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LVIV REGIONAL MEDIA AND THEIR CONTENT FROM/FOR THE “PRIMARY CLIENT”

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Over the years, experts from the Pylyp Orlyk Institute for Democracy (POID) have been conducting quantitative and qualitative monitoring of Ukraine's information space at the local level. By selecting certain regions, as well as print and online media in each of them, particular groups provide not only accounting and description of content – their task is to compare the results of regional newsrooms' work. Separate mission of POID specialists is the separation of illustrative cases and preparation of professional recommendations for editorial offices in order to give another chance for their audience to avoid contact with low-quality or harmful content.

The subject of the research: the content of four newspapers of Lviv region “Vysokyi Zamok”, “Express”, “Lvivska Poshta” (all – from Lviv) and “Novyny Prybuzhzhya” (city of Chervonohrad) (517 articles in total during the monitoring periods of May 10–16 and September 13–19 2021), as well as four online media – on particular sites “Vgolos”, “Gal-info”, “Zaxid.net”, “Lviv portal” (800 materials in total during the mentioned above weeks of May and September 2021).

Methodology: main methods used for the research are quantitative, qualitative and content analysis with the focus on media standards abidance, presence of propaganda or hidden advertisement as well as themes, genres, tonality and originality of the enlisted media's content.

Results: taking into consideration formal devotion to the professional standards local print and online media of Lviv region is facing some visible difficulties. Main challenges in its chase for the audience attention and advertising budgets force it to have a specific definition of the primary client. The question of media ownership or other kind of control over particular media outlets also plays not the last fiddle in terms of influence on the media content quality. The article contains several vivid examples of possible media standards violations or at least cases that may be called a content from the “grey zone” of normative theory of contemporary journalism.

Key words: regional media, print media, online media, content, audience, journalism standards, propaganda, covert advertising, agenda, sensationalism, community interest.

Introduction. Newspapers are doing their best to survive at the local market. At the same time news sites realize that people are no longer reading content online – but just scanning it. And therefore, online resources are always in a rush to report more and more about everything and everywhere, as well as earn money in every possible way. Apparently, if we minimize and generalize the conclusions of this article,

that would be the shortest overview of in-depth quantitative and qualitative analysis of the content of Lviv regional media “feeding” their audience with in the information dimension. The following text is based on the results of monitoring conducted by Lviv expert group of Pylyp Orlyk Institute for Democracy (POID) in May [6] and September [7] 2021.

The mentioned organization was established over 30 years ago – in 1991 and its main goal has been since then to conduct political research and provide information in the area of strengthening democracy for the country’s development in multiple domains: economic, political, social and cultural. Since 1995, the POID has been paying significant attention on the development of democracy not only at the national but also at the local level. In particular, some of its projects have been dedicated to issues of sustainable accountability of Ukrainian media.

1. Scanning, lack of time and money

For decades people do not read online, but simply scan the text, looking for clues that would suit their interests [3] and give the author of the text hope to read his work for more than 3–5 seconds per page. This experimentally tested assumption remains actual since late 1990-s for the online news market and still has been affecting the supply of content worldwide [4]. In fact, only multimedia-rich and interactive long reads – starting with The New York Times' Snow Fall [1] in 2012 – have given modern journalism long forms a chance for prosperous life in this context.

At the same time, it would be weird to compare the capabilities of international media giant like the New York Times with online resources and print press operating at such small and limited market as Lviv region of Ukraine.

We definitely understand that local media in Ukraine in their majority do not have the sufficient financial resources to work on one story for weeks or even months and pay the appropriate amount of money for the work of designers and programmers – just to make sure that the reader will get “stuck” on one this material for an hour or so. Unfortunately for the last decade only some media on the national level managed to provide some vivid examples of multimedia longreads.

Simultaneously, we must admit that contemporary audience – common people who are considered to be the consumers of local media, are always in a hurry and have no spare time for another hour of communication with several materials on the screen of their smartphones, tablets or laptops. The mentioned above scrolling or scanning the pages, as an ordinary method of interacting with media, gives the human mind the impression of sufficient awareness about current events. It also may seem easier for some newsrooms just to play the role of almost invisible intermediary between actual news sources and the hasty consumers portrayed above.

