

## Address from the Editor-in-Chief

### Dear Reader!

The completion of work on the second issue of our biennial "Ukrainian Information Space" with the chronology 2(16) for the current year coincided with the month-long scientific internship of the author of these thoughts at the Ukrainian Free University in Munich. This sacred educational and scientific institution for the world Ukrainian community was moved from Prague to the middle of Europe in the full swing of World War II. Founders and guardians took care in advance to protect it from the influence of the "russian world" and to ensure the further gait of Ukrainian science and education independent of political impact in the free Western world.

In view of all this, it is appropriate to begin my Preface to the latest issue of UIS precisely with the German context.

During close communication with the colleagues who are directly related to teaching journalism or its direct creation, I never once heard theses about the so-called "extinction of the press" and the "decline of print journalism", to which both researchers and ordinary readers are already accustomed in Ukraine. Unfortunately, there could be noted artificially created conditions, mostly of economic and legal nature, when in a short period of time a significant segment of printed periodicals gradually disappeared from the media market. This especially applied to main and regional newspapers. More or less, the local press is still surviving.

In the West, the press is definitely not dying out. It is stably holding its positions, peacefully coexisting with other types of media. Of course, it is losing to network competitors in efficiency, but still it is winning the main issues, such as analytics and journalism. In the West, high-quality journalism is trusted. Independent of money bags of oligarchs or the levers of power influence, high-quality journalism has always been, is, and will be in demand in truly democratic societies.

Thus, only in Munich, there are few newspapers published consistently. This is the daily "Süddeutsche Zeitung" with the highest circulation in Germany. Addi-

tionally, “Münchener Merkur” is a daily publication, which also has a popular daily supplement TZ (Tages Zeeitung). “Hallo München” reaches a wide range of its readers weekly. The volumes of such publications range from 24 to 48 columns. The content is usually divided into several thematic blocks, namely: politics, culture, sports, advertising. In the post-Soviet sense, there are no newspaper booths. Instead, at almost every public transport station, in crowded places (even in rural areas), there are peculiar personalised newspaper “ATMs”. In the morning, they are filled with fresh issues. To get a copy, you need to insert the appropriate coin. Usually, the price of a copy of a daily with 24–48 columns is from one and a half to three Euros. All these newspapers are published in colour. Journals are also sold through similar “ATMs”.

In the section “Current Issues of the Ukrainian Information Space”, an exquisite topic is the russian-Ukrainian war in the mirror of the German-speaking press, submitted by Lviv scientist and journalist critic Ihor Sklenar. The field of professional observation included mainly analytical publications on the “hot” problem of two well-known newspapers in Western Europe, such as Hamburg’s “Der Spiegel” (Germany) and Zurich’s “Neue Zürcher Zeitung” (Switzerland). The main positive result of this analysis is an objective change in ideologems of German-language journalism on the Ukrainian issue: from the “conflict in the East” (this was the case in publications until February 2022) and to the concept of “full-scale war in Ukraine”; from a detached and informative chronicle of events and to an objective, deeply analytical highlighting of this unrighteous war for Ukrainians.

To conclude the topic of international journalism, I draw attention of the journal’s readers to the article by a young researcher from Kyiv, Volodymyr Malinin, “Foreign Media Corporations under Western Democracy...”. It is about the history of the two-hundred-year success of the the Bonnier Corporation as the largest Swedish media monopolist. The experience of the Swedes can be both interesting and exemplary. After all, taking into account historical circumstances, we cannot boast of the longevity of even one or two periodicals.

The war theme of modern Ukrainian journalism is a subject of an article by Ivano-Frankivsk researchers Iryna Kopystynska and Ruslana Savchuk. Their field of scientific studies is the genre and thematic peculiarities of regional television programmes, which are broadcast by local student journalists. This topic is supplemented and expressed with interesting examples and conclusions regarding violations of journalistic standards during the war time by Chernihiv media workers Alla Biedna. Given its relevance, we present this article in the English language.

The journal’s editorial board remains faithful to the theme, which should become a fundamental priority of the state information policy in view of russia’s attempts to “denazify” Ukrainians, that is, to deprive them of their historical roots in issues of national identification. From this perspective, it

views the corpus of publications by Vasyl Koroliv-Staryi, virtually unknown in Ukraine, in the monthly journal "Ridna Mova" edited by Ivan Ohienko in Warsaw. For the first time, Ivan Zabiaka introduces into scientific circulation valuable information about one of the best examples of regional literary periodicals, such as the almanac "Vitriak" of the former district centre of Talalaivka in the Chernihiv region. Also for the first time, Oleh Honchar offers to find parallels with the present in the features of training personnel for printing houses and publishing houses in Galicia, which emerge from the pages of the newspaper "Czcionka" (1872).

In this issue, we continue the discussion started two years ago about disturbing tendencies in Ukrainian genreology. Ihor Zots, our regular author and an editor-in-chief of the all-Ukrainian weekly "Slovo Prosvity" draws attention of journalists to the once popular genre, which is now disappearing, such as Press Review. Lyubov Vasylyk, a professor from Chernivtsi, reveals interesting trends in investigative journalism. In turn, Valentyna Halych, a professor from Rivne, claims that a conversation with a monument is a type of interview that has long been popular in the West in our journalism.

The section "Advertising and Public Relations" is distinguished by two publications that are significant in terms of relevance and level of scientific writing. They are about the positive aspects and threats in this sphere of artificial intelligence. A young researcher from KNUCA Ihor Parfeniuk presents to his colleagues the results of his scientific studies on the features of using AI in the artistic educational environment, and Oksana Tur and Viktoriia Shabunina – in social media.

The section "Information, Library and Archival Studies" turned out to be short in this issue. However, its topic is relevant – problems of implementing electronic document management in the library sphere under conditions of a constant growth in the volume of digital data. The research was conducted and its results are shared by scientists from the National Forestry University of Ukraine.

We take into account one more tradition of the national scientific periodicals – the stability of the "Reviews, Presentations, Announcements" column. We usually draw attention of specialists to new books, the authors of which are authoritative journalists of Ukraine. This time, the exemplary book of journalism is presented by a talented journalist and writer Halyna Datsyuk "The Light Returns", which is reviewed by the no less talented journalist and poet Lyubov Holota.

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Editor-in-Chief  
of "Ukrainian Information Space"