

Peculiarities of developing text materials of modern media publications to increase their rating and reach a wider readership

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Abstract

The transition to digital technologies and the remoteness of workplaces put forward new requirements in the textual materials of the mass media in order to increase the competitive advantages of individual online companies (editions) and the perception of readers. Therefore, the purpose of the study is to evaluate modern means of forming the perception and expressiveness of texts in an online format in order to maintain the loyalty of readers and website visitors. The article proves the need to improve the perception and expressiveness of text formats of online publications as a basic factor in increasing the competitiveness of media companies due to the expansion of the circle of readers and their retention as potential consumers of information products. It was noted that site visitors psychologically evaluate text materials on an emotional basis. Therefore, this aspect is fundamental in the formation of the relationship "consumer of information - emotional content of the text". The effectiveness of modern means of expressiveness of the Internet media regarding the presentation of text materials in Internet publications and stylistic design is noted. It is indicated that the further development of texts from the standpoint of emotional content is possible due to the use of innovative technologies based on artificial intelligence. Further research in the formation of textual materials should focus on the "editor-reader" relationship.

Keywords: expression, propaganda, information warfare, expressiveness, expressive, artistic image

Introduction

In today's digital news environment, attention is sharpened to the quality display of current news and events and the possibility of attracting readers' attention. With the development, online media have become one of the main means of information warfare and a tool for the formation of social and political opinion. The technology of using expressiveness in texts has a very important character, forasmuch as a certain attitude and vision of the world is cultivated in the social environment of people. Moreover, manipulating the exchange of values and imposing the opinions of the editors, regardless of their position, are also taking place. Means of expressiveness are intended to have an emotional impact on a person's consciousness, and they are aimed specifically at a certain share of a person's interest in a particular issue. The information warfare, which has begun its active phase after February 24, constitutes qualitative features of using expressive means in online media texts. In the modern media space, it is worth introducing features and tools for implementing key principles and forms in online media. This is precisely why, on the basis of such grounds, it is possible to create a quality environment for spreading ideological values and the possibility of managing public opinion. The ability to stylistically depict the text and give it certain emotional colours is a key priority in modern online media, not only for the economic activity of the state, but also for the preservation of one's own popularity, which depends on the commercial profit of the publishing house. The modern information space is significantly different from traditional newspapers and magazines due to its information saturation, which stimulates the search for effective display tools and engaging the audience with the relevant means of displaying the palette of emotional feelings in the texts. Using such methods, it is possible to gain a number of competitive advantages, which will stimulate the search for innovative means of channels for promoting the material, and this can qualitatively affect the overall activity of companies. Currently, online media texts are a source of forming public opinion and the possibility of forming a public position, which in democratic countries has a leading role. After all, freedom of choice ceases to be freedom due to the possibility of managing mass media and carrying out manipulations to impose ideological messages through them. Means of expressiveness of texts have exactly this character. Let's consider in more detail the features of forming means of expressiveness in the online media texts, which are covered in the scientific literature.

Literature Review

In modern scientific literature, there are various approaches to the possibility of creating an effective text that will reflect the informational message and attract the attention of the customer. The key advantages are given precisely to the possibility of applying non-standard methods, which are aimed at achieving qualitative characteristics regarding the implementation of meaningful potential and monitoring of public opinion. Usually, as (Hudson, 2017) believes, an information campaign

