

ТЕОРІЯ ТА ПРАКТИКА ЖУРНАЛІСТИКИ

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SPECIALTY OF MATERIALS OF THE ONLINE MEDIA “UKRINFORM”

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The material explores the specifics of coverage of materials in the internet media “UKRINFORM”.

This question is relevant because journalists need to know how modern media prepare their materials, what topics they choose to cover. It should be noted that the internet media “UKRINFORM” has the following headings: war, politics, economy, Ukraine together, the world, society, culture, regions, Kyiv, Crimea, sports, diaspora, technologies. All materials are presented by journalists at a high professional level, they choose relevant topics for coverage.

This question is relevant today, as some journalists like to repeat the titles of columns, take them from other publications. A good example of the great variety of headings is Internet media “UKRINFORM”. Each heading interestingly covers the information.

The good example of journalists materials is an article named – “The deportation of Ukrainian children to russia took on the characteristics of genocide”, in which journalists said that the enemy dreams of turning Ukrainian children into janissaries: for this aggressor, both filtering and “sorting into healthy and sick” and deporting Ukrainian children to russia. Journalists note that for almost nine years of the russian-Ukrainian war, under the guise of “voluntary evacuation” and “concern for the younger generation”, the enemy is trying to take as many minor Ukrainian citizens as possible from the temporarily controlled territories to russia. These children are assimilated, taught in “love Mother russia” schools, adopted... According to the state portal “Children of War”, during the period of the full-scale war, 16,222 minors were deported, as of February 5. These are registered, verified cases that are not accurate due to active hostilities and the temporary occupation of part of the territory of Ukraine.

Another good example of journalists of “UKRINFORM” work is an article named – “I was afraid that if I die in “Azovstal”, my son will have no memories of me”, in which journalists write: “She is 30 years old, her call sign “Hilde” is in honor of a valkyrie who had the gift of resurrection. Before the start of hostilities in Donbas, she worked as a legal adviser in the Department of Culture, Nationalities and Religion of the Zaporizhzhia Regional State Administration. In 2014–2015, she was a volunteer, and then went to serve in a separate special purpose unit “Azov”.

So journalists-publications cover the Internet data, for information select good pictures and present materials concisely and professionally. Especially high quality and at a high professional level, journalists provide information about the war in Ukraine.

Key words: topics of materials, specifics of information coverage, modern journalists.

Relevance of research. Today, an important issue for journalists is the topic and specifics of submission of materials.

The aim of the study is to analyze the specifics of modern materials on the example of “UKRINFORM”.

The novelty of the work is that the latest materials of the internet media “UKRINFORM” have been researched.

The subject of research – materials in the internet media “UKRINFORM”. Object of study – coverage of information in internet media.

The following methods were used for the study: synthesis, analysis, monitoring.

Presenting main material. The internet media “UKRINFORM” consists of the following headings: war, politics, economy, Ukraine together, the world, society, culture, regions, Kyiv, Crimea, sports, diaspora, technologies. All materials are presented by journalists at a high professional level, they choose relevant topics for coverage [5, p. 106].

The internet media contains photos and videos of well-chosen articles. All materials covered at a professional level. Proof of this are the articles, which we will consider.

So, under the article “Torture of children in the capital’s kindergarten: four teachers were taken into custody” journalists reported that the court took into custody four teachers of the capital’s private correctional kindergarten, who are suspected of torturing minor children, – as reported by “UKRINFORM”, the Kyiv City Prosecutor’s Office reported this in Telegram. At the request of the Kyiv City Prosecutor’s Office, the court ordered preventive measures against four teachers of a private correctional kindergarten who are suspected of torturing children. The Hosiivskiy District Court of the city of Kyiv confirmed the validity of the suspicions and granted the request of the prosecutor to choose preventive measures for all four suspects in the form of detention for a period of two months [6, p. 262]. According to the investigation materials, the suspects have been committing illegal acts against minors of the children’s institution for a long time. These actions were accompanied by inflicting severe physical pain and moral suffering on the children in order to punish them for their behavior or failure to follow the instructions of their teachers.

The journalists successfully selected and covered the information at a high professional level [1, p. 74]. Other articles in the internet media “UKRINFORM” are devoted to the following topics: “In Kyiv, the channel of illegal transportation to Crimea and Donetsk was eliminated”, “The enemy shelled Dnipropetrovsk region with heavy artillery, there is destruction”, “About 250 citizens returned to Bakhmut from those who were previously evacuated – Vereshchuk”.

