

Yuliana Kazimova

Lviv Polytechnic National University

yuliana.r.kazimova@lpnu.ua

ORCID ID: 0000-0002-0438-0587

SPECIFICS OF MATERIALS OF THE INTERNET MEDIA “ZAXID.NET”

© *Kazimova Yu., 2022*

The material explores the specifics of coverage of materials in the internet media “Zaxid.net”.

This question is relevant because journalists need to know how modern media prepare their materials, what topics they choose to cover. It should be noted that the internet media “Zaxid.net” has a distribution of sections by cities of Ukraine (by city names) and by coverage (sports, medicine, etc.). All materials are presented by journalists at a high professional level, they choose relevant topics for coverage.

Some journalists like to repeat the titles of columns, take them from other publications. A good example of the great variety of headings is Internet media “Zaxid.net”. Each heading interestingly covers the information. The internet media “Zaxid.net” consists of such heading: “Lviv”, “Ivano-Frankivs’k”, “Ternopil”, “Volyn”, “Zakarpattia”, “Chernivtsi”, “Rivne”, “Economy”, “Real Estate”, “Auto”, “Home”, “Curiosities”, “Leisure” and more. Headings with city names cover current information about each city. Other sections contain information on very different topics, such as life, politics, government, etc.

The good example of journalists materials is an article named – “Ukrzaliznytsia has appointed a high-speed train from Kyiv to Ternopil”, in which journalists said that “Ukrzaliznytsia” has appointed a branded high-speed train of the “Intercity” category on the Kyiv-Ternopil route. They also noticed that it will leave Kyiv on July 2 and Ternopil on July 3. According to the press service of Ukrzaliznytsia, the train will depart from Kyiv daily at 4:41 p.m. and arrive in Ternopil at 10:47 p.m. It will also return daily at 4:00 and arrive in Kyiv at 10:03. The train will stop in Kozyatyn, Vinnytsia region, Vinnytsia, Khmelnytskyi and Volochysk, Khmelnytskyi region. In total, the train will run from Kyiv to Ternopil and on the way back in six hours.

Another good example of journalists of “Zaxid.net” work is an article named – “Logistics during the war” in which journalists write that with the beginning of hostilities, Ukraine had to face the russian regular army. Open confrontation with Russia has become a serious challenge for country, which requires the overall consolidation and optimization of all social processes. And one of the most important points to pay attention to is the reformatting of logistics. The beginning of hostilities did not come as a complete surprise to Ukrainians and the Ukrainian authorities. It is impossible to say that everything is bad in the supply of troops and the population, but there are problems, and they are quite serious. Journalists add that – to solve them (problems), is need not only to receive military equipment, humanitarian and financial assistance, but also to build the economy for military needs and use strengths,

including a strong volunteer movement and the experience of successful business structures. Optimization of logistics is the second problem after the conduct of hostilities, which is vital for the survival of our state.

So journalists-publications cover the Internet data, for information select good pictures and present materials concisely and professionally. Especially high quality and at a high professional level, journalists provide information about the war in Ukraine.

Key words: topics of materials, specifics of information coverage, modern journalists.

Introduction. Today, an important issue for journalists is the topic and specifics of submission of materials. The aim of the study is to analyze the specifics of modern materials on the example of “Zaxid.net”. The novelty of the work is that the latest materials of the internet media “Zaxid.net” have been researched. The subject of research – materials in the internet media “Zaxid.net”. Object of study – coverage of information in internet media. A good example of “Zaxid.net” work is an article entitled “Logistics during the war”, in which journalists write that Ukraine had to face to the russian army with the start of hostilities. Open confrontation with russia has become a serious challenge for the country, which requires the overall consolidation and optimization of all social processes. And one of the most important points to pay attention is the reformatting of logistics.

The following methods were used for the study: synthesis, analysis, monitoring.

Discussion. In our research, was found that there are three types of Internet publications in the Ukrainian media space: online versions of print or electronic online media, sites of informational agency, own online media [16, p. 474–480].

Online versions of print or electronic media are not much different from own online-publications – they usually provide the same information, that can be heard in the press, and on the radio. However, online versions allow print and online media to actively collaborate with audience. Today in Ukraine even small circulation newspapers, district radiostations, or television have their online versions.

