

ТЕОРІЯ ТА ПРАКТИКА ЖУРНАЛІСТИКИ

UDC 070.4. 33:070

<https://doi.org/10.23939/sjs2025.01.001>

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BRIDGING ECONOMICS AND MEDIA: KEY TOPICS IN ECONOMIC JOURNALISM

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Economic journalism serves as a critical bridge between complex economic concepts and public understanding, playing a pivotal role in shaping perceptions, influencing decisions, and fostering informed discourse. This article explores the core themes of economic journalism, including financial trends, market dynamics, public policy, and the impact of global economic events. It emphasizes the importance of translating technical information into accessible narratives that resonate with diverse audiences. By examining the interplay between economic content and media practices, this study highlights how economic journalism adapts to changing audience needs, advances transparency, and strengthens the role of journalism in fostering economic literacy.

On the other hand, economic journalism plays a crucial role in disseminating complex economic information to the public, helping bridge the gap between technical economic data and everyday understanding. This article examines key topics in economic journalism, such as market trends, financial reporting, economic policy, and the impact of globalization, alongside the challenges journalists face in presenting this information in an engaging and accessible manner. By analyzing how media outlets approach economic topics, the study underscores the importance of fostering critical thinking, transparency, and audience engagement in economic reporting. Additionally, it highlights the evolving role of economic journalism in addressing social, political, and economic issues, providing a deeper understanding of their implications for society. Ultimately, the article emphasizes the need for a balanced approach to economic journalism that both informs and empowers the public. Furthermore, the study explores how economic journalists navigate the delicate balance between providing accurate information and addressing the emotional and ethical dimensions of economic issues. By doing so, they contribute to a more informed and engaged public, enhancing democratic dialogue and understanding economic processes.

Keywords: economic, journalism, media, market, Ukraine.

Introduction. The economy of any country is such a sphere of society that covers the production of goods and services, their exchange. It is now believed that the most important task of every society is the most complete provision of human needs. It is economics that studies how people, using limited production resources, can achieve the creation of a wide variety of things and services, while ensuring the most complete satisfaction of needs.

Economic science is most closely related to the social sciences. And, undoubtedly, it closely interacts with journalism, the vocation of which is to inform people about the events taking place around them. The convergence of journalism and economics is manifested not only in the development of media economics as a branch of economic knowledge. Its other side is the separation of the theory of economic journalism from the general theory of journalism. In practice, the concept of «economic journalism» has been used for a long time, but there is still no theory of economic journalism. Now it has become obvious that journalism is not only an informational, but also a production activity. In this sense, economic journalism is an information and production activity for the collection, processing and periodic dissemination of relevant economic information. The production activity of the media enterprise system consists in the effective use of production factors to implement the ultimate goal of the media system in economic journalism – the dissemination of economic information. Such activity also consists in the use of economic information, but in the case of the media system performing a social function, economic information is of an «external» nature, is a product intended to meet the needs of the audience. Economic information in this case is a commodity if it is «produced» by a private media enterprise or a public good if its producer is a state media enterprise. Its main consumer is the audience, the public, a legal or physical entity.

Formulation of the problem. Each citizen needs to know about the current state of affairs in the economy of his state. Of course, one can draw conclusions from one's own observations, the opinions of experts, or try to independently analyze the economic situation. However, ordinary Ukrainians are accustomed to shifting this mission to the media. It is from television, radio, and printed periodicals that our compatriots draw information about what is happening around them. And this, undoubtedly, means that the media must constantly keep their audience up to date with events. Today, economic materials in the media are among the most in demand among readers on the planet. The world is changing, processes that were previously domestic are becoming globalized. It is enough to sneeze in America now for the whole of Europe to know about it in the morning and vice versa. The percentage of education of the population is growing, and therefore the demand for «serious» news is growing. And all because any economic and economic-political decisions of the government in one way or another adjust the life of every reader, viewer, or listener, whether in the work or home spheres. And since, according to economic theory, supply creates demand, the media should cultivate in the reader a desire to be interested in important economic problems, topics and concepts. And, in turn, to satisfy the reader, it is necessary for the media to skillfully present information, that is, to fulfill the functional features of economic journalism.