In the article “In Kyiv, the channel of illegal transportation to Crimea and Donetsk was eliminated” journalists say that the Security Service of Ukraine has liquidated the channel of illegal transportation in Kyiv to Donetsk and the AR Crimea temporarily occupied by the Russian Federation. As reported by “UKRINFORM”, the SBU reported this in Telegram: “The route ran through the countries of Central Europe, and then into Russia. Carriers entered the temporarily captured regions of Ukraine from the territory of the Russian Federation. And this is an illegal crossing of the state border of our country”, the message reads. For unhindered passage through the territory of the aggressor country in front of the border with the Russian Federation, the driver transferred passengers to another bus with Russian license plates. This vehicle also belonged to the company involved in the case. The price of the ticket was 250 euros one way. Dozens of customers were transported every week” [14, p. 206].

In the article named "The enemy shelled Dnipropetrovsk region with heavy artillery, there is destruction", journalists say that the enemy army shelled the Nikopol district of the Dnipropetrovsk region, there is destruction in the Synelnyk district. The head of the Dnipropetrovsk Regional Council, Mykola Lukashuk, reported this in Telegram: "In the morning, the russian occupiers twice covered the Nikopol district with heavy artillery. They targeted the Myrivsk community and Nikopol itself. Fortunately, there were no casualties", – the post reads. According to Lukashuk, after surveying the territories of the region, it was established that six country houses were destroyed in the Synelniky district, and five more were damaged. Two country houses were also destroyed in Pavlograd. In the Kamian district, about fifty windows were broken at several local private enterprises [7, p. 672].

In the material – "About 250 citizens returned to Bakhmut from those who were previously evacuated – Vereshchuk" journalists say that about 250 citizens returned to Bakhmut from those who evacuated earlier. Deputy Prime Minister – Minister for Reintegration of Temporarily Occupied Territories Iryna Vereshchuk said this during the presentation in Ukrinform of the project of the new State Policy Strategy on Internal Displacement until 2025: "70,000 people lived in Bakhmut before the large-scale russian offensive. Now there are less than 6.000 left, of which 110 are children. They are taken away and leave themselves. As of today, 252 people have returned. When I ask why they come back, they say they have different reasons. We cannot stop people from coming back. They have the right to it. Of course, entry-exit restrictions apply. We understand that it is a huge risk when people return there", – said Vereshchuk.

According to her, it should not be said that people return en masse because they could not find themselves. It does not. Now the situation has improved, people are being helped, and the authorities are in contact with them. The Deputy Prime Minister once again called on parents to be responsible and take their children away from the place where hostilities are taking place. Nowadays, everyone reads the summaries, so they understand exactly what is happening there: "Now it is in the interests of the children to take them out of the battlefield. They should not be there in any case, there is no reason to stay there. And then, after the deoccupation, after we throw out the enemy, you will return", Vereshchuk emphasized. She added that the evacuation of citizens from dangerous areas continues. Everyone who wants to can leave there, while Vereshchuk noted that the authorities do not predict an extremely large flow of those who want to leave. As reported earlier, Pavlo Kyrylenko, the head of the Donetsk regional military administration, stated that less than 5.000 civilians remained in Bakhmut [2, p. 788].

Another article, named "250 enterprises relocated to Lviv region last year", – it is noted that more than 250 enterprises from different regions of Ukraine moved to Lviv Oblast last year and started work. Maksym Kozytskyi, the head of the Lviv OVA, reported this at a briefing at the Ukraine – Ukrinform Media Center, Ukrinform correspondent reports – "Last year, we relocated more than 250 enterprises from different regions, and they started their work here. 1.300 IDP's applied to the Employment Center, and they all got jobs. The main goal we set before ourselves is to leave all those who want to stay here. For this, we create comfortable living and working conditions", – said Kozytskyi [10, p. 384].

In the article, named "Ukraine and the EU discussed the stimulation of entrepreneurial activity in the conditions of war" reports that Ukraine and the European Union discussed the priorities of revitalizing business, stimulating entrepreneurial activity, and building cooperation in the tourism industry in wartime conditions. As Ukrinform reports, this was discussed during the sixth meeting of Cluster 2 of the Subcommittee on Economy and Other Sectoral Cooperation of the Association Committee between Ukraine and the EU, the press service of the Ministry of Economy reports.

The purpose of the meeting was to discuss current issues of cooperation in the fields of industrial and business policy, mining and metallurgy, tourism, space, legislation on companies and corporate governance, consumer rights protection, taxation, as well as reaching agreements on further joint steps to develop cooperation in the specified areas in the conditions of armed aggression of the russian federation against Ukraine, as well as taking into account Ukraine's acquisition of the status of a candidate country for EU membership – "It is important for Ukraine that the agenda of cooperation and setting priorities for the next year contribute to the accession to the EU. We are interested in the development of effective

cooperation, the focus of joint actions on quick recovery in the post-war period”, – emphasized the Deputy Minister of Economy of Ukraine – Trade Representative of Ukraine Taras Kachka.