Succesfull development of Internet media provide: educated audience, the nu,ber of which is constantly growing, proffesionalism of independent-minded journalists, the ability to quickly disseminate information without spatial, quantitative and censorship restrictions [17].

The advantages of Internet-media are:

- There is no duplication procedure;
- Audience of exactly number of online journal or newspaper is a regular user of Internet;
- The delivery of the number is automatically done by system of Internet;
- Internet media is free on internet for all audience;
- It's easy to choose topics of information;
- You can easy see a translation to any language the information which you need;
- Can be easy copied information from Internet and used for work;
- It's easy to edit mistakes;
- There are many ways of delivery of internet – media-WWW, e-mail, electronic delivery, FTP

[18, p.33].

Presenting main material. The internet media “Zaxid.net” consists of the following sections: “Lviv”, “Ivano-Frankivs’k”, “Ternopil”, “Volyn’”, “Zakarpattia”, “Chernivtsi”, “Rivne” etc. As you can see, the rubrics are distributed by cities of Ukraine. However, in this internet media you can also see other sections that are not distributed by cities. The fact is that by clicking on the “expand” icon, you can see other sections, including: “Economy”, “Real Estate”, “Auto”, “Home”, “Curiosities”, “Leisure” and more. Although at first it seems that there are only sections for the cities of Ukraine [5, 106 p.].

The internet media contains photos and videos of well-chosen articles. All materials covered at a professional level. Proof of this are the articles, which we will consider.

So, under the heading "Khmelnyskyi" the 1st of October, 2021 you can see the material named "Announced the first sentences in Ukraine for forgery of covid certificates". In this article, journalists reported that the Zhovkva District Court of Lviv Region handed down the first sentences in Ukraine for forging Covid-19 vaccination certificates. As a resident of Ivano-Frankivs'k and a resident of Khmelnytskyi received fines for forging covid certificates and using them in an attempt to cross the border into Poland, on September 28, the Zhovkva District Court handed down two sentences for forging certificates. The first case concerns Anatoliy Ivantsiuk from the village of Babche in the Ivano-Frankivs'k region. The man found a form on the Internet about the vaccination with Pfizer vaccine with the details of the Ivano-Frankivs'k Regional Clinical Hospital, downloaded it to a computer and with the help of a special program entered his data and the data of his son. He also forged the doctor's signature on these certificates. And on September 15, Anatoliy Ivantsiuk tried to cross the border into Poland at the Rava-Ruska-Grebenne checkpoint and showed border guards a forged certificate. Border guards scanned the document and realized that it was fake. Anatoliy Ivantsiuk failed to cross the border, but was detained for forging documents. As you can see, the topic of the article is relevant [6, 262 p.].

The journalists successfully selected and covered the information at a high professional level [1, 74 p.]. Other articles in the internet media "Zaxid.net" are devoted to the following topics: "Ukrzaliznytsia has scheduled a high-speed train from Kyiv to Ternopil", "Another Ukrainian weightlifter wins gold at the European Championships in Russia", "In Khmelnytsky region after three weeks of coma died beaten teenager".

In the article "Ukrzaliznytsia has appointed a high-speed train from Kyiv to Ternopil", journalists said that "Ukrzaliznytsia" has appointed a branded high-speed train of the "Intercity" category on the Kyiv-Ternopil route [14, 206 p.]. It will leave Kyiv on July 2 and Ternopil on July 3. According to the press service of Ukrzaliznytsia, the train will depart from Kyiv daily at 4:41 p.m. and arrive in Ternopil at 10:47 p.m. It will also return daily at 4:00 and arrive in Kyiv at 10:03. The train will stop in Kozyatyn, Vinnytsia region, Vinnytsia, Khmelnytskyi and Volochysk, Khmelnytskyi region. In total, the train will run from Kyiv to Ternopil and on the way back in six hours [7, 672 p.].