Research methods. In the study, both theoretical and empirical scientific research methods were used. The main method of collecting empirical information in our work is a theoretical review, which is divided into the following stages: preliminary collection of information; observation of the phenomenon (processing of media materials on economic topics); content analysis (the article analyzes the collected material).

The research methodology involved studying the theory of economic journalism, analyzing Ukrainian and foreign media for their coverage of international economic problems, and on this basis, economic topics that are relevant and in demand among the audience were identified.

Analysis of recent research and publications. Economic journalism occupies a vital niche in the broader media landscape, acting as a conduit between complex financial systems and the public's understanding. Recent scholarship provides a comprehensive look into the theoretical foundations, historical development, and contemporary challenges of this specialized field. Ivanov (1997, 1999) lays a foundational understanding of the legal and regulatory dimensions influencing economic journalism. His work emphasizes the development of journalism in Ukraine and compares it with international practices, offering insights into the evolution of economic reporting as influenced by legislative frameworks. Similarly, Moskalenko (1994) explores the role of magazine periodicals in disseminating economic

content, reflecting on their historical importance. While Vasylenko (2006) provides an in-depth analysis of the growth of informational and analytical genres within Ukrainian press, identifying economic journalism as a critical area where these genres intersect. This study highlights how economic topics are addressed with increasing depth and analytical rigor, mirroring global trends. The practical aspects of economic journalism are explored by Ivashchenko (n. d.), who underscores the perpetual relevance of writing about the economy. She emphasizes the importance of clarity and simplicity in communicating complex financial concepts. This aligns with Zhovtanetskyi and Chuba's (2010) perspective, which advocates for engaging and educational economic content tailored to diverse audiences. The study *Conflict in Media & Media in Conflict* (2015) explores how sensitive issues, including economic crises, are reported in the media. This work highlights the sociological dimensions of economic journalism, where the framing of content can influence public sentiment and policy responses. Recent research underscores the multifaceted nature of economic journalism, blending legal, educational, sociological, and technological perspectives. While the field faces challenges such as declining trust and the complexities of digital transformation, it remains a cornerstone of public discourse. By addressing these challenges, economic journalism can continue to serve as a bridge between financial systems and public understanding, fostering informed decision-making and societal progress.

Results. As a system of creativity, economic journalism is, on the one hand, a system of economic publications contained in economic media, and on the other hand, a set of economic publications in any other mass media. In this case, economic journalism is a kind of metasystem that forms infrastructure connections in the economic, social, cultural and other spheres of society. Often the role of economic journalism is to provide economic justification, explain the behavior of individuals in certain situations.

So, we have defined economic journalism as a practical activity, as a media system and a system of media enterprises and as a system of creativity.

It seems plausible that economic journalism is now at such a stage of development that we can speak of it as a branch of knowledge. In this aspect, we define economic journalism as a scientific discipline that studies the regularities of the functioning of mass economic communications, which has its own methodology, terminological apparatus, object and subject of research. From this point of view, economic journalism should be a methodological basis for inventing methodological approaches to the practice of economic communications and serve as a basis for determining the principles (rules) of economic journalism as a practical activity.

The methodological basis of the theory of economic journalism is the theory of journalism, the theory of communication and the economic theory.

The subject of the theory of economic journalism is mass economic communication, as which we consider the systematic dissemination of economic information through print, radio, television and other media in order to form a single economic space within certain geographical boundaries and influence the values, thoughts and expectations of individuals. While the object of the theory of economic journalism is the means of dissemination of mass economic communication – print media, radio, television and other media.

In the case of considering economic journalism as a practical activity, economic journalism is a mass communication and information activity, the subject of which is the economy as a set of industries and spheres of activity, and the object is any individuals, institutions, industries, domestic and world national economy.

