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**POSTER CITATION AS ONE OF THE MAIN ADVANTAGES  
OF THE NATIONAL NEWS MARATHON. SPECIFICS  
OF THE APPROACH TO CITATION**

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The content of online media was analyzed for citations of the content that was primarily broadcast during the national news marathon. The analysis allows us to trace the popularity of the news marathon in the second year of the large-scale war among information resources as a primary source of important news and theses of fundamental social importance. The importance of the study is due to the decline in the ratings of the only news marathon among Ukrainians. According to the Kyiv International Institute of Sociology, as of December 2023, only 43 % of respondents trusted it [3].

Quoting a media outlet among media outlets allows the media outlet to increase its popularity, reach, and build a loyal audience, given the uniqueness of the news. In today's world, where telegram channels are beginning to dominate the media landscape of Ukraine, it is the uniqueness of the news that becomes the reason for quoting that allows the media to remain in demand in the market. This also applies to the news marathon.

The News Marathon, which is a national product and is managed by the state, has a large number of tools to be the first to receive exclusive comments from government officials, which is an official source of information. Therefore, it is a resource that other media can refer to as a verified primary source.

The analysis of the data obtained gives a general understanding of the importance of the marathon and its involvement in the overall information picture of the country.

**Key words:** media market; news marathon; citation; media; recognition; popularization; news; Yedyni novyny; media.

**Introduction.** Russia's large-scale aggression against Ukraine in February 2022 significantly transformed Ukraine's media landscape. It was then that the Ministry of Culture and Information Policy launched the all-Ukrainian information telethon «Yedyni novyny» to inform Ukrainian citizens about events taking place in the country and around the world. This format of round-the-clock continuous broadcasting has become a kind of phenomenon in the Ukrainian television space, actualizing important areas for the state information policy: countering Russian propaganda, strengthening the state policy on verification of data appearing on the Internet, and managing the information provided by a single center.

However, the interest of Ukrainians and the media environment in the news marathon is waning. According to researchers, while between May 2022 and October 2023, the share of those who trusted the news marathon dropped from 69 to 48%, by December 2023, this figure fell to 43 % [3].

**Formulation of the problem.** Since its inception, the national news telethon has fulfilled its primary function of informing the public about events at the front and countering Russian propaganda. Now, according to specialized research, the marathon has exhausted itself. The percentage of viewers who watch and trust the news marathon is falling. The media environment constantly criticizes content producers for the unchanging approaches to presenting information – in the context of viewer interest – and for the lack of format evolution, which in the early days of large-scale Russian aggression became a decisive challenge for the Ukrainian media space, shaped by the demands of the times. However, thanks to eminent speakers, the constant presence of government officials and access to primary sources, the marathon remains popular among traditional media and telegram channels. After all, it is a primary source of unique news, so traditional media and telegram channels refer to it in their materials.

Formulation of the purpose and objectives of the article. The purpose of the study is to outline the peculiarities of citing the news marathon as a primary source of information by leading Ukrainian online media in the second year of the large-scale Russian-Ukrainian war.

The goal entails several tasks:

- To analyze the level of trust in the news marathon
- To identify the list of Ukrainian online media that refer to the news marathon as a primary source of information and outline the factors that encourage this.

Relevance of the study. The Ukrainian media environment has been operating under new rules since February 2022. While before the Russian aggression, competition among the media was one of the key advantages of building one's own brand and attracting a new audience, since the great war it has become much more difficult. The round-the-clock news marathon has covered most spheres of life in Ukraine and has become a platform for officials to inform about changes and current events. The study of how unique and cited the content produced in the news marathon is allows us to understand the quality and demand for this format in the Ukrainian media market two years after the start of large-scale Russian aggression.

Analysis of recent research and publications. In Ukrainian journalism studies, a thorough analysis of the news marathon as a television phenomenon in the context of a large-scale war has been carried out selectively only in the last two years. In particular, the topic of the news marathon is covered in the work of Yevhen Solomin, PhD in Social Communications, «TV Projects», «Yedyni novyny» and «Dim» as a Way of Information Resistance to Russian Aggression and a Means of Regulation by the Media Sphere during the War. In this article, he reveals the peculiarities of mass communication activities of the national TV channels of Ukraine, which united in the «Yedyni novyny» marathon during the large-scale Russian aggression [11].

In her article «Psychological Methods of Mass Media Influence on Modern Youth under Martial Law», Liliia Prudka, PhD, discusses the methods of psychological influence used by the marathon producers to influence human consciousness. In particular, the author discusses the effect of presence, distraction, the spiral of silence, and half-truths [6].

