

## CONTENTS

### THEORY AND HISTORY OF SOCIAL COMMUNICATIONS

**Babenko V. V.**

THE MANIFESTATIONAL NATURE OF MEANINGFUL MESSAGES:  
TEXT, IMAGE, INTERACTION.....1

**Boborykin A. I.**

ALGORITHMIC ISOMORPHISM: A NEO-INSTITUTIONAL ANALYSIS  
OF ORGANIZATIONAL HOMOGENIZATION IN DIGITAL MEDIA.....9

**Budnyak K. M.**

SELF-REPRESENTATION OF MILITARY SERVANTS WITH PROSTHESES  
AS AN ALTERNATIVE TO REPRESENTATION BY TRADITIONAL MEDIA..... 17

**Hilenko O. I.**

THE FUNCTIONING FEATURES OF TRAVEL ESSAYS IN THE 1960S  
OF THE 20<sup>TH</sup> CENTURY..... 26

**Horchikova A. O., Smus A. H., Zubarets A. V.**

THEMATIC ORIENTATION OF GLOBAL MEDIA.....32

**Dynikova L. Sh., Tilniak N. V., Sydorenko L. M.**

A DISCOURSE-LINGUISTIC ANALYSIS OF THE DISCIPLINE  
“BUSINESS COMMUNICATION AND SPEECH CULTURE”  
WITHIN CORPORATE LINGUISTIC CULTURE.....37

**Litvinchuk I. S.**

TRANSFORMATION OF MEDIA PRODUCTION UNDER THE INFLUENCE  
OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES..... 42