The Ministry of Economy informed that the parties discussed: priorities for revitalizing business and stimulating entrepreneurial activity with the aim of restoring the economy in the conditions of martial law, taking into account the conclusion of an agreement between Ukraine and the EU regarding Ukraine’s participation in the EU Single Market Program. The parties also discussed the progress of reforms in the field of taxation and the issue of developing cooperation in the tourism industry in the conditions of military aggression.

The Ukrainian side confirmed its readiness to continue work within the framework of the updated Partnership Roadmap for 2023–2024 of the Memorandum on Strategic Partnership in the Raw Materials Sector [13, p. 268].

As reported, according to the agreement of Ukraine and the EU, the meeting of the subcommittee on economy and other sectoral cooperation is held according to the cluster principle – with a focus on key issues assigned to the subcommittee.

Cluster 2 is industrial and entrepreneurial policy, mining and metallurgy, tourism, space, legislation on companies and corporate governance, consumer protection, taxation

In the article entitled “The problem with light in Odesa will be solved within two weeks” – journalists report that the problem with the supply of electricity in the Odesa region is promised to be solved in the coming weeks, if there are no new shelling and accidents. Volodymyr Kudrytskyi, the head of NEC Ukrenergo, told about this at a briefing at the Ukraine – Ukrinform Media Center – “In the coming weeks, we have to eliminate the “bottlenecks” in the energy system, which are causing network restrictions in Odesa”, – noted Kudrytskyi. The situation with electricity supply improved thanks to the work of power engineers, which had a cumulative effect both at substations and at power plants.

In the article entitled “In Sevastopol, explosions rang out in the areas of the military unit” journalists notice that in the morning of February 16, explosions rang out in the temporarily occupied Sevastopol. They were heard over the areas where military units are located. This was reported by the Crimean Wind Telegram channel, Ukrinform reports. “On the morning of February 16, explosions were heard in Sevastopol. Around 5:00 a.m. (4:00 a.m. Kyiv time), several explosions rang out over the areas where military units are stationed”, the message reads.

In the material named “Ukrainians in Poland can receive 500 zloty vouchers from the Red Cross” journalists say that Ukrainian refugees who arrived in Poland after the start of a full-scale Russian invasion can receive vouchers worth 500 zlotys (a little over four thousand hryvnias) from the local Red Cross.

As reported by Ukrinform, the Ministry of Reintegration of the Temporarily Occupied Territories of Ukraine reported this. The charity program is provided for the following categories of citizens: persons who have a certificate of incapacity for work; women over the age of 60 or men over the age of 65; pregnant women (if there is an appropriate certificate); persons raising a child under the age of 12 months; persons who take care of three or more children themselves. It is noted that you can get a voucher at the nearest Red Cross branch, provided that applicants have not previously received financial assistance or assistance from the UN or other non-governmental organizations there. You can spend the certificate on food, hygiene products and household items. As reported by Ukrinform, Ukrainians affected by the war will be able to receive financial assistance from the Czech humanitarian organization “Man in Need” through PrivatBank.

Also was a good example of journalists material of “UKRIFORM” – named “The Day of the Assembly of Ukraine was celebrated in Stockholm” in which journalists wrote that in the capital of Sweden, Stockholm, on the occasion of the National Day of Ukraine, a solemn gathering of the Ukrainian community took place under the slogan “Ukraine is united against the enemy in defense of its territorial integrity”. “This was reported by the correspondent of Ukrinform from the scene” – all this time, when we are waging a war for our cathedral independence, we are demonstrating our strength to the whole world. And our strength, our resistance is in our unity and dignity. “This is what will help us win this war. So let’s actively

work together so that all our friends, our partners in all countries also maintain such unity. And they not only preserved it, but also strengthened it. And then the victory will be a victory not only for Ukraine, but also for the whole world", – said Andrii Plahotniuk, the ambassador of Ukraine to Sweden, addressing the participants of the rally.

The participants of the patriotic action, which was organized by the Nordic Ukraine Forum public organization, noted in their speeches that Ukraine is now united with the democratic world in the defense of democratic values. But to fight back, the Russian aggressors need more weapons, tougher sanctions and a complete embargo on trade with Russia, which needs to be forced to create "green corridors" for the evacuation of injured civilians. Today, similar actions took place in the Swedish cities of Malmö and Gothenburg, where large Ukrainian communities operate.