A thorough study of the demand for a single news marathon through citation as a primary source of information has not yet been conducted. This study can form a broader picture of the role and place of the marathon in the information landscape of Ukraine two years after the full-scale invasion.

**Research methods.** Such empirical methods were used to solve the above written tasks: observation, complex methods: analysis, synthesis. induction, deduction for the study of freedom of speech in Ukraine during the full-scale aggression of Russia. Dialectical, logical, historical, and systematic methods were actively used during the preparation and writing of the bachelor thesis. The scientific novelty of the obtained results lies in the fact that the research is the first attempt to define, isolate and analyze in detail the value of the National Telethon The Onle News during a full-scale war.

**Analysis of recent research and publications.** The National Telemarathon, a 24/7 news broadcast launched in Ukraine following the Russian invasion in 2022, has been the subject of much discussion and debate. Some have criticized the telemarathon for its excessive focus on negative news, while others have praised its role in maintaining national unity and providing a reliable source of information. This essay aims to explore the various perspectives on the telemarathon's impact on Ukrainian society. Research by the Content Analysis Center has highlighted the prevalence of negative news on both television and websites, leading to a sense of apathy, hopelessness, and distrust among viewers and readers [8]. This concern has been echoed by various authors, including Ivan Bondarenko in his article «We Need to Talk About Negativity, But Not Show It Close-Up» [4], Myroslav Liskovych and Serhiy Tikhy in their investigation «Attack by Negativity: How Television News Demoralizes Ukrainians» [8], and Maryana Zakusylo in her publication «The Trend Towards Positivity and Fatigue from 'Bad News'» [6]. In contrast to the overwhelming negativity, there is a strong demand for positive news in Ukrainian society. A survey conducted by students at Sumy State University revealed that viewers consider «excessive negativity» to be one of the main shortcomings of television news [14]. It is crucial to recognize that society's moral well-being is significantly influenced by how television news shapes public ideals, whether through the portrayal of strong and noble figures (e.g., a soldier defending the country from occupation, a doctor saving lives, or a boy rescuing someone from a fire) or through negative news characters. Exposure to positive news can have a positive impact on society's moral health. This does not imply avoiding reality but rather emphasizes the responsibility of journalists for the country's moral well-being. Expert assessments of the telemarathon's impact vary. Otar Dovzhenko suggests that the telemarathon is watched by a minority of the audience, approximately 15–20% of those who watch television at all [3]. On the other hand, Yaroslav Pakholchuk argues that the telemarathon is a success, citing an analysis by Kyivstar TV that showed consistent viewing of 17% of total airtime over the past 6–7 months. This significantly exceeds the pre-war viewership share of all news channels, which ranged from 12–14 % [5]. It is important to note that these figures do not account for viewing of the telemarathon's products on online platforms. According to Volodymyr Paniotto, General Director of the Kyiv International Institute of Sociology and Professor at the National University of Kyiv-Mohyla Academy, two clear consequences of the telemarathon can already be identified: fostering social cohesion and improving attitudes towards state institutions and the president due to the unified information space [13]. Overall, participants in research studies express a positive attitude towards the National Telemarathon, highlighting its round-the-clock nature and the emotional pleasantness of viewing, which distinguishes it from other sources of information that may show more horrific scenarios. Respondents do not focus on which specific television channel is broadcasting at the time of viewing, considering the telemarathon as a separate information channel, regardless of the channel's name [6].

**Results.** The format of the news marathon, which was launched in February 2022, has not undergone any radical changes in its broadcasting structure. From time to time, the TV companies involved in the production of content for the news marathon changed, but this did not affect the continuity of broadcasting, the replacement of news studios with analytical ones, or the structure.

In 2024, 6 TV companies are producing content for the telethon. These are private broadcasters, as well as the state-owned Suspilne and the parliamentary TV channel Rada. They all have airtime slots and are responsible for filling them. The marathon broadcasts continuously.

As for the classification of broadcasting by genre, it is divided into informational, analytical and sometimes entertainment. Although this genre is the least represented on the air of the news marathon.

The duration of Russia's large-scale aggression against Ukraine has not affected the transformation of the news marathon format. The same speakers (mostly from the government) continue to appear there, and the usual TV approach replaces news studios with analytical ones. And due to the lack of news, the same stories, news and conversations may be repeated several times on the air.