Today, economic journalism is at the stage of development. Its typological characteristics, as well as genres, are being formed. It is worth noting that economic journalism as a system of works is not identical to the set of publications on the pages of business media. Business media differ in their addressee: they are intended for decision-makers, whose needs and interests are not limited exclusively to economic information, but their time and attention are limited. But at the same time, a huge audience consists of employees, ordinary citizens who need economic information. Economic materials in the media enable them to make economic decisions. The questions that economic materials answer can be divided into 3 groups:

– macroeconomic: what is the forecast of the inflation rate, should you save or spend money; how to save what you have saved; is the economic cycle in an upswing or downswing phase; what is the unemployment rate and what does it threaten; about wages in different industries and spheres of the economy, regions and countries; what guarantees and levels of social security; what economic policy does the country implement; what is social justice, etc.

– meso- and macroeconomic: in which field to work; what specialties are needed in the near future; becoming an employee or entrepreneur; about the prospects for the development of the industry in which a particular person works; what are the prospects for the development of the region in which a particular person lives; what is the socio-economic policy of regional authorities;

– consumer: what, where and in what quantity to buy; the quality of consumer goods, places of sale, the system of prices and discounts in wholesale and retail trade, etc.

Economic information that helps make decisions on all these issues should be contained in both the business and the universal or specialized mass press, only the specificity of these problems for representatives of different audience segments and the level of competence of the audience and journalists may differ. Due to the financial crisis, the media market is being structured in a new way. Television performs a more entertaining than informative function, and the press, in turn, has always been more focused on the thinking consumer. In the current state of affairs, text is becoming more important than images. It can be assumed that business media as a whole, with the right approach to their content, could return the reader and restore their status as an economic and social reference point, which they received back in the days of the formation of market freedoms. Now not only those who are professionals in the economic sphere, but also each of the average citizens feel justified anxiety, want to receive guidelines, explanations and forecasts. Those media that still offer such a product are once again in favor.

Features of collecting information on economic topics. Economic journalists enjoy certain privileges in their work. Such privileges include: access to classified information, if this information is truly important to the public, the right to remain anonymous, the right to hide sources of information, and others. The responsible mission of any journalist is not to abuse the provisions, not to violate the employment contract, as well as the rules enshrined in various codes of conduct and laws. The rules applicable to economic journalism are related to market abuse, conflicts of interest and compliance with accuracy, truthfulness, fairness and respect for privacy. Journalists who violate these basic rules must inevitably leave their professional activities, because they tarnish not only their own name, but also the image of the media in which they work.

The concept of public trust in journalists is not new. Such trust implies that a journalist must feel responsible for the information he disseminates. How to make the right ethical choice when writing a text is suggested to a journalist by his own life experience, obtained under the conditions of a clash of political, ideological, cultural, moral and other values. O. Kulchytsky developed the concept of the supremacy of the world of values over the world of reality, in which he interprets the economic crisis and the crisis of culture as a consequence of the promotion of mercantile needs to the forefront in the hierarchy of values. It is this picture of the world that leads to the economic and spiritual devastation of humanity, because there should be a balance between material and spiritual values. The moral guilt of the author of a false text cannot be justified by anything. In Resolution No. 1003 of the Council of Europe, which was adopted in 1993 [22], regarding the problems of journalistic ethics, it is clearly stated that in journalism there is a principle that «the means do not justify the ends», and therefore a journalist should receive information, guided exclusively by legal methods, means and methods, and, most importantly, without violating the requirements of professional ethics. Only under such conditions will the actions of a journalist not contradict the strategic goals of a democratic open society, and will increase the level of freedom of the journalist and the media as a whole. The fundamental normative document, which contains the criteria for the professionalism of journalists, as well as the definition of the correct professional behavior of journalists and the methods they use in their work, is the «Sofia Declaration» [25]. Under the auspices of UNESCO, in September 1997, at the European Seminar on Strengthening Independent and Pluralistic Media, held in the capital of Bulgaria – Sofia, the

above-mentioned «Sofia Declaration» was adopted, which became the main document of the seminar and was approved by the UNESCO General Assembly, which is why it acquired the status of an official international normative legal act and was recommended by UNESCO to the governments of member states for use. The text of the document states that professionally correct methods of work of a journalist are the most effective guarantee that a journalist cannot be pressured by interested groups and that he will be able to avoid government restrictions. Professional requirements for journalistic activity gain special value during elections (since it is during this period that the most acute struggle between different political forces is felt, which contributes to the greatest temptation for a journalist to violate or evade the moral principles of his activity for the sake of receiving material reward). It is worth noting that a large number of professional and ethical codes of European countries and America do not contain special provisions that would clearly regulate the professional behavior of a journalist precisely during election campaigns. In my opinion, this once again proves that there is no need to emphasize the imperative observance of journalistic standards in each individual situation. They must be observed in one hundred percent of cases, unconditionally and by default.

