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SPECIFICS OF CONVERGENT MEDIA CONTENT IN UKRAINE ON THE EXAMPLE OF RADIO LIBERTY

The aim of the work was to find out the role of convergent journalism in the modern Ukrainian media space.

***Research methodology.** The article used empirical and theoretical methods, the method of sociological research, descriptive and analytical method for the study of scientific literature, as well as system analysis and synthesis, problem-thematic and comparative analysis for the study of media materials. To cover the study of this topic, we will first analyze the theoretical sources. The next step is the analysis of the convergent media content on the example of Radio Liberty, and with the help of analysis and analogies, we will cover the work of editorial offices. Based on the obtained data, we will develop recommendations for journalists and consumers of information.*

***Results.** Society has entered a new phase of information and communication technologies development. Information strongly influences the progress of humankind, the speed of obtaining, volume and quality of information become a factor of sustainable and efficient functioning of socio-economic systems. Journalism has become a global phenomenon. The rapid development of new digital technologies requires journalists to take new approaches to disseminating and presenting information. The media need effective editorial staff that will meet modern requirements. Consumers of information do not want to resort to three types of media (radio, press, TV) in turn, they need everything at once. Digital technologies put journalists in a rigid framework and demand from them not only professionalism but also universality. For instance, Radio Liberty is an example of convergent editorial office, which should be followed by other media that want to keep up with the times.*

***Novelty.** Based on the results of the study, we can say that the transition from traditional to convergent media is still worth doing. After all, according to the survey, modern audiences need new approaches to presenting information.*

***Practical importance.** It is worth creating applications for Android, IOS platforms, working on social networks – to make official accounts, develop the site as interactive as possible, always with the ability to comment and distribute news. It is also important to involve not only social networks, but also various video hosting services, because the modern consumer requires maximum interactivity.*

***Keywords:** convergence, merger, online media, audience, content.*

I. Introduction

Modern society has limitless possibilities. It develops on the basis of modern communication and communication systems, has the ability to accumulate and disseminate important scientific, technical, artistic and other information. These achievements provide an opportunity to develop information networks and integrate them into the global information environment.

Today, online journalism is a competitor to all other types of media, even television. Online publications are displacing traditional print media, and the popularity of the Internet is higher than television. Besides, the growing popularity of electronic newspapers leads to the fact that printed publications are gradually dying out due to the outflow of readers and money [2, p. 12].

In times of «traditional media», journalists specialized in one thing (or press or TV or radio). With the increase in web applications and social media audiences, society and journalists realized the potential interpenetration of different types of media, and new features and benefits «bound society» [1].

The emergence of convergent journalism, like everything in this world, had its reasons. The old media began to decline due to the inefficiency of information. And if there is insufficient informative saturation of the audience, then no one will be interested in reading analytics on the device. After all, to come to analytics – you must first be informed about the event. The same goes for television. It is no longer a place to watch videos. All this is available on the Internet. Especially at any available time. New communication channels have emerged: digital telephones (text, audio, video) and the Internet (web pages, mail, blogs, RSS). So new media has appeared, such as Internet media and digital broadcasting [3, p. 231]. As for quality, it has become less important. That is, if once people bought

antennas for satellite television, now no one cares, it is much more important to have a computer and Internet access. The fact that quality has become unimportant is evidenced by the number of video views on YouTube. What matters, there is not matter how well the video is made, but what is presented in it. Important is also interactiveness: if you see the statistics, we can understand what viewers want and what they doesn't. At the same time, content can be created even by people who have never done it. That is, so many audio or video files are served that very often people get lost among all this content. And what's worse is that it's hard to find verified information.

Theoretical sources on convergent media can be divided into several groups. The first group includes theorists who have studied changes in journalism in general – V. Zdorovega, V. Mikhailov, O. Tertychny. The subject of research of the second group of theorists is the concept of convergence in the media through the prism of modernity. This group includes: O. Lyakhov, L. Mudrak, B. Potyatynnyk, V. Rizun, D. Protsenko, M. Kitsa, D. Tupchienko. Despite the fact that there are not too many researchers of new media in Ukraine, the third group of researchers are foreign scientists, such as: D. Shantin, O. Grant, K. Mueller, N. Christsen, W. Ruetten, T. Chilachava.

