INNOVATIVE JOURNALISM

AND TO BE ABLE TO IN CONVERGENCE CONTEXT: NEW INFLUENCE FORMATS IN CONTEXT MODERN MEDIA

PERIODISMO INNOVADOR Y PODER EN CONTEXTO DE CONVERGENCIA: NUEVOS FORMATOS DE INFLUENCIA EN CONTEXTO MEDIÁTICO MODERNO

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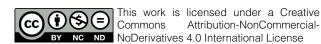[3] Ivan Franko National University of Lviv, Ukraine.
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ABSTRACT

The article focuses on Internet media resources related to sociopolitical issues, analyzing their development through diverse methodological perspectives. One of these is the personal approach in journalism, which highlights subject-to-subject interaction as well as the emotional and value-driven dimensions of communication. Additionally, the dialogical approach emphasizes the communicative essence of content and its educational outcomes, while the competency-based approach is directed toward strengthening graduates' reflective and adaptive abilities in uncertain or extreme contexts. The study applies a wide range of research methods, including theoretical analysis of psychological, pedagogical, scientific, and normative literature, interpretation, comparison, hypothesis formulation, and pedagogical modeling. Empirical methods such as observation, interviews, activity analysis, and tools for measuring communicative self-efficacy are also employed. Statistical techniques support the analysis, including descriptive statistics, Fisher's F-test, Student's t-test, and Fisher's angular transformation. The article traces the historical mediatization of politics through the press, radio, television, and the Internet, emphasizing the distinctive features of power mediatization within globalization, convergence, and demassification. It explores the interaction among digital media, information technologies, and innovative journalism in processes of sociopolitical democratization in Ukraine. Furthermore, it examines the transformation of political information in the information society, the redefinition of boundaries in political science, and the shifting nature of political life. Finally, the study highlights convergent communication practices, new formats of online interaction, and the technological, content, and genre characteristics of digital resources associated with political parties and movements, underscoring the Internet's potential as a key channel for disseminating political information to society, politicians, and journalists.

RESUMEN

El artículo examina los recursos mediáticos de Internet en el ámbito sociopolítico, considerando su desarrollo a partir de distintos enfoques metodológicos. Destaca el enfoque personal en el periodismo, que enfatiza la interacción sujeto-sujeto y los aspectos emocionales y valorativos de la comunicación; el enfoque dialógico, que resalta la esencia comunicativa de los contenidos y los resultados educativos; y el enfoque por competencias, que busca fortalecer en los egresados la capacidad reflexiva y adaptativa frente a contextos inciertos o extremos. Para ello, se emplea un conjunto amplio de métodos de investigación, entre los que se incluyen el análisis teórico de literatura psicológica, pedagógica, científica y normativa, así como la interpretación, comparación, formulación de hipótesis y modelación pedagógica. También se aplican métodos empíricos como observación, entrevistas, análisis de actividades y herramientas de medición de la autoeficacia comunicativa, complementados con técnicas estadísticas como la estadística descriptiva, la prueba F de Fisher, la prueba t de Student y la transformación angular de Fisher. El estudio describe la mediatización histórica de la política a través de la prensa, la radio, la televisión y el Internet, poniendo énfasis en las particularidades que adquiere el poder mediático en el marco de la globalización, la convergencia tecnológica y la desmasificación de la comunicación. Asimismo, analiza la interacción entre medios digitales, tecnologías de la información y periodismo innovador en los procesos de democratización sociopolítica en Ucrania. Finalmente, examina las prácticas comunicativas convergentes, los nuevos formatos de interacción en línea y el potencial de la red como canal fundamental para la difusión y transformación de la información política.

Palabras clave: Información sociopolítica, Tecnologías de red, Periodismo, Mediatización, Convergencia.

INTRODUCTION

The relationship between journalism and government in Ukraine has a long history, to a certain extent reflecting the global trends of this symbiosis. However, qualitative changes in the modern media sphere, predetermined by its technological transformations, such as computerization, digitalization, development of the global Internet, etc., have now significantly increased the relevance of this topic.

