# **CONTENTS**

#### THEORY AND PRACTICE OF JOURNALISM

#### 1 Kitsa M.

The image of Poles in Ukrainian mediaspace during the war

#### 7 Haladzhun Z.

The audience of the legal press for non-lawyers

### 18 Mudra I.

Audio versions of news on online media websites: current state and prospects

# 23 Rashkevych N., Kukhar M.

On the question of the content of the concept of "Leisure journalism"

### 30 Semen N.

Smartphone as a source of optimization of journalist's work

### 35 Tabinskyi Ya.

Photostories about the war in Reporters magazine: documentary aspect

## 42 Finkler Yu.

Feature as the future? Is it still reporting? On the problem of chaoticity in content delivery

### **SOCIAL COMMUNICATIONS**

# 50 Getachew H., Adem Chanie Ali, Gebru A., Harmatiy O.

Health and nutrition communication practice and strategies in Ethiopia (on the example of East Gojjam zone, Amhara region)

### 63 Voitovych N., Mahuriak I.

Memes in political discourse: from irony to informational influence

#### 73 Hyrina T.

Social communication approaches to "New Games Journalism" in the cybersports reality

#### 84 Kuznetsova O.

"Mirror tactics" in social networks and internet media as an intentional difference of realities

### 94 Spornyak D.

The history of the development of scientific popularization through the prism of Thomas Kuhn's structure of scientific revolutions

### **LANGUAGE AND MEDIA**

# 100 Datsyshyn Kh.

Nominative units for denoting forced internal migrants: the media context of creating a verbal image of a person