If we analyze the level of trust in the «Yedyni novyny» telethon, it continues to decline. Between May 2022 and October 2023, the share of those who trusted the program dropped from 69 to 48 %, and by

December 2023, the figure had fallen to 43 %. At the same time, the share of those who do not trust the telethon has increased to 38 % (the remaining 19 % have an undecided attitude), according to a study by KMIS sociologists [3].

In its 2023 report on «Challenges to Freedom of Speech and Journalism in Times of War», the ZMINA Human Rights Center, citing interviewed media professionals, notes that the low-quality work of certain parts of the marathon, as well as its one-sidedness and lack of diversity in content presentation, are the main arguments against maintaining the format of a single telethon [1].

Nevertheless, the Ukrainian government, due to its control over the media space, has no plans to close the news marathon. It is a reliable platform for broadcasting the right and necessary theses. In terms of information efficiency in terms of informing the public and countering Russian narratives that are often spread on social media, the marathon still remains a popular source for quoting in other online media.

To understand the extent to which the news marathon is cited as a primary source of information in online media, we analyzed open data on the Internet using the search code phrase «said/reported on the air of the news marathon». We also selected three days for three different periods in 2023 (May, August, and November). The number of places was left unchanged for all periods – 5.

On May 5, 2023, at least 8 national online media outlets referred to the news telethon or (different news in the same media outlet were not taken into account).

Date	Name of the online media	Title of the material/link
05.05.2023	Vechirniy Kyiv	Why Bayraktar lost control of the Kyiv region: The Air Force commented on the incident / <a href="https://vechirniy.kyiv.ua/news/82369/">https://vechirniy.kyiv.ua/news/82369/</a>
05.05.2023	Suspil'ne novyny	Only Kinburn Spit remains under occupation in Mykolaiv region – Head of Military Administration / <a href="https://suspilne.media/466340-436-den-povnomasstabnoi-vijni-rf-proti-ukraini-tekstovij-onlajn/">https://suspilne.media/466340-436-den-povnomasstabnoi-vijni-rf-proti-ukraini-tekstovij-onlajn/</a>
05.05.2023	UNIAN	Kherson Regional Military Administration explains why Kizomys is so interesting to Russian occupiers / <a href="https://www.unian.ua/war/u-hersonskiy-ova-poyasnili-chim-kizomis-takiy-cikaviy-rosiyskim-okupantam-12245358.html">https://www.unian.ua/war/u-hersonskiy-ova-poyasnili-chim-kizomis-takiy-cikaviy-rosiyskim-okupantam-12245358.html</a>
05.05.2023	NV	Bayraktar downing over Kyiv: why the wreckage did not fall in the center and whether there was a Russian drone during the alert – all the details and explanations from the military / <a href="https://nv.ua/ukr/kyiv/bayraktar-zbili-nad-kiyevom-video-i-foto-4-travnya-2023-vsi-detali-i-poyasnennya-novini-kiyeva-50322339.html">https://nv.ua/ukr/kyiv/bayraktar-zbili-nad-kiyevom-video-i-foto-4-travnya-2023-vsi-detali-i-poyasnennya-novini-kiyeva-50322339.html</a>
05.05.2023	Zahid.net	Ukraine trains 10 thousand UAV operators as part of the Army of Drones project / <a href="https://zaxid.net/u_mezhah_proektu_armiya_droniv_pidgotuvali_10_tis_operatoriv_bpla_n1562933">https://zaxid.net/u_mezhah_proektu_armiya_droniv_pidgotuvali_10_tis_operatoriv_bpla_n1562933</a>
05.05.2023	ZMINA	All civilians will be evacuated from Avdiivka in the coming days / <a href="https://zmina.info/news/z-avdiyivky-najblyzhchymy-dnyamy-evakuyuyut-usih-myrynh-zhyteliv/">https://zmina.info/news/z-avdiyivky-najblyzhchymy-dnyamy-evakuyuyut-usih-myrynh-zhyteliv/</a>
05.05.2023	focus	Russia is forced to use outdated equipment, but it is still enough to continue the war – Ukrainian Armed Forces / <a href="https://focus.ua/uk/voennye-novosti/564487-rf-zmushena-vikorisovuvati-zastarilu-tehniku-ale-jiji-shche-dostatno-dlya-prodovzhennya-viyini-zsu">https://focus.ua/uk/voennye-novosti/564487-rf-zmushena-vikorisovuvati-zastarilu-tehniku-ale-jiji-shche-dostatno-dlya-prodovzhennya-viyini-zsu</a>
05.05.2023	Ukrinform	36 countries have already joined the group to create a special tribunal for Russia / <a href="https://www.ukrinform.ua/rubric-politics/3705386-do-grupi-zistvorena-spectribunalu-dla-rf-vze-priednalisa-36-krain.html">https://www.ukrinform.ua/rubric-politics/3705386-do-grupi-zistvorena-spectribunalu-dla-rf-vze-priednalisa-36-krain.html</a>

On August 5, 2023, at least 7 national online media outlets referred to the news telethon or (different news in the same media outlet were not taken into account).