As reported by Ukrinform, the Nordic Ukraine Forum public organization holds demonstrations in support of Ukraine almost every week in Sweden. Earlier it was reported that on the Day of the Assembly of Ukraine, demonstrations with the message "UkraineUnitedWithTheWorld" will be held by Ukrainian communities in different countries of the world.

In the material named "A march was held in Vienna on the occasion of Bandera's birthday" journalists say that representatives of the Ukrainian community in Vienna and friends of Ukraine from other countries held a rally on Sunday, January 1, on the occasion of the birthday of the leader of the Organization of Ukrainian Nationalists, a symbol of the Ukrainian resistance – Stepan Bandera. This was reported by Ukrinform's own correspondent in Austria – "Today's rally aims not only to remember our heroes and thank them, but also to reveal the truth about the origin of the red and black flag and the real history of the fighters of the rebel forces of Ukraine", said Andrii Karioti, the organizer of the rally, head of the NGO "MRIJA".

According to him, it is important to understand that the Ukrainian insurgent army is "the modern Armed Forces of Ukraine". "And if once everything was lied about the UPA, now it will be impossible to lie about the Armed Forces due to the strong support of the world and our active information work", the activist added.

The rally with the participation of about 100 people began in front of the building of the restored Austrian parliament. During the event, passers-by were informed about the biography of Stepan Bandera, his personal family and clear position as a patriot and his indomitableness. "Also, the action was aimed at explaining the influence and discrimination by Russian propaganda of the 20th and 21st centuries of the entire liberation and insurgent movement, and in particular, their leaders – Bandera, Shukhevich, Melnyk and Simon Petlyura", – Karioti said in a comment to the correspondent of the agency.

Later, a march to the embassy of the Russian Federation in Vienna took place in the center of the city to the singing of the songs of the insurgents and Sich snipers. On the way, the participants of the rally distributed informational materials about the real history and activities of the UPA and the head of the OUN, Stepan Bandera.

At the diplomatic mission of the aggressor state, the activists also announced their main concerns and demands, including regarding the expulsion of Russian agents and spies from the territory of Austria. The importance of recognizing the Russian Federation as a terrorist state was also emphasized.

Also in this article was noticed that, as Ukrinform reported, despite the widespread myth, Stepan Bandera never personally headed the UPA. The Ukrainian Institute of National Memory explains that Bandera headed the Organization of Ukrainian Nationalists (Revolutionary) and the Foreign Units of the OUN in 1946–1959. The Ukrainian insurgent army was directly commanded by Vasyl Ivakhiv, Dmytro Klyachivskyi, Roman Shukhevych and Vasyl Kuk.

Stepan Bandera was imprisoned by the Nazis for 4 years, in particular in the solitary cell of the Sachsenhausen concentration camp. Cut off from the world, he did not know whether his brothers continued to fight in Ukraine. But the OUN leader still did not agree to withdraw the Act of Restoration of the Ukrainian State. On June 30, 1941, the OUN(b) proclaimed the "Act of Restoration of the Ukrainian State". And already on July 5, due to the refusal to withdraw the "Act of Restoration...", Stepan Bandera

was put under house arrest in Krakow, and later was a prisoner in a prison in Berlin; from there he was sent to Sachsenhausen concentration camp. Mass arrests of OUN members began – according to some data, 80 % of the leadership of the OUN(b) were arrested. The “Restored State” did not last even a week. Stepan Bandera was killed by a KGB agent in Munich in 1959. He still remains a symbol of Ukrainian resistance.

Conclusion. So, we can conclude that the journalists of the internet media “UKRINFORM” very good distribute rubrics, and all material have interesting and actual information. Journalists-publications cover the Internet data, for information select good pictures and present materials concisely and professionally. It is worth adding that now in “UKRINFORM”, as well as in other Internet media, and even in all other mass media, – you can find a lot of information about war, and different important topics which is justified the most pressing issues not only in Ukraine but also around the world today. Especially high quality and at a high professional level, journalists provide information about the war in Ukraine, which allows the Ukrainian people to navigate the real situation in Ukraine.