In this situation the question arises: why are journalists and reporters trying their best, whose interests are they advocating, who is their main client? The first obvious answer to that question here might be one like that: the client is the one who pays you, and therefore, in whose interests you work. If we deliberately reject the aspect of media ownership and imagine that it does not matter who exactly owns each of the monitored media (media creative team, regional administration unit, just another businessman or an oligarch of a local scale), we must look closely at particular media’s product and on that basis draw a portrait of its audience. Only after that the possibility to determine what can be called here a quality work of the media for the assertion of its client’s interests comes out.

2. About everything that is profitable

Thematically, the content of the media should, by definition, be as diverse as possible – due to the informational reality and life of the inhabitants of the region in which this media operates.

Naturally, during the global pandemic one may find enough materials in the local press dedicated to this topic: at least for online media coronavirus and its consequences seem to be especially interesting. Both monitoring waves – in May and September – indicated that COVID-19 news was among the top-3 popular news categories. Without any doubt that was not a surprise for the monitoring team. As we all

remember that news on pandemic situation development definitely correlates with such human basic needs as safety and fear of death or other kinds of personal loss. In the same line of traditionally attractive hot news except “fear” we still have “death”, “sex”, “scandal”, “sensation”, “money” and “humor”.

Generally speaking, the vast part of the local media’s news was in organic way focused on the events that are geographically close to readers. But, at the same time, we have noticed some exceptions. For instance, some criminal chronicle news from a rather distant Odessa about a spectacular accident, information about the loss of pro-Russian militants on the line of contact, or the EU’s refusal to extend the contract for the supply of one of the vaccines. At the same time the particular news’ format can help us to understand the reasons for the first two messages: each of them was supplemented by a video. And this is the content that audience consumes in a better way when it comes to the footage of police persecuting the suspect, and when the destruction of Ukraine’s enemies with the help of a drone is also taped and disseminated online. The main indicator of audience interest in such kind of the content may be the number of views of each of these news.

Against that background the topic of the vaccine against COVID accompanied by the concern of the local inhabitants about their health and curiosity regarding the reasons for the EU banning the vaccine attracted also many views – even without any emotionally colorful video or photos. Even more readers were attracted by the short article about laboratory testing of another vaccine effectiveness. And that, perhaps, is another argument in favor of common audience interest in this disturbing topic of the pandemic situation in this small and big world at one time.

In this case we may also trace the evidence proving that sometimes there is an internal competition of the hot news from the described above list on the same market. And sensational news with a video about the birth of a child in the Kyiv metro will be definitely less successful in terms of number of views if compared to COVID-19 issues – possibly because fear of death and will to survive are stronger than anything else in case of audience’s interpretation of the news flow.

On the other hand, particular media like Zaxid.net are providing an interesting portrait of its audience: if several news items per week are sustainably dedicated to the novelties from some not easily affordable elite car manufacturers – Porsche or Mercedes Benz. Despite the fact that local Ukrainian audience is not capable of buying these new cars, the mentioned news with photos and videos have gained thousands of views. So, it looks as if the media editors have some definite portrait of the audience – for whom exactly they prepare each portion of news from the particular sphere of interests. What kind of indicators of that serves us here as a proof of this assumption? The number of particular news page visits – due to the inbuilt counter of some news sights. We may also suggest that, perhaps with this kind of news, the media shows its advertisers that its readers are interested in expensive brands, because they can afford them, and therefore it makes sense to order advertising of other products and services of the appropriate price level.

3. Undeliberate advertising?

The majority of online and print media monitored in Lviv region during the monitoring weeks in May and September seemed to point out quite carefully any paid ads. At least our group have found enough evidence of labeling visibly proclaiming that further material contains information dealing with some kind commercial interest.

Against that background it was easy to indicate unmarked commercial material in print press: the newspaper “Lvivska Poshta” was trying not hard enough to make a material under the title “If sickness is too long” look like common editorial article. On the same page in several places the logo of medical laboratory was placed as a vivid answer to the stated in headline question. At the same time all contact information of this whole page advertisement buyer was hidden behind a QR-code.

Sometimes appropriate labels “Advertisement” or “On the commercial rights” are skillfully interspersed with such headings as “Companies’ news” or “Promoted content”, which, of course, helps a legible audience to navigate the messages on their screens or on the paper page in a better – more

conscious way. But in terms of media standards this layout of paid information looks a bit of deviation – as if the editorial board is trying to manipulate the audience’s perception of the particular article. However, if you read the footer – the information at the bottom of the news site, you may see the clear notice that only “Materials labeled as “Advertisement” are published on the commercial rights”. And therefore, a number of logical questions emerges: does the following article [2] about discounts before a new store grand opening in the city is a barter deal, or some kind of exchange; how should we identify the material where particular tech brands are mentioned, as well as detailed sale offers and conditions in complimentary ode for the shop assortment?