This is also facilitated by the intensive development of cable, satellite and Internet television, as well as the ever-expanding capabilities of computer communications and mobile telephony, which allow us to talk about the presence of new mass media. Their existence is recognized by society both de facto and de jure, since the demands of the widest audience for high-quality and timely information have largely contributed to the fact that technical achievements in the field of communications formed the basis of new information and communication systems.

According to researchers:

only those technical innovations that meet the needs of society for stability, integration and efficient production, which allow us to keep threats to this stability under control, that is, various conflicts and deviations from the norms accepted in society, will be able to survive and prosper. (Quandt & Singer, 2009).

Therefore, scientists increasingly talk about the emergence of "new media", which differ from traditional ones in such qualities as, first of all, decentralization. It lies in the fact that the offer and choice of media is no longer determined exclusively by information providers. Also called high bandwidth, which is achieved by the fact that signals are transmitted via cable and satellites. This allows us to overcome the strict limitations inherent in broadcasting. Of course, interactivity, when the audience has the opportunity to choose information and exchange it directly. All this demonstrates the flexibility of the form, content and use of information. A modern media space is being formed, which is characterized by such specific properties as hypertext, multimedia, simultaneity, providing new opportunities for communication between journalism and government.

This explains the fact that today "new media" are penetrating deeper into the life of modern society, changing the usual process of disseminating information and organizing communication.

In these conditions, the government is increasingly beginning to use media resources, and, above all, network ones. At the same time, the interaction of journalism and power as a result of the development of information technologies has already led to two clearly expressed phenomena. The redefinition of politics, according to many researchers, occurred as a result of a complex and ambiguous process of penetration of the political field into the media, as a result of which "there is a movement of political meanings from the real area to the virtual, media area" (Larrondo et al., 2016).

This allows us to talk about the mediatization of power in the conditions of the modern media space as a new paradigm for the development of relations between journalism and power. Researchers Salaverría et al. (2012) and others, who were the first to substantiate the phenomenon of mediatization of power, noted that it is characterized not so much by the "development of political programs", the impact of which is perceived as something more important than real politics, as by the "formation of the political-journalistic field", which is the core of information policy. This symbolic field is a place of continuous struggle for the right to create reality, to concentrate the audience's attention on socio-political topics, to adjust it in the "agenda", and ultimately, for the power of the media field.

This feature of the mediatization of power was and is the most pressing problem of the interaction of power and journalism, an objective reflection of the political system.

The contradictions of social existence as a result of the interaction of opposing processes and tendencies are recognized by journalism as problems of socio-political practice. Socio-political topics have always been one of the leading subject areas in journalism. In fact, the mass media were a field for posing, reflecting, and searching for solutions to problems of the socio-political life of society. The media have always been presented as an open and equally accessible forum of the public sphere - a place for interaction of public and private interests.

It is quite obvious that in the conditions of virtual space, socio-political information broadcast by the network changes significantly both in form and content. "New media strengthen the creator of information in the communication process due to the ability to precisely target messages and adapt them in accordance with the specific interests and life experience of their audience."

The example of socio-political topics as network content clearly shows those trends that are most clearly expressed under the influence of new media. We are talking about convergence, conglomeration, globalization and demassification. Researchers believe that:

their interdependence, interweaving have a non-linear dialectical nature. Accelerating and expanding scientific and technological progress blurs the boundaries between different media. Giant corporations with subversive interests buy up book publishers, newspapers, magazines, radio and television stations, satellite and cable services, Internet providers. This tendency toward conglomeration on a global scale is accelerating. Two other (in some cases opposite) tendencies are the continuing search for an audience that is simultaneously expanding and narrowing in interests. (Grassegger & Krogerus, 2017).

At the same time, the collapsing monopoly of power on socio-political information creates a situation that affects both the consumer of information and its creator - the journalist - to varying degrees. This poses new challenges for researchers. "Studying cinema as an art form, journalism as a craft, or television as an instrument for changing society, they proceeded from a hierarchical model of communication, when information spreads in one direction - from source to receiver, from a knowledgeable professional to a pliable audience.

