
CONTENTS

COMMUNICATION THEORY AND METHODOLOGY

Sanctions to counter information aggression of the Russia:

criterion of efficiency

Bradov V. V. 5

PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATION

Corporate storytelling as an effective strategy for internal public relations

Myronenko V. V. 9

The influence of the war on processes in the PR sphere

Savchuk N. M...... 13

PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATION

Invariant criteria for the classification of modern mass media genres

Shevchenko L. I., Dergach D. V. 18

MEDIA ETHICS, MEDIA EDUCATION AND MEDIA LITERACY

Ethics, security and solidarity in military journalism

Akopian K. A. 22

Media literacy and information hygiene as important components
of the information security of the modern state in the conditions of military
aggression: aspects of implementation in the higher education system

Debenko I. B...... 25

Image of Ukraine in modern media space

Mialkovska L. M., Zhvaniia L. V., Prykhodko V. B. 28

STUDYING THE NEEDS OF THE AUDIENCE AND INVOLVING THE GENERAL POPULATION IN THE COMMUNICATION PROCESS

Podcasting in Ukraine after the Russia's full-scale military
invasion of Ukraine

Skurtul H. S. 33

Features the expansion information in the times of a full-scale war

Starkov V. I...... 36

Contemporary platforms of citizen journalism: functional peculiarities
and vectors of development
Tonkikh I. Yu. 40

ADVERTISING AS A TYPE F SOCIAL COMMUNICATION

The influence and efficiency of political advertising in the conditions
of the transformation of the information space
Terebus O. L., Rozhylo M. A. 44

WORLD TRENDS IN MODERN JOURNALISM

Communication platforms as modern tool of countering enemy propaganda
Dosenko A. K. 48
Evolution of interactive content in digital media
Zagorulko D. I. 52
Printed media as an object of research: the Western European vector
Prystupenko T. O., Yevdokymenko I. M. 55