

HIGH MEDIA SKILLS OF UKRAINIAN ECONOMICS JOURNALIST

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In the conditions of changing global markets, journalism is a socially-orientated profession that sharply reacts to current events. Its transformations require not only traditional professional skills but also the development and use of new ones.

In this regard, the development of high media skills is a necessity that helps journalists successfully adopt to ongoing changes. The pervasiveness of digital media in combination with globalization, especially during the quarantine caused by the COVID-19 pandemic, impacts all communication outlets.

When it comes to new, digital and convergent media, many of us underline how important it is to learn their use and which far-reaching «effects» they have; it is not unusual to talk about «revolutions» in relation to new media. If we look again it is evident that all media contribute to the development of new skills, influence our relationship with the outside world and have a transformative impact on culture and society at large. This is a relatively new, materialistic approach which deserves more attention. [1,79] We are in a great position to see how Covid-19 is impacting on technology-driven innovation. The journalists we talk to are even more enthusiastic about finding out about AI because they can see that it can help cope with the business and editorial challenges they face. [2]

The national experience of media development requires new formats and knowledge for successful work in journalism and integration into the European media space.

As politics in Ukraine change, so does its economy. The market, with its rules and guidelines, is forced to look at the information provided by and activities of mass media in a different light. Generally, the mass media, and press in particular, became not only tools of manipulation and pressure for its owners, but also is a way to make more money [5, p. 404]. At the end of the day, the income and popularity of publishing depends on how well it is presented.

Economical journalism is a discipline where you can find economic theory, sociology, psychology, etc. They all form informational dialogue in the frames

of mass media. Economic journalism has to report the major events and try to explain them [3, p. 177].

In current events, questions connected with new professional skills are especially important as they help journalists connect to society, adapt new information and its environment, including modern requirements and tendencies, along with grammatically organized communicative processes that help political, social, economic and cultural development. The subject of economic journalism is being studied by international scientists, among whom you can see works of Charlie Beckett, Jake Batsell, Nadine Strauß, Steve Schifferes.

Lilia Burksvska, Tetyana Dubovik, Natalia Zikun – Ukrainian scientists who are engaged in the area.

Poynter's Future of Journalism Competencies survey identified 37 key skills or attributes and knowledge areas. The survey asked professionals, educators and students to rate the importance of those skills, attributes and knowledge areas for beginning journalists as they look toward careers in the digital and mobile age [4].

Ukrainian media has its own unique qualities but is heavily influenced by its European colleagues so European research in the field can be utilized. Consequently, an important skill during this period of transformation is flexibility which gives us an opportunity to find new methods, test them, and put them to practical use.

With the beginning of the quarantine and shut down of all in-person events, media specialists had to learn quickly how to use new technology: to use it for interviews, interactive formats, shooting and editing video and audio, and in some cases, some basic knowledge of programming. Especially, at that time, all markets, including exchange and investment funds were still working and journalists who worked in that particular field were obligated to find and transfer the information. As the importance of information communicated over the internet increased, more attention was paid to cyber safety and journalists had to improve their fact-checking skills. Additionally, storytelling became even more important to keep the attention of the public, with its emotional content, details and new opinions and other ways of expression. Use of multimedia, creativity of development of new material, mix of genres and a journalist's own style make them more successful and helps to connect them with their audience. For more stable communication with its audience, interest and trust are required, so more greater audience interaction was required. Media as business structure and journalists as the main market players paid more attention to development and advertisement of their own brands on social platforms.

Time management, project management, budget and decision making: all these things that fell under the jurisdiction of managers, now can be done by a journalist who specializes in reporting on the economy.

Modern media offers a variety of resources that can be accessed at any time such as websites, apps, publishing, podcasts; a journalist who can navigate these forms of media is a valuable employee.

Due to lockdown, the number of Internet users grew which made journalists more aware of their audience as whole, watch for competition and prepare and present the material in the best way possible.

Marketing basis now needed not only to the sales department but to the journalists as well, not only know the client's profile but also to grow with him be in demand by the target audience.

Overall, the list of highly needed media skills can be grouped as such: multimedia, supervision, marketing and creativity. Everything listed above is proof that economic journalism in Ukraine is progressing against all odds and the journalists who specialize in economics are high quality professionals.

In the time of the pandemic, the conditions of the media market are being transformed once again, but the interaction between the media structure and journalists come to a new level. Media skills 2.0 for an economics journalist form a new professional level where a specialist is not only doer but also responsible for his/her own career and interaction with society and government on different levels.

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