Now scientists have to deal with social, cognitive and economic aspects of communication along with traditional media problems.

Moreover, the emphasis on the consumer of information does not diminish the role of a professional journalist. On the contrary, the demand for professionalism in all areas, in this case specializing in socio-political topics, is growing significantly. Moreover, with the advent of the network, journalists have received a completely new means for realizing their professional purpose, free from the limitations inherent in traditional media. The Internet, focused on dialogue, interactivity, which has opened up the paths for the development of innovative journalism, is increasingly becoming an area of meaningful interaction with the audience, requiring a change in the form and content of socio-political topics. A journalistic product of socio-political topics, due to the hypertextual nature of the network, should be structurally similar to modern reality.

It can be argued that today the media Internet space is already an ideal platform for political discourse, free commentary on the "agenda" (Bakir & McStay, 2018). The timeliness of theoretical understanding of the listed processes is today the most urgent task and a necessary condition for the civilized development of new media.

Thus, the state of the relationship between journalism and power in new virtual realities, in the context of socio-political topics, allows us to say that the study of these relationships has not yet become a developed and generally accepted direction of scientific analysis, but exists more as a research perspective.

The delayed theoretical understanding of these processes does not contribute to their practical implementation. Moreover, the insufficiency and disintegration of the conceptual development of information spatial phenomena in the new media environment leads to significant negative consequences. Taken together, these circumstances form a problematic situation that brings to the forefront the need to study it, which is the essence of the scientific analysis in this work.

The range of scientific studies examining the relationship between journalism and government at all stages of our country's development is quite wide. But their number has increased significantly in recent years, since, on the one hand, journalism itself has undergone serious qualitative changes, and this is of serious interest not only to theorists in the field of media, but also to specialists in related fields of activity.

On the other hand, the government itself has begun to more actively shape its information policy, which has led to an intensification of the study of this phenomenon. Thus, the topic of mediatization of political processes carried out by the government and the inclusion of mass media in it has emerged and is being actively developed in the research literature. Of greatest interest in this block are the works: Bakir (2010); Chouliaraki (2013); García-Avilés et al. (2023); Larrondo et al. (2016); Quandt (2008); Sixto-García & López-García (2023); and Tameling & Broersma (2013).

Work on information policy carried out by various branches of government is organically linked to research in the field of journalism and mass communications, which provide a picture of the functioning of traditional and new media in modern society. These problems are revealed in the works: Erdmann et al. (2016); Grassegger & Krogerus (2017); Johnson (2023); Lischka et al. (2022); Mellor (2024); Swart et al. (2022); Van Krieken & Sanders (2019); and Yang (2024). In general, the authors' studies examining various aspects of the relationship between journalism and government are presented by: a generalization of empirical data on the impact of the media, the promotion of political media images created by them, as well as an analysis of their perception by various audiences; and the construction of models that display the content and trends in the development of information and communication processes of influence and interaction of political actors at the level of the political system and society as a whole. Moreover, there is a clear preponderance of research in favor of the information impact of media on the audience. Less importance is given to the development and mastering of discursive practices focused on socio-political topics, the essence of which is the interaction of journalism and government in the context of a new virtual environment. In this sense, the Internet should be considered a communication of interaction that has acquired subjectivity, that is, the implementation of a number of functions that allow for a public dialogue.

Thus, in modern scientific literature the topic of the relationship between journalism and power is designated by several vector approaches, the result of which can be considered the emergence of a whole layer of research devoted to the information policy carried out by government structures, on the one hand, and the mediatization of power itself, on the other. The scientific community is also interested in the modern media environment, which has forced it to rethink the nature of theoretical research itself. The authors, who have risked being the first to solve this complex problem, in their works provide an analysis of new communication technologies, designate their modern characteristics that have a significant impact on the functioning of journalism in society, on all its subject-thematic areas. However, a concentrated direction exploring the new characteristics of the mediatization of information policy carried out by the authorities taking into account virtual reality, unfortunately, has not yet been formed. There are also no specific studies examining the transformation of topics, including socio-political ones, in Internet resources, which today are presented in many ways on the network. Thus, the presented considerations predetermined the object and subject of this study.

