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SCIENCE COMMUNICATION IN THE MEDIA: VIEWS OF UKRAINIAN SCIENTISTS

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Today, media coverage of science performs an important role, as the media is the public's main source of news and information about science issues. Effective science communication through the media has the potential to influence the public understanding of scientific and technological development, explore the ways to overcome challenges, increase the life

quality and achieve improvement and prosperity [14]. According to the monitoring of public opinion, the majority of Ukrainians recognize the decisive role of science in the country's successful development, and believe that without the participation of scientists, no positive changes would take place. In opinion of two thirds of the population, the development of the Ukrainian economics and state is impossible without science [11]. Obviously, there is a high public interest to science and understanding of the importance of scientific achievements in society.

In this context, mass media should follow the demands of the people and inform about science events and achievements of scholars. Unfortunately, as O. Demchenko points out, Ukrainian science is in the black hole according to wide public [5]. S. Honcharov notes that the society does not know what Ukrainian academics are working at [6, p. 75]. O. Gutov maintains that many Ukrainian scientists do not know that one of the key tasks of the modern researcher is to inform about their scientific activity [4, p. 137].

According to the Rating Group survey, 55% of Ukrainian scientists believe that it is difficult for a scientist to convey information about their research by the media. Moreover, the more experience of scientific work was, the more often the respondents mentioned the problem of informing a wide audience about science. The respondents indicated main barriers, as: the media prefer entertainment rather than scientific information (59%); the state does not support financially such activities (56%); in Ukraine there is no tradition of communicating science (42%); scientific information is complex (36%) and uninteresting (22%) for people. Only 4% of the surveyed scientists said there were no obstacles to science communication [9].

The mentioned above O. Gutov proves that scientists have to inform society about themselves for several reasons. Firstly, to get funding. Scientists can appeal to the authorities for increasing funding having the public support. Secondly, to attract the talent. Finally, public dialogue is useful for matching scientific research topics with the needs of society, as scholars will be more responsible for their study because of the necessity to talk about it publicly [4, p. 137-138].

However, recently, the Ukrainian scientific community, especially young scientists, has been thinking about the need for public science communication. For instance, A. Senenko believes that academics should actively bring to the public opinions on the importance of science. He also stresses on the media and science cooperation, and advises fellow scientists to talk about their work [10, p. 56]. Moreover, scientists consider the media to be their allies for the advancement of science and solving problems in scientific area. For example, Yu. Bezvershenko urges the media to provide information support to the Ukrainian scientists' initiatives in order to create additional public pressure on the authorities to accelerate the effective reform of national science and prevent its destruction [8].

Furthermore, N. Sholukho is convinced that the presence of scientists in the media contributes to improving the quality of information and related scientific literacy of the population, puts obstacles for numerous amateurs, as well as fakes and other media products that do harm to the science reputation [12, p. 224]. I. Komashchenko emphasizes that the scientist's capability to present oneself in the modern information and communication space is the key to become successful as a science representative and get success of the scientific results [7, p. 61]. Yu. Hryshchuk notes, that Ukrainian scientists should pay special attention to international experience of public engagement [3, p. 34-35].

The current interest of researchers in science communication is also justified by the survey results, according to which 86% of Ukrainian scientists admit that they should participate in public engagement. Moreover, 45% of the respondents state that they are personally engaged in such activities (21% – permanently, 24% – partly) [9]. However, it is worth noting that in Ukrainian academia there are both positive and negative treatments of engagement with public. By the above Rating Group survey, half of Ukrainian scientists report that the institutions they work for motivate them to participate in public engagement activities; instead, 35% say the opposite [9].

Today, the Internet and new media give modern scholars space and possibility for communicating science [12, p. 638]. For instance, scientists' activity on social networks is an effective way to strengthen science presence outside of academia, and it has the great potential for the effective communication of scientists with the public [13, p. 379]. In recent years, Ukrainian scientists have created a number of scientific communities with the accounts in social network sites, where they post about science events, achievements, problems, etc. Besides, some scientists use their personal pages on social platforms to disseminate scientific information and thus contribute to the generation of content on science.

Of course, scholars through mass media have the capacity to attract attention to themselves, to increase own visibility, promote their work to people, and reach a larger and more diverse audience than they can do through an academic press. Moreover, scientists have exceptional opportunities to stimulate public informing on science issues. They are best qualified to explain the impact of scientific developments on society. Scientists as a reliable and authoritative source of scientific information can successfully and better than anyone else create accurate, objective, complete, and scientifically correct content on science issues. They also know best how to provide balance of views in science reporting, and highlight controversial stories. Indeed, in the process of covering controversial topics, and in science, there are enough of such ones; the audience has the right to know different points of view [14, p. 25]. Balanced information, through a

demonstration of a wide range of positions and numbers of opinions, provides a comprehensive and impartial coverage.

Today, in the Ukrainian scientific community grows the awareness of the importance of the media as a channel for scientific knowledge disseminating, enhancing the society intellectualization, and the way of public engagement with science, and shaping positive public opinion about science and scientists.

It is obvious that the effectiveness of science communication depends, on the one hand, on the ability of scientists to work at a high professional level, their activity in cooperation with the media and producing of high quality media materials, and a principled position to protect the interests of national science. On the other hand, science can effectively perform its social functions under the conditions of the state-level support; for effective engagement with public, science communication needs its institutionalization in the Ukrainian scientific system.

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КОНТЕНТ ГЛОБАЛЬНИХ МЕДІА: АСПЕКТИ АДАПТАЦІЇ ДО ПОТРЕБ ЦІЛЬОВИХ АУДИТОРІЙ

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Актуальною проблемою сучасних глобальних медіа є адекватна подача інформації для різних цільових аудиторій. Окрему специфіку має створення контенту для регіонального реципієнта, опрацювання при цьому текстового і аудіовізуального інформаційних сегментів.