According to media convergence researcher Yevhen Tsymbalenko, the digital form of information presentation, which has become possible due to the development of computer technology, has completely changed the nature of media and forced the introduction, understanding and commenting on the phenomenon of convergence. And it's not just about the socialization of the Internet as a digital media environment. Digital technologies have affected absolutely all processes, from information collection and processing at the preparatory editorial stage to printing, radio and television typesetting and the involvement of social networks in the process of dissemination of information [6]. Canadian scientist Heather Menzies believes that convergence should not be seen as a combination of television, press and other media, but as «corporate networks for investment and business care» [4, p. 125].

Instead, Russian researchers note that convergence is a process inherent in a variety of industries, directly or indirectly related to the media, the essence of which is reduced to the concepts of «merger», «interpenetration», «approximation».

II. Problem statement and research methods

At the present stage, the media function through the integration of genres and forms, inter-editorial communication and joint activities. Convergence plays an important role because it is realized through the possibilities of the Internet. It can be compared to the abolition of borders, because here the boundaries between opposite platforms are blurred. This is due to the interpenetration of the latest technologies, real-time information and multimedia format. The basis of the convergence of modern media is the technologization of the process of collecting information, its presentation and dissemination and implementation through gadgets.

The purpose of the article is to find out the role of convergent journalism in the modern Ukrainian media space. The object of our study is convergence as a modern form of organizing the work of the editorial board in the media. The subject of the research in the article is the specifics of the work of convergent editorial offices in Ukraine on the example of the Kyiv bureau of Radio Liberty.

The scientific exploration uses empirical and theoretical methods, the method of sociological research, descriptive and analytical method, the study of scientific literature, systems analysis and synthesis, problem-thematic and comparative analysis in the study of media materials. To cover the study of this topic, we will first analyze the theoretical sources. The next step is the analysis of the content of convergent media on the example of Radio Liberty, with the help of analysis and analogies, we will cover the work of editorial offices. Based on the obtained data, we will develop recommendations for journalists and consumers of information. In conclusion, we determine whether editors should become convergent.

III. Results

At the beginning of the XXI century. The phrase «convergent journalism» for many domestic journalists seemed strange and at the same time, a bold invention of Western journalists, which is unlikely to quickly take root in our country. Some of the journalists of the Kyiv bureau of Radio Liberty recall how from about 2005 it was necessary to take a camera to the event, later, in addition to conducting radio broadcasts, it became necessary to work with the site – to write columns, upload photos. Later, videos began to appear on the site, the opportunity for users to leave comments, special reports and entire documentary projects, where there was text, video and sound. In 2009, Radio Liberty rapidly invaded convergence and turned a radio with a half-century history into a modern media with a full set of multimedia tools.

The fact that Radio Liberty is a Western-style media is even evidenced by the way its name is spelled. According to the statutory policy approved by the central office, the name of this media is written as two words with a capital letter and without quotation marks. After all, the Western media do not have a tradition of highlighting the name of the media with quotation marks. Radio Liberty already has more than 60 years of history and operates in many countries around the world. The first broadcast of Radio Liberty took place in 1953. The radio station broadcasts to the countries of Eastern and South-Eastern Europe, the Caucasus, Central Asia and the Middle East. Initially, there were, so to speak, two radio stations, one was focused on Europe and was called Radio Free Europe, and the other was respectively focused on the countries of the Soviet Union – Radio Liberty. Later, these two radio stations became one full-fledged media, combining the names – Radio Free Europe / Radio Liberty.

Radio Liberty is now available in 27 languages. Radio Free Europe was founded in 1950 and until 1971 it was funded by the CIA through the US Office of International Broadcasting. Initially, radio

broadcasts were broadcast in Bulgaria, Czechoslovakia, Hungary, Poland and Romania. Three years later, Radio Liberty began broadcasting to the Soviet Union in Russian and 15 other national languages. Broadcasting to Estonia, Latvia and Lithuania RFE / RL began in 1975 [5].

On March 1, 1953, almost simultaneously with Stalin's death (March 5, 1953), a radio station called Radio Liberation began broadcasting. Serhiy Dubrovsky became its first announcer. According to the official history of the RS, the Liberation was conceived by the American Committee for the Liberation of Bolshevism as an émigré radio, the mouthpiece of the Coordination Center for the Anti-Bolshevik Struggle for the Liberation of the Motherland and from the Communist Dictatorship. RL operates under the slogan «Free media in dependent countries» [5].