As for the column "Lviv", among its materials are the following: "Oksana Liniv will become a musician director of the theater in Bologna", "The number of patients with coronavirus strains is growing in Lviv region "Delta", "Patients with covid can get oxygen concentrators from family doctors", "She died – Lviv artist Halyna Zubchenko", "17 centers will work in Lviv region this week vaccinations", "A memorial plaque in honor of Ivan Vakarchuk was unveiled in Lviv", "Veterans in Lviv, FC "Karpaty" and the team of journalists will play a charity match, "In Medenychi due to the explosion gas an elderly woman received burns" etc. It is worth noting that the number of patients with the strain is growing in the material named "In the Lviv Region coronavirus "Delta" journalists report that due to the rapid growth of patients with coronavirus Doctors and epidemiologists call on the residents of Lviv region to be more actively vaccinated and do it more antigen tests to make it easier to tolerate the disease and detect patients more quickly [2, 788 p.].

They also add that on Monday, October 11, during a press conference dedicated to spread of a new strain in the Lviv region, organized by the Ukrainian Medical Society and Diagnostic Center "MeDis", epidemiologist, doctor of medical sciences Natalia Vinograd reported that the Delta strain is much more aggressive than the common coronavirus, and it is its mutation became one of the reasons for the deterioration of the Covid-19 epidemiological situation in Ukraine and around the world [8, 144 p.]. Also in the material it is reported that: "The World Health Organization (WHO) has already officially strain "Delta" for several variants of epidemiological significance, so we need to talk about it specifically for a specific state and territory" [9, 315 p.].

As it became known from the article of journalists, another one the cause of the new wave of the virus was the migration of people, especially in summer. Powerful migration processes in Ukraine comes from the Russian Federation, as well as from the EU, Latin America and Asian countries [3, 125 p.].

Another article, named “Patients with OCD, can receive oxygen concentrators from family members doctors”, – it is noted that from Monday, October 11, residents of Lviv region can take oxygen concentrators from family doctors. Patients who have signed declarations with the family doctor, will be able to get hubs for free. After all, as noted in the material, oxygen concentrators is an important part of Covid-19 treatment in complex cases, and from their presence or absence often depends on the patient’s life. Given the current trend of increasing morbidity and increase number of cases of severe course, with the help of the state subvention 1520 oxygen were purchased hubs. Oxygen concentrators were distributed among medical institutions according to quantity signed declarations: those who signed more declarations received more hubs [10, 384 p.].

For example, a medical institution that signed between 1.115.000 and 113.500 declarations received 58 hubs, from 31.500 to 33.500 – 18, from 500 to 1000 – 1. Journalists also explained in the above article why oxygen concentrations are intended [15]. They were designed for use by patients under the supervision of family doctors who need oxygen therapy after correspondence from the hospital or discharge from the hospital, where it is shown that the patient needs oxygen therapy treatment [11, 117 p.].

In the article, named “In Lviv, veterans of FC Karpaty and the team of journalists will play Annual Match” reports that a charity football match for the Lviv Cup will take place at the Sokil Stadium in Lviv: before the match between the national teams of Ukraine and Bosnia and Herzegovina, veterans of FC Karpaty and journalists will play [12, 295 p.]. The purpose of the charity match is to help orphans who want to play sports. Children will receive a gift of professional football uniforms and sportswear gifts [13, 268 p.].

In the article entitled “In the Lviv Regional State Organization named the areas with the largest number of places to receive migrants” – journalists report that since the beginning of the russian invasion of Ukraine and the beginning of hostilities Lviv region has received 194 thousand internally displaced persons. 80% of them went abroad. Currently, 158.000 Ukrainians from other regions live in the region, not including those who stopped in the private sector and did not register. Lviv region is in dire need of additional places. In this article also is added that today the reserve of prepared beds can accommodate almost 17.000 people. However, some cities and districts have already exhausted their free places for accept migrants.

In the material was noticed: “Most free places for migrants are now in Yavoriv, Zolochiv and Lviv districts (4, 3 and 3 thousand, respectively). At the same time, Lviv, Drohobych, Stryy and Chervonohrad have almost exhausted their resources (no more than 10 % of free places for migrants). It is also said that the Regional Administration appeals to the heads of enterprises, institutions and organizations to help equip additional places for people who managed to escape from the combat zone through the organization of humanitarian corridors.

