

## Features of Publicist Materials of Contemporary Ukrainian Online Publications

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**Abstract.** The article analyzes modern Ukrainian publicist, which is actively developing and functioning in the system of modern social communications, within the latest information technologies and actively uses the opportunities of new media to achieve their goals and objectives. The main means of realization of these tasks are publicist materials, which are designed not only to reflect the current state of literary-critical thought, but also to influence the formation of readers' preferences and quality literary content.

**Keywords:** *publicism, social communications, new media, publicist materials.*

**Introduction.** Print and online media are becoming the main source of interaction with the mass readership and the formation of its opinions. It is within the functioning of the media that a public dialogue takes place between a writer and a reader, a literary critic, a journalist and a readership. In addition, literary criticism actively uses the genres of journalism, both in their classical form and modifying them for their own needs.

The works of P. Barry, R. Bart, L. Biletsky, Y. Borev, V. Bryukhovetsky, L. Vashkiv, R. Vellek, O. Halych, Yu. Govorukhina, R. Gromyak, M. Ilnytsky, F. Kryus, M. Naenko, V. Panchenko, N. Rakovska, J. Slavinsky, P. Fedchenko, T. Shestopalova and others. Contemporary Ukrainian publicist is actively developing within the latest information technologies, and uses the opportunities of new media to achieve their goals and objectives.

**Materials and methods.** The purpose of the study is to determine the features of the development and functioning of Ukrainian journalism in the field of mass media.

Achieving the goal involves the following tasks: to analyze the existing scientific achievements on the subject of research; to study the processes of transformation of journalism and its adaptation to the conditions of modern media space.

**Research methods.** The following general and special research methods were used to achieve the goal and objectives: comparative-historical, descriptive and graphic methods, analysis, synthesis, induction, deduction, content analysis, generalization, system and comparative analysis, modeling method. Socio-communicative and interdisciplinary approaches to the study were also used.

**Results and discussion.** The main means of realization of these tasks are literary and critical materials, which are designed not only to reflect the current state of journalistic thought, but also to influence the formation of readers' preferences and quality journalistic content. O. A. Halych notes: "Journalism is a certain response to important literary events of the day. Its main tasks are: a comprehensive analysis of the latest literary phenomena; their assessment from the standpoint of the stage of development at which society is; acting as a mediator between writer and reader" [Halych 2013: 13].

On the one hand, new opportunities have been opened up with the release of journalistic in the online space, on the other hand, this has led to the activation of certain changes within this type of creative activity. In particular,

this applies to the quality of journalistic materials, which have acquired certain features in comparison with printed periodicals.

Before proceeding to a detailed consideration of the features of contemporary journalistic materials of online publications, it should be noted that the very structure of most of these materials, their content differs from what was relevant several decades ago.

This is due not only to the emergence of new terms or the transformation of the language of materials, but also to the formation of new challenges from the modern information space. Journalism have the opportunity to reach out to more readers than they did before the advent of online media.

The first feature is that modern journalistic materials of online publications often tend to minimalism. There is a gradual departure from the large volumes of texts that critics of printed periodicals still uses. This is largely due to the features and requirements of modern online information space, which is so saturated with texts of different quality that the critic, the reviewer needs to present quality material in a fairly concise form, structure it and make it easy to read from the screen. The text should be understandable to the average reader, who does not always turn to high literature, preferring instead world bestsellers or so-called mass literature. On the one hand, this requires considerable journalistic and writing skills, and on the other hand, can negatively affect the quality of the text.

Another significant feature of journalism of online publications is the intercorrelation and mutual transformation of genres. It should be noted that this trend is also observed in printed periodicals of literary and artistic orientation, but it is gaining momentum in the online space. Publicists and journalism use virtually the same list of genres. These include article, review, essay, sketch. Some researchers also emphasize that literary portrait in its essence, structure and task can be correlated with the portrait essay.

A tendency to blur the boundaries between genres, their constant interaction and the invention of new genres has appeared in modern publicism in recent years. This is how an article-review, a review-response, a review-retelling, an article-essay and others appear. As a result, we get new material, which is difficult to attribute to the "pure" genre and which is fully endowed with the characteristics of two or more genre types.

Modern Ukrainian researcher Oksana Golik in the article "Latest trends in genre formation in the Ukrainian press at the beginning of the XXI century" comes to the following conclusion: "The main trend in modern journalistic genre is free genre formation creativity that is, the erasure of rigid boundaries between genre models, the tendency to diffusion and transition, experimentation and creativity. The process of further regrouping, intercorrelation of elements, features and consolidation of new genre samples has an object-subject character.

The objectivity of this process is reflected in the functional-objective basis of the genre, in the general methods of information processing, and subjectivity is embedded in the author's personality, his intellectual and creative abilities, tastes, preferences, general cultural level" [Golik 2009: 411].

Such a section as a blog is singled out in the structure of the online edition of the literary and artistic direction. The format of the blog gives the author more opportunities to express his own point of view. In addition, it is possible to see a complete blurring of genre boundaries on the example of blog texts.

Although articles and other critical material published outside the blog are more analytical in nature, but they have much subjectivity. The tendency to subjectivity is another feature of literary and critical materials in online publications. The question of whether criticism can be based solely on objective assessments remains open. Ukrainian researcher Roman Gromiak notes: "Criticism cannot but is subjective, because it is a manifestation of axiological (evaluative) activity: it is necessary to understand a measure of objective and subjective, descriptive and ascertaining, evaluative and intuitive in its structure; to establish the

ratio of analysis and interpretation" [Gromiak 1999: 9]. Thus, we can conclude that there can be no absolutely objective criticism, but the subjectivity in the materials of criticism must be healthy. Modern reviews have more critic or journalist's "I" than the evaluated work.

Online publications have another distinctive feature that distinguishes them from print journalism. This is a high level of interactivity and the ability to actively communicate with the audience in real time.

According to Borys Potiatynnyk, Internet journalism "has surpassed its competitors in interactivity, which has reached unprecedented proportions in the history of mass media. It consists not only in mass commentary on publications, blurring the distinction between author and reader, but also in informative journalism technology that can automatically adapt to needs of consumer, to change in response to his online behavior" [Potiatynnyk 2010: 37].

**Conclusion.** The comments to the literary and publicist of the Ukrainian mass media reflect the level of activity of the readership of a certain online publication. Readers often express their own point of view on a particular literary work or writer, resulting in a discussion between readers or professional critics, commentators, writers and other participants in the literary life of Ukraine. This encourages the emergence of new ideas, projects and plans.

Thus, it can be concluded that modern publicist materials that appear in online publications are gradually changing under the influence of the requirements of the information space and information technologies, which are developing rapidly. There are changes in the genre system, as well as a gradual departure from lengthy descriptive sentences to news facts and minimalism.

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