

Influential Modifications of the Genre System by Today's Media

Valentyna

STIEKOLSHCHYKOVA¹,

Ruslana SAVCHUK²,

Olena MAKARCHUK³,

Iryna FILATENKO⁴,

Oleksandra HUMANENKO⁵,

Nataliia SHOTURMA⁶

¹ Pylp Orlyk International Classical University, Mykolayiv, Ukraine, vagantsva@gmail.com, ORCID ID: <https://orcid.org/0000-0002-2076-917X>

² Vasyl Stefanyk Precarpathian National University, Ivano-Frankivsk, Ukraine, ruslana-savchuk@ukr.net, ORCID ID: <https://orcid.org/0000-0002-1431-9341>

³ Lviv Polytechnic National University, Lviv, Ukraine, olena.makarchuk@gmail.com, ORCID ID: <https://orcid.org/0000-0001-5591-4545>

⁴ Kyiv medical university, Kyiv, Ukraine, irina_filatenko@ukr.net, ORCID ID: <https://orcid.org/0000-0002-0323-8722>

⁵ Volodymyr Vynnychenko Central Ukrainian State Pedagogical University, Kropyvnytskyi, Ukraine, ucht.redaktor@gmail.com

⁶ Vasyl Stefanyk Precarpathian National University, Ivano-Frankivsk, Ukraine, nataliia.shoturma@pnu.edu.ua, ORCID ID: <https://orcid.org/0000-0003-4312-4217>

Abstract: The article is devoted to the consideration of the issue of influential modifications of the genre system of today's mass media. It has been established that the mass media are one of the main means of communication for the wide audience. The meaning of the words "modification", "genre", "mass media", "mobile journalism", "new media" has been studied. The article notes that "new media" appeared in the 60s of the XX century. The main characteristics of the media are presented. The textbooks and publications of domestic and foreign scientists, which raise the issue of influential modifications of the genre system of today's mass media are highlighted. It was found that the first media were newspaper, telegraph, radio, television. The study of the main types of media is emphasized. It is noted that new media is a reconceptualization of traditional media. The aspect of the media as a social institution is explored. It was noted about the significant impact of digitalization on the global media system. The significant influence of the use of the Internet in the political life of the United States is given as an illustrative example. The use of the "video story" technology as one of the strategies for holding the attention of the reader or listener is considered. The focus is on the interactive storytelling made possible by digital media and provides advantages for interactive television and cinema, as well as helping to create virtual and mixed reality in games, contributing to the emergence of new forms of voice games.

Keywords: *modification, mass media, new media, digital media, video games, current platforms, mobile technologies.*

How to cite: Stiekolshchikova, V., Savchuk, R., Makarchuk, O., Filatenko, I., Humanenko, O., & Shoturma, N. (2022). Influential Modifications of the Genre System by Today's Media. *Postmodern Openings*, 13(2), 461-474. <https://doi.org/10.18662/po/13.2/465>

Introduction

The media is the primary means of communication for the public to communicate with one another. As O. Pogrebnyak (2020, p.20) notes, "there is a trend of falling demand for print media in the world, and subsequently a fall in the circulation of the same publications".

First, let's find out the meaning of the concepts "modification", "genre", "mass media", "mobile journalism", "new media".

In the Dictionary of the Ukrainian language, the term "modification" is explained as follows: a) a modification of an object or phenomenon, which is characterized by the appearance of new signs, properties in it, but at the same time it retains its essence, b) an object, a phenomenon that underwent such a modification and constitute a kind of something, Bilodid (1973, p. 777).

According to the authors of the article (Bazanova, Gishkaeva, Trofimova, & Urazova, 2017, p. 142), the term "genre" is a stable system of means of expressing the assimilation of reality through knowledge.

The Encyclopedia of Today's Ukraine notes that "mass media" is a special social system designed for the regular production, replication and distribution of information in society, Savchenko (2018).

Mobile journalism is a product of the media evolution, which is a fundamentally new form of media storyteller and media storytelling: society is rapidly moving to the use of portable electronic devices that allow you to connect to the Internet in order to collect, edit and distribute news from its community to the masses (Lukyanchenko, 2017; Chornodon, Gryshkova, Myronova, Ivanytska, Semen, & Demchenko, 2021; , Chornodon, Lesiuk, Bailema, Lanchukovska, Golubovska, & Khapina, 2021; Chornodon, Verbytska, Haladzhun, Ivanytska, & Mudrokha, 2021; Redchuk, et al., 2020).