In the article entitled “As a result of the shelling of a dormitory in Chernihiv killed three children” journalists notice that, as a result of the shelling of a dormitory in Chernihiv killed 5 people, 3 of whom – children. Earlier it was reported that one person was killed and one injured. Russian troops destroyed a 9-story dormitory in Chernihiv. Then the body of one dead and one wounded was found under the rubble.

According to the State Emergency Service of Ukraine, 5 more people, 3 of them children, were found from the rubble of the house. In particular, two twins and a 12-year-old girl, as well as their parents, died under the rubble. Also was remind that from attacks by military of the Russian Federation in Chernihiv 10 people were lost. The invaders fired on a line of people standing for bread in one of the city’s dormitories. The shelling killed 10 civilians.

And in the article – “Logistics during the war” journalists write that with the beginning of hostilities, Ukraine had to face the russian regular army. Open confrontation with Russia has become a serious challenge for our country, which requires the overall consolidation and optimization of all social processes. And one of the most important points to pay attention to is the reformatting of logistics. The beginning of hostilities did not come as a complete surprise to Ukrainians and the Ukrainian authorities. It is impossible to say that everything is bad in the supply of troops and the population, but there are problems, and they

are quite serious. To solve them, we need not only to receive military equipment, humanitarian and financial assistance, but also to build the economy for military needs and use our strengths, including a strong volunteer movement and the experience of successful business structures. Optimization of logistics is the second problem after the conduct of hostilities, which is vital for the survival of our state.

Logistics optimization requires addressing a number of clear issues that can be addressed through some proven mechanisms. There are many specialists in Ukraine who have worked in the field of freight transportation and have extensive experience in managing these processes. The principle on which they work is as follows: there is a truck that must deliver the goods. This cargo does not take up all the cargo space. Then another cargo is sought from another customer or customers, and so the delivery of goods becomes much cheaper. In the case when the truck is one-way loaded and the other way empty, it would be logical to find a load that needs to be delivered in the opposite direction. This principle in the delivery of goods should be brought to the national level. In this way we will get fuel savings and less traffic.

In the material named "World culturally abolishes Russia Recently", journalists say that there was a slight international embarrassment in Poland: Matteo Salvini, an Italian senator and member of the humanitarian mission of the Italian parliament, arrived in the city. He came to meet with Ukrainian refugees, most of whom come to the border town of Przemyśl, to support them morally, to learn about their needs and wishes. Journalists added that it's usual situation of expressing Western concerns. And all would be nothing if we forgot for a while about Salvini's party and political views, his moral priorities, and most importantly – previous statements about Russia and Putin. Until recently, Matteo Salvini was Italy's deputy prime minister and interior minister as the leader of the far-right League, famous for its xenophobic stance and intolerance of migrants. But that's not all, Salvini was a major supporter of the Kremlin in Italian politics. He bragged about being Putin's "friend" and proudly posed a photo in Red T-shirt with a portrait of the Russian dictator. He most of all shouted among European politicians about the need to establish good relations with Moscow, lifting sanctions on Crimea and Donbas. Who didn't forget all this to the leader of the "League", – the mayor of Przemyśl Wojciech Bakun. During a joint press conference with an Italian guest near the refugee reception center, Bakun, like a skilled magician, took a T-shirt with a portrait of Putin and the inscription "Army of Russia" from his pocket and noticed: "I have a personal message for Mr. Salvini. I have a present for him, I would like the senator to go to the border or to one of the refugee centers in this T-shirt. I do not respect you, Senator. At the border or at checkpoints, you would see what your friend Putin did. What did the person you call your friend to those people who cross the border every day for 50.000".

In the article "Russia Defeats in Ukraine" it is said that Ukraine will win unequivocally in the war with Russia and this will save the world from the decline of global democracy. It is also noticed that renowned American philosopher and economist, professor at Stanford University Francis Fukuyama published an article in the journal "American Purpose", where he predicted the end of the war in Ukraine. By the way, ZAXID.NET translated an article by Francis Fukuyama into Ukrainian. So, Francis Fukuyama says: "I am writing this from Skopje, Northern Macedonia, where i have been for the past week teaching one of our courses at the Academy of Leadership for Development. During the war in Ukraine, nothing has changed here in terms of available information, except that I am in the neighboring time zone and that Putin is more supported in the Balkans than in other parts of Europe. This is thanks to Serbia, because it broadcasts "Sputnik". He noticed that he will make some predictions about war in Ukraine. The first what he describe was the variant of future finish war – means that Russia is heading for complete defeat in Ukraine. Russia's plan was incompetent, based on the mistaken assumption that Ukrainians were sympathetic to Russia and that their troops would surrender immediately after the invasion. This is clear from the fact that russian soldiers took with them a parade uniform for the Victory Parade in Kyiv, and not additional ammunition and rations. Putin has now joined most of his military in the operation – and there are no longer huge reserves of forces he could use to confront. Russian troops are stuck outside various Ukrainian cities, where they face huge supply problems and constant Ukrainian attacks.