However, sometimes misunderstandings may also occur. For example, as a longtime user of several of the monitored sites with some regularity I observed an interesting phenomenon on some resources – before and after the described waves of monitoring. The approximate algorithm of this phenomenon is like that: you are scrolling down a news feed on your laptop, at some point you find a certain headline to look intriguing enough to read more on that topic, you point your cursor on it, right-click to select the desired action “open in a new tab”, and you get a completely new and full-fledged tab that pops up, where, instead of the selected news, emerges some advertising page from a popular marketplace.

Of course, someone may say that the particular browser settings or some extensions might have something to do with the described situation. But it happens on the same browser with only two news sites (on the Lviv local level our “leader” here is Zaxid.net and among national resources it is NV.ua) and with other five or six there have been no similar issues.

The mentioned misleading experience is not frequent – it may happen once or twice per day or even per week during one’s routine information consumption. But, since it happens again and again already for years, when you use different mouses or just your touchpad, you may start thinking think that this not an undeliberate mistake of the system or something else, but some planned action leading you to the defined pages where some goods or services might be ordered.

On the one hand, that still may be a particular browser's fault (in our case it is Chrome), that is able to have access to user’s search history and select relevant advertising pages. But, on the other hand, not all proposed commercial pages were obviously connected to my search or visit history online and some of them were totally out of the circle of my interest as an online user.

However, we also understand that sometimes some online resources may place as a font for their news page some interactive commercial content and if you click on it a new tab or window may open in a browser to show you the particular “great deal” or “exclusive offer”. But in the described situation I was accurate enough with my mouse cursor to assure that it was not a matter of undeliberate clicks and chaotic browsing on the news page. Hopefully, we are not dealing here with such technology that allows the backend developers to hide some external links under the news headlines and when the user clicks not directly on it but somewhere around only then the hidden commercial page becomes visible. If that is so, we will have another interesting case for further research and analysis.

4. We officially declare...

In the print press industry of Lviv region the situation with advertising may be described as to some extend different. Especially when it comes to the particular district newspaper – close to local authorities and with a very modest number of editorial staff. For instance, “News of Prybuzhzhia” (“Новини Прибужжя”) seems to be a great example of such kind of newspaper. After two rounds of monitoring in May and September, on its pages, out of 70 analyzed materials, 21 turned out to contain signs of what is called by experts “protocol and official information”. Greetings from behalf of local officials on holidays, information about the opening of new departments in the district hospital, the appointment of new officials and school principals, the results of road repairs, features of the educational process during the pandemic period, announcements for separate categories of the community – like victims of Chornobyl tragedy, information about different competitions and festivals – these are the typical topics of the materials, our group of experts tend to mark as “protocol and official information”. One of the main indicators here is the

signature under every separate article in the newspaper – it is not always having visible ties with editorial office. Sometimes the editor's-in-chief or one of the reporter's names are present in the end of several articles, but in the majority of others cases there is a direct reference to some press services: of regional state administration, regional council, city council. Sometimes we may also find personally responsible official whose name is indicated under some “dry report”.

Before the comparison of mentioned newspaper with its colleagues from Lviv as a regional center, there was a predisposition that there has to be some visible distinction between the newspapers operating on different markets. Especially when it comes to the attitude to the “protocol and official information”. It seemed that the regional center should be able to reveal the talents of the editorial staff properly and give their readers quality information in a variety of genres and forms. But the example of third biggest print media in Lviv named “Lvivska Poshta” has ruined these expectations.

On its pages in May and in September we found enough “editorial” materials without any signatures, or clearly originating from local authorities. Announcements, orders, statements and messages from regional state administrations, district state administrations and private structures occupy a vast space of the newspaper's pages. In this case it seems to be fair to make such kind of print free for its readers, but no – “Lvivska Poshta” is offered to the audience for a relatively sum of money. That is why the obvious question emerges: in favor of who's interests the editorial office in fact works more – is it the audience possibly buying the paper or some other clients – the actual providers of the content and the cash flow letting the editor to cover the print expenses, salaries for the staff and other costs?