Initially, the head office was located in Germany, in Munich. This is back in the days when radio broadcasts were recorded on magnetic tape. And in 1995 the main office moved to Prague, Czech Republic. There, the then government gave them the premises of the former Communist Party for only a symbolic \$ 1 a year. It is possible that the head office would still be in Munich if Germany had not demanded huge taxes from Radio Liberty, which at the time were not affordable for this media.

The greatest popularity radio reached during the Cold War. For decades, radio Liberty gave his multinational audience in the USSR and Eastern Europe facts of Soviet history and modern reality that were hidden from the people. Not surprisingly, Radio Free Europe / Radio Liberty was constantly silenced by the communist authorities. This media was silenced by the Soviet Union almost until its collapse. Even at a time when the BBC, Voice of America and Deutsche Welle had already stopped jamming. This was due to the fact that these radio stations have state status, and Radio Liberty – no [5].

Now Radio Liberty is no longer a traditional representative of radio. This is the media that keeps up with the times. After all, now the traditional press, radio and television are receding into the background. Internet portals are really popular and in demand. After all, there you can follow the news in real time, there are constant updates, streams of important events, available video, audio and photos. Radio Liberty is a representative that combines three media. After all, the radio site is multifunctional. There are still radio programs, but you can only listen to them on the Internet. Many television materials are now being broadcast on various channels, such as Espresso TV and First Public. This is, for example, the investigation program «Schemes. Corruption in detail» with Natalka Sedlecka. There are also unique projects «Donbass. Realities» and «Crimea. Realities». We must not overlook the fact that Radio Liberty is one of the most active media outlets covering the events of the Revolution of Dignity. Radio Liberty correspondent Andriy Dubchak received the Lovie Awards in London for the footage taken on the Maidan.

It is clear that thanks to such a long history Radio Liberty has already become a legend in the world, this media has developed its own manner of presenting materials, its own norms. Radio Liberty began its transition to convergence in parallel with Western newsrooms and other international media bureaus. The transformation of radio into a new type of media began around 2009–2010. It was in 2009 that radio journalists began going to events with a camera, because consumers demanded pictures. In fact, radio has gone from a classic media representative to a new media.

Radio Liberty is not a classic representative of radio, because it does not even have its own wave. This media outlet is a foreign broadcaster that speaks Ukrainian and has partner stations in Ukraine.

Currently, Radio Liberty has only three radio programs, not including the news block, namely «Morning Freedom», «In touch» and «Freedom for a Week». All other programs are multimedia. The programs «Your Freedom», «We Are Together», «Saturday Interview» and «Youth Plus» are actually radio on TV, or in other words, they are TV-like programs that are distributed via the Internet. Radio Liberty cooperates with the First Public and Espresso. TV».

The first projects began to appear 7 years ago. The Crimea.Realities project appeared just before Crimea was about to be annexed. A website was developed, and the news began to be presented in three languages: Ukrainian, Crimean Tatar and Russian. Radio even managed to announce the launch of the program at a time when Crimea was under Ukrainian rule. Now the radio can be heard in the steppe regions of Crimea. But it is actively silenced by the Russian side, history repeats itself. After all, until 1985, the USSR silenced all issues of Radio Liberty and, as Olena Removska's book «Radio Liberty Says. History of the Ukrainian edition» pent a billion rubles a year on it, the staff of workers engaged in jamming exceeded 5 thousand people [2, p. 34]. And it's just Radio Liberty, and there was the Voice of America, the BBC and others. «Crimea. Realities» has an excellent site from the radio, where all the news relates exclusively to the events in the Crimea.

After the first armed conflicts in the East, a special project «Donbass. Realities» was presented on Radio Liberty. It was created as a television-type project, but at the same time, in addition to stories, there is radio news, detailed texts, short informative videos. There is no separate site. There is also a radio project «Donbass. Realities», where you can listen to news from Donbass around the clock in the recording.

The largest television-type project remains «Schemes. Corruption in Detail» with Natalia Sedlecka. It is a program of journalistic investigations and analysts about high-ranking corruption. It is broadcast on «UA: the first» and on the «24» channel, which is part of TRK «Lux», which will be discussed below.

Following the example of many Western and European convergent media, Radio Liberty publishes books. For example, it is a book about the Donetsk airport and its siege, which lasted 242 days. The book consists of stories of cyborgs and is called «AD 242», where AD is the Airport. Donetsk.

