to be a tool with multiple instrumental purposes for the social structure.

Esteban Zunino & Grilli Fox (2020, p. 401) consider that digital media were born in the nineties, adopting a continuous logic with radio and television rather than with printed newspapers, noting that in Ibero-America digital media are released in 1995 and digitization substantially changed the ways of information consumption of audiences, in addition to the entire media ecosystem was modified by the irruption of the information society.

The continuous and exponential advances in technological aspects in recent years have given rise to the global digital culture of communication, observing changes in practices and public spaces. According to Quispe Román (2015, p. 49; cited by Ponce et al, 2021, p. 4) digital communication practices should be understood as the set of individual, group or institutional activities that were digitized, which implies their transformation to a mass of bits.

Following this order, communication models are defined that affect and go beyond the different educational, political, economic, social and organizational contexts to which we belong as social subjects and in which relationships and modes of production are modified in a meaningful way (Ponce et al, 2021, p. 5).

In a similar sense, Cebrián Herreros (2009, p.16; Jáuregui & Ortega, 2020, p. 360) states that the starting point is a conception of cybermedia as processes different from traditional communication processes; however, they are not radically opposed, but on the contrary, they establish links between one and the other media.

The privilege of communicating is no longer restricted to analog mass media, nor to filters in the communication process; now there is the possibility of creating alternative content in the digital space. For A. Hermida (2018, p. 507; cited by Olmedo, 2020, p. 162) "sociological networks operate as an external space to the institutional and hierarchical structures of publishing in journalism".

Before advancing on the topic, it is convenient to understand what media are, according to the newspaper La Tribuna de Honduras (2017; cited by Alberto Vizuela et al, 2020, p. 2):

Digital media are those that are used on the internet for the dissemination of content and information. They appeared at the end of the twentieth century, thanks to the development of informatics and new information and communication technologies, and since then, they have strongly invaded the context of human communications, causing a revolution in the way people consume, produce and interact with information.

On the specific part of digital communication, Andrea Pastor (cited by Baumann, 2021) points out the following:

Effective digital communication occurs when the message that is intended to be sent reaches the receiver in the most similar way possible to the idea that was intended to be expressed. For this, it is essential to know the characteristics of the user's personality and culture.

In addition to the significant progress that has been achieved as a link and friendly relationship between people, digital communication has become a very important part for business today, in that sense Hans Baumann (2021) expresses:

Digital communication is any online transmission of a message of an organization through a wide range of online channels. Such as a website, social networks, blogs, etc., which allow companies to connect with their customers, employees and other stakeholders of the organization.

In today's societies, the participation of users connected to the network makes them act interrelated, it can be said that on equal terms from mobile devices that make it possible to produce and broadcast content in the online ecosystem. In the opinion of Calvo et al (cited by García & Pérez, 2020, p. 8), we must try to diagnose and ensure media literacy, which will allow us to empower citizens and reduce the digital divide, guarantee access to quality information, reduce media manipulation and communicate safely.

Two terms that are often used as synonyms are social communities and social networks: the former are usually driven by a specific target topic and are controlled by moderators or guides, having an organizational architecture that can be framed in a specific area or place; while social networks are not centered on a place, but on the individuals involved in them, have self-organization and a random dynamic, which makes them user-controlled (Martín, 2016; cited by Barón, 2021, p. 129).

The emergence of new media is the result of what has been considered as technological convergence, where three communication spaces interact: 1) Computer science; 2) Telecommunications; and 3) The internet, which is the center of interconnection and the new communication ecosystem, Bisbal (2020, p. 15) states on this subject:

Internet is the medium of the media. We are in the era of the internet and all that derives from it. The figures that are thrown in different investigations are telling us that people spend many hours of their free or leisure time in front of the network. The statistics speak for themselves....

In the same sense, it is worth differentiating between social networks and social media, according to Ba-rón Pulido et al (2021, p. 129-130):

In line with this distinction, it is worth referring to the confusion that is often made between social networks and social media. While the former refers to groups of individuals who share interests and passions, the latter refers to the instrument, the means by which the former can be initiated or strengthened.

Social media helps people to connect with the help of technology, while social networks enhance this connection, since people only connect in social networks because they have common interests and purposes. In the same sense, RD Station (2021) mentions that social networks and social media for many people are the same and the terms can be used as synonyms, but this is not correct, pointing out in this regard:

Social media is the use of technologies to make dialogue between people interactive, while social network is a social structure formed by people who share similar interests...The main purpose of social networks is to connect people. You complete your profile on social media channels and interact with people based on the details they read about you. It can be said that social networking is a category of social media...Social media, in turn, is a broad term, encompassing different media, such as videos, blogs and the aforementioned social networks.

The term social networks began to be used in the mid-1950s by English anthropologists and sociologists, characterizing the set of human relationships that have a lasting impact on the life of an individual and that offer patterns for everyday life, where this concept was consolidated in the 1970s and became widely used at the end of the 20th century.

Since the end of the 20th century, information and communication have been intensified and enhanced, with digital communication tools, especially social networks that have transformed the unidirectional communication processes, typical of conventional and printed media, to achieve mass communication flows in which users are also producers of content, as shown by M. Castells (Lotero et al, 2020, p. 96).

Websites and social networks are considered a form of communication, because they provide and can exchange information and data in real time, allowing feedback between sender and receiver. Hans Baumann (2021) mentions the 12 characteristics of digital communication:

- Immediacy: It allows us to collect information at all times.
- Multimedia integration: access to content in real time through multiple channels.
- Interactivity: User participation and interaction is fundamental.
- Real-time updating: Editing and updating of any content in real time.
- Multidirectional: The sender can be at the same time a passive or active subject.
- Objective: Communication is not only written, there are mixtures of images, audio and text.
- Self-branding: Application of personal concepts and ideas.
- Dematerialization of relationships: It makes it easier to meet new people and products.
- Content production: It allows to transmit messages that will be heard or seen.
- Verbal communication: Oral or verbal communication predominates in the messages.
- Content publishing: Texts, images and videos that will leave evidence.
- Social groups with similar interests: It is considered a way of socializing.

Speaking of multimedia integration, Jáuregui & Ortega (2020, p. 360) point out about this concept:

Multimedia development is defined as a new way of creating applications in which concepts such as sound, video, music, interactivity, graphic design, etc.[...] Multimedia is the combination of text, graphics, sound, animation and video to achieve a presentation (Izanola, 2005).

Digital communication has general characteristics inherent to its codified language process, L. Manovich (2005, p. 64-72; Jáuregui & Ortega, 2020, p. 361) mentions other characteristics of digital co-communication: 1) Digitalization; 2) Modularity; 3) Variability; 4) Automation; and 5)

Transcoding. In reference to the channels or types of digital communication, (Baumann, 2021) mentions the following:

- Video: Extremely effective for driving traffic and conversations.
- Social networks: Effective channel to engage in conversations and promote products.
- Blog: Spaces designed to provide information on specific or specialized topics, thus increasing the visibility of what they want to make known.
- Audio: Podcasts have increased the quality of audios and can arouse emotions.
- Email marketing: Channel to deliver a personalized message to those who show interest.

The digitization of audio gives room for the transmission of sound broadcasts on Internet platforms, although many of the digital audio products used creative combination of voice, effects and music taken from traditional radio. Such is the symbiosis that the contents preferred by digital audio consumers coincide with the top three places of open radio: music, news and sports. Mejía Barquera (2020) adds: "Let's enjoy this new stage of radio, digital audio and radio language".

Social networks are transforming the way people and companies communicate through their brands. One-way communication is less and less used, social networks, in addition to serving as a means of mass communication for people, can ensure that businesses have an appropriate channel for the view of their products or services.

A few decades ago there were only a few channels and means of communication to express oneself freely, with the revolution of Information and Communication Technologies (ICT) the media openness is much wider. In the virtual space there is a great variety of possibilities of presentation, derived from the use of the Internet, represented by platforms such as Facebook, YouTube, Twitter, Instagram, among others.

Conclusions

Communication is a means or mechanism of social organization that is part of life in society. The science or theory of communication can be explained with the help of other sciences, such as sociology, psychology and politics, where it will aim to understand the role or role of the media in society. The communication sciences have been approached from the following approaches: Information or mathematical; Structural functionalist; Criticism and Frankfurt School; of the effects; Agenda-setting; Hypodermic needle; Semiology; and Cultural studies.

The political economy of communication is identified with two theoretical schools or approaches to communication: Frankfurt criticism and cultural studies. In their approach, the concessionaires of the large private radio and television corporations set the tone and the limits of information and culture, biasing them towards the defense of their commercial interests or their ideology, seeking to alienate and entertain the masses.

The emergence of digital media is the result of technological convergences, where three disciplines or spaces act: information technology, telecommunications and the Internet (which is considered the center of the new communications ecosystem). Social media make it possible for people to be united through the use of technology, while social networks connect individuals who share common interests and goals.

Social networks provide information in real time, allowing feedback between sender and receiver, transforming the unidirectional communication process typical of traditional media (television, radio and print), turning users into producers as well. Until fifteen years ago, there were few communication channels to express oneself freely, but ICTs have allowed a much wider opening, with a great variety of communication possibilities.

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REVIEW ARTICLES
ОГЛЯДИ

Role of media information in managing mass emotions in social communications of modern Ukraine (a brief overview as a statement of the question)

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ABSTRACT

The study's main objective is to prove the presence of practical attempts in managing the third component of the mass communication message in modern Ukrainian social communications. It is the mass-emotional component. In previous studies, the author proved that the nature of social communications in the modern digital society is based on the unity of mass information, mass interpretation, and mass emotions. Therefore, it is essential to find actual attempts on the part of the organizers of certain political discourses to manage mass emotions in social communications with the help of the media.

The main conclusion of the study is that the scientific assumption regarding the presence of attempts to manage mass emotions through audiovisual and digital domestic media in social communications was confirmed. However, it is vital for further investigations of the scientific problem of how to manage the mass emotions functioning in social communications.

The methods used during the research to achieve the goal were content monitoring, comparison, generalization, and analysis of texts.

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АНОТАЦІЯ

Мета дослідження – довести наявність в українських сучасних соціальних комунікаціях практичних спроб у керуванні третім компонентом масовокомунікаційного послання – масовоемоційним. Адже у попередніх дослідженнях авторка доводила, що в основі природи соціальних комунікацій в сучасному диджитальному соціумі лежить єдність масової інформації, масової інтерпретації та масових емоцій. Важливо віднайти реальні спроби організаторів певних політичних дискурсів керувати масовими емоціями в соціальних комунікаціях за допомогою медіа.

Головні висновки дослідження: підтвердилося наукове припущення щодо наявності в соціальних комунікаціях спроб керування масовими емоціями через аудіовізуальні та диджитальні вітчизняні ЗМК. В українських соціальних комунікаціях медіа мають ознаки використання комунікаційних технологій. Для того, щоб утворився рід колективної душі під час комунікації, комунікатори послуговуються традиційними медіа (телебачення та телешоу), адже вони забезпечують масову поінформованість у комунікаційному ланцюжку: зрозумілість знаку, зрозумілість тексту, всенародну інформованість через ЗМК, всенародну інтерпретацію, всенародне розуміння та розраховують на масову реакцію у вигляді масової емоції. Тому важливою є подальше завдання поглиблено дослідити наукову проблему функціонування масових емоцій у сфері соціальних комунікацій та глибше дослідити соціальні комунікації як сферу функціонування масових емоцій.