Lviv region online media's publications were also not completely free from “formal messages” that definitely could not be tolerated as a classical reporter's piece. There were enough actual reprints from press releases or other kinds of messages from official sources – just slightly adopted by the editorial representatives. And it does not matter if we are dealing here with some data of the press center of the United Forces Operation office on the dynamics of armed clashes on the line of contact in Eastern part of Ukraine suffering from Russian hybrid aggression, or is it another regular report of the national Ministry of Health on the COVID-19 statistics in the state and each region in particular. It may also be some warning about planned power outages from the company that generates the electricity for the city. All mentioned types of messages retransmitted without visible traces of professional journalist's interpretation has to be marked as the “protocol and official information”.

And the main reason for this decision here is not based on the suspicion that the mentioned news does not contain any interesting enough information for the audience – national security issues, public health and the ability to use electricity in their homes and offices are matters of high interest for many members of the particular community. The main point of criticism here is that journalists sometimes shamelessly decide not to bother themselves too much with some additional work: they just copy a message from a document received by mail or from a Facebook profile of some company or institution, add a sticky headline to it, find some relevant photo if the original author didn't take care of the illustration, and that's it – the work is done.

5. Clickbait on a paper and criminal aftertaste

Against the background of two newspapers, mentioned in a previous part of the text, other two print media in Lviv “Vysokyi Zamok” and “Express” look superior. But praising their owners, editors and staff for the variety of covered issues, in different genres, and clearly – their own content production is not our primary goal in this article. There are also several different points to blame these newspapers for being a bit far from total perfection.

In the case of “Vysokyi Zamok” during both monitoring weeks in May and September we have indicated several too loud headlines that were almost immediately obvious. What is the value of at least this: “Coronavirus “was strengthened” to become a biological weapon?” or “I did not vaccinate and will not do that at all”? Some experts even assumed that this kind of article could be considered as an example of fake news: the explanation for such the assumption was logical enough: the headline obviously actualize

and disseminate the topic of the possible artificial origin of the infection, which has been fevering in the world since the end of 2019. But if we look closely at the material, we may notice that its text is dedicated not to some conspiracy theory's promotion – we are dealing here with an analytical review based on materials from the world press, also sharing with its readers some reasonable suspicions and trying to disclose some answers for consequent questions.

So, our verdict has to be clear – by no means in this case we are dealing not with some fake news dissemination. The particular media editor is just using some “grey zone” emotional headline to put it on the first page and attract the audience attention, provoking people to buy the exact issue. To some extent, what we may observe here is a sort of offline “search engines optimization” of the text: unlike in online here the reader's imagination triggered by proper words from the headlines plays a role of Google. The same approach demonstrates the headlines containing names of known politicians or celebrities. And since Corona virus tends to be almost “two-years-old-celebrity” for media all over the world, it is not something weird to come across headlines like mentioned above in the local print press. That is one of its ways for survival during the offensive of social media and other online news resources consumption – as internet-based news are mostly free and quicker than the print press.

But online media also may use the same method to attract audience attention and speculate on pandemic-related news. For instance, “Lviv Portal” news site published a story [5] under the headline “19-year old student from Lviv region has died after anti-COVID vaccination in Kyiv region”. If that is true that people are not actually reading news online but just scanning the headlines, that would be enough to a provoke a red alert for the public opinion and make a distorted impression on somebody about “deadly vaccines”. Despite the clickbait headline, the article tells us nothing about any evidence of young person's death caused directly by vaccination.

Another newspaper, “Express” seems to have its own recipe for survival – without visibly manipulative headlines about Coronavirus. For decades, it has been considered the longevity of the print market of Lviv region and the whole of Ukraine. One of its distinguishing features is considered to be a strong criminal chronicle – in every new week issue we may find more than a dozen of moderate and bigger stories full of bloody headlines and cruel content. When it comes to exact numbers, the criminal stories in “Express” may be compared to the regular numbers of the same sort of information delivered on the everyday basis by the local online news sites. Since the beginning of 2021 the number of “criminal news” in “Express” during the monitoring period in January, May and September was 7, 17 and 10 respectively. In turn, this was an obvious indicator of overall level of negative aftertaste in the stories proposed by the newspaper to its readers. Because it is difficult to call several pages of news dedicated to different forms of violence and theft life-affirming and one that heightens the feeling of joy among the inhabitants of the Lviv region and country as a whole.

6. Online news – means links to sources

If a quality criminal chronicle from the whole region is a common standard for at least one of the newspapers, the ability to cite sources is a standard requirement for all respectable news sites.