You can join Radio Liberty accounts on such platforms as Facebook, Twitter, YouTube, GooglePlus, Instagram, SoundCloud, RSS, Podcast, Subscribe (subscribing to news, all the most important things in a day

and in one letter). The Radio Liberty application from Play Market has been downloaded by more than 100,000 users. The application has all the same sections as on the official website, but it is even more convenient to use. You can choose news from different regions, in different languages. Also, form your own section «My news» and thus you will receive the most interesting for the day. All news are grouped: «World», «Ukraine», «Politics», «Economy», «Donbass», «Crimea», «Point of view», «Schemes», etc. Separately highlighted categories of video, photo, audio, blogs. Added category «Tests», which prepare for significant events, memorable dates, socially important events. There is a separate section «Favorites», where you can save materials that interest you. The application is interactive and very convenient.

There are 168 thousand followers on Facebook, 400 thousand on Twitter, with 1 million readings daily Radio Liberty is in the top five media in Ukraine. In social media, the content is different from the content on the site. Usually social media users need entertaining content. Of course, this is not always the case. For example, during the revolutionary events in Ukraine, users of social networks were primarily interested in the events in Kyiv. That's why the networks focused on it then. But in non-revolutionary times, users want interesting posts, often entertaining, inspired, something that can surprise them. This is even evidenced by video views on YouTube. Radio Liberty has introduced social short videos on networks and they have gained popularity. They last no more than 2 minutes, although the average video lasts a minute. Nobody wants to watch for a long time. In addition, they began to use data journalism and publish a single number on the site every day, which gives an understanding, for example, where public money goes. As for the video, the short informative videos are really justified and popular. One of Radio Liberty's most famous videos is the shooting of activists on the Maidan. The video was watched by 2.9 million viewers. It was even shown by many world media companies, which instantly distributed it. The story about the Ilovaysk boiler, for example, was watched by 1.4 million viewers. Despite the fact that Radio Liberty is fighting for democracy, freedom of speech, human values and the most views, it is not their revolutionary videos about democracy or the expression of rights and freedoms that are gaining. Strange as it may sound, the video about a fox from Chernobyl eating a sandwich remains a record number of views [6]. It was viewed by 7.62 million viewers on the BBC's Facebook page. By the way, journalists filmed it completely by accident, just their camera is always on.

Regarding the reformatting into a convergent newsroom, Inna Kuznetsova, the editor-in-chief of the Kyiv bureau, says: «Convergence is given to us quite naturally. Although it happens that our journalists refuse to shoot videos and want to write only texts. And we do not force them. Young people are more prone to change and we constantly send our journalists to various trainings and master classes so that they learn to work in modern conditions. Some people go to trainings for multimedia journalists in Prague, sometimes they come to us from Prague».

The site is filled with text materials, video, photos and audio. Traditionally, large materials can include text with photos, as well as video from the event and audio. The consumer can choose what he likes.

Infographics and longreads are also used here. Infographics illustrate the material very well, especially the one related to the economy. Longreads are popular when an important event continues and news is constantly added. Then such large materials, where photos and videos are often added, are very actively viewed.

The news on the Radio Liberty website has its own specifics. The news material has the following scheme:

1. Title – includes keywords, active verb, 5–7 words maximum.
2. Lead. What's new?
3. Source – where does the information come from? Detail – How did it happen? Synchronous – How did they say that?
4. Context. Why is it important? Why today? (Tied to lead)
5. What else? What else is valuable you can report?

This last point is often called the «back». It provides information, often well-known, that relates to the topic being covered. Sometimes this is information (1–2 lines), which has already been covered on the site. This may be a preliminary verdict of the court, whether the previous meeting was held under such a slogan, etc. That is, according to the information provided. This news is very easy to read + you get more information thanks to the «back». No case can not be news with the words, such as that held a conference on the subject. Nobody is interested in that. It's just interesting what's new, what it entails, how useful this information can be. And the obligatory «back» is statistical data, or data on work which already took place. An example of news on website is the material called «SpaceX orbited satellite Intelligence» [4]. Here the title includes four words with an active verb, and does it explain who? and what exactly? did. The lead focuses on the news itself, that is, in this case on the launch of a US military space reconnaissance satellite. Next is a source – SpaceX, as it happened – tells about how the rocket was launched into orbit and the landing of the first link of the rocket. Who told about it? – Elon Musk, director of SpaceX. Next is the context, which is why the news is important, why today – because the first US military space reconnaissance satellite was launched with the help of a rocket, which should reduce the cost of space exploration and delivery of payloads to the ISS. That is, all this must be tied to the lead, and it is just about launching a satellite. Back tells readers that SpaceX successfully launched a rocket into space for the first time in March. The news is illustrated by vivid photos of the launch of the Falcon 9 launch vehicle.