consists in the possibility of launching certain news on various structural elements and constantly monitoring the state of change in public opinion after the introduction of such news. The author is convinced that such means are a complete manipulation of information, and they are aimed at changing and shaping public opinion in favour of the customer of such news and the general narrative. Another researcher (Angelo, 2019) defines the space of online media as a reflection of public political opinion and acute problems, which can be a qualitative source for evaluating the management of social-economic and political-life processes. According to such standpoints, online media is a characteristic manifestation of the possibility of forming an ideological component of a person and using it to achieve certain goals. An important opinion is that the use of means of expressiveness, as noted by (Eisner, 2020), can not only influence the modern formation of evaluative judgments and the ideology generation, but also fundamentally manipulate human consciousness. The author (Perreaul, 2020) defines that the essence of the concept of expressiveness, consists in a system of measures that can improve the concentration of the reader's attention to the news and contribute to the processes of the ideological paradigm. The scholar (Harris, 2020) adheres to another viewpoint on expressive measures; he believes that means of expressiveness do not reflect the real state of affairs but are a text with an emotional response that prevents sober perception of information. During the information war, official resources massively use expressive means in their texts; however, during a quiet life, expressive means are considered unprofessional and contain low-quality analysis of issues. Information, according to the standpoint of the scientist (Kalsnes, 2017), should be provided without own evaluative judgments, without a detailed own image of the problem and the possibility for the reader to draw his own conclusions. Such approaches are able to most qualitatively reflect the features of using expressiveness in online media and create an effective space for their use. The classification of a foreign author (Styshov, 2018) is significant in scientific literature, who distinguishes means of expressiveness on three levels: conscious, unconscious and emotional. The author directs this division according to the nature of the influence of expressive means on the human psyche, which can be manifested, respectively, at the conscious, unconscious and emotional levels. Thus, the conducted review of the scientific literature indicates that means of expressiveness can be used in different stylistic colours and characters according to the purposes of their use.

Research Goals

The purpose of the academic paper is to determine the definition of means of expressiveness, their structural elements and modern technologies of their use in online media texts. The features of the research are the implementation of the analysis of popular media in the foreign and Ukrainian space, which can reflect the most popular means of expressiveness in accordance with the key goals of the media itself and the news narrative used in a certain social-political space. The objective of

the research is to consider the structure of means of expressiveness, the main components and the possibility of using in modern political and public opinion, which can definitely influence the activity of a person in accordance with his beliefs or, on the contrary, change a person's worldview.

An important direction of the research is outlining the main means and forms of expressiveness in texts. Therefore, taking into account such factors, it is possible to characterize the features of building an information model of a meaningful message. Determining the basic principles of stylistic colouring and the possibility of using such tools in online media texts is a perspective for conducting a successful form of information warfare.

Materials and Methods

In the course of studying features of the formation and construction of online media texts using the tools of expressive display of images and a meaningful message, methods of scientific research have been applied, which make it possible to reflect in the most detail the features of using such methods in the construction and formation of the composition of these texts. The search method and the method of analysis were applied to study the concept of the expressiveness and its use during the policy formation of the online media's editorial office concerning its substitute message, as the main direction of influence on the emotional and mental state of a person. It is through the application of such means that it is possible to use the most characteristic features of influence of the manipulations on a person's opinion. On the basis of using the methods of comparative analysis, the peculiarities of the Ukrainian and foreign media space were investigated; the key means of expressiveness used in the texts were outlined. The methods of induction and the methods of deduction were applied for the qualitative study of using the effective means of influencing a person and the possibility of displaying the emotional palette in texts by means of expressiveness. Theoretical approaches and modern reflection of scientific standpoint on the means of expressiveness in texts were carried out according to the principles of the grouping method and the possibility of its use in accordance with the modern methodology of conducting an information campaign. An additional method of the research, which is used as a characteristic tool for manipulating public opinion, is the structural division of the text into special elements that can most thoroughly draw the reader's attention to the issue and create a certain vision of the problem and contribute to the development of an ideological position that is not one's own. Therefore, the research methodology is based on a number of scientific exploration methods, which makes it necessary to reflect a number of results.

Results

Modern mass media use a number of tools to attract the attention of readers. The importance of using means of expressiveness lies in the ability to emphasize the events and provide the correct message to the reader. The activity of online media consists in the implementation of cognitive and emotional influence on the psychological state of a person. The use of means of expressiveness can improve the process of popularizing this or that news. In addition, the formation of public opinion is impossible without the use of human emotional intelligence or interaction with them. The idea and its imitation are aimed at working with the emotional intelligence of a person; consequently, in modern realities, the effectiveness of using expressive means can qualitatively improve a person's perception of particular news. The importance of using the means of expressiveness is manifested in the ability of online media to form an emotional representation from the first seconds of interaction with the reader.