"New media" is any media - from newspaper articles and diaries to music and podcasts that transmit information digitally, Cote (2020). Any form of communication related to the Internet from a website or email to mobile phones and streaming programs can be considered as new media.

The term "new media" appeared in the 60s of the 20th century. Its main characteristics are: interconnectedness, individual user access, interactivity, many ways to use them, as well as openness, ubiquity, temporary uncertainty and delocalization. Wikipedia, the online encyclopedia is a video of the authors, and the formation of members of a community of editors for the benefit of readers.

Major trends in media development

As we know, the earliest forms of print media, found as early as ancient Rome, were copied by hand onto boards and distributed to inform citizens. With the advent of the first printing houses, the way of exchanging opinions also changed, since information could be mass produced and stored.

Radio was the first "live" media. In 1934, Hockey's Night in Canada was broadcast live for the first time, Potts (2002).

One of the oldest types of media that has been transmitting traditions and culture for generations is traditional media. Communication tools were developed, Dubov (2007). Considering that each culture has its own media to communicate with its mass audience, this type of media was different depending on each culture and society (Nerubasska & Maksymchuk, 2020; Nerubasska, Palshkov, & Maksymchuk, 2020).

Print media is the main form of media, popular and convenient to reach wider audience (Linton, 2019; Redchuk, et al., 2020; Chornodon, Gryshkova, Myronova, Ivanytska, Semen, & Demchenko, 2021; , Chornodon, Lesiuk, Bailema, Lanchukovska, Golubovska, & Khapina, 2021; Chornodon, Verbytska, Haladzhun, Ivanytska, & Mudrokha, 2021).

Even for an illiterate person, the media can easily spread news as it addresses both the auditory and visual senses. Thus, this category includes television, radio, traditional telephone, film, video games, audio recording and playback.

External media attaches great importance to advertising and attracting people to new products. Brand promotions are often noticeable on homes, streets, roadways, vehicles, screens, kiosks, and the like.

Internet quickly developed into a media center as it perfectly integrated all existing types of media distribution. Today, there is unlimited opportunity to browse news websites, broadcast TV shows, and listen to online radio over the Internet. Strictly speaking, New Media is a re-conceptualization of existing media.

In his article Harper C. (2002) focuses on the impact of the Internet on the mass media and presents the text in 3 sections : "Timelines" - help to create a historical basis for understanding the evolution of various media and their role in society, "Personal Journals" - describe the author's own experience as a print and broadcast journalist, "Think about it" - helps students develop media literacy.

Particular attention is drawn to the publication of a foreign scientist D. McQuail, who considers media as a social institution, McQuail (2020). In his opinion, the mass media are:

- contribute to the growth and changes in the personnel management industry, the production of goods and services, the revitalization of ties in the industry; maintain the institution by themselves, developing their own rules and norms that link this institution with other social institutions;
- it is a power resource - in the sense of control, management and innovation in society, which can be a substitute for power and other resources;
- it is the arena where public, national and international life takes place;
- often act as a place for the development of culture, in the sense of art and symbolic forms, as well as customs, fashions, lifestyles and norms;
- have become the main source of definitions and representations of social reality for individuals, groups and societies; they express values and normative decisions, are inextricably intertwined with news and entertainment.

Consequently, in both former and present times, the media is a power resource in society, which plays a huge role in the development of socio-political, economic, and cultural life of society.

Innovations of the genre system in today's media

A review of studies of domestic and foreign literature proves that the modification of the genre system of today's mass media has been worked on by Tonkikh. I. Yu. (2017), Lukina M. & Fomicheva I.D. (2005), Savchenko O. (2018), Manovich L. (2006), Ganovska K. and Gryshchenko A.V. (2019), Weishenberg Z. (2011), Craig R (2007), Miller C. (2019), N. Holm (1965).

O. Savchenko (2018) explains that in the processes of communication, the media systematically generate and broadcast messages using an audiovisual form through print media, radio, television, cinema, the Internet for the purpose of organizing, economic and political influence on the assessments, opinions and behavior of people. In the structure of mass media, traditional media are distinguished (printed newspapers and magazines, radio, television, cinema) and new ones that distribution

information using the latest technologies (satellite and cable television, network portals and websites, etc.).