There are two professional ethical codes that we will consider, and the first of them is called «Principles of Journalism (Press Code)». It was adopted in Germany in 1973. The second is the Code of Journalists of the Republic of Slovenia – which was adopted and ratified in the mid-90s of the twentieth century. If we analyze the German code, then the «Press Code» considers the first principle of a journalist's activity to be «respect for the truth and truthful information of the public», adding that in cases where during the election campaign the press publishes those points of view that it does not share, and this is fully consistent with the principle of journalistic honesty, since it only serves to freely obtain and disseminate information among the masses, and also ensures equal opportunities for democratic parties. This issue is addressed in a similar way in the Code of Journalists of the Republic of Slovenia. It states that during an election campaign, journalists, when creating reports and other journalistic materials, must also inform their audience of views and opinions that they do not share. According to the provisions of this Code, this principle also applies to advertising.

It is worth emphasizing that the above-mentioned professional codes contain provisions that are quite important in the pre-election situation and are devoted to professional criteria for the publication of social surveys. Regarding these issues, the German code recommends specifying the number of respondents, the time of the survey, as well as data on who commissioned the survey. In cases where the survey was conducted without an order, the provisions of the code require indicating that the results of the survey were obtained at the initiative of the organization that conducted it. The provisions of the Slovenian code recommend reporting on the methodology of the research conducted, the number of people who answered the questionnaire, the time of the survey, and also indicating the person who authorized such a social opinion poll. However, when comparing the working conditions of journalists in Western societies with established democracies with Ukrainian society, it should be emphasized that Ukrainian journalists work are operating in much more difficult conditions, which is associated with a huge gap in the value orientations of voters, in the idea of human rights, which often in the real practice of political life have not yet become the fundamental ethical norms of society. The Code of Professional Ethics of a Ukrainian Journalist identifies the main moral and ethical guidelines that a journalist should be guided by when performing his professional duties on the basis that freedom of thought and speech and the activities of the mass media are one of the most important institutions of democracy. The document emphasizes that the main duty of a journalist is to contribute to ensuring the right of citizens to information, and this imposes on him the duty to always be truthful, honest, objective, conscientious, correct and responsible in his activities. A journalist must disseminate and comment only on information that he is convinced of its authenticity, making efforts to avoid incompleteness or inaccuracy or distortion of information that may cause moral harm to the honor and dignity of a person and a citizen. Appropriation of other people's opinions, theses, articles and works (plagiarism) contradicts the moral principles of a journalist, who in his professional activity has no right to put personal interests above all else, as well as to hide or publish information as a result of receiving illegal rewards or to present it as

containing slander, bias, defamation or unfounded accusations. Finally, a journalist refrains from interfering in private life, respecting the honor and dignity of people.