Poster citation as one of the main advantages of the national news marathon. specifics of the approach...

Date	Name of the online media	Title of the material/link
05.08.2023	Suspil'ne novyny	On August 5, 2023, Russian troops shelled the village of Veletynske, Kherson district, with artillery / <a href="https://suspilne.media/544589-rosijski-vijska-z-artilerii-atakuvali-veletenske-na-hersonsini-poranenij-colovik/">https://suspilne.media/544589-rosijski-vijska-z-artilerii-atakuvali-veletenske-na-hersonsini-poranenij-colovik/</a>
05.08.2023	Radio Svoboda	Ukrainian Armed Forces General Staff reports 30 clashes per day and «unsuccessful offensive actions» of Russian troops / <a href="https://www.radiosvoboda.org/a/news-henshtab-30-boezitknen/32535611.html">https://www.radiosvoboda.org/a/news-henshtab-30-boezitknen/32535611.html</a>
05.08.2023	Defense Express	The Ministries of Defense of Ukraine and the United Kingdom assessed the damage to the damaged Olenegorsk Mining Company / <a href="https://defence-ua.com/news/u_minoboroni_ukrajini_ta_velikoji_britaniji_otinili_poshkodzhennja_urazhenogo_vdk_olenegorskij_gornjak-12433.html">https://defence-ua.com/news/u_minoboroni_ukrajini_ta_velikoji_britaniji_otinili_poshkodzhennja_urazhenogo_vdk_olenegorskij_gornjak-12433.html</a>
05.08.2023	TSN	Ukraine will reduce payments to some categories of Ukrainians from September 1: who is at risk / <a href="https://tsn.ua/ukrayina/v-ukrayini-vid-1-veresnya-skorotyat-viplati-deyakiy-kategoriyi-ukrayinciv-hto-pid-zagrozoyu-2384746.html">https://tsn.ua/ukrayina/v-ukrayini-vid-1-veresnya-skorotyat-viplati-deyakiy-kategoriyi-ukrayinciv-hto-pid-zagrozoyu-2384746.html</a>
05.08.2023	Korespondent.net	Danilov says whether Ukraine will restore its nuclear status / <a href="https://ua.korrespondent.net/ukraine/4612764-danilov-skazav-chy-vidnovyt-ukraina-svii-yadernyi-status">https://ua.korrespondent.net/ukraine/4612764-danilov-skazav-chy-vidnovyt-ukraina-svii-yadernyi-status</a>
05.08.2023	Podrobytsi	Yevgeny Prigozhin may already be dead – Belarusian oppositionist / <a href="https://podrobnosti.ua/2478486-vgen-prigozhin-mozhe-buti-vzhe-mertvij-bloruskij-opozitsoner.html">https://podrobnosti.ua/2478486-vgen-prigozhin-mozhe-buti-vzhe-mertvij-bloruskij-opozitsoner.html</a>
05.08.2023	Hlavkom	Summit in Saudi Arabia: Yermak reveals Ukraine's tasks / <a href="https://glavcom.ua/world/world-politics/samit-v-sauidivskij-araviji-jermak-rozkriv-zavdannja-ukrajini-946943.html">https://glavcom.ua/world/world-politics/samit-v-sauidivskij-araviji-jermak-rozkriv-zavdannja-ukrajini-946943.html</a>

On November 5, 2023, at least 6 national online media outlets referred to the news telethon or (different news in the same media outlet were not taken into account).