Absolutely correct is the reasoning of Piddubny A. (2014) that Manovich L. (2001) published his works, where he paid attention mainly to the Internet, where the main workplace in the process of creating new media is a computer. However, with the development of mobile technologies, any device becomes a center for the development of new media, which helps to create text, sound, photos, videos, and then allows it to be distributed or edited. In fact, every device owner is already a new participant in the process of creating new media, which are increasingly called simply - media.

Worth noting is an article by Popkova E. (2021), in which the author notes that in 2019, daily digital media consumption exceeded traditional media for the first time, prompting the conclusion. The author focuses on the long-term functional transition of traditional television to digital format. In addition, he predicts an increase in the influence of traditional TV channels through web platforms created to showcase and publicly discuss video content. In addition, it was found that TV channel editors receive three significant advantages using Internet platforms for the distribution of video content: technological, social and communicative and marketing.

One of the striking examples where the Internet had a decisive influence even on the whole country can be found in the article by Fraser M. (2008). When newly elected President Barack Obama acknowledged his dependence on his opponent, the signs were clear: a new generation stepped in to support the president.

In turn, Okhonko D. (2017) describes the interest of young people in Facebook.

Nowadays, the consumers of information have become more picky than they were five years ago. The transformation of the media space, coupled with the strengthening of the information flow and tools for creating high-quality content, lead to the need to use various strategies and tactics to attract and retain the audience's attention. Infotainment storytelling is gaining more and more importance regardless of the topic and structure of the research. The effective storytelling model turns out to be directly related to technologies that allow the potential consumer of information to receive new extreme experiences. A high-quality and effective advantage of such technology is the ability to create a multi-component communication platform, covering a set of elements that will be effective, efficient and influential. Investing video storytelling contributes not only to creating the

effect of involvement of a potential audience, but also to attract this audience to active interaction through comments and reposting, in order to create a mixed reality that will combine online and offline communication. An urgent and important task for Ukrainian researchers and practical men is the analysis and creation of recommendations for the effective use of various components of transmedia investment video hosting in the Ukrainian as well as in the regional media space, Styekolshchykova (2020).

Oliva R. & Bidarra J. & Araujo D. (2017) presents research on stories about music videos. The authors took as an example the music videos of the Canadian director Xavier Dolan. Contemporary music videos have been shown to extend the duration of music with pauses, character performances, insertion of dialogues and other structuring elements, which is not typical of classic and traditional cinema.

Noteworthy is the manual written by Miller C. (2019), where the author immerses the reader in the world of interactive storytelling, which became possible only thanks to digital media. The book covers how to create engaging interactive stories across multiple platforms, devices and media, from ancient storytelling techniques to current development processes: transmedia stories, video games, mobile apps, etc. The author focuses on the progress in interactive television and cinema; using virtual and mixed reality in games; new forms of voice games; stories told using mobile apps and social networks; designing digital stories for different types of audiences.

It should be noted the opinion of A.S. Katsan and N.I. Zykun (2021, p.14) that the rapid pace of development in the media sphere entailed changes in the genre system of mass media: "traditional genres are transforming, hybridizing, merging - to generalize, becoming different, while genres functioning exclusively online, particularly in SM-platforms appear: captionvideo, chatrooms, interactive stras, etc. - and are gradually becoming independent players in the media market; at the same time, the genre system continues to take shape.

The classification into informational, analytical, literary and artistic media genres in the information age, in particular during the rapid development of the Internet, has undergone significant changes. The current genre model of media texts contains journalistic, advertising and PR - texts. New media texts are created to meet the existing life challenges in the multimedia space and the media market, in which virtual reality is preferred. It should be noted that necessary for today's media texts of the fiction and

journalism genre is an artistic image, a high level of creative abilities of the journalist, the depicted object, the implementation of the goals in influencing the reader. In addition, an important feature of media discourse is the emergence of new integrated genres.

The question of the typology of online media was investigated by Ganovska K. & Gryshchenko O.V. (2019, pp. 32-33), who noted the differences between traditional journalism and online journalism: interactivity, multimedia, originality of genre, relevance, blogging, wide coverage. In addition, the authors note the rapid pace of Internet development, which contributes to the emergence of new genres of online journalism: Web Review, Web News, Online Chronicle, Headlines, Online Reporting, Online Conference, Multimedia Article, Photo Gallery, Podcast, Audio Slideshow, Infographics.