The direction of a meaningful message to the reader is based on using stylistic and emotional colouring of the text. Each media source that publishes the news contains a short thesis that can be used to describe the text. It is the message that is the key prerequisite before determining which means of expressiveness to use. The stylistic depicting of the online media text should be clear and concise; it should reflect the main idea and be aimed at a certain audience of readers. The proper targeting of the selected segment of readers can improve the means of using expressiveness and increase the attention of readers to the news site (Styshov, 2018). It is with this methodology that the importance of using expressive means lies in the possibility of creating and shaping modern tools for the implementation of expressiveness and their effective use. In the face of geopolitical challenges and political instability, the news flow is chaotic, and modern digital technology tools make it possible to quickly process information and use it in one's headlines and specially created media content. Having determined the aspects of using the expressiveness and a meaningful message, which precedes the introduction of journalistic technologies, it is expedient to consider how expressiveness, expression and expressive are characterized in the scientific literature.

In modern scientific sources, the features of using expressiveness are associated with the emotional impact on a person's consciousness and the ability to interact with it during the perception of information. An important direction in the scientific studies is the use of effective means of expressiveness, which can attract the customer to participate in public political processes and create quality means for the formation and using the characteristic emotional images that are projected while reading texts in online media. Based on such positions, it is customary to highlight the following features of emotional display in online media texts, namely:

- Expressiveness – it aims to transfer the emotional palette of the media to a certain phenomenon, person or process. It is a set of stylistic tools giving the

text a specific colour, and it can reflect the key means of perception in the modern information space. The emotional colouring itself is a key manifestation of expressiveness. Even without it, texts with an expressive character have a clearly expressed position, which may be different from the addressee and aim to incline the reader to a similar standpoint.

- Expression – it is a pronounced approach to the implementation of a stylistic structure, its morphological component and the possibility of using it to reflect certain feelings. Expression is a manifestation of dynamics in the text, the use of special means at the beginning and culmination, and it has a logical and structural final stage, which, as a rule, forms a key message for the reader.
- Expressive – in textual means of influencing the reader, it is a structural unit that is significantly expressed by special phrases, and contains a heightened emotional component or a semantic charge with a response of a certain position or personal attitude of the author.

Having determined the structural elements of expressiveness and the possibilities of their manifestation, it is worth investigating how they form a morphological complex of means of expressiveness and how they affect online media texts. According to the basic features, each means of expressiveness contains a set of characteristic literary techniques used to reflect an emotional feeling. The variety of means of expressiveness is determined by the list of necessary methods of their implementation, developing in the conditions of the creation and establishment of public opinion (Tandoc, 2019). Each tool can convey a certain feeling and has its own advantages and disadvantages. For instance, an anaphora has a more meaningful, meaningful load and a lesser manifestation of an emotional load. However, emotional emphasis affects a person's emotional intelligence, although it contains a minimal semantic load. After all, it addresses the verbal part of a person's activity, which can qualitatively affect the degree of a person's understanding of this or that problem.

Properly chosen means of expressiveness can directly influence a person's activity in his public space through the formation of a particular standpoint. In addition, basic and characteristic features are formed by means of expressiveness, which can most qualitatively improve the activity and emotional perception of a certain position on the part of the media. The means of expressiveness are the most popular in the information warfare, forasmuch on the basis of their use, an ideological policy and the possibility of direct influence on a person are formed. The importance of understanding the means of expressiveness is also used by almost all online media, because the main task of such media is to increase the audience by attracting the target audience and identifying key personal traits.

Having determined the key principles of expressiveness and the possibilities of their manifestation in online media texts, it is expedient to characterize the most popular of them, forming the means of expressiveness, which are then selected and used to influence people. The most popular means of expressiveness are shown in Table 1.

Table 1. The means of expressiveness

Anaphora	It is a special lexical repetition, which can improve the level of memorization in the text. It's effective when displaying a theme or the meaning of a certain characteristic
Epiphora	This stylistic technique is used at the end of a sentence; it's usually popular in fiction, but in online media, it is used to update the last meaning.
Alliteration	It can be used to improve displaying the headline content. For instance, "War of Wars", which can attract the attention of the reader.
Emphatic stress	Selection of a specific block of news, which may be accompanied by a certain emotional colour.
Assonance	It is used for the consonance of vowel sounds, which can be improved for memorization
Metaphor	Transferring a symbol from one object to another, as well as using it to give the object certain human characteristics.
Emotional stress	It's an effective technique for addressing a person's emotional intelligence and the ability to perceive it. It's the most popular tool in online media.