Методи, що були застосовні під час дослідження для досягнення мети, - метод контент-моніторингу, порівняння, узагальнення, аналізу текстів.

КЛЮЧОВІ СЛОВА: соціальна комунікація, масові емоції, масова інформація, індивідуальна та масова інтерпретація в соціальних комунікаціях

Introduction

Today in the world and in Ukrainian social communications, there are many signs of operating with mass emotions. They are an essential part of social communications. Media messages have many signs of using mass-emotional communication technologies. The development of information technologies today has led to the fact that every participant at any moment of social communication can express his opinion on any occasion. It becomes available to a mass audience in a few seconds. A new community has been created in the world, aptly called the "Internet community" (internet-community, internet-audience, internet-media audience). When the information society is digitized as much as possible, the community (internet community) ceases to be a passive consumer of information, a patient of the activity of social communication institutes. Understanding this, not only the media but also bloggers on social networks, film directors, producers of TV shows, and editors of TV programs trying to impersonate the audience.

Moreover, media push them to "correct" behavior, thus stimulating social changes. However, from time to time, emotional synchronization occurs in society. That is, among different emotions, some emotional setting becomes dominant and captures the majority of this society.

This study aims to prove the hypothesis of the presence in modern Ukrainian social communications of practical attempts to manage mass emotions as the third component of social communications. After all, in previous studies, we proved that the nature of social communications in the modern digital society is based on the unity of mass information, mass interpretation, and mass emotions. Therefore, it is crucial to find actual attempts of media participation from the organizers of certain political discourses guided by mass emotions in social communications.

Our previous studies have shown that the nature of social communications in today's digital society is probably based on the unity of mass information, mass interpretation, and mass emotions.

Therefore, an urgent task is to investigate social communications as a sphere of mass emotions functioning.

Content and Method

In this research we used the method of content monitoring of the Google search engine for the keyword "LibertyReport.ai research". This method proved that the information of sociologists from the LibertyReport.ai platform about the state of mass emotions in Ukraine becomes media information within the TOP-20 search engine results for a given keyword. Furthermore, the method of content monitoring made it possible to prove the prevalence of the negative modality of media materials in the Google search engine. It enabled us to make assumptions about the pragmatic intention to manage mass emotions in this way in the social communications in modern Ukraine.

The comparison method revealed a change in the positioning of the Open Mind Foundation in 2022. This made it possible to point to a change in the organizational form, to declare the impossibility of a commercial component of the institution, and probably to hide the pragmatic goal of the organizers of this discourse.

The analysis of scientific literature made it possible to review scientific opinion for a general exploration of the topic and to put forward one's hypothesis regarding mass emotions in social communications. The application of the method proved the absence of even a single theory regarding social communications as a field of mass emotions development.

The topic of controlling the audience through individual emotions entered the scientific discourse through the works of Aristotle. His "Politics", as the first treatise on the state, contains the beginnings of the management theory in this domain. Next, we consider the role of emotional speech in communication between people: "Man is a social being to a greater extent than bees and all kinds of herd animals ... only a person with all living beings is gifted with speech. The voice conveys sadness and joy. Therefore, it is also inherent in other living beings (since their natural properties are developed enough to feel joy and sadness and convey these feelings to each other). Nevertheless, only speech can express what is useful and what is harmful, as well as what is just and unjust" (Aristotle, 2016).

Signs of the theory about controlling the audience through individual emotions can already be found in the first book of humanity - the Bible. Research has shown that the word "heart" is used more than six hundred times. The organ itself is a metaphorical symbol of an unconscious, defenseless human organ against external influence (forces of evil): "As Jesus Christ teaches, "from the heart come evil thoughts, murders, adultery, theft", (Matthew 15:19), the heart is the source of all mental and emotional, moral, and volitional, mysterious and mystical life of a person. Therefore, the task of the Christian life is to purify the heart: "Blessed are the pure in heart, for they will see God" (Lepakhin, 2022). Perhaps that is why a whole stream of so-called theologians of the heart - Isachists (sparingly criticized by opponents) arose in Christianity, who minimized emotions in their lives through "smart-heart" prayer, thus achieving a minimization of the emotional impact on themselves from the side of functionaries from Christianity. After all, the Christian church, as an ancient institution of public opinion management, knew how to ensure the supremacy of the heart over the mind (emotions over the ratio), thereby effectively influencing the flock, and the Isachists, as adepts of "smart-heart" prayer, tried to limit this influence - they reduced emotions to a minimum, concentrated on the ratio in continuous prayer.

The single components of the new theory regarding mass emotion in social communications should be sought in the classical theory of mass communication, namely in its behavioral aspects. Thus, the D. McQuail theory (McQuail, 2010) is based on the following scientific view on the issue of mass information in mass communication. Information moves through mass media channels from the sender to the recipient with feedback from the audience (it is provided, in particular, by the media of collective participation - the Internet). This scientific view of intersubject communication resonates with the views of the authors of the theory of linear

communication H. Lasswell (Lasswell, 1946), the inventor of the theory of hot and cold media, M. MacLuhan (MacLuhan, 2003), the author of the theory of active audience W. Schramm (Schramm, 2003), domestic theoretician and practitioner of mass communication prof. V. Rizun (Rizun, 2008). According to the Ukrainian scientist, a significant role in the effectiveness of communication is played by "a certain physical, the emotional-volitional or mental reaction of people", and "the goal of mass communication always lies in the plane of the communicator's behavior" (Rizun, 2008, 57).

The classic theory and methodology of human understanding of information and, as a result, its reactions to communication phenomena were confirmed by hermeneutic scientists, who introduced the concept of information interpretation into scientific circulation.

After all, communication is interpersonal: everyone reads the media by himself, watches TV himself, and interprets the information he receives. The classic of hermeneutics, H.-G. Gadamer, emphasized the two-sidedness of the communication process (Hadamir H.-G., 1988), and the Ukrainian researcher of mass hermeneutics in journalism, prof. V. Vladymyrov identified the unique role of media information in forming a hermeneutics chain from individual pre-understanding to the creation of mass understanding (Vladymyrov, 2003, 43). However, in all these theories, the logical chain from mass information through mass interpretations formed with the help of mass communication had no development and completion to the theory of the functioning of mass emotions in social communications.

Philosophers of the main philosophical fields and schools of the 20th century (hermeneutics, formalism, structuralism, poststructuralism, neopositivism, relativism, and practical communicative philosophy) laid the foundations without which it is impossible to start researching large-scale and universal phenomenon as mass emotions in social communications. The correlation of emotions and information can be traced in the writings of Thomas Aquinas, Thomas Hobbes, and the structuralist M. Foucault substantiated through his theory of thinking about the change of humanity in the perception of information, giving reasons to explain the modern phenomenon of "post-truth", developed his theory of lies as an alternative opinion postmodernist philosophers M. Luther and S. Kierkegaard (Beletska, 2018).

Having determined the foundations of the study of the role of a person in social communications, these researchers have not reached (and could not reach through another subject frame) the research of the pragmatic essence of mass emotional states in communication processes. However, social psychologists coped much better with this objective.

The theorist of mass psychology, G. Lebon, believed that it is information that excites certain feelings of individuals and turns them into masses. It was G. Lebon who defined the term "spiritual crowd" (Lebon, 1999), where emotions prevail over information.

Thus, the existence of mass information (classical theory of mass communication), mass interpretation (theory of hermeneutics of mass communication), the fact of the informational nature of modern Internet society in post-truth times (Kotlar, 2017) with the pragmatic goal of ensuring mass understanding gives grounds for talk about the possibility of the existence of the third element and a new interpretation of the nature of modern social communications: just the mass emotions in social communications.

We have now to clarify what we mean precisely by mass emotions in social communications: "Mass emotions in social communications are the emotional response of large masses of people to the appearance of socially significant information" (Beletska, 2016), Social networks, news media, television shows provide the audience with sensuality and are tools the embodiment of communication through mass information, mass interpretation, mass emotions, which should lead to social changes conceived by the organizers of the discourse.

Results

It is worth noting that the fundamental research of social communication theorists did not cover the problem of the media's role in the formation of mass emotions as a sphere of social communication. "Researchers were based on different ideas about the essence of mass communication, the process of information perception by a person, and the patterns of formation of public opinion. However, it should be noted that the majority of scientists who dealt with these important, still unsolved issues were sociologists, philosophers, psychologists, and not journalists (...) journalism was considered, and it continues in our time, as a purely practical field, that only representatives of other fields can investigate", reveals researcher of mass communication problems prof. V. Ivanov (Ivanov, 2010).

As the current study of the Ukrainian media space has shown, Ukrainian managers-communicators are engaged in measuring mass emotions in society, forming a specific political discourse, and organizing social communications using the sociology of emotions. The example below analyzes the presence of the sociology of emotions in media information generated by order of the Open Mind Foundation and attempts to create mass emotions in social communications using the media.

"Open Mind Foundation is an international non-profit public institution for the study of group and mass emotions and their impact on everyday life", this is a quote from the website of this international research organization, as it positions itself from the second half of 2022 (International Research Foundation Open Mind Foundation, 2022). Here it is worth noting that we will return later since the positioning of the fund at the specified time changed along with the political situation in Ukraine - the full-scale invasion of the Russian Federation into Ukraine.

Among the fund's announced prospective studies, a close connection with the political discourse in Ukraine and the social communications that shape and feed it can be traced: "...The study of mass emotions in a single territory will tell a lot about the emotional state of its population. Such research will help to clarify the causes of mass mistakes and predict violent mass protests. This knowledge will save thousands of lives. If we aspire to build a free, responsible, and liberal society, then we must monitor the development of basic mass emotions, such as hope, fear, humiliation, and anger, and also be able to determine the moment when a mixture of these emotions can lead to an explosion" - Savik Shuster, the President of this Foundation, says (International Research Foundation Open Mind Foundation, 2022).

One could consider such a practice in the sociology of emotions as an imitation of the school of social psychologists G. Tard and G. Lebon if it were not for the fact that the President of the Fund - Savik Shuster - is one of the most experienced journalists, the host of the popular talk shows "Svoboda slova" and "Shuster-live" (each of which has an audience of several millions of viewers) in Russia (2001-2004) and Ukraine (2005-2021).

Officially, the Open Mind Foundation's goal is analyzing the situation with mass emotions of large groups of people as a psychological phenomenon. But first, sociologists helped Savik Shuster to obtain figures on the mass emotions of Ukrainians. Later sociological data appeared in the news discourse of Ukraine with the help of modern Ukrainian media and the TV program "Svoboda slova", broadcast in Ukraine until 2021.

Here is an example of such management: a study conducted in June 2021 by sociologists of the LibertyReport.ai platform commissioned by the Open Mind Foundation showed the emotional state of 23,400 Ukrainians who took part in the survey. "The emotional state of Ukrainians has improved. In 9 months, the level of hope of Ukrainians increased by 6%" (International Research Foundation Open Mind Foundation, 2022).