The object of the article is Internet media resources on socio-political topics.

The subject of the article is an information and communication product of socio-political topics of Internet media resources of authorities at various levels, socio-political parties and movements, political and public figures. This content is considered as a result of the interaction of journalism and power and an instrument of influence on the electorate.

The purpose of the article is to develop theoretical and methodological foundations for studying the relationship between journalism and power using the example of the production and functioning of socio-political information in the Internet media segment, which has common, immanent features of the media and new, specific features of hypertext, multimedia, interactivity, simultaneity, etc.

MATERIALS AND METHODS

The methodological basis of the article is formed by the provisions of the personal approach in journalism, actualizing the subject-subject nature of the relations of all participants, appealing to the value-semantic and emotional aspects of their communication; the dialogical approach, defining the communicative nature of the content and results of education; the competence approach in journalism, focusing on the development of graduates' abilities for reflection, effective action in new, uncertain, extreme situations, overcoming personal deformations and depersonalization, the acmeological approach, which allows considering a person as a subject in his or her desire for the highest professional and personal achievements.

Research methods: general theoretical - analysis of psychological and pedagogical, scientific and methodological, reference and encyclopedic literature, regulatory documentation on the topic of research; interpretation, comparison, hypothesis generation, pedagogical modeling; empirical – study and generalization of pedagogical experience, pedagogical observation, conversation, analysis of students' activities, self-assessment, mutual assessment, expert assessment, diagnostics of the level of development of communicative self-efficacy; questionnaires, testing, survey; statistical – descriptive statistics, Fisher's F-test.

RESULTS AND DISCUSSION

Based on the conducted analysis, the study asserts that the main idea of such journalism is to involve the audience in the information and communication process, which is considered as participants in solving socially significant problems facing it. This journalism defines itself in such terms as "civic", "communitarian", "humanitarian", "participatory journalism", etc., and the main function/role of journalism understood in this way becomes "dialogue moderator". The effectiveness of such practice consists in the adoption of the principles of moral communication, which is based on a dialogue between society and the authorities, encouraging citizens to an active social and political life, and eliminating conflict situations. Public interests should become a priority for journalists with equal opportunities for politicians, representatives of public organizations, who have received ample opportunities to express their opinions through online resources.

It should be noted that the modern media environment contributes to the expansion of the range of socio-political topics, which to a large extent is a reflection of real politics, or the socio-political process, mediated by various forms of journalistic creativity. Socio-political topics of the media as an indirect form of communication between politics and political science, subjects of politics, political science and citizens reflexively reflects the subject knowledge and understanding of the socio-political processes of social reality.

Since politics permeates all aspects of society, socio-political topics in both traditional and new media include this entire spectrum - from domestic and foreign policy, economic and budgetary to anti-alcohol campaigns. It is obvious that political processes develop according to their own logic, but at the same time they are directly related to the social life of citizens. Therefore, topics reflecting specific political mechanisms of life acquire a social character and become socio-political. At the same time, the study shows that socio-political topics are considered as

a reflection of a certain part of social reality, which passes through the prism of journalists' reflection and materializes in the genre palette of socio-political journalism.

Consequently, it can be argued that through it, journalism and power build their relations, which are constantly adjusted by both parties. Thus, in recent decades, the intensive development of Internet resources of socio-political orientation contributed to the expansion of the media field, closer mutual influence and interaction of its components. Thus, convergent processes began to actively develop, the result of which was the transformation of the traditional monomedia format into a multimedia one. Media are becoming a supplier of multi-format content, simultaneously distributed through all channels - printed publications, radio, television, the Internet, cellular communications.