Source: compiled by the author

In general, the algorithm for determining the means of expressiveness to be used should be based on the formation and application of a qualitative algorithm that can improve the activity in accordance with modern tools for implementing the artistic means. Let's consider the following approaches, which determine the necessary means of expressiveness for the formation of an informational message in online media, namely:

Determination of the consumer's porter and the possibility of displaying his activity in the public space. Compilation of the consumer's porter is of particular importance in the formation of a complex of means of expressiveness in online media texts.

Determination of the key features of the emotional palette, which will correspond to the meaningful message of the news. The ratio of means of expressiveness to the proposed news can improve the features of human perception and create an effective internal launching ground for the development of an idea based on the formation of a person's emotional intelligence.

Selection of means of expressiveness that can ensure the transmission of an informational message and create a certain image in the emotional intelligence of a person or interact with an already existing one in order to achieve the goal of the media.

Such an algorithm will be the most relevant when using means of expressiveness; after all, prior to starting to write the news, it is necessary to determine the key content message. It is the definition of the idea and the concise description that precedes the possibility of using it in further directions. Based on such approaches, it is also important to form a set of expressive means, which will be most suitable for using the particular element. Primarily, determining the priority ideas of imitation can create an effective environment for the development of a person's spiritual and emotional perception.

Headlines are the most characteristic platform for displaying emotional impact on a person and interaction with him. It is the headlines that are the key means of information influence; after all, based on using the headlines, they can influence people and attract attention. The issue of using the means of expressiveness in headlines is a basic characteristic of the possibility of forming a person's imagination about the content of the message. The key directions in the process of formation of headlines in order to attract the reader's attention are as follows:

- Correspondence to the internal emotional state of the reader. Online media are aimed at a specific reader, and they use the majority of news for regular readers, which are not aimed at attracting a new audience. This is precisely why the headline should correspond to the internal state of the reader, reflecting his position, public opinion, etc.
- It should have a concise and understandable nature of the news. Long headlines do not allow the reader to focus on the news and most likely he will miss it. Therefore, in order to avoid such a pace of developments, headlines should be concise and reflect the main aspects of what is being said in the online media text.
- Using non-traditional means of expressiveness, in which the express will differ from other means of a similar news publisher. Consequently, prior to composing headlines, it is expedient to conduct a field study of existing news on a similar topic in the media space, identify key advantages and disadvantages, and create the relevant headline.

- In order to attract a new audience and involve a wide range of readers, the headline should contain a high emotional colour, but not express a clear position due to the wide differentiation of readers. The use of a key emotional message, and such a message should be present in the text; along with this, an informative message for the reader is hidden in the headline, but it is as influential as possible on the emotional intelligence of a person.

The examples of emotionally influential headlines are curiosities, various scandals by their nature of manifestation, as well as any information that may threaten life or normal norms of human behaviour. Such features of constructing the headlines contain the most effective segment of influence on the market; therefore, for its use, it is necessary to implement means of a complex of expressive means.

Features of using the means of expressiveness should be applied to reflect the key forms of human activity and the possibility of capturing the ideological component in accordance with modern trends in the social and public space.

In addition, relevant ideas will be crucial regarding the possibility of formation and activation of a person's cognitive activity in accordance with the basic features of his activity in the social-political space. It is also significant to use those means of expressiveness aimed at interaction with the emotional and non-verbal form of human intelligence. It is with the help of such approaches that it is possible to create the most effective means of communication activity of a person with the environment.

Let's consider in more detail modern forms of expressiveness used in online media texts in order to reflect a person's public or social position, containing a set of a certain message for a person. After all, it is with the help of such approaches that one can create a meaningful information message for a person and use it in accordance with the general trends of the information environment. The extended complex of means of expressiveness according to the forms of their manifestation is shown in Table 2.