**Pedoruk I. D., Tanasiichuk A. M., Derkach A. M.**

EVOLUTION OF JOURNALISM: FROM PRE-PRINT FORMS OF COMMUNICATION  
TO THE ERA OF ARTIFICIAL INTELLIGENCE.....47

**Polumysna O. O.**

MEDIA COVERAGE OF THE PROBLEMS OF PEOPLE WITH DISABILITIES  
DURING THE RUSSIAN-UKRAINIAN WAR.....54

**Semeniuk O. A., Semeniuk D. Yu.**

SUGGESTIVE INFLUENCE OF MASS MEDIA ON STUDENTS:  
SOCIO-PSYCHOLOGICAL FACTORS AND MEDIA-CRITICAL CORRECTION..... 61

**Sikorska D. D.**

DOOMSCROLLING AS A FORM OF DESTRUCTIVE MEDIA-CONSUMPTION  
IN THE CONTEXT OF INFORMATION OVERLOAD.....68

**Finkler Yu.**

BETWEEN IDLE TALK AND DIALOGUE: HOW DELIBERATIVE DEMOCRACY  
CHANGES THE RULES OF JOURNALISM .....74

### THEORY AND HISTORY OF JOURNALISM

**Babenko V. S.**

SYMPHONY OF CHAOS: METAMODERN OF POST-TRUTH  
IN DONALD TRUMP’S MASS MEDIA RHETORIC.....83

**Barchan O. V.**

MYKHAILO MUKHYN AND THE TRANSCARPATHIAN NEWSPAPER  
“UKRAINSKE SLOVO” IN THE 1930S..... 90

<b>Hyrina T. S.</b> RADIO BROADCASTING AS A SPACE FOR PRESERVING ETHNOCULTURAL VALUES AND POLITICAL SUBJECTIVITY OF THE UKRAINIAN EMIGRATION IN 1939.....	96
<b>Kostromitsky R. I., Melnikova Yu. O.</b> SPECIFICS OF THE FUNCTIONING OF THE “UNITED NEWS” TELEMARATHON IN THE CONTEXT OF FULL-SCALE WAR: TRANSFORMATION OF PROFESSIONAL STANDARDS.....	102
<b>Levchenko T. M.</b> LINGUOCOGNITIVE MECHANISMS OF MANIPULATIVE INFLUENCE IN THE CONTEXT OF TRANSITION FROM INFORMATION TO COGNITIVE WARFARE.....	110
<b>Malinin V. S., Kuzmanenko A. V.</b> UKRAINIAN PRINT MEDIA IN THE EARLY 1990S: TYPOLOGY, FUNCTIONS, AND INFLUENCE ON PUBLIC OPINION.....	116
<b>Podosyan A. O.</b> CROSS-MEDIA AS A FORM OF CONTEMPORARY JOURNALISTIC COMMUNICATION IN THE CONTEXT OF DIGITAL TRANSFORMATION: THEORETICAL-METHODOLOGICAL AND PRACTICAL ASPECTS .....	126
<b>Poplavska N. M., Synorub H. P., Kalba Ya. E.</b> A JOURNALIST’S PSYCHOLOGICAL RESILIENCE AS A FACTOR IN THE SELF-REGULATION OF REGIONAL MEDIA IN WARTIME.....	134
<b>Savchuk R. L., Ivasiv Kh. V.</b> GENRE TRANSFORMATION OF TRADITIONAL JOURNALISM IN THE BLOG FORMAT (BASED ON AUTHOR COLUMNS IN THE ONLINE MEDIA “KURS”).....	145
<b>Selskyi L. I., Medynska O. Ya.</b> JOURNALIST WORK STANDARDS IN WAR CONDITIONS: ETHICAL AND SECURITY DILEMMAS.....	152
<b>Fursa I. Z.</b> THE ROLE OF MASS COMMUNICATION MEDIA IN SHAPING THE PUBLIC PERCEPTION OF HUMAN RIGHTS.....	160
<b>Tsapok O. M.</b> SPECIFICS OF THE ACTIVITIES OF LOCAL AND HYPERLOCAL PRINT MEDIA DURING THE WAR.....	165
<b>Tsekhmeistruk R. V.</b> THE “FILTER BUBBLE” EFFECT IN NEWS RECOMMENDATION SYSTEMS: IMPACT ON INFORMATION CONSUMPTION AND FORMATION OF THE USER’S INFORMATION ENVIRONMENT.....	171
<b>Tsyperdiuk I. M.</b> MEDIA LITERACY IN THE AGE OF DISINFORMATION: THE PROBLEM OF NATIONALITY-BASED DISCRIMINATION IN THE MATERIALS OF RADIO LIBERTY.....	176
<b>Shapovalova H. V., Saienko N. A.</b> SCIENCE POPULARIZATION STRATEGIES IN UKRAINIAN AND HUNGARIAN POPULAR SCIENCE MEDIA: A CASE STUDY OF THE ONLINE PUBLICATIONS “KUNSHT” AND “QUBIT” (2024–2025).....	182

## APPLIED SOCIAL AND COMMUNICATION TECHNOLOGIES

**Balovsiak N. V.**

FIGHTING FAKE CONTENT ON SOCIAL NETWORKS IN 2015–2022:  
A HISTORICAL ASPECT..... 189

**Baliun O. O., Shpak V. I., Bazovkin E. V.**

TRANSFORMATION OF SMM TOOLS IN BOOK MARKETING  
UNDER THE DIGITALIZATION OF THE COMMUNICATION SPACE..... 195

**Bidzilya Yu. M., Solomin Ye. O.**

COUNTERING POLITICAL DISINFORMATION IN AN OPEN INFORMATION SPACE..... 203

**Bohovin O. V., Sira A. O.**

FROM “HEROIN CHIC” TO THE DICTATORSHIP OF AI ALGORITHMS:  
THE FORMATION OF FEMININITY STANDARDS IN THE DIGITAL ERA..... 211