This information was interpreted in the Ukrainian media as follows: "Young people hope, the elderly are afraid". It is the title given to the material about this sociological study in the analysis

of the UNIAN News Agency (Petrenko, 2021). "Humiliation due to the conditions in which you live" - this emotion is felt most by Ukrainians aged 45-59. In general, 19% of all respondents called humiliation their "dominant" emotion (in September 2020, there were 21%), - the author of the UNIAN article, Iryna Petrenko writes. She emphasizes the response of Ukrainians that the primary source of humiliation is "what is happening in my country". Compared to the primary source, the analytical material allows for an evaluative judgment by an expert in this material.

The fact of such a free choice of modality for submitting the material prompted the idea to monitor all news materials with statistics of LibertyReport.ai sociologists acting on behalf of the Open Mind Foundation. In January 2022, we conducted research using the content monitoring method of the Google search engine on the keyword "LibertyReport.ai research" according to the following mechanics:

- carried out a sampling of research units on the keyword "LibertyReport.ai research". 34 links were included in the sample because that is how many materials contained the subject of the research - texts about the results of the work of sociologists of the company "LibertyReport.ai", which officials ordered from the "Open Mind Foundation";
- carried out an initial analysis of the modality of information in the search engine regarding data from LibertyReport.ai and their media interpretation;
- made a temporal analysis of the appearance of publications regarding the moments of the appearance of messages about sociological surveys of the emotional states of Ukrainians, organized by LibertyReport.ai in 2020-2021;
- revealed the relationships and identified the sources that publish the most negativity about the results of sociologists;
- verified the original source of the publications - LibertyReport.ai and made assumptions about the pragmatism of the probable "customers" - the Open Mind Foundation and the possible ultimate beneficiaries of the management of mass emotions in social communications through the media;
- assessed the likely consequences for the discourse of the pro-government political discourse from the appearance of a negative issue in the information space of the Google search engine about the sociology of emotions from the "Open Mind Foundation".

As a result, we can claim that the information of sociologists from the LibertyReport.ai platform about the state of mass emotions in Ukraine, published on the website of the customer of these sociological studies - "Open Mind Foundation" has become part of the information space of the Google search engine. We received 34 Internet links, of which 19 were of a news nature, and 12 materials had negative semantics in the title. Here are examples of the negative modality of media information: "More than half of Ukrainians are afraid that Putin will seize new territories. Research LibertyReport.ai" (More than half of Ukrainians fear that Putin will seize new territories". Research. LibertyReport.ai, 2021), "Almost half of Ukrainians are concerned about the Sternenko lawsuit, - survey" (Almost half of Ukrainians are concerned about Sternenko's lawsuit, 2020), "How many Ukrainians want to leave Nenka [Homeland] to live abroad?" (How many Ukrainians want to leave Nenka to live abroad? 2020).

Discussion

If we apply these results to the famous mass communication formula developed by the American scientist H. Laswell and look for the place of mass emotions in it, we get the following:

"Who reports? – Foundation founded by international journalist Savik Shuster and sociologists hired by him.

"What does it say?" - about the emotional moods of Ukrainians, presenting it as a sociological study.

"What channel?" - through the TV show, which positions itself as talk show No. 1, authored by Savik Shuster, "Svoboda slova" on the Ukrainian TV channel; through popular internet media

such as the RBC-Ukraine News Agencies, UNIAN News Agencies, the Obozrevatel internet portal, and Ukraine's most popular internet news service ukr.net. Most of the publications from this info drive have negative semantics in their title complex, forming a negative modality of the Ukrainian information space.

"To whom reports"? - to the readers of these internet media and for viewers of the TV show «Svoboda slova». These are very popular and readable media, so their audience can be called a mass audience (in 2021, TRK Ukraine declared its leadership in the Ukrainian television space, citing the number of viewers of Savik Shuster's talk show at 15 million Ukrainians ("Ukraine" is channel №1 in 2021", 2022).

"With what consequences?" – in order to massificate the audience against the current Ukrainian government, which in 2019 was in a confrontation with the Ukrainian oligarch Rinat Akhmetov, the owner of the Ukraine channel, where journalist Savik Shuster works; for the management of mass emotions in social communications of Ukraine.

Another indirect proof of the pragmatic nature of the Open Mind Foundation's communication in this discourse is the change in this organization's positioning after the Russian Federation's invasion into the territory of sovereign Ukraine. As of February 2022, the Open Mind Foundation has positioned itself as "an international research foundation on individual, collective and mass emotions" (Open Mind Foundation, 2020). However, in July 2022, we already see a change in positioning: "This is an international non-profit public institution for the study of group and mass emotions and their impact on everyday life" (International research foundation Open Mind Foundation, 2022). Let us say the new positioning hides the institution's commercial component and the pragmatic goals of the organizers of this discourse. After all, with the appearance of a new positioning of this organization, headed by the famous TV journalist Savik Shuster, the material with the title disappeared from the website. Nevertheless, it partially explains the goal of the initiators of measuring the emotional moods of Ukrainians: "People's feelings influence their choices more than logic" (People's feelings influence their choices more than logic, 2020).

According to the Ukrainian researcher G. Pocheptsov, the media has almost the most important role in modeling the modality of public opinion: "The world given to us by the media only partially coincides with ours. Everyone has their interests: the government has its own, the population has its own... The media must combine these interests in a single picture of the world, which is probably their main function. However, the media often adapts to the main player, promoting his picture of the world to everyone" (Pocheptsov, 2022).

Conclusions

First, there are clear signs of attempts to manage mass emotions as part of social communications in Ukrainian social communications. The media demonstrate manifestations of mass emotional communication technologies. The communicators use traditional media (television and TV shows), fill Internet sites to create a collective soul during communication, and search engines with derivative news from the primary source. All of them provide mass awareness in the communication chain: intelligibility of the sign, intelligibility of the text, mass awareness through mass media, mass interpretation, mass understanding, and assume the presence of a mass reaction in the form of a mass emotion (as the first step). Mass emotion is part of the social communication space. It is a tool for increasing mass information impact on the audience and has become an influential management resource.

Suppose it is established that media information fulfills its role programmed by communicators in managing mass emotions in modern Ukrainian social communications. In that case, it is essential to investigate further its nature, real abilities, the resources of growing effectiveness in this process, and the effectiveness of communicators' actions.

Further research on the mass-emotional component of a mass information product is socially significant. Because new knowledge about the structure of mass emotions will count to the modern

theory of social communications and a deeper understanding of its nature, the mass media institutions will be given new knowledge to improve the effectiveness of working with a mass audience and knowledge about the risks of becoming participants in specific political discourse and given communication technologies.

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RESEARCH ARTICLES
ДОСЛІДНИЦЬКІ СТАТТІ

Making up Real Media Reports' Sample on COVID-19 for Use in Experimental Studies

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ABSTRACT

The article reveals the procedure of selecting real media reports (RMR) on the COVID-19 pandemic in experimental studies. We assumed that RMR during the pandemic and several lockdowns had a real impact on people from different social groups. To monitor messages about COVID-19, we used the online service "Software product LOOQME". The algorithm to form the RMR sample was as follows: (a) search for all media messages available on the platform, (b) analysis of selected RMR by online service, (c) forming of an experimental content sample and its embedding in the experiment. The method of selecting RMR considered in this article includes a theoretical rationale for RMR; broad thematic selection of RMR using media monitoring systems; forming an experimental content sample with the use of parameters and selection criteria; additional procedure for rating the selected RMR according to a particular criterion with the participation of experts.

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АНОТАЦІЯ

У статті розглядається процедура відбору реальних медіаповідомлень про пандемію COVID-19 для використання їх в експериментальних дослідженнях, що проводилися в рамках наукового проєкту «Стресогенні елементи латентного впливу реальних медійних повідомлень про пандемію COVID-19 на соціальні групи», фінансованого Національним фондом досліджень України. Ми виходили з того, що РМП (реальні медіаповідомлення) під час пандемії та карантинів чинять реальний вплив на людей із різних соціальних груп. Як важливо фокусувати увагу дослідників на формуванні вибірки піддослідних, так і важливо точно розуміти та обґрунтовувати у своїх працях, чому саме певні новинні історії відбираються для застосування в експериментальних дослідженнях.

Для моніторингу повідомлень на тему COVID-19 ми використали онлайн-сервіс «Програмний продукт LOOQME (Сервіс моніторингу та аналізу згадувань у засобах масової інформації та соціальних медіа LOOQME)».

Алгоритм роботи для формування вибірки РМП був такий: (а) організація пошуку усіх, присутніх на платформі у стрічці новин медіаповідомлень, і відбір за визначеними параметрами тих, які відповідають критеріям РМП, (б) аналіз відібраних РМП засобами онлайн-сервісу, (в) формування експериментальної вибірки і включення її в експеримент.

Запропоновані процедури відбору медіаповідомлень на тему COVID-19 для проведення експерименту з вивчення латентного стресогенного впливу РМП на аудиторію, що належить до різних соціальних груп, варто розглядати як пошук методики відбору медіаповідомлень за контентом для формування експериментальної вибірки. Представлена методика безперечно повинна пройти апробацію і може бути універсальною за процедурами для використання в подібних експериментах.

Розглянута у цій статті методика відбору реальних медіаповідомлень включає: теоретичне обґрунтування поняття РМП; загальний тематичний відбір РМП за допомогою медіамоніторингових систем (онлайн-сервісів); формування експериментальної вибірки РМП із застосуванням параметрів та критеріїв відбору; додаткова процедура рейтингування відібраних РМП за визначеним критерієм з участю експертів.

КЛЮЧОВІ СЛОВА: реальне медіаповідомлення, COVID-19, шкала актуальності тем, негативні РМП, процедури відбору медіаповідомлень.

Introduction

This article focuses on real media reports (RMR) on COVID-19 that function in the public discourse during pandemics and seriously affect people belonging to different social groups. In particular, we considered RMR in terms of functioning when they are of interest to researchers as experimental material used to study the latent stressful effects on members of different social groups. During the experiment preparation, several questions arose: what messages can be considered real, i.e., "alive" in terms of their relevance to the society; how to "catch," record such messages and select them for the experiment; how to avoid obsolescence of messages, i.e., loss of their relevance, and thus, their unsuitability for the investigation.

Therefore, the purpose of this article is to describe the procedures for capturing RMR from a live stream of media messages and selecting them for the experiment. Note that our recording and selection procedures can make sense while examining media messages of any topic.

Thus, to study the latent impact of media reports about COVID-19 on social groups, it is first necessary to form a database of such messages and their experimental sample.

Sampling should meet two criteria:

(1) media messages should be relevant to the media audience, i.e., exist in the space-time continuum in which the audience is, and be carriers of the psychological states experienced by the audience. In other words, media messages should "feed" a "COVID-19" discourse, because outside of it, the news will not cause the same reactions (effects) in the audience that they caused in the context of the discourse;

(2) media messages should be "removed" from the top of the thematic messaging system, which is determined by the percentage of the COVID-19 topic from other relevant issues at the time of selection.