According to Lukina M. & Fomicheva I.D. (2005, p. 66) online media by target audience are divided into special (publishers, communities) and universal (Internet portals).

The article by Bondarenko & Zvyagintseva (2019, p. 28) raises the question of interactivity, which is one of the factors of Internet media. Interactivity in today's mass media manifests itself in direct two-way communication, in the course of which there is an exchange of information, a dialogue in one environment. In addition, the publication identifies four main features of interactive media: social and emotional aspect, language development, cognitive and general knowledge approaches in learning. In addition, it is emphasized that interactive mass media in combination with traditional teaching tools are necessary for educating today's children. After all, even computer games turn out to be useful because they interest children, motivate them to learn - and as a result, education applicants improve their communication skills, etc.

From the handbook Weischenberg Z. (2011, p. 349) we learn that unlike traditional online journalism is inherent in "the combination of print elements with audio and video elements, the modularization of text elements with hyperlinks, as well as new forms of interaction with the user, the absence of production and marketing deadlines on one technical platform". Incidentally, the term "hyperlink", "hypermedia" was first used by the American IT scientist Nelson Theodor Holm (1965).

As noted by Tonkikh I. Yu. (2017, p. 33), the media have their target audience, functional purpose, genre and thematic diversity of publications, the criteria of volume and format of information, periodicity, time of

publication, place and geography of distribution of publications are defined. The author argues that not all of the criteria of the traditional typology is relevant for online publications. For example, the territory of distribution, the time of publication, the concept of "issue" and "numbers" do not exist in an online publication. Of course, the periodicity of publications in online journalism is also different. The Internet is dominated by materials that are more informative than entertaining, as well as entertaining. In Internet media authors often, competing with their colleagues, place a lot of sensational and entertaining news, advertising than analytical materials on the sites. In addition, the author divides hyperlinking into 2 types: internal (information is linked on one site), and external (introduces the materials of other resources).

Grabovska V. C. & Demchenko S.V. (2015, p. 21) exploring today's mass media, names the advantages of the Internet for journalism. In particular, the most important one is that the Internet collects, accumulates, stores information in any volume and in unlimited time. In addition, the author of the article also has advantages: he has fewer problems with the publication, there is an opportunity not to describe the problem in detail with a number of stories, but simply to insert a hyperlink, which is easy and convenient to use. Of course, the presentation of electronic information is varied: from plain text to color pictures, graphics, an audio file or video. It should be noted that digital journalism is more creative. Online communication between author and reader is faster and quicker: consumers can react quickly to the message, ask questions, and comment on the information. The faster and more accessible the Internet, the faster the spread of today's mass media. In addition, the authors point out the disadvantages, such as online newspapers. The reader gets tired quickly when reading from a monitor. In addition, and the speed of reading is slower, because it is constantly necessary to focus on the text. Another disadvantage of the Internet is that information published online can be fake.

According to Craig R (2007, p. 18), the journalist in the mass media must "tell the news as quickly and accurately as possible." In his paper the author presents an analysis of traditional and online journalism.

As Pogrebnyak O. (2020 p. 22) notes, "Internet journalism has become an important component of the information industry in Ukraine, and Internet media for users - an influential source of information. In addition, the author highlights the inherent advantages of Internet media:

hypertextuality, multimedia and interactivity. So, network media today is a special competitor for traditional media: print media, radio and television.

It is worth noting the report of Tonkikh I. Yu. (2017, p. 13), in which the author, considering the features of the web environment, notes that immediacy is the main advantage of online media. Through a variety of interactive services, information is quickly transmitted over unlimited distances and in real time. The interactivity of the web environment facilitates communication between the reader and the author. That is, the reader can read the information, ask questions of the author, write critical comments about what he has read or, on the contrary, support and praise the material. An exceptional feature is the hyperlink, which helps to find a wealth of information. With multimedia, online media arouse more interest among consumers than print publications. After all, an online article can be embellished with graphics, video or audio accompaniment.

In a report by Masterova V. (2020, p. 39) emphasizes that new Internet publications have to spend much more effort to become relevant among their audience of consumers, so they have to take care of aesthetic design, user-friendly interface, be mobile in presenting information. The author notes the advantages of online publications: no duplication is required, the information is available anywhere in the world, it is easy to create "electronic filing", fragments of interesting material can be easily revised, quoted; easy to correct mistakes in words or sentences; there are options for delivery (www, e-mail, etc.). Among the disadvantages of the article named the need to have gadgets, a modem, pay systematically for the Internet, when reading from a computer monitor dissipates attention. In addition, the information obtained from online media should always be analyzed and checked, so as not to have fake facts.