Table 2. Complexes of the means of expressiveness in texts

Source: compiled by the author

Figurative expressiveness	Increased expressiveness	Integrated expressiveness	Contextual expressiveness
It is formed on the basis of transference within the expressive (words containing emotional colouring)	It is formed on using an intensifying and isolating particle; it may contain elements of a hyperbolic value or maximum minimization (the most, the least, even, too little, etc.)	The possibility of transferring a text symbol to a specific object and its characteristics to another; the meaningful content is projected onto another object	Expressives are introduced only in certain topics, for instance, if it is a military topic: genocide, atrocity, etc. Such words will have an appropriate emotional colour and are effective means of influencing the reader's emotional state.

The given complex of the means of expressiveness can qualitatively improve the public and social position, according to the idea of a media source. In addition, any text presented in the media space should have its own stylistic reflection, and it should have opportunities for its improvement in accordance with modern stylistic and semantic qualities.

The use of expressive means in online media texts is aimed at drawing the reader's attention to current problems and the possibility of reflecting a particular position. Any mass media should use the means of expressiveness in order to increase attention to their resource. High competition in the market induces improving expressive qualities in online media texts and creating new ways to encourage and draw the customer's attention to its source.

In the modern social and political space, there are a number of processes directly influencing the social-political and social-economic environment of a person. It is with the help of the means of expressiveness that it is possible to improve qualitative approaches regarding the impact on the person's psychological state and reflect the characteristic features of interaction with him.

The modern media space is determined mainly by the war in Ukraine and the economic consequences, both for the global space and the pressing issue. The features of the rhetoric of modern online media lie in highlighting the acute problems that they consider and the creation of effective tools and means of influence that can

qualitatively improve the activity of a person in accordance with his ideological viewpoints.

The expressiveness of the information emphasizes the pressing problems of the social environment, highlights the dangers caused by the war, and contains a number of characteristic features regarding the implementation of the ideological message. From this perspective, it is expedient to consider the key features of representing the means of expressiveness in Ukrainian and foreign online media texts. The following characteristics are shown in Table 3.

Table 3. Means of expressiveness in online media

Ukrainian media space		Foreign media space	
Publication	Example	Publication	Example
Ukrinform	Reconnaissance: “Wagner” recruits prisoners with HIV and hepatitis C - they have already been discovered in Ukraine	BBC-news	Krasovsky: Russia bans 'burn Ukrainian kids' TV presenter
Live-facts	Stop the hate speech! Kim Kardashian has condemned Kanye West’s antisemitism	BBC-news	Russia accused of sabotaging Ukraine water pipe to Mykolaiv
LB.ua	In Lysychansk, the occupiers are taking away the property of the residents under the pretext of Putin’s decree	CNBC-news	U.S. denounces Russia’s ‘dirty bomb’ claim; more than a million Ukrainian homes have lost power
Gazeta. YuA	Germany must stop a new genocide in Europe, even by military intervention	Euronews	Soaring inflation in Europe: Where can you get the cheapest cup of coffee?
TSN-news	Another Russian atrocity: how the world reacts to the mass burial in Izyum	The New York Times	Ukraine Says Russian Troops Will Fight for Key City as Proxy Government Flees

Source: compiled by the author

The modern media space is characterized by special sharp headlines with the relevant means of expressiveness, which most clearly reflect public mood and are aimed at manifesting key ideas in the society. It is the headlines that can become a high-quality means of attracting the attention of citizens and the possibility of providing an informational message, forasmuch as the issue of quality interaction with the environment is a promising direction for human activity.

Therefore, from the conducted research, it can be concluded that the features of applying and implementing the means of expressiveness in online texts consist in the use of emotional accents, which are observed in the texts of the Ukrainian and foreign media space. In addition, a metaphor is used as a key tool for conveying an informational message to a person and the possibility of stimulation for activity and reflection of a person's public position. The importance of using the means of expressiveness lies in the possibility of improving modern approaches to the reflection of a person's standpoint and using effective forms of communication in the modern space, which can become a key means of developing technological forms of human activity and interaction.