To denote media messages that meet these two criteria, we proposed in 2020 the term real media reports (RMR):

... we should understand RMR as those messages that are relevant and "alive" in the real spatial and temporal continuum of communication. Because the peculiarities of perception and understanding messages significantly depend on the environmental conditions of perception and the emotional and mental state of the recipients. Media audiences can be in two states: passive, when "experiencing" an issue is already inhibited, fades into the background, deactivates. In this view, the perception of the message on an irrelevant issue will be different from the same message should it be perceived at the time of active experience, when everyone is excited and "knowingly" discusses the events, waiting for the solution, the outcome of the event and so on. Under the latter option, we mean the active state of the media audience. Media effects in this state are completely different from the passive. Consequently, the effectiveness of media messages is also different. Thus, media messages during the active state of the media audience are called RMR" (Rizun et al., 2020, p. 14).

Researchers have been studying the impact of news content on the audience for a long time. New hypotheses and theories of media effects are constantly emerging. Unfortunately, communication science has not created a unified theory (and there is doubt that this will ever happen and whether there is a real need for it).

However, according to some scholars (Reeves et al., 2016), the research paradigm of media effects combines so many different theoretical approaches that there is a need to identify the main criteria for content in research. After all, it is the content of the media that acts as an independent variable. Reeves and colleagues argue that media effects research pays much more attention to dependent variables (people's behavior under the influence of the media, anxiety, depression, mood swings, etc.). Some fundamental theories, such as the agenda-setting theory (AST) and the cultivation hypothesis (CH), demonstrate this approach. AST considers content only in general terms. Content refers to specific topics or issues that are broadly interpreted and are indicated only in one or two words without much detail: "domestic policy," "economic crisis," "corruption or scandals". It explains the high correlation between the so-called media agenda and public agendas - 0.9 (McCombs & Shaw, 1972).

On the other hand, the cultivation hypothesis does not distinguish content genres (Gerbner et al., 1994). Mostly its adherents rely on self-reports when respondents fill out special diaries about what programs and how long they watched. Although this approach considers the impact of RMR, in our terminology, this approach eliminates the researcher's intervention in the selection of content for media effects studies but only captures the actual media perception (Potter & Chang, 1990).

Against this background, we observe some attempts to systematize approaches to selecting and analyzing the independent variable of media effects research, i.e., the content. In the article "The use of media in media psychology", Reeves and colleagues emphasize that the bulk of studies explain why specific content samples were used in the study too poorly. According to Reeves and colleagues, this approach is essentially wrong (Reeves et al., 2016) because scholars should pay equal attention to arranging the participant and content samples. A balance between both variables has the biggest priority. By adhering to the criteria of objectivity and the representativeness of the selection, scholars can maintain this balance. I.e., the units of information demonstrated in the course of research are typical and specific for their thematic or geographical segments.

Typically, media effects research relies on one of two content selection strategies for empirical research, whether it is observation or experiment:

1. Researchers select news reports from the pool of several hundred for a certain period. Their number narrows down by cutting off those units of information that do not meet or less meet the criteria necessary for the study. American scholars Lang (Lang et al., 1999; Lang et al., 2013) and Grabe (Grabe et al., 2000; Grabe et al., 2001; Grabe et al., 2003) applied this approach in their research. Overall, it is a sound method of selecting content for social communications, when readers and other scholars will then have a minimum of questions such as "why did you use this content in the study?" (Havrylets et al., 2016).

2. Researchers select news reports randomly: from a pool of media messages for a certain period using a random number generator, they choose the necessary experimental content. This approach is much less widespread (e.g., Rojkova et al., 2015) and assumes no researcher's influence on selecting content. Still, the disadvantage of this selection option is difficulty in taking into account many (more than 2-3) variables in the analysis of research data.

3. Szabo and Hopkinson (2007) applied the least common approach. The researchers solely recorded TV news reports on the morning of the experiment day. As we may infer, researchers do not manipulate content selection in this case. But scholars reach the top novelty of media content for experiments and, thus, the perceived reality of the content in subjects. However, not all news items we see today are the same on the experiment day. Some attract a more significant share of audience attention, others significantly less. How can we explain this? First of all, with the status of the material: if it is news on a relevant topic, it will attract more audience. This trend is more relevant when discussing negative news.

What makes negative news so popular? The audience acknowledges that there is too much violence, disasters, and war in the media but continues to watch content that strikes it. White-Venables (2012) refers to a news message as a risk signal. Humans, like higher primates, constantly unconsciously monitor the environment for possible physical danger or threats. Two dimensions

characterize the magnitude of this risk signal: 1) magnitude of change (before and after the event); 2) relevance of this change for the safety of a person or group of people. These are two "whales" that hold public interest in the news. Sensational tabloid articles with the absent personal importance of the event for a particular reader may be of little interest to him. And this will allow journalists to unleash the potential of the news only in half for this reader. According to White-Wenables, journalists often manipulate these two dimensions: the degree of change and the relevance of the event for personal security - to maximize the success of a particular message. They do this by amplifying and changing accents - frames.

Instead, Landau (2016) argues that there is a certain threshold of relevance in the perception of news reports. If the news is more relevant than this threshold, then this topic is at its peak; it is wide open for discussion in society. However, we should bear in mind that the journalist affects the measurement of relevance minimally or indirectly by creating a specific agenda. Instead, under the greater control of journalists and gatekeepers is the first dimension - how drastic is the change of current state, which is the essence of the news.

Our article considers RMR based on the second dimension - relevance.

Journalists and media editors manipulate the threshold of relevance by raising or lowering this threshold. And at any given time, if the entry is high, few topics about current events and socially significant issues are at their peak. Accordingly, the specific concentration of relevance for each message will be higher. Instead, such a threshold may be lower in periods with no drastic changes or threats, and the number of topics discussed will be higher.

The recipient has a limited ability to process media information, according to the work of Lang and her LC4MP (Limited Capacity Model of Mediated Message Processing) (Lang, 2000). According to this approach, there is a certain threshold of perception of media content when the viewer can remember the messages seen or read. Because to discuss an issue, one should first pay attention to it and then recollect it, and we assume that the threshold of perception of Lang and the point of the relevance of Landau may correlate. Scholars should investigate this question with more focus on experiments in future research.

The perceived reality of a particular media message is its relevance in society. And this context is the most engaging for us. After all, if the topic is relevant, it is actively discussed in society, and then the stories about it will be interesting to audiences (e.g., Thomas et al., 2020). Therefore, we consider such media reports as real.

We should mention that in the vast majority of media effects studies, in fact, consciously or unconsciously, researchers study the impact of RMR, not those outdated or no longer relevant.

Methods

To monitor messages on the topic of COVID-19, first of all, we found a technological platform for searching and processing media messages. To this end, we used the online service "Software product LOOQME (Service for monitoring and analysis of mentions in the media and social media LOOQME)" (<https://looqme.io/uk>).

At the first stage of the research organization, it is necessary to form a sample of RMR to describe a monitoring technique and selection of such messages. Therefore, we focused our previous study on the peculiarities of the monitoring procedure (Rizun et al., 2020).

The algorithm for forming the RMR sample is as follows: (a) search of all available media messages on the platform in the news feed, and selecting by specific parameters those that meet the RMR criteria, (b) analysis of selected RMR by online service, (c) making up experimental content sample and its embedding within the experimental settings.

1. Working with the News Feed.

Newsfeed options.

Working with the news feed of the online resource LOOQME involves the organization of basic search queries and the actual search for media messages for these queries.

The object of the search (daily and at random) was COVID-19.

Types of Ukrainian media sources: television, radio, news agencies, Internet (see list in Annex 2).

Tags: vaccination, consequences of vaccination, quarantine, pandemic, PCR test, reaction to the vaccine, and symptoms.

The role of the search object: primary, secondary, episodic. That is any mention of COVID-19 in the message.

The tone of the messages: negative, positive, neutral. This message attribute was assigned manually, in particular, by online service experts.

Geography of messages: country, region, city, i.e., all Ukrainian media were covered.

We took into account all available sources and authors.

The news feed allowed scholars to search by famous words (by frequency). Initially, we included all messages in the news feed, and in the "Popular words" tab, users can view the most frequent words in the array of these messages and make a selection by one or more frequency words.

In addition, only original media messages can get into the news feed, i.e., without duplicates of these messages. However, the system indicates the number of all found messages (with dubbing) and the percentage of messages by emotional tone and role.

Search procedure.

Preparing for forming an experimental sample that is necessary to track the issue's trend against the background of the daily number of messages (in terms of online resource - mentions). This procedure should be performed daily according to the reports prepared by online resource experts (see Appendix 1 for an example report). Having recorded the trend of COVID-19 theme in the spatio-temporal continuum of communication (STCC) in the form of stable daily indicators of media messages on this topic or the growth of these indicators, we checked the level of actualization of the issue in society (LATS) due to COVID-19 topics in STCC. I.e., for other topics, we allocate a nine-day observation period, at the end of which the experiment will take place, provided that the LATS will remain high throughout the period. Such a topic life cycle (TLC) is crucial for the organization of the experiment, as there is a chance to capture and select RMR, i.e., those messages that will be the focus of the topic (FT). If suddenly TLC experiences a drop in FT during the forecast period, which will be the result of underestimation of the LATS, in this case, it is necessary to suspend the definition of LATS, as obtaining RMR will be at risk. Therefore, it is essential to observe the tendency of topic development and its TLC and allocate another nine days to track LATS and postpone the experiment.

We began monitoring TLC for COVID-19 on February 26, 2021, at 6:00 PM (we received the first report from LOOQME under the agreement right at this time). It was a period when the lockdown intensified in the country and the world. The Ministry of Health discussed the issue of vaccination and the first side effects in response to the vaccine. According to the report, the morning news that AstraZeneca plans to develop a new generation of vaccines by the fall of 2021 actively spread during the day (See Table 1). This news had the largest share of distribution - 16.2% (41 duplications of the original).

Table 1. Top 10 news

ТОП-10 Новостей			
#	Значение характеристики	Доля (%)	Дубли
1	AstraZeneca планирует разработать новое по...	16,2	41
2	На Луганщине начали вакцинацию военных...	4,7	12
3	Fitch подтвердило рейтинг Украины на уров...	3,6	9
4	У Луганській області розпочалася вакцинаці...	2,8	7
5	До лікарень ЄС почали доставляти роботів-д...	2,4	6
6	В семи областях Украины вскоре могут вес...	2,4	6
7	Степанов встретился с послами G7 для обсу...	2,4	6
8	Всего один укол. Вакцина Johnson & Joh...	2,4	6
9	Палата представителей одобрила подготовл...	2,4	6
10	Кабмин планирует продавать COVID-вакцин...	1,6	4
11	Другие	59,3	150

Among the sources with a high monthly audience coverage of 419.9 million (see Table 2), the largest share was reported by Minister of Health Stepanov, who met with G7 ambassadors to discuss a joint response to the pandemic, unsatisfactory vaccination rates in the country, the explosion at the Chernivtsi coronavirus hospital.