Date	Name of the online media	Title of the material/link
05.11.2023	Ukrinform	Ukrainian Armed Forces report 212 destroyed militants in 24 hours near Avdiivka / <a href="https://www.ukrinform.ua/rubric-ato/3782953-u-suhoputnih-vijskah-rozpovili-pro-212-znisenih-zagarbnikiv-za-dobu-poblizu-avdiivki.html">https://www.ukrinform.ua/rubric-ato/3782953-u-suhoputnih-vijskah-rozpovili-pro-212-znisenih-zagarbnikiv-za-dobu-poblizu-avdiivki.html</a>
05.11.2023	Radio Svoboda	«We slept on mattresses with rats». Where is Russia holding prisoners from Zaporizhzhia?   Pryazovia News / <a href="https://www.radiosvoboda.org/a/novyny-pryazovya/32671766.html">https://www.radiosvoboda.org/a/novyny-pryazovya/32671766.html</a>
05.11.2023	Hlavkom	The ship damaged in Kerch did not even have time to take part in hostilities / <a href="https://glavcom.ua/country/incidents/poshkodzhenij-u-kerchi-korabel-navit-ne-vstih-vzjati-uchast-u-bojovikh-dijakh-966530.html">https://glavcom.ua/country/incidents/poshkodzhenij-u-kerchi-korabel-navit-ne-vstih-vzjati-uchast-u-bojovikh-dijakh-966530.html</a>
05.11.2023	LB.ua	Demchenko: Enemy uses subversive reconnaissance groups in Sumy region / <a href="https://lb.ua/society/2023/11/05/582812_demchenko_sumshchini_vorog.html">https://lb.ua/society/2023/11/05/582812_demchenko_sumshchini_vorog.html</a>
05.11.2023	Rubryka	The Ministry of Defense will develop a «roadmap» for work with personnel: what is the solution? / <a href="https://rubryka.com/2023/11/05/u-minoborony-rozroblyat-dorozhnyu-kartu-shhodo-roboty-z-osobovym-skladom-u-chomu-rishennya/">https://rubryka.com/2023/11/05/u-minoborony-rozroblyat-dorozhnyu-kartu-shhodo-roboty-z-osobovym-skladom-u-chomu-rishennya/</a>
05.11.2023	TSN	Time's sensational article about Zelenskyy and the war: how the authorities, experts, and society evaluated it / <a href="https://tsn.ua/exclusive/stattya-time-pro-zelenskogo-2441491.html">https://tsn.ua/exclusive/stattya-time-pro-zelenskogo-2441491.html</a>

**Conclusions.** Quotability in other media remains one of the strongest points of the TV news marathon. According to our research, despite the decline in Ukrainians' trust in the news marathon and constant criticism of it by the media, leading Ukrainian online media turn to Yedynyi Novyny as a primary source of information.

Several factors contribute to this. Among them is access to exclusive speakers and exclusive topics initiated by the official Ukrainian government. It is also continuous broadcasting, which makes it possible to react at any time to certain important events.

In this format, from the beginning of the full-scale invasion until February 2024, the «Yedynyi novyny» marathon lost its relevance. And it is the citation in other media that helps it remain in demand in the media environment. The marathon itself needs to be modified in format, as it no longer meets public demand.

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**Олег Галів**

## ПОСТЕТЕРНЕ ЦИТУВАННЯ ЯК ОДНА ІЗ ГОЛОВНИХ ПЕРЕВАГ НАЦІОНАЛЬНОГО МАРАФОНУ НОВИН. СПЕЦИФІКА ПІДХОДУ ДО ЦИТУВАННЯ

**Опрацьовано контент онлайн-медіа на предмет цитування контенту, що першочергово прозвучав в ефірі національного марафону новин. Здійснений аналіз дозволяє простежити популярність марафону новин на другий рік широкомасштабної війни серед інформаційних ресурсів як першоджерела важливих новин і тез, що мають фундаментальне суспільне значення. Важливість дослідження зумовлена падінням рейтингів єдиного марафону новин серед українців. Якому, як свідчать дані Київського міжнародного інституту соціології, станом на грудень 2023 року довіряли лише 43 % опитаних.**

Цитування того чи іншого ЗМІ серед медіа дозволяє зазначеному ЗМІ збільшувати популярність, охоплення та напрацьовувати лояльну до себе аудиторію, зважаючи на унікальність новини. У сучасному світі, де телеграм-канали починають домінувати у медіаландшафті України, саме унікальність новини, яка стає приводом для цитування, дозволяє ЗМІ залишатись затребуваним на ринку. Це стосується і марафону новин.

Марафон новин, котрий є продуктом загальнонаціональним і керується державою, має велику кількість інструментів для того, щоб першими отримувати ексклюзивні коментарі представників влади, що є офіційним джерелом інформації. Відтак є ресурсом, на який інші медіа можуть посылатися як на перевірене першоджерело.

Аналіз отриманих даних дає загальне розуміння важливості марафону, його залученості в загальну інформаційну канву країни.

**Ключові слова:** медіаринок; новинний марафон; цитування; ЗМІ; впізнаваність; популяризація; новини; Єдині новини; ЗМІ.