Accordingly, this affects the forms of presentation of socio-political information, requiring journalists to simultaneously understand the specifics of print media, television, radio, i.e. the ability to work with words, moving pictures, sound, and ultimately, to have multimedia skills. Thus, as noted in the study, the issue of training such journalists who would, on the one hand, be professionals in the field of socio-political information, and on the other, be able to present it qualitatively as a multimedia product, is put on the agenda.

Obviously, today there is an urgent need for further development of the observed phenomenon, since the conceptualization of new information and communication practices undertaken in this work, in particular advertising, PR and Internet journalism, requires clarification of many traditional concepts of mass information and mass communication in connection with the complex and multivariate nature of convergence.

An argument in favor of the above thesis is the analysis of network resources of socio-political topics undertaken in this study. This means that the communicative component begins to play a more significant role in the journalistic creative process, when in the conditions of the new media environment, socio-political information is not so much transmitted and received as formed by direct participants in communication (Chouliaraki & Georgiou, 2022). Therefore, further reasoning is aimed at organizing interaction in the triangle of power - media - public, which makes its own adjustments to the content and form of socio-political content in Internet resources.

Thus, we will point out that a modern media product is not only a form of perception, but also a form of participation, supported by the technological development of electronic resources formed on the Internet, which allows consumers of communication to be its producers. In general, this

also applies to socio-political topics, which are present in all types of mass media. It is, in fact, a product of real politics, socio-political processes in society, since the main vector of communication between the political and media systems is determined to a greater extent by the topics of socio-political life.

For the most part, blogs are becoming an independent platform for political discourse. Having formed a certain circle of them, you can get not only all the necessary information about the socio-political life of the country, but also various assessments and comments on this information. This, in turn, allows, by comparing different points of view, to form your own idea of the situation, discuss topics tacitly taboo in traditional media, and give a different commentary on the established agenda. Specific examples collected during the work on the dissertation show how new network opportunities are being realized, forming a new stage in the development of Internet resources with a socio-political focus.

Thanks to high speeds of delivery of diverse information in interactive mode, hypertext composition and multimedia transformation of content, with the help of which the public significance is already significantly increased and the public sphere of socio-political topics of the media space is expanded. Journalists and users, armed with new technologies, are already today seriously challenging the authorities with their capabilities to convey information to the population.

The content and technical and technological criteria served as the basis for the analysis of these Internet resources. The article states that the socio-political topics present on the network are largely a product of real politics. Covering political life, these resources work with the current agenda, built on newsworthy occasions. The news series presented in the sections is related to the activities of state and civil institutions of society, the head of state and government, the party and its leaders, relations between political entities, domestic and foreign policy, and political events in the world. The area of information attention for most Internet resources of political parties remains issues of party building, coverage of party positions, and the work of regional branches. The sites of politicians do not avoid assessments, alternative positions, polemics, and analysis of problems in the palette of socio-political topics. It is noteworthy that the respondents, analyzing the content, emphasized the ideological positions of the party, made not only conclusions on the general perception, but also gave advice. The advancement towards new standards of political Internet resources expands the range of issues limited by the framework of the necessary sections of typical sites. The understanding that the audience of

users' needs not only the information supplied to them, but also, to no lesser extent, materials that reveal the complex interrelations of the world of politics and other spheres of society, was characteristic of the majority of the questionnaires received.

At the same time, the opinion of student youth - future journalists, public relations specialists and political scientists, who acted as experts in assessing political sites - was interesting. Their findings were discussed in a number of focus groups, which included experts from the sites being analyzed (Mellor, 2024).

It should be noted that the results obtained in most cases coincided with the criteria adopted in the study for assessing existing political Internet resources: "information storage", sites with "rudiments of communication" and sites based on the latest achievements in science, or, as the students called them in their questionnaires, "sites with bells and whistles".

Most of those who responded to the questionnaire acknowledged that in a few years, political structures have gone from using e-mail and static "home-grown" business card sites to integrated web systems. This could not go unnoticed by the audience and raised the status of these resources (Hooffacker & Meier, 2017).