Table 2. Top 10 news (by coverage)

ТОП-10 Новостей (По охватам)			
#	Значение характеристики	Доля (%)	Охваты
1	Произошел взрыв в городской больнице в Че...	1,9	41990000
2	Степанов встретился с послами G7 для обсу...	1,9	41990000
3	Темпы вакцинации от коронавируса в стран...	1,9	41990000
4	Основная версия трагедии в Черновцах - сам...	1,9	41990000
5	З понеділка Чернівецька область стає "черво...	1,2	27070000
6	Коронавірус у Києві: 580 нових випадків, 111...	1,2	27070000
7	В Україні знову більше 8 тисяч випадків COV...	1,2	27070000
8	На Буковині четвертий день фіксують нові р...	1,2	27070000
9	Новини 26 лютого: рішення РНБО, невдалий...	1,2	27070000
10	Головні новини п'ятниці і ночі: рішення РНБ...	1,2	27070000
11	Другие	85,1	1887265450

TLC for COVID-19, generated by reports from the online resource, see Figure 1. The blue “mention” graph and Table 4 show a steady increase in the audience's interest in the COVID-19 as a monitoring object. On average, we recorded 1369,8571 mentions on this subject for the specified period. Standard deviation $\sigma = \pm 403,877$; the coefficient of variation is $v = 29\%$, which indicates the homogeneity of mentions’ data for this period. A sharp decline is observed only on weekends.

The rise above 1774 indicates the particular importance of the COVID-19 issue in reports during the day.

Monthly observing the topic and the increasing trend in the number of mentions of the COVID-19, experimenters observed social processes. However, understanding that the coronavirus issue will not suddenly disappear from STCC, we chose April 7 and the transition to the following procedure - LATS inspection. Therefore, a few days before the experiment, it was necessary to start monitoring the dynamics of the COVID-19 issue, among other day topics. This test began on March 29, 2021, and lasted until April 4, 2021, nine days before the experiment. The nine-day period is a relative parameter, subjectively determined by the experimenters. In any case, intuitively, this can not be less than a week because the decline of the topic, as we see, is related to the weekend, so the weekly period is part of the TLC.

The observation showed a significant predominance of COVID-19 in the STCC (See Table 3) - 75.2% belonged to this topic, among others. To characterize the LATS, we use the coefficient (c.L.), which we determine by the formula, where wmmc - the weight of media messages coefficient (the ratio of the COVID-19 to other topics in all messages), and twc - the topic weight coefficient for the topic (the ratio of messages per COVID-19 topic to all messages):

$$c.L. = twc \times wmmc$$

We interpreted c.L. in our previous article (Rizun et al., 2020, p. 15).

Table 3. Topic map

Topic	Number of Mentions										Share in the array, %
	Total	29. 03	30. 03	31. 03	01. 04	02. 04	03. 04	04. 04	05. 04	06. 04	
Politics	2485	343	359	371	300	287	254	225	178	168	14,14
Economy	1048	120	126	133	130	126	110	105	100	98	5,97
Defense	736	96	102	99	87	80	67	71	66	68	4,19
Education	88	8	14	21	10	7	6	9	6	7	0,5
COVID-19	13213	1657	2000	1987	1564	1723	1132	753	1276	1121	75,2
Total	17570	2224	2601	2611	2091	2223	1569	1163	1626	1462	100
c.L.	0,1504	0,149	0,1537	0,1522	0,1495	0,155	0,1442	0,129	0,1569	0,1533	

We consider pertinent c.L. = 0.15 for this study because the media daily saturated 75% of the discourse with COVID-19, which is an essential indicator for understanding that society in absolute terms was 75 percent immersed in the topic. The basic argument for this decision was the fact that according to Diagram (Figure 1) and Table 4, 31.03 subtopics for the COVID-19 had the highest

MV (media visibility) index for all TLC: “Media Visibility Index is an indicator of visibility... in media and quality of content media field mentions. For the calculation, we take into account the parameters of the publication (role of mention, tone) and the source (type and level of media)” (<http://help.looqme.io/ru/articles/3331542-%D1%89%D0%BE-%D1%82%D0%B0%D0%BA%D0%B5-%D1%96%D0%BD%D0%B4%D0%B5%D0%BA%D1%81-%D0%BF%D0%BE%D0%BC%D1%96%D1%82%D0%BD%D0%BE%D1%81%D1%82%D1%96-%D0%B2-%D0%B7%D0%BC%D1%96-mv>). It was calculated with the formula:

$$MV = MV1 + MV2 + MV3 + \dots MVn$$

It is also worth noting that according to the scale of topic relevance (see Table 12), the indicator of c.L. 0.15 for five-topic samples is quite acceptable.

Reports on COVID-19 from March 29 to April 6 were in the focus of high media attention (see Table 3), i.e., FT (we define FT as the ratio of messages on the topic to other messages during the day in one media (Rizun et al., 2020, p.15)). The topic in focus means that in all daily issues, this topic is one hundred percent in this media, i.e., the maximum FT is 100%. Thus, there was every reason to proceed to the selection of RMR.

Overall, RMR selection cannot only occur during the LATS inspection period. The procedure for determining c.L. is more precise when it is necessary to confirm researchers' forecast that the flow of media messages on a given topic is significant, dynamic, and growing, essential for the daily media agenda. From the news feed, scholars can select those messages that appeared during the media monitoring period, i.e., from February 26 to April 6, and the number of mentions is within the standard deviation of mentions $\sigma = \pm 403,877$, i.e., within 966 - 1774. It means that all COVID-19 messages are RMR if they exist within the standard deviation of references. Messages beyond 1774, well "embedded" in the audience's minds, were the focus of its attention but with particular connotations. Because the media space that day was for some reason overwhelmed with "coronavirus" messages, for which there were probably essential grounds.

Thus, we selected 11 RMR from a vast pool of reports (see Annex 3). All of them are from within the standard deviation, except for RMR 1 (1987 as of March 31) and 11 (1847 as of March 16). These RMR are salient with a negative tone since we focused on the messages with a negative connotation. Nevertheless, messages are primarily high on average for their source (see Table 5).

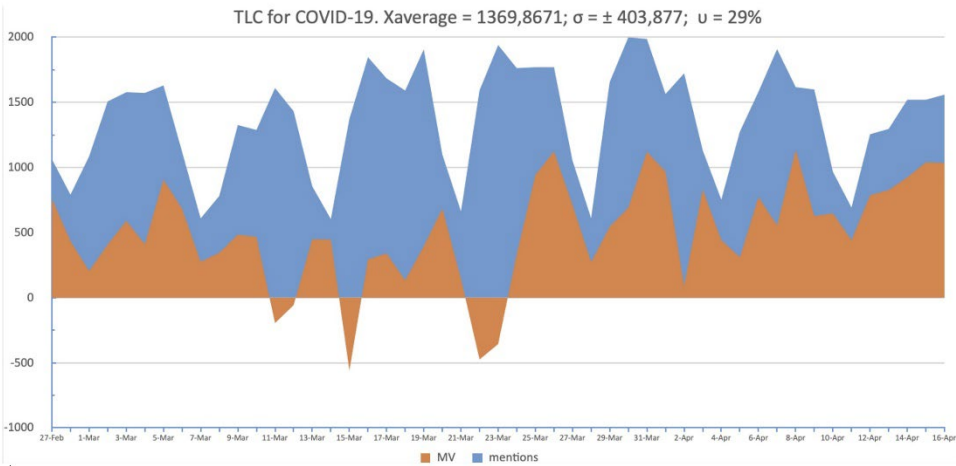


Figure 1. The topic life cycle for COVID-19.

Table 4. The topic life cycle for COVID-19

Date	Mentions	Coefficient of media visibility (MV)
27.Feb	1064	759,96875
28.Feb	791	435
01.Mar	1085	205,3125
02.Mar	1507	407,5
03.Mar	1578	590,5625
04.Mar	1572	411,09375
05.Mar	1630	907
06.Mar	1121	682,4375
07.Mar	609	275,6875
08.Mar	781	345,375
09.Mar	1326	483,5625
10.Mar	1288	467,03125
11.Mar	1610	-195,15625
12.Mar	1432	-57,4375
13.Mar	856	449,25
14.Mar	604	445,875
15.Mar	1373	-559,5
16.Mar	1847	293,65625
17.Mar	1684	339,96875
18.Mar	1591	133,21875
19.Mar	1907	395,15625
20.Mar	1098	684,625
21.Mar	663	143,9375
22.Mar	1593	-474,59375
23.Mar	1940	-356,25
24.Mar	1763	335,625
25.Mar	1770	941,71875
26.Mar	1770	1123,5625
27.Mar	1051	711,625
28.Mar	610	273,1875
29.Mar	1657	545,1875
30.Mar	2000	691,84375
31.Mar	1987	1120,5625
01.Apr	1564	967,65625
02.Apr	1723	91,5
03.Apr	1132	829,625
04.Apr	753	442,71875
05.Apr	1276	310,34375
06.Apr	1582	772,28125
07.Apr	1909	554,90625
08.Apr	1617	1135,34375
09.Apr	1599	626,75
10.Apr	967	647,21875
11.Apr	693	442,0625
12.Apr	1255	786,84375
13.Apr	1296	827,09375
14.Apr	1520	923,84375
15.Apr	1520	1039,375
16.Apr	1559	1034,75

Table 5. News viewing on average for each source on the release date

RMR	Number of views for each source	Number of views for an article in this source	Number RMR (original and duplicates) in a day
10	15098	37992	31
11	15098	176227	7
4	5879	5457	31
7	3562	7626	22
9	2848		2
3	780		31
5	687		16
8	643		3
2	631		
6	334		22
1	316		10

What are the final criteria for selecting these eleven RMR from the content pool? To answer this question, consider the following sampling procedure for experimental RMR.

2. Analysis of the selected RMR using the online service LOOQME.

The LOOQME online resource, in addition to the news feed, has an Analytics function. Thus, we processed messages according to specific parameters and visualized the analysis results.

How to select from 41674 RMR those 11 which potentially can get to the experimental sample? Every experimenter wants to find a selection procedure that would involve using unambiguous parameters to organize such selection. First of all, from the whole array of RMR, we selected those with a negative tone and ranked them according to the audience (Fig. 2).

Негатив



Figure 2. RMR with negative tone (27.02 – 6.04.2021)

The average audience coverage is 76789. Therefore, according to the sample, RMR with the highest mean coverage were to be included (Table 6), namely:

Table 6. Negative RMR with the highest audience reach for the day (27.02 - 6.04 2021)

Date	Audience reach
27.Feb	80470
01.Mar	82658
02.Mar	107545
03.Mar	86177
04.Mar	90856
05.Mar	91085
10.Mar	84820
11.Mar	121083
12.Mar	89479
15.Mar	149827
16.Mar	110288
17.Mar	112060
18.Mar	99950
19.Mar	78690
21.Mar	110268
22.Mar	106106
23.Mar	127993
29.Mar	105420
30.Mar	79598
02.Apr	85789
06.Apr	79479

As a result, 21 RMR could be included in the sample according to the parameter of negative tone.

Since media reports were monitored by several tags for the COVID-19, it is logical to look at the daily distribution of tags by frequency (Figure 3 and Figure 4).