The second thing which Francis Fukuyama notice is that the collapse of their situation can be sudden and catastrophic, rather than slow due to the war of attrition. The army in the field will reach the point where it will not be able to supply or take anything out of it, and morale will evaporate. So it will be at least in the north; the russians feel better in the south now, but it will be difficult to maintain these positions if the north collapses and there is no possible diplomatic solution to the war. There is no compromise that would be acceptable to both Russia and Ukraine, given the losses, which they have suffered so far.

Later in his material, Francis Fukuyama said that The Biden administration's decision not to declare a no-fly zone or to help transfer Polish MiGs was the right one; they held their heads during a very emotional period. It is much better for the Ukrainians to defeat the russians on their own, depriving Moscow of the excuse that NATO attacked them and avoiding all obvious possibilities of escalation. In particular, Polish MiGs would not significantly strengthen Ukrainian capabilities. Much more important is the continuous supply of Javelins, Stingers, TB2, medical supplies, communication equipment and information exchange. He assumed that Ukrainian forces are already under the control of NATO intelligence, which operates outside Ukraine.

Also in this article is noticed that the price that Ukraine pays is, of course, huge. But the greatest damage is caused by missiles and artillery, with which neither the MiGs nor the no-fly zone can do anything. The only thing that will stop the massacre is the defeat of the russian army on the ground. Putin will not survive the defeat of his army. He receives support because he is considered a strong man and what can he offer when he demonstrates incompetence? Need also to notice that the invasion has already done enormous damage to populists around the world, who unanimously expressed sympathy for Putin before the attack. These are people like Matteo Salvini, Jair Bolsonaro, Eric Zemmour, Marin Le Pen, Victor Orban and, of course, Donald Trump. The policy of the war showed their openly authoritarian tendencies. And also in this article was noticed that this war was a good lesson for China. Like Russia, China has created seemingly high-tech military forces over the past decade, but they have no combat experience. The pathetic work of the russian Air Force is likely to be repeated by the Air Force of the People's Liberation Army, which also has no experience in managing complex air operations. We can hope that the Chinese leadership will not deceive itself about its own opportunities, as the russians have done, when considering a future move against Taiwan. Taiwan must wake up to the need to prepare for the struggle, as the Ukrainians did, and resume military service. And the last thing which the author submitted in the article was opinion that russia's defeat will make possible a "new birth of freedom" and save us from the decline of global democracy and need to say thanks to the large number of brave Ukrainians.

The article named "The worst is behind" says that the worst that could happen in this story of war is the successful blitzkrieg of the russian aggressor and the rapid defeat of Ukraine. Thanks to which the enemy planned to seize Ukraine almost without a fight, kill its leadership or force it to a shameful surrender. But Putin miscalculated because he thought that the Ukrainian state did not exist, and that the Ukrainian nation was another fabrication of the world's "Russophobes". He made mistakes not only in the assessments of Ukrainians, but also exaggerated the importance of multibillion-dollar infusions into the formation of a subversive anti-Ukrainian network, both in the West and in Ukraine itself. It turned out that Ukraine and Ukrainians are able not only to confuse the cards, but also to break all possible and impossible scenarios of changing the world order.

Putin has not learned the lessons of the war that began in 2014. He underestimated the potential of Ukrainians and their desire for freedom and devotion to universal values, so he lost at the very beginning. He overestimated the power of evil and the prevalence of the desire for enrichment and profit at any cost. He was well acquainted with the shortcomings of the mercantile Western system, was confident in the corruption of world elites, including the old Ukrainian. He could calculate the algorithm of their actions after the most brutal violations of international law and human rights. He hoped that the world would continue to calculate the benefits of trading in absolute evil. That the consumer Western world has no moral and ethical principles left. And here he also miscalculated, because there is a limit to everything.