Videos are an integral part of Radio Liberty's content. They are mounted in Adobe Primere Pro. Radio Liberty videos have their own specifics. They are short news videos in which lead is written and the words of

the author are not recorded separately. That is, they are not similar to stand-up comedies or plots, because they watch so little on the Internet. Although those projects that are called a television model on Liberty make full-fledged plots. But in addition, they write material – a great decipherment of the plot. In the same way, all audio is decoded, this is a mandatory stage in the preparation of the material. As for news videos, they are short – 1–2 minutes. They are designed to ensure that a person spends a minimum of time on it and is aware of events. Due to the modern nature of life, people are less and less reading the news to the end or watching videos. Therefore, all this is done in order to attract the reader, listener, viewer. That is, do not lose the audience. And this is quite justified, because it meets the needs of consumers.

When interviewing people, it is very important that the microphone with the logo does not fall into the frame. It does not look aesthetically pleasing. And this is one of the requirements for the journalists of Radio Liberty. It is also important to do a lot of storytelling to make the video successful. To make the video inhomogeneous, interesting, to give a description of the bigger picture and create the effect of presence. That is why you constantly need to pay attention to detail. Such a video will be interesting to watch, because without storyboards just a speech or report will not be interesting to anyone. All news videos on PC are rich in details.

As for the frequency of updating the news feed, every 10–15 minutes the news must appear on the site. Sometimes it happens even more often. Activity falls in the draw period and increases from 11:00 to 16:00 usually. On average, this is 5–6 news per hour. This is understandable without taking into account the detailed materials, videos, audio and photos, which also have a high frequency on the site. But Western publications such as USA Today and The Washington Post have stopped indicating the time of publication on the main news feed. You can only see the date and time by expanding the news. Their frequency of news updates reaches 10 per hour.

Radio Liberty also has a Western-style innovation that has been practiced for several years. This is Twitter News in real time. They not only make reposts on their own page on this social network, but also run them on the site. This is all done very quickly. Also Twitter News trigger when one of the journalists of RS makes Stream the event. Another journalist, who is in the editorial office at the time, makes scraps from the video stream and posted them on the social network with the appropriate signatures and comments. Thus, those who are not able to watch videos from the event in real time, can watch the text broadcast on social networks, see photos and stay up to date.

Streams are extremely popular on Radio Liberty. They together with «Public. TV» was the first to rush from the Maidan during the Revolution of Dignity. Now this practice has become a tradition in the RS. Initially, these video broadcasts existed on the site only as long as the event itself. But then they decided to leave it intact, for example on YouTube, so that everyone could watch it at the right time. In fact, the RS began to rush a few days before the events on the Maidan. On November 17, 2014, the site hosted a live broadcast of the celebrations in Prague and Minsk on the occasion of the Velvet Revolution.

IV. Conclusions

Radio Liberty is a part of a large international media, in Ukraine it is actually considered a foreign media, although it has been working here for more than 63 years. Nevertheless, its headquarters are in Prague, and the finances come from the US Congress. The main goal of the Radio Liberty is to spread democratic values in countries where democracy is limited. Therefore, it is clear that there can be no emphasis on entertaining the consumer in them. At the moment, it is an informative and analytical media, with various documentary, anti-exposure projects, which, by the way, even cooperates with Channel 24, which is part of regional convergence media holding TRK Lux. Through this channel, the radio distributes its television projects. Radio Liberty places a lot of emphasis on the Russian-Ukrainian war in eastern Ukraine and the occupation of Crimea. Radio Liberty covers military events and life in Crimea as meticulously as possible. The content of this media is diverse – radio programs, streams, online news, video projects etc. This is the model of quality convergence media, which is worth of imitation.

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Кица М. О. Специфіка контенту конвергентних медіа в Україні на прикладі радіо «Свобода»

Мета дослідження – з'ясувати роль конвергентної журналістики в сучасному українському медіапросторі.