Conclusions

At the beginning of the 21st century, society gradually switched to the use of portable electronic devices for the purpose of collecting, editing and distribution information, which made it possible to connect to the Internet.

The current consumer of information has become more picky, so news agencies and portals have to develop various tactics and strategies to keep a potential reader or viewer on their content. The effective storytelling model is associated with technologies that help the consumer of information to experience new extreme experiences. Investment video storytelling

encourages not only to create the effect of involvement of a potential audience in what is happening, but also to attract it to active interaction through comments and reposting.

It was found that the traditional classification into informational, analytical, literary and artistic media genres in the information age has undergone significant changes. Therefore, new media texts are created to the existing life challenges in the multimedia space and the media market, in which virtual reality is preferred. Among the differences between traditional journalism and online journalism, researchers identify: interactivity, multimedia, distinctive genre, relevance, blogging, wide coverage. The new genres of online journalism include: web-review, web-news, online-chronicle, headlines, online-reportage, online-conference, multimedia article, photo gallery, podcast, audio slide show, infographics. In addition, the information obtained from online media should always be analyzed, checked, so as not to have fake facts.

Acknowledgement

Thus, the authors' contributions to the article are as follows: documentation: Valentyna STIEKOLSHCHYKOVA; data collection: Ruslana SAVCHUK; data processing: Iryna FILATENKO; writing: Oleksandra HUMANENKO; other activities: Oleksandra HUMANENKO.

References

- Bazanova, A. E., Gishkaeva, L. N., Trofimova, G. N., & Urazova, S. L. (2019). Transformation of a Media Text Genre Structure in the Modern Media Education. In & S. K. Lo (Ed.), *Education Environment for the Information Age, vol 28. European Proceedings of Social and Behavioural Sciences* (pp. 141-149). Future Academy. <https://doi.org/10.15405/epsbs.2017.08.18>
- Bilodid, I. K. (1973). *Slovnyk ukrajins'koyi movy: v 11 tomakh* [Dictionary of the Ukrainian language: in 11 volumes]. Naukova dumka. <http://sum.in.ua/s/modyfikacija>
- Bondarenko I., & Zvyagintseva, O.B. (2019). *Interaktyvnist' yak odna z holovnykh oznak internet-media* [Interactivity as one of the main features of Internet media]. Collection of abstracts. Materials of the scientific-practical conference. Mykolaev. <https://mku.edu.ua/wp-content/uploads/2021/01/Zbirnyk-tez-2019-2020.-Internet-zhurnalistyka.pdf>
- Chornodon, M., Gryshkova, N., Myronova, N., Ivanytska, B., Semen, N., & Demchenko, N. (2021). Study of Gender Conceptual Sphere:

- Historiography of the Question. *Postmodern Openings*, 12(3), 15-33.
<https://doi.org/10.18662/po/12.3/325>
- Chornodon, M., Lesiuk, O., Bailema, T., Lanchukovska, N., Golubovska, I., & Khapina, O. (2021). Gender Sphere of Concepts in the Postmodern Periodicals for Women and Men in Ukraine. *Postmodern Openings*, 12(3), 426-445. <https://doi.org/10.18662/po/12.3/347>
- Chornodon, M., Verbytska, K., Haladzhus, Z., Ivanytska, B., & Mudrokha, V. (2021c). The Conceptual Framework of Postmodern Gender-Labelled Periodicals in Ukraine. *Postmodern Openings*, 12(1Sup1), 149-163.
<https://doi.org/10.18662/po/12.1Sup1/276>
- Cote, J. (2020). What is New Media? *SNHU*. <https://www.snhu.edu/about-us/newsroom/2020/02/what-is-new-media>
- Craig, R. (2007). *Internet-zhurnalistyka: robota zhurnalista i redaktora u novykh ZMI* [Internet journalism: the work of the journalist and editor in the new media] (Translated from English by A. Ishchenko). Publishing house "Kyiv-Mohyla Academy". https://www.studmed.ru/krey-r-nternet-zhurnalstika-robota-zhurnalsta-redaktora-u-novih-zm_f41f965dc00.html
- Dubov, D. (2007). *Zasoby masovoyi informatsiyi yak yakisno novi sub"yekty politychnykh komunikatsiy* [Mass media as qualitatively new subjects of political communications]. National Institute of International Security Problems of the National Security and Defense Council of Ukraine.
- Fraser, M. (2008). Obama's win means future elections must be fought online [Electronic resource]. *The Guardian*.
<https://www.theguardian.com/technology/2008/nov/07/barackobama-uselections2008>
- Ganovska, K., & Gryshchenko, O.V. (2019). *Problema typolohiyi merezhyvykh media* [The problem of network media typology]. Collection of abstracts. Materials of the scientific-practical conference. Mykolaev.
<https://mku.edu.ua/wp-content/uploads/2021/01/Zbirnyk-tez-2019-2020.-Internet-zhurnalistyka.pdf>
- Grabovska, V. S., Demchenko, S. V. (2015). *Onlayn-ZMI Ukrainy v umovakh rozvytku novitnikh media: vid spetsyfiky formuvannya kontentu do problemy vyznachennya audytoriyi* [Online media of Ukraine in the development of new media: from the specifics of content formation to the problem of determining the audience]. In *Masova komunikatsiya u hlobal'nomu ta natsional'nomu vymirakh* [Mass communication in global and national dimensions]. Dnipro National University named after Oles Gonchar, Department of Systems and Means of Mass Communication.
https://www.dnu.dp.ua/docs/zbirniki/fszmk/program_5b0547f372d5d.pdf

- Harper, C. (2002). *New Mass Media*. Houghton Mifflin College Div.
<https://www.amazon.com/New-Mass-Media-Christopher-Harper/dp/0618235930>
- Katsan, O.S., & Zykun, N.I. (2021). *Zhurnalistyka tsyfrovoyi epokhy: mul'tymedynnyy format radio svoboda* [Journalism in the Digital Era: The Multimedia Format of Radio Liberty]. Educational and Research Institute for the Humanities, Department of Journalism, Ukrainian Literature and Culture.
http://ir.nusta.edu.ua/bitstream/123456789/8045/1/061_%20%D0%9A%D0%B0%D1%86%D0%B0%D0%BD_%20%D0%9E%D0%A1_2021.pdf
- Linton, I. (2019). What Is Print Media Advertising? [Electronic resource]. Small Business. <https://smallbusiness.chron.com/print-media-advertising-55550.html>
- Lukina, M., & Fomicheva, I.D. (2005). *SMI v prostranstve Interneta* [Media in the Internet]. Faculty of Journalism of Moscow State University named after Lomonosov..
<http://www.journ.msu.ru/study/handouts/texts/internet.php>
- Lukyanchenko, A. (2017). *Vplyv mobil'nykh tekhnolohiy na stan ta rozvytok zhurnalist's'koyi diyal'nosti* [Influence of mobile technologies on the state and development of journalistic activity]. In A. Lukyanchenko, *Naukovi doslidzhennya ukrayins'koho medynoho kontentu: sotsial'nyy vymir* [Scientific research of Ukrainian media content: social dimension], (pp. 90–96). Institute of Journalism, Kyiv National University named after Taras Shevchenko.
http://www.journ.univ.kiev.ua/periodyka/images/scien_res/ndumk_2_2017.pdf
- Manovich, L. (2001). *The Language of New Media*. The MIT Press.
https://www.amazon.com/Language-New-Media-Leonardo-Books/dp/0262632551/ref=sr_1_5?dchild=1&qid=1625478252&refinements=p_27%3ALev+Manovich&s=books&sr=1-5
- Masterova, V. (2020). *Popyt na informatsiyu v internet-vydannakh ta blobakh u sotsial'nykh mrezhakh* [Internet-zhurnalistyka ta novitni tekhnolohiyi v suchasnykh media] [Demand for information in Internet publications and blogs in social networks Internet journalism and the latest technologies in media today]. Materials of the All-Ukrainian scientific and practical online conference (April 1, 2020).
https://ij.kubg.edu.ua/images/phocagallery/Podii2020/studkonference/zbirnyk_studkonfer
- McQuail, D. (2020). *Media and Mass Communication Theory* (Seventh edition). University of Amsterdam. <https://us.sagepub.com/en-us/nam/book/mcquails-mass-communication-theory-3#contents>