In this article journalists say also that it turns out that Putin hoped to seize Ukraine in a flash and enter into negotiations with the disoriented collective West on his own terms. Following the disgraceful behavior of the Euro-Atlantic Alliance towards Russia's aggression against our sovereign state, it can be predicted that NATO would not dare to defend even its small countries. Under the pressure of the nuclear threat, it would "surrender" them one by one, increasingly fueling Russia's aggressive appetites.

It's a pity, but it seems that Western countries also had no other scenario than the one imposed by Putin. It seems that they were preparing only in case Russia left directly for the borders of NATO countries. They did not believe in Ukraine and only at the last moment began to supply high-precision weapons and share intelligence. Perhaps, hoping that the Ukrainians will be able to exhaust and weaken Russia's military potential to some extent. This is confirmed by the fact that they, knowing full well about the aggressiveness of Putin's intentions in supplying weapons, resorted only to cosmetic sanctions against a potential aggressor, about this journalists say in their material named – "The worst is behind". Journalists also say that need to recall that even the notorious "North Stream – 2" was frozen only after Russia's attack on Ukraine. And tangible sanctions against it were imposed only after Ukrainian cities and villages were set on fire by the Russian aggressor. When millions of refugees moved to the western borders. When the blood of children and innocent people was shed.

Publicists also noticed that due to its procrastination, evasion and refusal, the West is also responsible for blood and destruction, for suffering and death in Ukraine. The cynical claims that they will defend every inch of land, but only NATO countries, at a time when Ukraine is bathed in blood, are nothing more than cowardice and shifting risks to younger members of the Alliance. Proof of this is the shameful story of the unwillingness to close the skies over Ukraine and the non-transfer of Polish fighters to it. Journalists add that in this story, Poland looks more responsible and mature than the United States. Because this is exactly what they want to put under attack Poland, exposing it in case of Russian aggression and hiding behind it. They are trying to shift the blame on the Poles, knowing full well that Putin is even ready to launch a nuclear strike on Poland. All these examples show that the collective West continues to fear Putin and that his calculations, unfortunately, did not include heroic Ukrainian resistance.

But Ukraine surprised everyone. To some extent, maybe even itself. Because after many years of cultivating divisions on linguistic and historical grounds, digging deep ditches between the regions, Ukrainians were able to instantly unite and begin a surprisingly worthy defense. Ukraine has enough strength not only to stop the enemy. Its unprecedented struggle against the external enemy showed the monolithic unity and consolidation of the Ukrainian political nation. It has demonstrated to Russia and the world what a small state can do in its desire to preserve its sovereignty and dignity.

But pride, arrogance and deception are bad guides. Terry propaganda was so popular with the Russians that they believed in it themselves. They believed that for the billions of dollars invested in forming networks of traitors, there would be people willing to meet the occupiers with bread and salt and flowers. For years, Russia has invested huge sums in its fifth column, in disgusting propaganda, trying to present Ukrainians as Nazis and fascists. It is not without reason that Minister Lavrov, who was pressed against the wall by Western journalists, did not name any evidence of Nazi propaganda in modern Ukraine, except for gossip about torchlight campaigns.

Russia has spent countless amounts of money on things that did not really exist. It turned out that a handful of pro-Russian recipients of Russian money only did what they wanted to paint a picture of the Kremlin. She claimed that Kharkiv, Mykolaiv, and Odesa only dreamed of the arrival of Russians. And when Russia clearly demonstrated the example of puppet "DPR/LPR" with which "gifts" it is going to come to Ukraine, even the most loyal to the ideas of "Russian measure" adherents stole money and ran away. And now, after Russia's crimes against the Ukrainian people, it has long been hated and cursed by Ukrainians.

In this material it is said also that looking at the current situation in Ukraine with bombed cities, huge losses, refugees, with the enemy invasion, with no visible prospect of closing the Ukrainian sky to the enemy, may get the impression that the situation is critical. Yes, the situation is serious and threatening.