Методологія дослідження. У науковій розвідці використано емпіричні та теоретичні методи дослідження, метод соціологічного дослідження, описовий та аналітичний методи під час вивчення наукової літератури, системний аналіз і синтез, проблемно-тематичний та порівняльний аналіз під час вивчення матеріалів ЗМІ. Для висвітлення теми спочатку проведено аналіз теоретичних джерел. Наступний крок – це аналіз контенту конвергентних медіа на прикладі радіо «Свобода». На основі отриманих даних розроблено рекомендації для журналістів та для споживачів інформації.

Результати. Суспільство вступило в нову фазу розвитку інформаційних та комунікативних технологій. Інформація посилено впливає на прогрес людства, швидкість отримання, обсяг та якість інформації стають фактором стійкого та ефективного функціонування соціально-економічних систем. Журналістика стала глобальним явищем. Стрімкий розвиток новітніх цифрових технологій вимагає від журналістів нових підходів до поширення та подання інформації. Медіа потребують ефективних редакційних колективів, які будуть відповідати сучасним вимогам. Споживач інформації не хоче звертатись до трьох видів ЗМІ (радіо, преса, ТВ) по черзі, йому потрібно все й одразу. Цифрові технології ставлять у жорсткі рамки журналістів і вимагають від них не тільки професіоналізму, а й універсальності. Відтак радіо «Свобода» є зразком конвергентної редакції, з якого варто брати приклад іншим ЗМІ, які хочуть йти в ногу із часом.

Новизна. Базуючись на результатах дослідження, можна заявити, що перехід від традиційного ЗМІ до конвергентного все ж варто робити. Адже, як свідчить дослідження, сучасна аудиторія потребує нових підходів у поданні інформації.

Практичне значення. Варто створювати додатки для платформ Android, IOS, працювати в соціальних мережах – робити офіційні акаунти, розробляти сайт максимально інтерактивним, обов'язково з можливістю коментувати та поширювати новини. Важливо також залучати не лише соціальні мережі, а й різні відеохостинги, адже сучасний споживач вимагає максимальної інтерактивності.

Ключові слова: конвергенція, об'єднання, електронні ЗМІ, аудиторія, контент.

Кица М. О. Специфика контента конвергентных медиа в Украине на примере радио «Свобода»

Цель исследования – выяснить роль конвергентной журналистики в современном украинском медиапространстве.

Методология исследования. В научной статье использованы эмпирические и теоретические методы, метод социологического исследования, описательный и аналитический методы – при изучении научной литературы, системный анализ и синтез, проблемно-тематический и сравнительный анализ – при изучении материалов СМИ. Для освещения темы сначала проведен анализ теоретических источников. Следующий шаг – это анализ контента конвергентных медиа на примере радио «Свобода» с помощью аналогий. На основе полученных данных разработаны рекомендации для журналистов и для потребителей информации.

Результаты. Общество вступило в новую фазу развития информационных и коммуникационных технологий. Информация усилительно влияет на прогресс человечества, скорость получения, объем и качество информации становятся факторами устойчивого и эффективного функционирования социально-экономических систем. Журналистика стала глобальным явлением. Стремительное развитие новейших цифровых технологий требует от журналистов новых подходов к распространению и представлению информации. Медиа нуждаются в эффективных редакционных коллективах, которые будут соответствовать современным требованиям. Потребитель информации не хочет обращаться к трем видам СМИ (радио, пресса, ТВ) по очереди, ему нужно все и сразу. Цифровые технологии ставят в жесткие рамки журналистов и требуют от них не только профессионализма, но и универсальности. Поэтому радио «Свобода» является образцом конвергентной редакции, с которого стоит брать пример другим СМИ, которые хотят идти в ногу со временем.

Новизна. Основываясь на результатах исследования, можно заявить, что переход от традиционных СМИ к конвергентному все же стоит делать. Ведь, как показывает исследование, современная аудитория требует новых подходов в подаче информации.

Практическое значение. Стоит создавать приложения для платформ Android, IOS, работать в социальных сетях – делать официальные аккаунты, разрабатывать сайт максимально интерактивным, обязательно с возможностью комментировать и распространять новости. Важно также привлекать не только социальные сети, но и различные видеохостинги, ведь современный потребитель требует максимальной интерактивности.

Ключевые слова: конвергенция, объединение, электронные СМИ, аудитория, контент.