In the modern information world, it is very easy to get lost. Every day we are faced with a whirlwind of news, from which it is worth choosing the most necessary and important. Professional communication researchers – Roger Fisher, William Urie, Bruce Patton – argue that we live in an era that future anthropologists may call the first reunion of the human family. After all, for the first time, thanks to the communication revolution, the entire human race is in contact, and almost all 15 thousand peoples and language communities on our planet know about each other's existence [23, p. 155]. But how to help all of us, people with different mentalities, understand each other? This is the very first and most important question that those who create the media should ask themselves. It is thanks to the ability of media professionals to communicate correctly and speak correctly with the audience that we learn about life around us – be it its political, economic or cultural side. Researcher Olga Khoroshun writes [6]: «The study of the language of the media has become particularly relevant in recent years. This is due to at least two factors: the situation of the functioning of the literary language at the turn of the century and the priority tendency for modern linguistics to consider linguistic material from a communicative position, taking into account the representation of language knowledge in the human mind and the regularities of linguistic communication. As linguists note, «the language of journalism is the brightest section of the language of society». The media discourse has a number of tools for manipulating public consciousness. Its manipulative nature is due, in fact, to the very setting of this type of discourse. After all, the task of the media discourse is to influence the formation of public opinion. The achievement of the goal and task is ensured by the fact that the media discourse is a communicative phenomenon, and any communication is a targeted influence. In the media discourse, journalists act as intermediaries. Since the population is remote from most events and cannot clearly observe this or that process, journalists create a virtual world and present it as real. Thus, the journalist illustrates in the text of the mass media not only the event, but its psychological image, describing objective data, on the one hand, and on the other – emphasizing a specific aspect, thereby producing public opinion about the event being described. The relationship between a person and a text, where each of them is simultaneously an object and a subject of influence, seems quite plausible to many of us. If we evaluate these relationships not from the point of view of a person, but from the side of the text, then the reader acts as an object of influence of the text; a source of creating a new text, that is, an increase in the physical «mass» of the text, and its quantity; a condition for the functioning of the text as such.

Without a person as a reader, the text has no meaning, since it is «dead» material [20, p. 116]. Often, as journalists, we can be too subjective or too intelligent in discussing already complex things. That is why it often happens that we point out to the reader his ignorance instead of helping him grow intellectually. Natalia Nepryakhina, a Vlaskor of «RBK-Ukraine», very often writes economic materials. She advises journalists who intend to cover economic topics [4]:

First is to simplify complex economic processes, taking into account the scale of the country. At the regional level, for example, if it is a district newspaper, the scope of possible topics is noticeably narrowed. However, national events in each locality have their own nuance. Everyone will always be interested in the prices of housing and communal services, food, clothing, medical care, etc. Namely This is already economics. The main thing is to notice a problematic topic and present it in an accessible way.

Secondly, it is worth mentioning that unlike other areas, economic journalism will not tolerate inaccuracies. Every fact and figure must be verified and reliable, – she emphasized. However, as a trainer, she urges not to focus only on official statements and documents when it comes to sources of information.

Finally, it is necessary to constantly form a circle of acquaintances in different spheres of life. Since even in a private conversation, a topic for a future article often «jumps out». You also need not be afraid to ask and ask for the opinion of experts.

But despite all the training, all the smart advice and wise specialized books, most journalists cannot talk about complex things simply. This happens for many reasons: first, pressure from the media owner,

second, commercial influences (for example, if I don't write about a sensational scandal instead of chewing over the terms of Ukraine's association with the EU for a long time, my publication's rating will drop, while others will definitely choose a scandal!), third, lack of personal desire to delve deeply into a difficult topic, fourth, lack of time to create material due to deadlines. Deadlines are, in my opinion, the worst enemy of good, wise material, because when a journalist is put in the conditions of creating a text right now, he cannot study what he is writing about well enough. The author of the book «Flat Earth News» Nick Davis says: «If truth is an object, and verification is a function, then the main working asset of all journalists is always and everywhere time. Take away time and you take away the truth». So it turns out that we are at odds with ourselves and at the same time with the consumer of our product. Another problem that journalists who want to write about economics face is the perceived lack of economic information, the lack of ideas about which aspects of economic life can be systematically covered. That is why we list the following topics related to economics, which are constantly relevant and easily accessible to every journalist [10]:

1. The labor sector, including changes in the labor market in terms of types of jobs and wage levels, as well as the number of new and available jobs, employment and unemployment data, and government actions aimed at creating new jobs or changing labor laws.

2. Trade, which includes negotiations between states or organizations, such as the World Trade Organization, to reduce trade barriers and promote international trade.

3. Foreign investment laws. Changes in these laws can affect the volume and composition of foreign direct investment that a state receives. They can also affect domestic industry, which must compete with foreign companies.

4. Privatization. When it comes to the decision of the state to sell state-owned companies to private individuals or foreign companies.