But let's look at the plans of the aggressor, their result? Ukraine should no longer exist at all. Russia should now dictate its terms to a fragile and soft-spoken West. And if Ukraine fell, there would be no sanctions, because Western countries would quickly find justification for new agreements with Putin.

Journalists in this article add also that in fact, Ukraine has achieved a real feat. And so the worst that could have happened to her is over. She defended her right to independence. Ukraine continues to defend itself and forces the West to take more active and principled actions. She confront the fact to the Western countries, to stand in solidarity against the world evil – Russia. In fact, it returns a direct meaning to universal values. Thanks to its courage, resilience and principledness, Ukraine shows a new quality of politics. Demonstrates to the nations the need to change their elites and radically restructure international security structures. And in the end of this material was noticed that there is no doubt that Ukraine will win, through the solidarity of the forces of good and international support, they ensure our success and prosperity, – Ukraine has no other perspective.

Conclusions. So, we can conclude that the journalists of the internet media “Zaxid.net” very good distribute rubrics by cities, if a person wants to read about his or her or another city, she/he just has to choose a city – and then she/he can find what she needs and also by clicking on detailed version of the rubrics – to see news, - on topics that are closest to her/his heart [4, 204 p.].

Journalists-publications cover the Internet data, for information select good pictures and present materials concisely and professionally. It is worth adding that now in “Zaxid.net”, as well as in other Internet media, and even in all other mass media, – you can find a lot of information about coronavirus, its shields and vaccination, which is justified the most pressing issues not only in Ukraine but also around the world today. Especially high quality and at a high professional level, journalists provide information about the war in Ukraine, which allows the Ukrainian people to navigate the real situation in the country.

References

1. Balaklytskyi M. A. Essays as an artistic and journalistic genre: methodical materials for students majoring in “Journalism” / Balaklytskyi M. A. Kharkiv: KHNU imeni V. N. Karazina Каразіна, 2007. - 74 p.
2. Bell D. The coming post-industrial society. Experience of social forecasting / per. from English / Daniel Bell. ed. 2nd, rev. and additional. Moskva: Academia, 2004. CLXX. 788 p.
3. Bogomolova N.N. Social psychology of press, radio and television / N. N. Bogomolova. Moskva: Publishing House of State University, 1991. 125 p.
4. Borkovskyi O.I. Ukrainian journalism on aphids (history, democratic progress, new tasks)/O. Borkovsky, S. Siropolko; for red. K. Kostev and G. Kosharinskogo. Munich : Ukrainian State Technical and State Institute, 1993. 204 p.
5. Burdie P. O. Television and journalism / per Bourdieu. Moskva : Pragmatics of culture, 2002. 160 p.
6. Weischenberg Z. News of journalism : navch. posib. / Sig-fried Weischenberg. Kyiv: AUP, 2004. 262 p.
7. Vachnadze G. N. World television: New media – their audience, technology, business, politics / G. N. Vachnadze. Tbilisi: Ganatleba, 1989. 672 p.
8. Vladimirov V. M. Fundamentals of journalism in concepts and comments: textbook. Allowance / V. M. Vladimirov. Lugansk : VUGU Publishing House, 1998. 144 p.
9. Gates B. The road to the future / Bill Gates; per. from English. Moskva : Dialogue-Nauka, 1997. 315 p.
10. Getmanets M. F. Modern dictionary of literature and journalism / Getmanets M. F., Mikhailin I. L. Kharkiv: Prapor, 2009. 384 p.
11. Gorokhov V. M. Fundamentals of journalistic mastery V. M. Gorokhov. Moskva: Higher. school, 1989. 117 p.
12. Grygorash D. S. Journalism in Terms and Virazes / D. S. Grigorash. Lviv: Vishcha school, 1974. 295 p.
13. Zdorovega V. Y. Theory and methodology of journalistic creativity: assistant / Volodymyr Zdorovega; 2nd view., Rev. and additional. Lviv: PAIS, 2004. 268 p.
14. Kvit S. M. Masovi komunikatsii podruchnik / Sergey Kvit. Kyiv: VD “KMA”, 2008. 206 p.
15. Official site of Internet media “Zaxid.net”. URL: <https://zaxid.net/>.
16. Kashuba H. Ukrainian internet-media : communication and linguistic and law aspects// Visnyk natsionalnoho universytetu imeni Ivana Franka. Lviv, 2004. 474–480 p.