- Miller, C. H. (2019). *Digital Storytelling: A creator's guide to interactive entertainment*. Routledge. <https://www.routledge.com/Digital-Storytelling-4e-A-creators-guide-to-interactive-entertainment/Miller/p/book/9781138341586>
- Holm, N. T. (1965). Complex information processing: a file structure for the complex, the changing and the indeterminate. In *Proceedings of the 1965 20th National Conference (ACM '65)*, (pp. 84–100). <https://doi.org/10.1145/800197.806036>
- Nerubasska, A., Maksymchuk, B. (2020). The Demarkation of Creativity, Talent and Genius in Humans: a Systemic Aspect. *Postmodern Openings*, 11(2), 240-255. <https://www.lumenpublishing.com/journals/index.php/po/article/view/2625>
- Nerubasska, A., Palshkov, K., & Maksymchuk, B. (2020). A Systemic Philosophical Analysis of the Contemporary Society and the Human: New Potential. *Postmodern Openings*, 11(4), 275-292. <https://doi.org/10.18662/po/11.4/235>
- Okhonko, D. (2017). Shlyakh stazhera [The path of the Facebook intern], [Electronic resource]. *Dou*. <https://dou.ua/lenta/articles/facebook-intern/>
- Oliva, R., Bidarra, J., & Araújo, D. (2017). Video and storytelling in a digital world: interactions and narratives in videoclips. *Comunicação E Sociedade*, 32, 459-476. [https://doi.org/10.17231/comsoc.32\(2017\).2772](https://doi.org/10.17231/comsoc.32(2017).2772)
- Piddubny, O. (2014). Shcho take Novi media? [What is New Media?] [Electronic resource]. *Piddubny*. <https://piddubny.com/scho-take-novi-media/>
- Pogrebnyak, O. (2020). *Internet-ZMI yak novyy vyd tradytsiynykh ZMI. Internet-zhurnalistyka ta novitni tekhnolohiyi v suchasnykh media* [Internet media as a new type of traditional media. Internet-journalism and the latest technologies in today's media]: materials of the All-Ukrainian scientific and practical online conference (April 1, 2020). https://ij.kubg.edu.ua/images/phocagallery/Podii2020/studkonference/zbirnyk_studkonference.pdf
- Popkova, E. (2021). Digitalization in the Development of Media Systems: The Impact of Youtube on Traditional Television [Electronic resource]. *Nature Public Health Emergency Collection*. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7972264/>
- Potts, J. (2002). Hockey Night in Canada in Radio [Electronic resource]. *History of Canadian broadcasting*. <https://www.broadcasting-history.ca/>
- Redchuk, R., Doroshenko, T., Havryliuk, N., Medynskii, S., Soichuk, R., Petrenko O., Pavelkiv, R., Rybalko, P., Maliar, N., Maliar, E., Chornodon, M., & Boretskyi, V. (2020). Developing the Competency of Future Physical Education Specialists in Professional Interaction in the Field of Social Communications. *Revista Romaneasca Pentru Educatie Multidimensionala*, 12(4), 289-309. <https://doi.org/10.18662/rrem/12.4/346>

- Savchenko, O. V. (2018). Entsyklopediya suchasnoyi Ukrainy [Encyclopedia of Today's Ukraine] [Electronic resource]. Institute of Encyclopedic Research of the National Academy of Sciences of Ukraine.
http://esu.com.ua/search_articles.php?id=64254
- Styekolshchykova, V. A. (2020). Videostoritelin yak efektyvna model' ta forma u strukturi yakisnoho investyheytornoho materialu [Video storytelling as an effective model and form in the structure of quality investor material]. In *Scientific notes, Philology series. Social communications* (pp.174–179). Tavriya National University named after VI Vernadsky.
http://www.philol.vernadskyjournals.in.ua/journals/2020/3_2020/part_3/29.pdf
- Tonkikh, I. Yu. (2017). *Internet-zhurnalistyka. Zbanry v internet* [Internet-journalism. Genres on the Internet]. National University "Zaporizhzhya Polytechnic".
http://eir.zntu.edu.ua/bitstream/123456789/2669/1/Tonkikh_Internet-Journalism.pdf
- Weischenberg, Z. (2011). *Zhurnalistyka ta media* [Journalism and media] (Translation from German by P. Demeshko and K. Makeev; Edited by V. Ivanov, O. Voloshenyuk). Center for Free Press, Academy of Ukrainian Press.