Теги

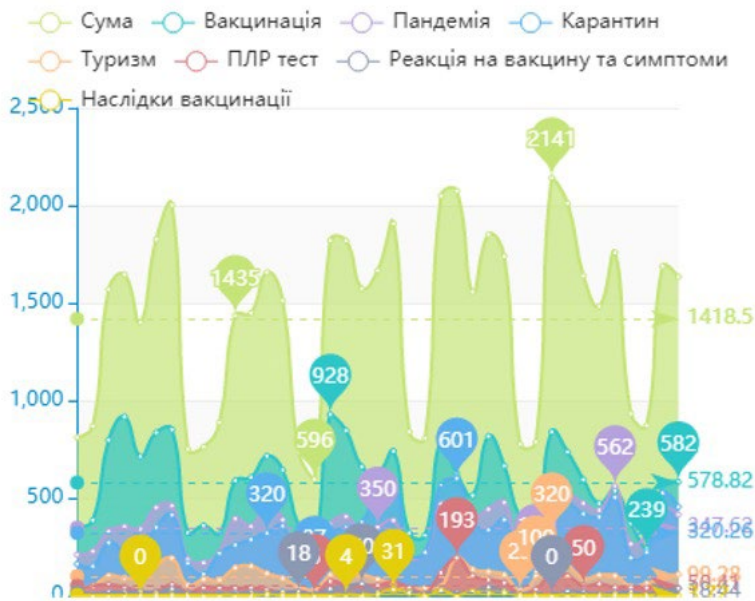


Figure 3. Daily distribution of tags (27.02 - 06.04 2021)

теги - таблиця

#		(%)	Підрахунок статей
1	Вакцинація	40.8	22574
2	Пандемія	24.5	13557
3	Карантин	22.6	12490
4	Туризм	7.0	3872
5	ПЛР тест	3.6	1966
6	Реакція на вакцину та симптоми	1.3	719
7	Наслідки вакцинації	0.3	145

Figure 4. The overall distribution of tags (27.02 - 06.04 2021)

Most news reports, almost 41%, are covered by the tag "vaccination" during the monitoring period. For the researcher, this parameter allows making a decision: to include RMR with the tag "vaccination" in the experimental sample.

The daily tag distribution looks like this with an average report rate of 578.32 (see Table 7):

Table 7. Daily distribution of the tag "vaccination" (27.02 - 06.04 2021)

<i>Date</i>	<i>Number of news reports</i>
01.Mar	797
02.Mar	917
03.Mar	713
04.Mar	835
05.Mar	850
06.Mar	605
07.Mar	715
12.Mar	643
15.Mar	928
16.Mar	845
19.Mar	740
22.Mar	795
25.Mar	816
29.Mar	839
31.Mar	594
06.Apr	582

As a result, 16 RMR could be included in the sample according to the parameter tag "vaccination". Thus, according to two parameters, we reduced the list of RMR to 12. I.e., RMR should be negative with the highest coverage and include the tag "vaccination". Highlighted with gray, Table 7 shows the dates corresponding to the two parameters.

However, there is another parameter that we can and should use for the selection of RMR - the role of monitoring subject - COVID-19 in the structure of media reports: primary, secondary, episodic.

With the leading role - the message is entirely about the topic (object) COVID-19. Therefore, it is logical to consider the RMR as the central role of the object. Figure 5 shows the result of the analysis of the negative tone filters for the tag "vaccination".

роль негатив вакцинація

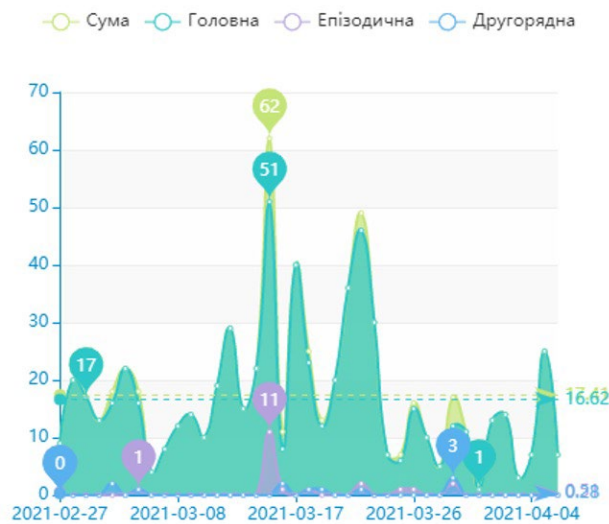


Figure 5. Daily distribution of messages by COVID-19 search object role

As a result of applying three parameters for selecting the content of RMR, we received the list of RMR consisting first of 7 items (data without gray selection), but then the final list contained 11 RMR. We added four more RMR (gray highlight) with below-average coverage for March 25 and March 31 since it was still essential to include RMR with the tag "vaccination" and the primary role of the search object and April 2 RMR with high audience coverage. However, the latter text belongs to the lower than average messages with the tag "vaccination" and the leading role of the search object.

Table 8. The list of RMR consisting of 7 items

Date	Number of RMR
15.Mar	2
16.Mar	1
22.Mar	3
25.Mar	2
29.Mar	1
31.Mar	1
02.Apr	1

As a result, we had a list of 11 RMR (see Annex 3).

Results

We completed the selection of the RMR on April 2. Still, the monitoring of the TLC continued until April 6, the day before the experiment (monitoring took place after that until April 16). This procedure for monitoring online news reports was necessary to monitor the dynamics of topic development and to understand the fact that on the day of the experiment the same indicators were kept as the topic had before the measurement of LATS (see Figure 1. blue graph "mention", and Table 4). I.e., on the day of the experiment RMR must not lose perceived "reality". Otherwise, researchers risk distorting the results of the experiment. Hypothetically, if it so happened that suddenly from April 3, TLC started to change sharply, i.e., the schedule would record a sharp drop in mentions, it would be necessary to move back to c.L. and FT measurements. In this case, we should have perhaps postponed the experiment or canceled it because RMR would lose their "real" status. Such situations concerning a sharp break in TLC are quite possible if it was a question of any local event, not so significant for a society: two-three days discussed - and forgotten! However, with the topic of COVID-19, such predictions are unrealistic because the worldwide pandemic will remain in the durable discourse; it cannot disappear from the STCC suddenly and have signs of "postCOVID syndrome" or something like social anxiety syndrome or social anxiety disorder.

Monitoring reports after April 2 showed the stability of COVID-19.

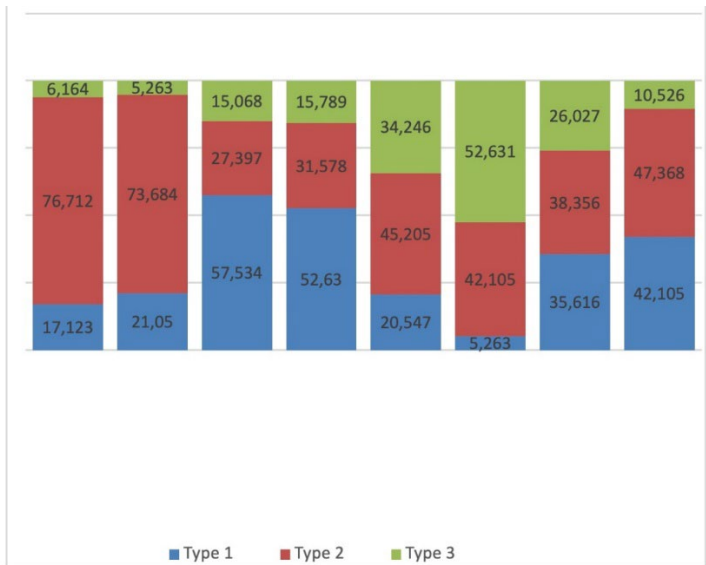
As part of the preparation of the RMR sample for the experiment, we conducted a pre-experimental "examination" of the RMR with the participation of subjects from the control group of the investigation, i.e., young people. These "experts" did not take part in the experiment.

21 respondents, selected from the control group of subjects, examined 11 RMR. Everyone among so-called experts accidentally fell into this group: someone could not participate further in the experiment due to lack of a webcam; someone abandoned the experiment; two were unable to complete the survey due to quarantine restrictions but were eager to be "useful" to the case. However, all subjects, except two, ID_XXXCE and ID_YYYCE, approximately two weeks before the experiment (from 23 to March 25) underwent an incoming, "recruiting" questionnaire to determine the types (portraits) of respondents in the categories of "attitude to the pandemic", "for media activity", "features of media consumption", "attitude to pandemic coverage in the media". Table 9 below presents the social portraits (types) of experts.

Table 9. Expert group

respondent	Types				Situational Test
	Attitude to the pandemic	Media activity	Media consumption	Pandemic in the media	
ID_149CE	situationist	active	skeptic	optimist	7
ID_129CE	calm	passive	skeptic	optimist	10
ID_153CE	situationist	passive	skeptic	pessimist	14
ID_159CE	pedant-panicker	medium-active	rationalist	optimist	15
ID_134CE	situationist	active	skeptic	optimist	16
ID_124CE	situationist	active	skeptic	optimist	18
ID_XXXCE	-	-	-	-	18
ID_164CE	pedant-panicker	active	skeptic	optimist	19
ID_118CE	situationist	medium-active	rationalist	pessimist	20
ID_146CE	pedant-panicker	active	rationalist	pessimist	20
ID_155CE	situationist	active	skeptic	realist	20
ID_130CE	situationist	passive	skeptic	pessimist	21
ID_145CE	ситуаціоніст	active	rationalist	realist	22
ID_148CE	pedant-panicker	passive	rationalist	pessimist	27
ID_132CE	situationist	active	skeptic	optimist	30
ID_YYYCE	-	-	-	-	33
ID_125CE	situationist	active	rationalist	optimist	34
ID_161CE	situationist	medium-active	trustful	pessimist	36
ID_156CE	situationist	passive	rationalist	pessimist	37
ID_154CE	situationist	active	rationalist	pessimist	39
ID_139CE	situationist	passive	skeptic	pessimist	39

Note that in percentage terms, the types of experts have the following representation:



Types by categories (k1, k2, k3, k4):

Type 1: pedantic-panic type (k1); active (k2); trusting (k3); optimist (k4)

Type 2: situationist (k1); passive (k2); rationalist (k3); pessimist (k4)

Type 3: calm (k1); moderately active (k2); skeptic (k3); realist (k4)

Figure 6. Percentage of types in the general group and the expert group

Each type in one of the four categories appears in the expert group not evenly from the total number of each type, but there is a representation. Type 2 is represented in the expert group more or less evenly. Another pattern may be more interesting: the dependence of the experimental RMR' selection on the type of expert.

Before working with RMR, each expert underwent a situational test to assess the level of state anxiety (Spielberger-Khanin test). Two people (ID_149CE, ID_129CE) had low anxiety levels; six people (ID_YYYCE, ID_125CE, ID_161CE, ID_156CE, ID_154CE, ID_139CE) had moderate anxiety. There is no natural relationship between the types and anxiety levels in the group of experts.

The experts got the task: to read the text and determine on a scale from 0 (does not cause) to 5 (highest level of anxiety), what level of anxiety it could potentially cause to the reader (Annex 3).