Discussion

The conducted research indicates the rapid development of online media, which function on the basis of applying digital technologies and the possibility of using text as a key way of interacting with the reader and conveying an ideological message. It is with the help of the text that you can attract the audience to global problems, focus attention on the pressing issues of the society, arising as a result of global social-political and geopolitical processes. Therefore, in order to use effective methods of communication with the reader, it is expedient to use the means of expressiveness containing clearly emotional colouring in the text. The prospects for further studies should be the specifics of using the means of expressiveness in the information warfare and their implementation in propaganda. The relevance of such research is determined by a broad program and the use of key ideological concepts, forming a false attitude to certain processes of social and political significance. Therefore, in order to approach the possibility of victory, not only on the battlefield, but also in the information space, it is necessary to investigate the main means of using expressive means and approaches to their composition in the conditions of the Russian - Ukrainian war.

Along with this, in the course of the conducted research, the peculiarities of using the means of expressiveness in the texts were revealed, each of which contains its own features and aspects of the characteristics of meaningfulness. Consequently, in order to use them qualitatively in the modern space of online media, it is worth implementing an effective mechanism that can compete in the general space of the media and have its own list of information that contains certain public position. The

perspectives of further studies should relate to the specifics of invoking the palette of emotions according to the types and characteristic features of expressive means.

The impact on the emotional and mental state of a person may differ from the structure and stylistic-semantic construction of the text structure. In this regard, it is expedient to analyse the possibilities of constructing texts and the quality of using in modern online media from the perspective of different emotional states and feelings. Such means can create an initial launching ground for the development and formation of the ideological content of human activity, which can be used in accordance with the main ideas of mass media.

Expressions, as independent means of expressing emotional feelings, play their role in the stylistic design of the text and the possibility of its implementation in accordance with the key forms and directions of online media. It is based on such features that it is possible to create effective approaches to the use of means of expressiveness in online media texts. Moreover, in order to create a high-quality environment for the information message in the online media, express words are introduced into the headlines. After all, it is on the basis of the headlines that the reader makes premature conclusions about the essence of the publication and the possibility of its message.

Subsequent studies should be carried out from the standpoint of the impact of increasing the reader's concentration in accordance with the use of various means of expressiveness. By virtue of the means of forming emotional colouring in texts and their wide use in the media space, it is possible to increase the features of directing the media in conformity with the text of publications.

Therefore, the issues and possibilities of using the means of expressiveness in online media texts should be investigated from the standpoint of structural expressive headlines, the formation of an information message and the introductions of broad means of acquiring an informational component in accordance with the modern methodology of writing news texts.

Conclusion

Based on the research results, a number of conclusions can be drawn regarding the specifics of using the means of expressiveness in online media texts. Firstly, expressiveness is a manifestation of the emotional colouring of the text and the possibility of using special artistic means that contain a certain meaningful message for the reader. Features of the implementation of expressiveness lie in the ability to display key character traits and the ability to provide certain information for a symbol that is used in the text and formed in accordance with the key means of using expressive means. According to such approaches, modern texts used in online media

should be stylistically coloured and have characteristic features in order to attract the reader's attention.

Secondly, in the conditions of geopolitical development and the rapid spread of digital technologies, the number of mass media and online media is constantly growing, causing the processes of intensifying competition. Therefore, in order to stay on the market and create its own audience, online media should use not only quality content, but a number of expressive means for attracting the attention of readers. Thirdly, from the conducted analytical research, it can be concluded that the features of using the means of expressiveness in the global media space lie in the wide implementation of means of expressiveness precisely because of the emotional stress on a certain process. In addition, in foreign publications, there are such means of expressiveness as metaphors, and they are introduced in accordance with the images of heroism, symbolism.

Currently, the war and the processes arising from it are key directions of modern online media. The theme of war is very beneficial from the point of view of creating specially coloured texts, where one can use various expressive means and describe messages according to the ideology and position of a certain side. An important direction for subsequent studies is the analysis of the information campaign of the Russian media and the means they use to discredit Ukraine. Conducted analysis can improve the features of carrying out information warfare and implement effective countermeasures and tools.

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