In fact, the technical level of the tools predetermined three main types of political resources on the network, which was confirmed by the audience survey. The overall picture still reflects the spread from the so-called "business card sites" or "information storage", "rudiments of communication", to sites that meet modern requirements of hypertext, multimedia, interactivity, global-instantaneous dissemination of information, providing today's opportunities for meaningful two-way communication, mobilizing the widest possible audience. An important factor, in the opinion of the audience, is the attractiveness of the media product on the network, its content, the use of such navigation technologies that simplify access to the resource. Thus, the audience considers the constant enrichment of information distributed via the network to be an important factor for itself. Moreover, it sees this as a result of media convergence, uniting all types of digital information and media content in computer networks. The multifunctionality of convergent media provides users with new advantages, laying the foundation for the possibility of receiving all media via a "single screen".

The analysis of websites gives grounds to say that politicians have begun to consider the Internet not only as an additional channel for delivering information - they are trying to turn their websites into independent Internet

projects, providing their users with completely new opportunities for consuming information.

Firstly, constantly updated news content is becoming mandatory in the structure of the website. Secondly, it is increasingly supplemented by various media using different configurations and converting to different media.

The study of the content space of political Internet resources showed that a specific type of media product has appeared that promotes socio-political topics. It could be classified as a PR text, if it were not more of a mass media. Its appearance once again proves that, on the one hand, there is an expansion of the media space using socio-political topics for its own purposes, and on the other hand, it reflects the process of merging communication practices (Hermida & Young, 2019).

This Internet project, independent in spirit and internal content, offers a practically new type of journalism, new professional standards. It reflects the modern type of communication in a dynamically changing information environment, where political actors build new relationships, enter into previously unusual contacts, form a new style of communication, create virtual spaces and communities, offer opponents new ways and methods of interaction. In essence, being a journalistic information product, such an Internet project is simultaneously an effective component of PR.

The content analysis undertaken in the dissertation, as an example for practical application in the work of journalists specializing in supporting political sites and online publications on socio-political topics, was used to determine the subsystem of semantic space constructs activated by users. The presence of such a system of "meanings" accepted by the audience allows a specialist to have "access keys" to the translation of verbal information (signs, words) into analog (images, emotions). That is, he knows "what to say" to cause the necessary effect of perception.

The scientific results of the article are:

1. Mediatization of socio-political processes in Ukraine has its own history of development as the press, radio, television and, finally, new information technologies are included in them. They are the ones that determine the current state of relations between journalism and power in the modern media space. Dynamically developing Internet resources of socio-political orientation contribute to the deepening of mass democratic control over political processes carried out by government structures at various levels. This is due to the fact that the media provide the public with information necessary for understanding political processes; they are a means of mass influence on political decision-makers. In other words, the media are regarded as an integral part of the political process, facilitating the participation of a wider public in the development of state policy. Thus, mediatization in the conditions of the media network space is equivalent to strengthening the democratization of power.

2. Strengthening the importance of journalism as an innovative medium in socio-political processes in the country, since the media are capable of exerting a significant influence on the formation of the «agenda». The availability of new technological capabilities allows Internet resources with a socio-political focus to more actively involve the audience in solving vital issues. This journalism defines itself in such terms as «civic», «communitarian», «humanitarian», participatory journalism, etc. « and «the main function/role of journalism understood in this way becomes «dialogue moderator».

At the same time, socio-political topics are considered as a reflection of a certain part of social reality, which has passed through the prism of journalists' reflection and materialized in the genre palette of socio-political journalism, where it is embodied in the form of mass media commentary, as a result of which the same communications simultaneously receive both media and political relevance. Actively penetrating into the sphere of politics, new information and communication technologies have not only qualitatively modified old ideas, attitudes, stereotypes, but also broken many forms of behavior and models of relationships between the social institutions under consideration.