If any online media claim that it cares about its readers, it tries to provide at least one hyperlink to the source of the particular published story. This link may help the reader a lot in order to make sure that there is a credible article in front of him, because tracking the original data source is one of the key elements of news verification.

This time, during the monitoring in May and September 2021 due to this parameter – reliability as a link to the source – the local online media reached the lowest score if compared to other standards. Some stories published on the particular sites were without any reference to the particular newsmaker or organization, whose position was the core message of the publication. But if we copy the part of the story's text and do some Google search, we may find that the majority of these news are just a common reprint of another press-release of Facebook post from the official pages of a company or some person.

Of course, if the online media's editor has decided that there are enough words in the received message for its readers to understand its content, let it be so – that is why he is the authorized editor to make decisions like that. But any conciseness in the case of news delivery should be appropriate – especially when it comes to the target audience's level of awareness and the degree of people's interest in the described problem.

7. Conciseness is not always sufficiency

Once we find out that a reference to a source is a worthy thing for the reporters' and media's attention, it should also be acknowledged that this is not enough to make the news complete and clear. To hope that in case of additional questions, the unstoppable desire to learn more about the circumstances of the event, biography of its protagonists or the background of the problem the reader will find everything he needs by the provided link, or just Google it is a weak position.

These allegations should be referred to a whole bunch of newspapers and news sites monitored by Lviv experts' group in May and September 2021. This standard was also accompanied with some poor level of its fulfilment in terms of completeness and accessibility of the submitted news. The conciseness of such reports as deepening cooperation between Ukraine and NATO, the imposition of US sanctions against dozens of Ukrainian citizens, Ukraine's sanctions against criminal authorities, the illness of Ukrainian sailors and the successful performance of Ukrainian athletes on the world stage is striking. The author of the text (or authors) sometimes gives a link to the source of information, and sometimes not. He or they do not consider it necessary to explain the context of the war of sanctions against individuals at the national and international levels. He or they demonstrate the superb level of knowledge about malaria as a disease and the same level of awareness, it seems, should have the reader of the particular story, because in the text there is not a slight sign of explanation revealing the degree of disease's danger. And in the case of information about the results of the European Diving Championship it looks as if the audience must guess when and where this forum of athletes took place.

8. The author! The author?

Both monitoring waves were interesting for me personally – as for Associate professor in journalism at two reputable universities in Lviv. That was quite an unusual challenge to analyze particular media outlets and stories reading the names of your former or current students under almost each. Especially when you are driven by a noble desire to find some weaknesses or deviations in these texts and at the same time you realize that all possible the accusations for them may at least partially be applied to yourself, because you once taught these young people.

In this context, anonymous news is much easier to monitor and produce. Yes, not all news sites openly identify the author of each article. Not unlike the print media, which lists the names of reporters and, if necessary, the name and position of the official as the author of the particular materials.

Two of the four sites, that were in our scope, sign each news item – “Lviv Portal” and “Zaxid.net”. But with “Gal-info” and “Vgolos” not everything was so simple. The first site does not specify the names of the authors of each material, and the second – does the same but very selectively. During the weekdays, all the posted stories at the page are signed with the name of the media – “Vgolos” and only at the weekends there is a chance to see the name of the editor of the weekend news chronicle.

Meanwhile the author's signature is an important element of the journalism standard, because it provides personal responsibility for what is written. The audience has the right to know who prepared this or that story for them – if, of course, they want to know. The reader can react to a certain message, write to the editors, report about some inaccuracies conducted by a particular reporter, and sometimes be even grateful for the quality work of a professional and devoted journalist. In today's reality of post truth, misleading content and poor journalism, such opportunities definitely should not be neglected.

From that point of view “Zaxid.net” managed to adopt already popular in some American and European press approach. The news site tends to tell its audience more about each reporter, his or her

education and professional background. That seems to be a solid indicator of a respectable media. Because it might serve as evidence of the news content quality produced by a newsroom consisting of the well-trained journalists. In the eyes of a common reader, it looks definitely better than fragmented debris of short messages, delivered without any context, reliable citing of sources and interpretative sufficiency that has to accompany any modern media story.

Conclusion:

1. Since it is media who are responsible for setting the agenda, it would be great if they still properly correlated it with the most realistic portrait of their audience. Because just saying that “we give people what they want”, but in fact filling the news feed with “artificially spiced headlines” or what they've managed to “pick up from around the world” as they feel some shortage of local news, are totally different things.

