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## FEATURES OF LIBRARIES' ACTIVITIES ON SOCIAL NETWORKS AND PUBLIC RELATIONS

## ОСОБЛИВОСТІ ДІЯЛЬНОСТІ БІБЛІОТЕК У СОЦІАЛЬНИХ МЕРЕЖАХ ТА ЗВ'ЯЗКИ З ГРОМАДСЬКОСТЮ

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**Introduction.** In today's information-driven world, journalistic materials related to various fields of activity have a broad and profound social impact. They play a significant role in disseminating knowledge, educating society, fostering critical thinking, and promoting intercultural dialogue. Digital technologies and social media further enhance this influence, increasing the

impact of the journalistic genre on society. This issue requires a humanitarian approach. On the other hand, there is also a technological aspect to the problem, where conflicts of interest arise alongside the humanitarian approach.

The use of modern social communications is a highly effective tool for enhancing the influence of the journalistic genre. Social media and other digital platforms allow for the delivery of content to a broad audience, increased interactivity, and rapid dissemination of information. These methods ensure that journalism has a wider and deeper influence on society.

Findings from modern library and information practice show that the circulation of journalistic materials, especially multimedia content, sometimes exceeds that of classical works by a factor of a thousand or even ten thousand. The composition of the readership is also broad and diverse.

There are various opinions regarding the potential use of facts and events for manipulation during journalistic presentations, which causes concern among some experts. However, it must be acknowledged that attempts to interpret and manipulate facts and events exist in almost all cases, especially in advertising campaigns, where there are no unified standards. The credibility of primary sources and the number of scientific references do not always prevent such attempts, and the reliability of primary sources often raises questions.

Such an approach relies on the trust libraries hold in society and is welcomed by large audiences as a reliable source. In the modern information age, the use of the journalistic genre in information dissemination and promotion has a significant impact on society and broad audiences. This influence manifests itself in several key areas, providing the opportunity to deliver information to a wide audience. Through the internet and social media, knowledge can now reach a vast audience. Blogs, websites, social media platforms, and online publications allow articles on various topics to spread quickly and reach large audiences.

### **ENSURING FAST AND EFFECTIVE INFORMATION DISSEMINATION**

Digital technologies and social media enable the rapid and efficient dissemination of information. Articles and writings that attract readers' interest are quickly shared, discussed, and widely circulated. Additionally, these platforms provide opportunities for conducting statistical and content analysis related to information circulation.

### **ENSURING INTERACTIVITY AND FEEDBACK OPPORTUNITIES**

Modern journalistic approaches enhance interactivity. Readers comment on articles, engage in discussions on social media, and communicate directly

with authors. This interactivity helps articles have a broader impact and facilitates the coverage of current topics.

### **ENHANCING INFORMATION EFFECTIVENESS THROUGH VISUAL AND MULTIMEDIA MATERIALS**

Photos, videos, documentaries, and other multimedia materials increase the influence of journalism. Such materials capture readers' attention and help them better comprehend the information presented.

### **USING TOOLS OF POPULAR CULTURE AND ENTERTAINMENT**

Journalistic approaches can widely utilize elements of popular culture. Historical events and personalities are introduced to a broader audience through films, TV series, novels, and games. This approach particularly boosts the interest of younger generations in acquiring specific knowledge.

In the modern era, some examples of journalism serve as a bridge between academic and popular science. The results of academic research are presented in a simple and comprehensible manner to a wide audience, thereby contributing to the dissemination of knowledge and reliable information in society while enhancing public understanding.

### **CREATING GROUNDS FOR CURRENT TOPICS AND PUBLIC DISCUSSIONS**

Publicistic approaches address contemporary issues and trigger public discussions. This brings new perspectives to past events and helps society understand current problems.

### **SUPPORTING THE EDUCATIONAL AND AWARENESS FUNCTIONS OF LIBRARIES**

Publicistic approaches also have a broad impact in the field of education and public awareness. Schools and universities use historical journalism as teaching material, which contributes to the dissemination of historical knowledge and the education of younger generations.

### **CONTRIBUTING TO THE DEVELOPMENT OF CRITICAL THINKING**

Publicistic encourages readers to think critically and view events from various and different perspectives. This can play a significant role in forming a deeper and more comprehensive historical consciousness in society.

Publicistic systematically and understandably promotes dialogue between different cultures and nations. It facilitates the sharing of various historical experiences and viewpoints, thereby strengthening mutual understanding.

### **ANALYSIS OF THE TOPIC**

The use of publicistic methods in library and information activities, combined with modern social communications, yields highly effective results in enhancing the dissemination of knowledge. Social media platforms

and other digital communication tools are powerful means of reaching a broad audience, increasing interactivity, and ensuring the rapid spread of information. Effective utilization of these platforms can significantly enhance the impact of journalistic materials in various directions.

Since the public relations activities of libraries are non-commercial in nature, they are welcomed and supported by the target audience. The informational characteristics of libraries' activities in this field ensure their credibility and help maintain a wide readership and loyal audience.

**Conclusions.** There are numerous commonalities between the journalistic dissemination of information and public relations (PR) services. Both fields focus on presenting information, influencing the public, and delivering targeted messages. These shared approaches ensure the accurate and impactful presentation of information and contribute to the development of public relations.

Libraries' PR services utilize various forms and methods of journalism to present information to a wide audience, enhance public engagement, and promote cultural interest. Presentations, publications, exhibitions, social media campaigns, educational programs, promotional activities, interactive experiences, and diverse perspectives serve as primary tools for libraries to effectively convey knowledge and information.

Publicistic methods play an influential role in PR services by enhancing the presentation of information and events, strengthening the relationship between organizations and the public, and improving institutional and brand images. Through historical journalism, organizations can present their historical and cultural values to a broader audience, making PR activities more impactful and meaningful.

In libraries' non-commercial activities, journalism serves as an effective tool. Presenting knowledge and information reinforces libraries' cultural and educational missions, strengthens public relations, and increases their social impact. By employing journalistic methods, libraries make their non-commercial activities more effective and meaningful by disseminating knowledge and stimulating public interest. These methods are considered highly suitable and effective in the functional activities of libraries. Additionally, they support libraries' roles in education, cultural heritage preservation, public relations, innovation, collaboration, and public awareness. Through journalistic approaches, libraries can implement their missions more effectively and establish deeper and broader connections with society.

Artificial intelligence (AI) and its role in academic libraries are widely discussed among experts. Alongside potential risks, key technologies are identified that could enhance various services and improve professionals' overall work experience in libraries. Research shows that AI can aid in

developing and managing library collections, providing virtual reference services, offering digital information services, supporting the creation of new library products, assisting in research papers and publications, and facilitating the analysis of research performance and bibliometric services. The broader and more in-depth application of AI in addressing some of the issues discussed in this article underscores its importance in library and information activities. Exploring and implementing the prospects of libraries' asymmetrical operations in this direction requires further study and application.

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