3. The new social institutions that have emerged, such as advertising and PR, and parallel to them, Internet media, indicating the expansion of the media sphere, dictate the need to trace the transformation of not only the terminology from the media and mass communication to the media, but also the merger of information and communication practices in the context of convergent processes. Consequently, we can talk about Internet resources of a socio-political orientation as convergent products of journalism and public relations. In this case, mediatization is associated with the need for the political elite to «ensure approval» of the masses and communicatively «regulate» them.

In the traditional scientific understanding, we consider mass information processes as communication processes, since it is the social need for information exchange that explains the formation and development of various forms of communication and the information flows that correspond to them. The imperative of interactivity inherent in modern information and communication technologies

(in particular, the Internet) has unconditionally made the synchronicity of communication simultaneous (one-time). The communicative effect of new technologies provides the possibility of establishing a reliable feedback loop from subject to object and vice versa in a single time interval. Information and communication practices, coming into contact with each other, become a single whole. This, ultimately, is the main goal of disseminating socio-political information, the direction of movement of which can be horizontal - between structures of the same social level, or vertical - between structures of different social levels, which is typical for mass social information.

4. Socio-political discourse, which has moved to an alternative media space, has a network structure that allows for the participation of a mass audience in discussing problems and freely commenting on the established agenda. The first visits of politicians to the network demonstrated the information and communication approach, laying the foundation for the convergence trend at the media level, implementing the information and communication paradigm. Socio-political topics have largely contributed to the expansion of the media space and the fusion of the communicative practices of journalism, PR, and advertising. This trend is becoming decisive at the present moment of the development of the media. Moreover, communicative processes are already quite noticeably influencing the formation of information flows. Thus, they transform the media system, include new media segments in the implementation of strategic tasks of the political sphere.

5. New shifts are taking place in the development of media convergence at the beginning of this century. The next step after the creation of Internet sites of the traditional printed press, television channels, radio broadcasting programs, the emergence of corporate political Internet resources is a new stage of convergent processes, changing the formats of information transmission, including socio-political topics. Various layers of content began to appear on the sites. Thus, next to the text of the speech, a sounding podcast or video with an image of the speaker appears, making the content more voluminous, two- or three-dimensional. Socio-political topics now fall into a more diverse, richer context of the media space, giving information new dynamism, and at the same time, enriching it with commentary.

Socio-political topics, thanks to placement on the Internet resources of various media, become multi-purpose, accessible to both the viewer, and the reader, and the listener. The peculiarity of the development of mass media is that progress in information technology allows us to develop this quality to such an extent that the dialogue of a journalist with a reader, viewer, radio listener can take place

in real time, and at a higher level of interactivity. Various media episodes separated before convergence and digitization are now united and create a new journalistic product that allows for a more comprehensive coverage of the development of events. As a result, socio-political topics acquire many faces, multi-format, multi-dimensionality of their substantive content. And all this happens in the same media environment, within the framework of one network resource.

6. Despite the diversity of opinions, web 2.0 services are undoubtedly part of a global process that is changing the traditional structure of the media space — user content is conquering thematic information space, becoming part of the mass media. A modern mass media product is not only a form of perception, but also a form of participation, supported by the technological development of electronic resources formed on the Internet, allowing consumers of communication to be its producers. In general, this also applies to socio-political topics present in all types of mass media, as a product of real politics, political processes in society, since the main vector of communication between the political system and the media is determined to a large extent by the topics of socio-political life.

It remains only to admit that Internet social networking services are a new type of media, formed not only as a result of the technological innovation of web 2.0, but as a new ideology of perception and cultivation of new forms of social and political topics on this widely and quickly mastered communicative soil. A new stage in the development of the Internet with its high speeds of delivery of diverse information in an interactive mode with the possibilities of hypertext composition and multimedia transformation is already today capable of significantly increasing the public significance and expanding the public sphere of socio-political topics of the media space, providing it with those dialogical forms of interactive information content and communication skills, with the help of which discursive possibilities of many socio-political problems are opened.