17. Kolesnikova M. M. Merejevi ZMI-osnovni grupy, vydu I formy yih functionuvannia // M. Kolesnikova. Vydannia "Internet". 2000. № 5(33) : rejym dostupu [Electronic resource] : <http://www.relga.rsu.ru/n35/net35.htm#5>.
18. Marel Holynski. Internet- smietnik kultury czy nowy obraz swiata? //Czlowiek i media. Warszawa, 2001, p. 33.

Юліана Казімова

ОСОБЛИВОСТІ МАТЕРІАЛІВ ІНТЕРНЕТ-ЗМІ "ZAXID.NET"

У статті досліджуються особливості висвітлення матеріалів в інтернет-ЗМІ "Zaxid.net".

Це питання актуальне, оскільки журналістам необхідно знати, як готують свої матеріали сучасні ЗМІ, які теми вони обирають для висвітлення. Зазначимо, що інтернет-ЗМІ "Zaxid.net" має розподіл рубрик за містами України (за назвами міст) та за висвітленням (спорт, медицина тощо). Усі матеріали журналісти викладають на високому професійному рівні, обирають актуальні теми для висвітлення.

Необхідно відзначити, що вдалим прикладом великої різноманітності рубрик є інтернет-ЗМІ "Zaxid.net". У кожному заголовку цікаво висвітлено інформацію. Інтернет-ЗМІ "Zaxid.net" складається з таких рубрик: "Львів", "Івано-Франківськ", "Тернопіль", "Волинь", "Закарпаття", "Чернівці", "Рівне", "Економіка", "Нерухомість", "Авто", "Дім", "Курйози", "Дозвілля" тощо. Заголовки із назвами міст містять поточну інформацію про кожне місто. Інші ж рубрики містять інформацію на дуже різні теми, такі, як життя, політика, уряд тощо.

Хорошим прикладом журналістських матеріалів є стаття під назвою – "Укрзалізниця призначила швидкісний потяг з Києва до Тернополя", в якій журналісти повідомляють, що "Укрзалізниця" призначила фірмовий швидкісний поїзд категорії "Інтерсіті", маршрут Київ–Тернопіль. Також додали, що з Києва він вирушатиме 2 липня, а з Тернополя – 3 липня. Як повідомляє прес-служба Укрзалізниці, потяг відправлятиметься з Києва щодня о 16:41. та прибуватиме до Тернополя о 22:47 год. Він також повертатиметься щодня о 4:00 і прибуватиме до Києва о 10:03. Поїзд зупинятиметься у Козятині Вінницької області, Вінниці, Хмельницькому та Волочиську Хмельницької області. Загалом, потяг курсуватиме з Києва до Тернополя та в зворотному напрямку шість годин.

Ще одним вдалим прикладом роботи журналістів "Zaxid.net" є стаття під назвою "Логістика під час війни", в якій журналісти пишуть, що з початком бойових дій Україні довелося зіткнутися з російською армією. Відкрите протистояння з Росією стало серйозним викликом для країни, що вимагає загальної консолідації та оптимізації всіх соціальних процесів. І один з найважливіших моментів, на який потрібно звернути увагу, – це переформатування логістики. Журналісти додають, що початок бойових дій не став повною несподіванкою для українців та української влади. Не можна сказати, що з постачанням військ і населення все погано, але проблеми є, і вони досить серйозні, для їхнього вирішення потрібно не лише отримувати військову техніку, гуманітарну та фінансову допомогу, а й будувати економіку на військові потреби та використовувати переваги, зокрема потужний волонтерський рух та досвід успішних бізнес-структур. Оптимізація матеріально-технічного забезпечення – друга проблема після ведення бойових дій, яка є життєво важливою для виживання Української держави.

Отож, із вищенаведеного видно, що журналісти цього видання чітко висвітлюють дані, до інформації підбирають гарні фотографії та викладають матеріали лаконічно та професійно. Особливо якісно та на високому професійному рівні журналісти подають інформацію про війну в Україні.

Ключові слова: тематика матеріалів, специфіка висвітлення інформації, сучасні журналісти.