Work with texts took place through Google form. The rating from the most alarming to the least alarming RMR (by the most significant number of votes) is as follows:

Table 10. Rating RMR

RMR (according to Annex 3)	The hypothesized anxiety level for the readers	Votes, %
6	5	38,1
4	4	28,6
8	4	33,3
11	4	33,3
3	3	28,6
9	3	38,1
10	3	38,1
7	2-3	23,8
1	2	38,1
2	2	33,3
5	2	47,6

Table 11. Characteristics of experts who selected experimental RMR

[illegible]

Abbreviations and designations:

Block 1 - experts who gave the highest level of reader anxiety for each RMR.

Block 2 - level of anxiety of the expert on the state anxiety test: TLA - too low level of anxiety (<12); LA - low level; MA - moderate level.

Block 3 - types (see also Table 8): SMTP (situationist, moderately active, trusting, pessimistic); SPRP (situationist, passive, rationalist, pessimist); PASO (pedant-panicker, active, skeptic, optimist); PARP (pedant-panicker, active, rationalist, pessimist); SASO (situationist, active, skeptic, optimist); SPSO (situationist, passive, skeptic, optimist); SASR (situationist, active, skeptic, realist); PPRP (pedant-panicker, passive, rationalist, pessimist); SARP (situationist, active, rationalist, pessimist); SPSP (situationist, passive, skeptic, pessimist); SARO (situationist, active, rationalist, optimist).

Discussion of results

Analysis of the scientific literature on the status of media messages showed, on the one hand, the interest of researchers in the functional nature of media messages (they may be differently involved in the communication situation, have different attitudes to the speech situation). Secondly, researchers do not focus on distinguishing, in our terminology - real and "obsolete", those that at the time of perception are not relevant in a given time and space, messages. Instead, we draw on the fact that messages concerning the audience and its impact are very "sensitive" to their status: one thing, media messages on a topic that is relevant, important, understandable to society. But, on the other hand, messages on a topic that is on the periphery of the audience's interest are not relevant - the impact of these two types of messages will be significantly different. The authors of this article, neither here nor in their study on the latent stressful effects of RMR on social groups, do not yet aim to prove this difference in impact experimentally. Still, such a study is reasonably possible and vital. But this hypothetical postulate of research is methodologically decisive because it directs and organizes our scientific work. Of course, suppose it suddenly becomes clear that there is no fundamental difference between the impact of media report when such message is relevant at one time and irrelevant at another time. In that case, it will not devalue the results of media effects research, but this will only make our methodological caution in using special RMR selection procedures superfluous. But, given the experience of other researchers (Reeves et al., 2016; Thomas et al., 2020), it is not redundant to assume that there is a difference in perceiving two different messages, one of which is on the wave of interest from the audience and another is not in the spotlight.

We emphasize that a powerful monitoring resource, such as the LOOQME online service, has a vast potential to be used to search and analyze media content. However, the technological resource itself is only a platform. In any case, such resources are not focused on the automatic

search for RMR because they "do not see" them since it is not just a search by the current date but a selection of media content by topic relevant to that date. In addition, a subject may be proper on a specific date but not on the following day. Therefore, the task of the experimenters is to monitor TLC to make sure that on the day of the experiment, this topic will still be alive, and media messages will not lose their importance.

We substantiated the proposed selection method for RMR in the experiment, and at this point, it is a proven methodological procedure, which requires verification in further research.

Working with the daily reports of the online service LOOQME, or similar monitoring services, is not a mandatory procedure: you can make an initial selection of messages on the topic, but the system's reports save time. However, in any case, what should you pay attention to in the first place? Is it the number of duplicates (distributions, mentions) of the news or, say, the average monthly audience of the source? However, the number of duplicates, in this case, 41 (see Table 1, Table 2, Figure 7), provides a more optimistic interpretation of reaching a potentially large audience, and most importantly - this figure, and even in comparison with the share of the message among the array of others (in this case 16.2%) - indicates the relevance of the news. At the same time, the average monthly audience of Interfax-Ukraine is only 1,790,000, and according to Table 2, among others is a petite figure for a source, this message did not get among the sources with a large audience. However, a large average monthly audience does not mean that all 41-42 million will read the news, which does not warrant the topic's relevance.

202. AstraZeneca планирует разработать новое поколение вакцины к осени текущего года[41]

COVID-19 (вибрані джерела) - Эпизодическая | [Интерфакс-Украина](#) | ТОП-100 | 1790000 | 27.02.2021
| 08:08 | Охват: 279 | Вакцинація | <https://interfax.com.ua/news/general/726794.html>

совместно с Оксфордским университетом намерены к осени текущего года создать новое поколение вакцины, которая позволит бороться с новыми вариантами коронавируса, сообщил исполнительный директор британского отделения компании Мене Пангалос на телефонном брифинге. "Мы очень хотим попробовать сделать что-то к осени,

Figure 7. Excerpt from the report of the online service

A mandatory procedure for determining the popularity of a topic is to monitor it, among other issues (see Table 3). However, it is more difficult to establish a topic's relevance by other formal means than to determine the percentage of a topic in a system of topics produced by different sources over some time. So, what is the percentage limit of relevance/irrelevance in formal terms? Rizun and colleagues (2020) address this question by defining c.L. based on the material of 32 television news programs, which comprised various messages, including those about COVID-19. Based on these actual TV newscasts, we proposed a model that included the following options: 10 newscasts - out of 32 issues, one COVID-19 report in each. Overall, we analyzed 320 news stories covering ten topics, one of which is COVID-19 for 32 messages. Each of the options includes one of 32 messages about COVID-19. Data for c.L. is in Table 12.

Table 12. Working (model) Table of limits of the relevance of the topic (max. ten topics, min. 32 messages, and issues, max. 320 messages and issues), unit of measurement - c.L. (coefficient of the level of actualization of the topic COVID-19 in society)

WC - weight coefficient.

The boundaries of relevance are highlighted with gray, and it is a scale of topic relevance. We should remember that the scale of relevance for issues with different topics is diverse. Thus, for issues on two topics, the scale is from 0.25 to 0.45; for issues on ten topics - from 0.05 to 0.09 depending on the number of messages in the issues.

This model table formed the basis of the Table of limits of the relevance of topics (Table 12), where N can be understood from one to many messages, issues, publications, programs, etc., on a given topic.

Table 13. Table of boundaries and scale of the relevance of topics (max. ten topics), unit of measurement - c.L. (coefficient of the level of actualization of the topic in society) (<https://www.researchgate.net/publication/353807477> Scale of relevance of topics)

The next step after determining the period when one identifies the analyzed topic COVID-19 as relevant, which is at the peak of the audience's attention, is the transition to the selection of RMR in the experimental unit. We used, in particular, the tools of the online service LOOQME. The procedure described above provided one thing - to find the selection parameters.

According to the final experimental sample, the researchers included the following RMR based on expert decisions:

1. RMR 6, the experts (38.1%) suggested the highest level of reader anxiety.

2. RMR 4 and RMR 11, with a lower level of reader anxiety, but experts primarily ignored RMR 8 since the selection of RMR4 and 11 involved the most significant total number of experts - 83.33% and 71.42%, respectively, and for RMR 8 - only 42.85% (see Table 10). In addition, according to the situational test, five experts each had a low level of anxiety before the task. Only four experts with a low level of anxiety, including one expert with a shallow level, selected RMR 4, 8, 11.

3. We included RMR 9 in the experimental sample with the average level of predicted reader anxiety, which had RMR 3, 7, 10. The choice focused on RMR 9 and 10, which in assessing the level of reader anxiety is characterized by the most extensive participation of experts - 38.1%, against the background of RMR 3 and 7 (see Tables 9, 10). However, the researchers focused on RMR 9 because this RMR selected the "core" of experts by 87.5% and the expert groups for RMR 3, 7, and 10, while for RMR 10, it was only 62.5%.

4. As RMR 1, 2, 5 had a low predicted level of anxiety for readers (see Table 9), the researchers proposed another RMR number 2 (see Annex 3), which was not subject to examination, but, according to the researchers, had a very high level of reader anxiety. Thus, the sample included a replaced RMR 2.

5. Annex 4 presents all five RMR included in the experimental sample as of April 7, 2021. The researchers arranged them from the lowest predicted reader anxiety to the highest. Then, on April 7, 2021, we conducted an experiment.

6. From Table 10 (Block 3), we can conclude that the most active type of expert (25.58%) in assessing the RMR in terms of the highest reader anxiety (within the scale of 3-5) was the type of SASO - situationist concerning the pandemic, active in media activity, skeptical in assessing the impact of the media (features of media consumption) and optimistic about the coverage of the pandemic in the media. At the same time, PASO - 11.62%, PARP and SPSP - 9, 3%; SSDP, SPRP, SPSO, SASR, PPRP - 6.97%, SARP, SARO - 4.65%.

Conclusions

The proposed procedures for selecting media content about COVID-19 for an experiment to study the latent stressful effects of RMR on the audience belonging to different social groups should be considered a search for methods of selecting media messages for content to form an experimental sample. The presented technique should be tested and universal in procedures for use in such experiments.

This method of selecting RMR includes theoretical rationale of the concept RMR; broad thematic selection of RMR with the help of media monitoring systems (online services); formation of an experimental sample of RMR with the use of parameters and selection criteria; additional procedure for rating the selected RMR according to a specific criterion with the participation of experts.

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Annex 1. Example of daily monitoring report for media content

https://www.researchgate.net/publication/353588883_Results_of_Media_Monitoring

Annex 2. Types of Ukrainian media sources

https://www.researchgate.net/publication/353761392_Results_of_Media_Monitoring

Annex 3. RMR about COVID-19 from 26.02 - 6.04.2021 (The texts are presented in the original version of media sources with inaccuracies, spelling, and language errors)

https://www.researchgate.net/publication/353762125_Results_of_Media_Monitoring

Annex 4. Experimental RMR as of 7.04.2021.

https://www.researchgate.net/publication/353761946_Results_of_Media_Monitoring

REVIEWS
РЕЦЕНЗІЇ

**Коробко В. І. Телевізійна документалістика як екранне
видовище. Рецензія на дисертацію**

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ABSTRACT

Review of the dissertation Korobko V. I. "Television Documentary as a screen spectacle " for the degree of Doctor of Philosophy, defended at the Taras Shevchenko National University of Kyiv.

KEYWORDS

television documentary,
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АНОТАЦІЯ

Рецензія на дисертацію Коробко В. І. «Телевізійна документалістика як екранне видовище» на здобуття наукового ступеня доктора філософії, захищену в Київському національному університеті імені Тараса Шевченка.

КЛЮЧОВІ СЛОВА: телевізійна документалістика, наукова новизна, практичне значення.

Події у світі та Україні, трансформаційні процеси в сучасному суспільстві зумовили зміни в усіх сферах його життя. Створення якісної телевізійної документалістики не є

винятком. Існує нагальна потреба в медійній продукції, спрямованій на забезпечення високого рівня освіченості та обізнаності громадян України, із цим безпосередньо пов'язана інформаційна безпека нашої держави.

Оскільки наявна система підготовки й розповсюдження телевізійної документалістики не задовольняє повною мірою потреб сьогодення як з погляду глядачів, так і з погляду медійників, а це зумовлює зміни вимог як до змісту, так і до принципів її створення, спонукає до пошуку нових моделей та жанрів, - можна констатувати вдалий вибір авторкою теми роботи.