7. In a few years, political structures have gone from using e-mail and static «home-grown» business card sites to integrated web systems. The study of the content space of political web resources has shown that a specific type of media product has appeared that promotes socio-political topics. It reflects the modern type of communication in a dynamically changing information environment, where political actors build new relationships, enter into hitherto unusual contacts, form a new style of communication, create virtual spaces and communities, offer opponents new ways and methods of interaction. In essence, being a journalistic information product, communication is

simultaneously an effective component of PR. The development of the Internet by journalism could not go unnoticed by journalism itself, which underwent a transformation due to changes in the technological conditions for the preparation and broadcasting of its content. Therefore, the genre becomes the unit of content analysis. A characteristic feature, for example, of a politician's website is the internal rhythm of its sections. A complex multi-genre work, but at the same time a single, unique work with its own internal logic, stable structure, and a certain completeness.

The methodological approach, defined in the genre system as a macrogenre, makes sense if we consider that a website that performs a single socio-political task exists as a single whole.

8. The results of the conducted audience surveys confirm that the Internet is becoming a platform that is being actively developed by political forces and the journalistic community, as a result of which it is legitimate to speak of a new stage in socio-political journalism, closely linked to new technologies.

The conducted research allows us to conclude that undoubtedly with the advent of the Internet, which forms the modern media space, society has received a different journalism. In order for it to be in demand, it requires professionals with knowledge, skills and abilities that meet the demands of today's profession and take into account the experience of colleagues in the past. This is a new stage in the development of journalism, developing and requiring technological and intellectual refinement of a specialist who already functions online and specializes in socio-political topics.

CONCLUSIONS

The theoretical and practical significance of the work is seen in the conceptualization of approaches to the study of mediatization of information policy carried out by the authorities in the conditions of the modern media space. As a consequence, the functioning of Internet resources contributes to the emergence of a new information and communicative quality of socio-political topics distributed in the network. As a result of the action of convergent processes at the level of components of the media system, socio-political topics acquire multifaceted, multi-format, multidimensionality of their substantive content. These concepts can be included in the scientific research thesaurus for creating high-quality content on socio-political topics and can serve as the basis for a scientific direction in their study. The use of the concept of "microgenre" to political web resources is also justified in the genre palette of interactive and hypertext publications.

Scientific results of the article.

1. The forms of mediatization of power from the press to the Internet are considered, with the help of which there is a deepening of mass democratic control over political processes, since journalism throughout its existence provides the public with the broadest information necessary for understanding political processes. At the same time, it is a means of mass influence on political decision-makers. This allows us to say that the media are an integral part of the information policy carried out by the authorities, which promote public participation in the development of public policy. Thus, mediatization is equivalent to strengthening the democratization of the state system.

2. It is shown that these tasks can be realized by journalism, which has recently received the name "innovative journalism", which responds to the needs of society and technologically meets the requirements of the time. Thus, thanks to constantly updated information technologies, Internet resources of socio-political orientation are becoming key channels for informing society about the actions of the authorities, creating conditions for enhancing the importance of journalism in the development of state information policy and the arrangement of public life. Thus, the media contribute to the establishment of a socially significant "agenda".

3. It has been proven that the dynamic development of the modern media environment, which contributes to the growing number of Internet resources, has a significant impact on the transformation of socio-political topics on the network. The convergence of information and communication practices in socio-political topics with the intra-system interaction of journalism, PR, advertising, the Internet and government structures contributes to the development of new forms of communication between subjects of socio-political processes. In this case, mediatization is associated with the need for the political elite to "ensure approval" of the masses and communicatively "regulate" them.

4. It has been shown that in new communication formats as a result of convergent processes at the level of media (journalism, public relations and advertising) and mass media (print, radio, television), as well as a new environment for the creation and perception of socio-political topics, the communicative component of journalistic activity plays a more significant role. One can expect qualitative systemic changes not only in the structure of the media, but also in the implementation of the strategy of involving society in governance through the communication component, expanding the framework of the traditional field of

socio-political topics towards greater openness and dialogic communication.

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