The good example of journalists materials is an article named – “The deportation of Ukrainian children to Russia took on the characteristics of genocide”, in which journalists said that the enemy dreams of turning Ukrainian children into janissaries: for this aggressor, both filtering and “sorting into healthy and sick” and deporting Ukrainian children to Russia. Journalists note that for almost nine years of the Russian-Ukrainian war, under the guise of “voluntary evacuation” and “concern for the younger generation”, the enemy is trying to take as many minor Ukrainian citizens as possible from the temporarily controlled territories to Russia. In the article named “The enemy shelled Dnipropetrovsk region with heavy artillery, there is destruction”, journalists say that the enemy army shelled the Nikopol district of the Dnipropetrovsk region, there is destruction in the Synelnyk district. The head of the Dnipropetrovsk Regional Council, Mykola Lukashuk, reported this in Telegram: “In the morning, the Russian occupiers twice covered the Nikopol district with heavy artillery. They targeted the Myrivsk community and Nikopol itself. Fortunately, there were no casualties”.

All materials explore the specifics of coverage of materials in the internet media “UKRINFORM”, which are relevant because journalists know how modern media prepare their materials, what topics they choose to cover. This media – “UKRINFORM” has the following headings: war, politics, economy, Ukraine together, the world, society, culture, regions, Kyiv, Crimea, sports, diaspora, technologies. All materials are presented by journalists at a high professional level, they choose relevant topics for coverage.

This question is relevant today, as some journalists like to repeat the titles of columns, take them from other publications. And “UKRINFORM” is a good example of the great variety of headings. Each heading interestingly covers the information.

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ОСОБЛИВОСТІ МАТЕРІАЛІВ ІНТЕРНЕТ-ЗМІ "УКРІНФОРМ"

Досліджено особливості висвітлення матеріалів в інтернет-ЗМІ "УКРІНФОРМ".

Це питання актуальне, оскільки журналістам необхідно знати, як готують свої матеріали сучасні ЗМІ, які теми вони обирають для висвітлення. Зазначимо, що інтернет-ЗМІ "УКРІНФОРМ" має такі рубрики: "Війна", "Політика", "Економіка", "Україна разом", "Світ", "Суспільство", "Культура", "Регіони", "Київ", "Крим", "Спорт", "Діаспора", "Технології". Усі матеріали журналісти подають на високому професійному рівні, обирають актуальні теми для висвітлення.

Яскравим прикладом великого різноманіття рубрик є інтернет-видання "УКРІНФОРМ". Кожен заголовок цікаво висвітлює інформацію.

Хорошим прикладом журналістських матеріалів є стаття під назвою "Депортація українських дітей до Росії набула ознак геноциду", в якій журналісти розповідали про те, що ворог мріє перетворити українських дітей на яничарів: для цього вони провадять агресію і фільтрацію, "сортування на здорових і хворих" та вивозять українських дітей до Росії. Журналісти зазначають, що за майже дев'ять років російсько-української війни під виглядом "добровільної евакуації" та "турботи про підростаюче покоління" ворог намагається вивезти з тимчасово підконтрольних територій якомога більше неповнолітніх громадян України. Цих дітей асимілюють, навчають у школах "люби росію-матінку", усиновлюють... За даними державного порталу "Діти війни", за період повномасштабної війни станом на 5 лютого було депортовано 16 222 неповнолітніх.

Ще одним гарним прикладом роботи журналістів "УКРІНФОРМу" є стаття під назвою – "Я боялася, що якщо я помру на "Азовсталі", то мій син не матиме про мене спогадів", у якій журналісти пишуть: "Їй 30 років, її позивний "Гільда" – на честь валькірії, яка мала дар воскресіння. До початку бойових дій на Донбасі працювала юрисконсульткою Департаменту культури, національностей та релігії Запорізької облдержадміністрації. У 2014–2015 роках була добровольцем, а потім пішла служити в окремий загін спеціального призначення "Азов".

Тож журналісти-видання висвітлюють інформацію сповна, підбирають гарні фото та викладають матеріали лаконічно та професійно. Особливо якісно та на високому професійному рівні журналісти подають інформацію про війну в Україні.

Актуальність дослідження. Нині актуальним питанням для журналістів є тема та особливості подачі матеріалів.

Метою дослідження є аналіз специфіки сучасних матеріалів на прикладі "УКРІНФОРМу".

Новизна роботи полягає в тому, що досліджено останні матеріали інтернет-ЗМІ "УКРІНФОРМ".

Предмет дослідження – матеріали в інтернет-ЗМІ "УКРІНФОРМ". Об'єкт дослідження – висвітлення інформації в інтернет-ЗМІ.

Для дослідження використовували такі методи: синтез, аналіз, моніторинг.

Отже, із вищенаведеного можна зробити висновок, що журналісти цього видання чітко висвітлюють дані, до інформації підбирають гарні фотографії та викладають матеріали лаконічно і професійно. Особливо якісно та на високому професійному рівні журналісти подають інформацію про війну в Україні.

Ключові слова: тематика матеріалів, специфіка висвітлення інформації, сучасні журналісти.