2. The reader is prepared enough to distinguish advertising and news, so there is no need for hiding the first in-between the second. Honesty is probably the best policy here. Because an adequate audience understands that a rich media owner is capable of giving its employees decent salaries so that they can create content of appropriate quality in the interests of their customers. Who exactly are these customers – it is a bit different question.

3. When it comes to officialdom, local media (especially printed ones) must clarify their identity: are they directly ruled by local authorities, or supply the oriented on the public interest information – to a broader society, that has definitely larger scope of interests than some regional administration or city council. If the newspaper lives “out of pocket” of these structures – it is better to admit it and stop pretending. As being and pretending to be the fourth estate or guardian dogs of democracy are different things.

4. If a newspaper with real news wants to intensify its selling process, loud headlines may be placed on the front page, but the boundaries of sensationalism and fakeness should not be crossed. Of course, the regular reader usually knows what to expect from a “native” community mass media and will not expect from one newspaper a bias in economics and international news, if it has long history of specialization on crime chronicles and good householding or wellness advice.

5. In general, in terms of journalistic standards (reliability, impartiality, completeness, accessibility, etc.), newspapers and websites should at least strive to adhere to them, because in the case of adults and at least minimally educated people working in newsrooms, there can be no doubt that such concepts as impartiality, reliability, efficiency, completeness and clarity means nothing for them. Therefore, local media and their personnel have to be targeted at applying all these standards in a complex to each material, without focusing on one of them only and deprive other standards.

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Юрій Залізник

МІСЦЕВІ МЕДІА ЛЬВІВЩИНИ І ЇХ КОНТЕНТ ВІД/ДЛЯ “ОСНОВНОГО КЛІЄНТА”

Впродовж років експерти Інституту Демократії імені Пилипа Орлика (ІДПО) здійснюють кількісний та якісний моніторинг інформаційного простору України на місцевому рівні. Обираючи певні області, а також друковані та онлайн видання у кожній з них регіональні групи забезпечують не лише облік та опис контенту – до їх завдань належить порівняння результатів роботи регіональних редакцій поміж собою. Окремою своєю місією фахівці ІДПО тут вважають виокремлення показових кейсів та підготовку фахових рекомендацій для редакцій задля того, аби їх аудиторія максимально уникала контакту з неякісним або шкідливим контентом.

Предмет дослідження: стаття концентрує увагу і зосереджується на аналізі контенту чотирьох друкованих видань, що друкуються для аудиторії у Львівській області, а саме йдеться про «Високий замок», «Експрес», «Львівська пошта» (усі виходять безпосередньо у Львові) та «Новини Прибужжя» (виходить у місті Червонограді) – загалом йдеться про 517 публікацій впродовж моніторингових періодів, що мали місце 10-16 травня та 13-19 вересня 2021 року. Також йдеться про чотири онлайн видання – зокрема, такі сайти: «Вголос», «Гал-інфо», «Захід.нет» та «Львівський портал» (сукупно 800 публікацій впродовж згаданих вище тижнів моніторингу у травні і вересні 2021 року).

Методологія: ключовими методами, що були застосовані у даному дослідженні, є кількісний аналіз, якісний аналіз та контент-аналіз з фокусуванням на дотриманні стандартів роботи медіа, на ознаках наявності пропаганди або прихованої реклами, а також на темах, жанрах, тональності та оригінальності контенту включених до переліку видань.

Результати: беручи до уваги формальну відданість професійним стандартам, водночас місцеві друковані та онлайн медіа Львівщини наражаються на певні видимі труднощі. Основні виклики, що полягають у завоюванні уваги їх аудиторії та освоєнні рекламних бюджетів, змушують медіа послуговуватись специфічним визначенням поняття основного клієнта. Питання того, у чийй власності перебуває медіа, чи хто контролює іншим чином певне медіа, також тут відіграє не останню роль з погляду впливу на якість медійного контенту. У статті подано кілька яскравих прикладів ймовірного порушення журналістських стандартів, або принаймні випадків, які можна назвати контентом, що перебуває на межі нормативної теорії сучасної журналістики.

Ключові слова: місцеві медіа, друковані видання, онлайн видання, контент, аудиторія, журналістські стандарти, пропаганда, прихована реклама, порядок денний, сенсаційність, інтерес громади.