5. Construction of infrastructure. The construction or renovation of, for example, a port or airport can affect the entire economy and the volume of imports and exports.

6. The state budget.

7. Tax policy. The government decides how much money to collect and from whom in the form of taxes.

8. Social protection systems.

9. Exchange rate.

10. Conditions for obtaining loans. These are negotiations with international financial institutions, such as the IMF, the World Bank.

11. Debt negotiations. Loan negotiations are called debt negotiations.

As for news from the business world, the largest sectors that «produce» them are: real estate, banking and finance (loan policies and interest rates, the creation and development of new banks), healthcare, the retail sector, technology (especially modern, newly invented ones), hospitality and tourism, bankruptcy, business expansion, franchising, labor shortages, agriculture, manufacturing, sports and advertising/media. When writing material that uses this data, you should always compare today's figures with last year's, as well as with earlier periods; keep in mind that there are seasonal changes in the economy and remind the reader of this; always present figures in context.

Conclusions. The formation of public consciousness is influenced by state, political, legal, religious institutions, etc. As for public consciousness, it has a direct feedback effect on the entire spectrum of social processes and the development of social institutions, therefore it can actively contribute to changing society. Uncertainty about the economic situation of the state becomes one of the components of public consciousness. In such cases, society is transformed from an accomplice and support of a person into his rival, antagonist. In this difficult situation, the leading role is assigned to the media as a regulator of public consciousness. Accordingly, the following general social tasks facing high-quality business media can be indicated: the formation of market consciousness; the promotion of ethics of interaction between entrepreneurs; balancing the

economic interests of different groups in society. In a crisis period, the question of the effectiveness of the media's influence on the audience is to remain as acute as ever. And the effectiveness of such influence can only be increased if there is an honest and sincere relationship with the reader.

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Артур Горлатих

ВЗАЄМОДІЯ ЕКОНОМІКИ ТА МЕДІА: КЛЮЧОВІ ТЕМИ ЕКОНОМІЧНОЇ ЖУРНАЛІСТИКИ

Економічна журналістика слугує критичним мостом між складними економічними концепціями та громадським розумінням, відіграючи ключову роль у формуванні сприйняття, впливаючи на рішення та сприяючи інформованому дискурсу. У цій статті розглядаються основні теми економічної журналістики, зокрема фінансові тенденції, ринкова динаміка, державна політика та вплив глобальних економічних подій. Автор підкреслює важливість перекладу технічної інформації в доступні оповіді, які резонують з різноманітною аудиторією. Досліджуючи

взаємодію між економічним контентом і медіапрактикою, ця стаття підкреслює, як економічна журналістика адаптується до мінливих потреб аудиторії, сприяє прозорості та посилює роль журналістики в розвитку економічної грамотності.

З другого боку, економічна журналістика відіграє вирішальну роль у поширенні складної економічної інформації серед громадськості, допомагаючи подолати розрив між технічними економічними даними та повсякденним розумінням. У цій статті розглядаються ключові теми економічної журналістики, такі як ринкові тенденції, фінансова звітність, економічна політика та вплив глобалізації, а також виклики, з якими стикаються журналісти, намагаючись подати цю інформацію привабливим і доступним способом. Аналізуючи підхід медіа до економічних тем, дослідження підкреслює важливість сприяння критичному мисленню, прозорості та залученню аудиторії до економічних звітів. Крім того, зазначено зміну ролі економічної журналістики у розв'язанні соціальних, політичних та економічних проблем, забезпечуючи глибше розуміння їх наслідків для суспільства. Зрештою, стаття наголошує на потребі збалансованого підходу до економічної журналістики, яка б одночасно інформувала та розширювала можливості громадськості. Крім того, у дослідженні розглянуто, як економічні журналісти дотримуються тонкого балансу між наданням точної інформації та вирішенням емоційних та етичних аспектів економічних питань. Роблячи це, вони сприяють більш поінформованій та залученій громадськості, покращуючи демократичний діалог і розуміння економічних процесів у державі.

Ключові слова: економіка, журналістика, ЗМІ, ринок, Україна.