**Bondarenko T. G., Kovtun N. O., Koval S. V.**

NORMATIVE ETHICAL AND LEGAL PRINCIPLES OF USING AI TECHNOLOGIES  
IN ADVERTISING AND PR..... 218

**Varenyk V. M., Halushka I. O.**

COMMUNICATING POTENTIAL OF INSTAGRAM PAGE  
OF YOUTH CENTRE FOR CIVIC EDUCATION “NATRIY”..... 227

**Hlukhyi A. V.**

SELF-REGULATION OF THE MEDIA AS A MECHANISM  
FOR ENSURING COMMUNICATIONAL RESPONSIBILITY..... 234

**Dankevych Yu. V., Kucheriavyi V. M., Holovchenko M. M.**

EVOLUTION OF DOCUMENTATION SUPPORT FOR MILITARY ADMINISTRATION  
IN UKRAINE..... 239

**Zubrytskyi D. V.**

MULTIMEDIA MODELS OF VIDEO CONTENT IN UKRAINIAN MEDIA:  
A SOCIO-COMMUNICATION STRATEGY OF INFLUENCE ON MEDIA CONSUMPTION  
(ON THE EXAMPLE OF FORBES UKRAINE, NV, UKRAINSKA PRAVDA)..... 245

**Kovalova T. V., Zubakhin Yu. V., Kovalov S. O.**

MEDIATIZATION OF WAR: PR AND NARRATIVE PRACTICES IN THE FORMATION  
OF TRANSNATIONAL SYMBOLS OF TRAUMA..... 251

**Kuznietsova I. V., Ryzhova D. O.**

BTL COMMUNICATIONS IN THE PROJECT MANAGEMENT SYSTEM  
OF CHARITY EVENTS: THE CHESTNUT RUN CASE..... 257

**Nadtochii O. O., Pohribna O. L.**

METAMODERN ADVERTISING DISCOURSE  
IN CONTEMPORARY UKRAINIAN COMMERCIAL VIDEO ADVERTISING..... 262

**Pavlova A. K.**

SEARCH FOR THE AUTHENTIC “I” IN MEDIATED SPACE:  
THE ETHICS OF TESTIMONY AND DIMENSIONS OF LIVED EXPERIENCE  
IN THE WORKS OF M. TUMARKIN, A. CHEKH, AND A. DRON..... 270

**Parubets O. M.**

COMMUNICATION STRATEGIES IN DIGITAL ADVERTISING:  
THEORETICAL ASPECTS..... 277

**Rula N. V., Shulzhenko A. S.**

FUNCTIONAL AND CONTENT TRANSFORMATION  
OF THE “UNIFIED NEWS” TELEMARATHON AS A CRISIS  
COMMUNICATION TOOL..... 282

<b>Sadivnycha M. V., Ponomarenko N. P., Sitak L. O.</b>	
THE ROLE OF THE MEDIA IN OVERCOMING SOCIAL BARRIERS BETWEEN VETERANS OF THE RUSSIAN-UKRAINIAN WAR AND SOCIETY.....	288
<b>Tatyanchenko A. Yu.</b>	
STRATEGIES FOR THE FUNCTIONING OF INDEPENDENT DIGITAL PUBLICATIONS IN THE ERA OF CONVERGENT MEDIA (CASE STUDY OF TEXTY.ORG.UA).....	296
<b>Urmanets I. M.</b>	
FRAMING IN THE MILITARY DISCOURSE OF THE ONLINE MEDIA OUTLETS “LEOPOLIS.NEWS”, “ONLINE.UA” AND “SUMY CHANNEL”.....	302
<b>Fedotova O. O., Oliynyk I. V.</b>	
INFORMATION COUNTERACTION AS A DOMINANT TREND IN THE FUNCTIONING OF UKRAINIAN THINK TANKS UNDER THE CONDITIONS OF A FULL-SCALE INVASION .....	309
<b>REVIEWS</b>	
<b>Oleksenko V. P.</b>	
DISCOURSIVE ASPECTS OF MODERN UROLOGICAL TERMINOLOGY.....	315
INFORMATION ABOUT THE AUTHORS.....	321