На сьогодні є потреба в розробленні теоретичних та науково-методичних положень щодо створення документального телеконтенту. Незважаючи на наявні напрацювання щодо специфіки документального кіно для великого екрану та телебачення, потребує вирішення проблема формування підґрунтя для розвитку телевізійної документалістики. Необхідність забезпечення теоретичних, методичних і прикладних досліджень, що створюють передумови для подальшого розвитку телевізійної документалістики у світі загалом та Україні зокрема, науково-теоретична та практична значущість окреслених питань свідчать про актуальність теми дисертації Коробко Вероніки Ігорівни.

Обґрунтованість наукових положень, висновків і рекомендацій, сформульованих у дисертації, забезпечується коректністю здійсненого наукового аналізу. Методологічне підґрунтя дослідження телевізійної документалістики становить системний підхід. Цю систему розглянуто із залученням комплексного аналізу науково-теоретичних та концептуальних положень, поняттєво-категоріального апарату праць українських і зарубіжних авторів щодо різних аспектів її функціонування.

Теоретичну базу сформовано на засадах поєднання міждисциплінарних взаємозв'язків, репрезентованих працями з різних галузей гуманітарного та технічного дискурсів: теорії комунікації, комунікаційних технологій, теорії та історії мистецтва, нових медій, виробництва медіаконтенту. Сформульовані наукові положення, висновки та рекомендації щодо телевізійної документалістики є обґрунтованими, оскільки підтверджуються науковими фактами та інформацією, отриманою з монографій, наукових статей тощо, а також верифікуються за допомогою емпіричного матеріалу з використанням широкої новітньої джерельної бази (інформаційні інтернет-ресурси, інтернет-видання, телепрограми національних телеканалів, блоги, комунікаційні проекти тощо).

У дисертації Коробко Вероніки Ігорівни «Телевізійна документалістика як екранне видовище» виявлено специфіку телевізійної документалістики як екранного видовища на основі аналізу теоретичних досліджень українських та зарубіжних учених (с. 19–92, 188–189); визначено та схарактеризовано творчо-виробничі аспекти процесу створення документального телеконтенту (с. 93–133, 189); виокремлено жанри телевізійної документалістики й визначено основні їхні структурно-функціональні особливості (с. 134–187, 189–191); з'ясовано професійні завдання журналіста-документаліста в процесі створення екранного видовища як окремого документального проєкту (с. 93–105, 191); встановлено рівень професійної обізнаності студентів спеціальності «аудіовізуальне мистецтво та виробництво» щодо основ телевізійної документалістики (с. 181–186, 191–192).

Обґрунтований та достовірний характер отриманої інформації щодо стратегічних напрямів розвитку комунікацій у контексті творчо-виробничих аспектів процесу створення документального телеконтенту та структурно-функціональних особливостей документальних тележанрів як основи екранного видовища телевізійної документалістики зумовлений умілим та доречним використанням методологічного інструментарію для максимально повного висвітлення предмета й увиразнення наукової концепції (індукції, дедукції, узагальнення наукового досвіду й термінологічний аналіз; порівняльно-історичний метод, системно-структурний та міждисциплінарний підходи; метод аналізу наукового пізнання; порівняльний метод; метод логічного й стратегічного узагальнення, аналізу й синтезу, класифікації). Вдалим є звернення до соціологічних методів (інтерв'ювання; анкетування студентів)

для зібрання інформації в українських документалістів-практиків про процес створення телевізійного документального медіатору; з'ясування рівня обізнаності студентів першого та четвертого курсів Інституту журналістики Київського національного університету імені Тараса Шевченка спеціальності 021 «Аудіовізуальне мистецтво і виробництво» щодо основ телевізійної документалістики.

Дисертація В. І. Коробко структурована, систематизована та послідовна, що зумовлено обраним підходом до вивчення джерельної бази. Робота складається зі вступу, трьох розділів, висновків, списку використаних джерел, додатків. Розділи дисертації взаємопов'язані між собою. Виклад розгортається від простеження в першому розділі історичної генези документалістики в кіно та на телебаченні, науковою базою для якого стали праці українських та зарубіжних науковців і практиків з журналістики та мистецтвознавства, до з'ясування в другому розділі особливостей створення екранного видовища в телевізійній документалістиці на перетині журналістської об'єктивності та художньої інтерпретації реальних фактів, перетворення журналіста на документаліста, і дослідження в третьому розділі жанрів документального продукту на телебаченні та процесу їх трансформації. Кожен розділ завершується проміжними висновками, які корелюють з висновками по роботі загалом і поставленими завданнями. Узгодженість та вмотивованість усіх складових дослідження надає авторській концепції цілісності.

Переконаливою є наукова новизна одержаних результатів: В. І. Коробко, застосувавши загальнонаукові, теоретичні й емпіричні методи дослідження, вперше запропонувала визначення телевізійної документалістики як форми медійного контенту, що транслюється на телебаченні, аби відобразити в часі та просторі події для розширення знань про навколишній світ глядацької аудиторії, сфокусувавши її увагу на соціально значимій інформації за допомогою художніх та документальних засобів зображення дійсності на екрані; визначила спільні ознаки телевізійного документального фільму з новинною тележурналістикою: методи монтажу (кліповість відеоряду); аспекти операторської майстерності (нестандартні ракурси, переважна більшість великих планів); розповідь журналіста, що базується на акцентуванні «історії про героя» з використанням прийомів публіцистичного нарису; використання художніх засобів у текстовій частині сюжету; встановила, що творчо-виробничі аспекти процесу створення телевізійного документального контенту (основні етапи виробництва документального телеконтенту; структура й композиція твору; формування відеоряду за допомогою монтажу та накладання звуку; кількісний склад знімальної групи) безпосередньо зумовлені його жанровою формою; запропонувала класифікацію жанрів телевізійної документалістики: телевізійні документальні фільми, телевізійні новинні (інформаційні) серіали, документальне видовище пізнавальної тематики, докудрама та мок'юментарі.

Серед наукових здобутків – удосконалення дефініцій основних понять телевізійної документалістики в системі жанрів телевізійної журналістики; способів підготовки до написання сценарію документального телевізійного проєкту на етапі передпродакшну. На схвалення заслуговує також визначення дослідницею характерних рис телевізійної документалістики в українській та зарубіжній науці; особливостей роботи авторів документальних телефільмів на кожному етапі телевізійного виробництва.

Практичне значення одержаних результатів очевидне: вони можуть бути корисними як для оптимізування розвитку телевізійної документалістики, подальших досліджень у галузі телевиробництва, так і в навчальному процесі в ЗВО під час підготовки студентів спеціальності 061 «Журналістика» та 021 «Аудіовізуальне мистецтво та виробництво». Можна передбачити, що матеріали дослідження в цілому можуть бути використані виробниками телевізійної документальної продукції.

Дискусійні положення та зауваження щодо змісту дисертації. Підкреслюючи вагомість проведеного дослідження, потрібно висловити низку зауважень та побажань, що мають рекомендаційний характер.

1. Здобувачка за результатами свого дослідження робить важливі висновки щодо процесу створення та жанрової системи телевізійної документалістики в сучасних умовах. У назві дисертації, формулюванні її об'єкта та предмета не вказано, ідеться про Україну чи увесь світ. Водночас обґрунтування хронологічних меж пов'язано з подіями в Україні. Отже, потребує уточнення: одержані В. І. Коробко результати стосуються українських реалій чи світових?

2. Підрозділ 1.1 «Поняттєвий апарат дослідження телевізійної документалістики» містить визначення таких термінів, як: «екранна документалістика» (с. 24), «видовище» (с. 25), «поява із чорного/із ЗТМ» (с. 27), «склеювання» (с. 28), «шторка/витіснення» (с. 28), «цифровий відеоефект» (с. 28) тощо. Підрозділ 1.2 «Телевізійна документалістика й тележурналістика: своєрідність понять» присвячений визначенню понять «телевізійна документалістика» та «тележурналістика» (с. 32–53). Видається дискусійною доцільність розгляду двох ключових термінів дисертації в окремому підрозділі.

3. Одним з наукових здобутків, що винесено на захист, є «визначення телевізійної документалістики як форми медійного контенту, що транслюється на телебаченні, аби відобразити в часі та просторі події для розширення знань про навколишній світ глядацької аудиторії, сфокусувавши її увагу на соціально значимій інформації за допомогою художніх та документальних засобів зображення дійсності на екрані» (с. 17, 52–53, 92, 188). Водночас на с. 47 В. І. Коробко зазначає: «Грунтуючись на проаналізованих вище поглядах науковців, ми даємо таке визначення телевізійній документалістиці: це один з проявів художньо-публіцистичного мислення у формі екранного видовища, завдяки якому відбувається інформування глядачів та розповсюдження інформації за допомогою художніх засобів вираження проблем сучасного світу, тобто вона може собою репрезентувати телевізійну публіцистику». Постає питання: як співвідносяться ці визначення?

4. Здобувачка проаналізувала серію телевізійних документальних проєктів, які виходили в українському телеестері на каналах «Інтер», «1+1», «СТБ» та «Фауна». Додатки містять дуже цінну інформацію, зокрема інтерв'ю з авторкою докдрам для телеканалу «1+1» Світланою Усенко, авторкою телевізійного новинного циклу сюжетів про Китай для «ТСН. Тиждень» (телеканал «1+1») Наталею Ярмолою, народним артистом України, кінорежисером, кінорежисером, журналістом, кінопродюсером Леонідом Мужуком. У ході дослідження проведено опитування студентів. Безперечно, думки цих експертів надали змогу зробити В. І. Коробко обґрунтовані висновки. Однак, на нашу думку, інтерв'ю з керівниками медіахолдингів та журналістами інших телеканалів («Інтер», «СТБ» та «Фауна») прикрасило б цю дисертацію й надало змогу окреслити напрями подальшої роботи зі створення документального телеконтенту.

Попри ці зауваження, дисертаційна робота Коробко Вероніки Ігорівни на тему «Телевізійна документалістика як екранне видовище» є завершеною працею, у якій отримано нові науково обґрунтовані результати, що в сукупності вирішують важливе завдання щодо з'ясування творчо-виробничих аспектів процесу створення документального телеконтенту та структурно-функціональних особливостей документальних тележанрів як основи екранного видовища телевізійної документалістики. Обрану тему дисертаційної роботи розкрито в повному обсязі, розв'язано поставлені завдання, досягнуто мету дослідження, отримано нові наукові результати, які мають теоретичне значення та практичну цінність. Дисертація має концептуальний та прикладний аспекти, що є характерним для наукової роботи.

* Коробко В. І. (2020). Телевізійна документалістика як екранне видовище. Науково-консультаційний центр Київського національного університету імені Тараса Шевченка. chrome-extension://efaidnbmnnnnibpcajpcglefindmkaj/viewer.html?pdfurl=http%3A%2F%2Fsc.univ.kiev.ua%2Fupload%2Fiblock%2Ffbb%2Fdis_%25D0%259A%25D0%25BE%25D1%2580%25D0%25BE%25D0%25B1%25D0%25BA%25D0%25BE_%25D0%2592.%25D0%2586.pdf&clen=1926194&chunk=true

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