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Narrative Realism in Ukrainian TV News Layout: Editorial Strategies and Viewer Engagement (2004-2020)

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ABSTRACT

The main aim of this study was to investigate the strategic employment of narrative methods and presentational techniques in Ukrainian television news from 2004 to 2020. This study sought to evaluate their impact on the construction of narratives and public discourse. A mixed-methods approach was employed to analyze 531 news releases from three Ukrainian television channels: "1+1", "Ukraina", and "Inter". The application of statistical methods for data processing was employed for the quantitative analysis, while the qualitative analysis comprised a rhetorical investigation of narratives and framing techniques. This approach enabled a comprehensive examination of how news narratives are structured, presented, and perceived, offering insights into the underlying mechanisms of news layouts and editorial strategies. The study's findings demonstrated a significant reliance on conflict framing, economic consequence framing, and character-driven narratives to increase viewer engagement and comprehension. Hierarchical structuring and modular design were identified as key presentation methods that reflect adaptability to real-time broadcasting requirements and audience preferences. This investigation concludes that narrative strategies and presentation techniques play a crucial role in shaping public perception, thereby affecting the construction of media narratives and societal views. The study's findings are significant for media practitioners and policymakers, as they emphasize the importance of narrative realism and ethical considerations in news production. The research results also offer a foundation for future studies on the effects of digital transformation on news narrative structures.

АНОТАЦІЯ

У статті досліджено використання наративних технік і методів представлення контенту в українських телевізійних новинах з 2004 по 2020 рік, з акцентом на те, як змінювались підходи до новинного фреймінгу у відповідь на політичні та соціальні події в країні. Автори проаналізували 531 випуск новин українських телеканалів "1+1", "Україна" та "Інтер". Для кількісного аналізу використано статистичні методи обробки даних, а якісний аналіз включав риторичний огляд наративів та технік фреймінгу, що дозволило глибше зрозуміти механізми залучення аудиторії до перегляду новин. Результати свідчать про значну залежність від фреймінгу конфлікту, фреймінгу економічних наслідків та наративів, орієнтованих на героїв сюжетів, які використовуються для посилення залучення та розуміння глядачів. Ієрархічне структурування та модульний дизайн були визначені як ключові методи репрезентації, що відображають адаптивність до потреб мовлення в реальному часі та вподобань аудиторії. Висновки дослідження демонструють, як медійні стратегії впливають на формування політичної свідомості та культурних орієнтирів у суспільстві, підкреслюючи роль медіа як активного учасника в політичних та соціальних процесах. Ці висновки мають значення для медіапрактиків та політиків, оскільки підкреслюють важливість наративного реалізму та етичних підходів до виробництва новин. Результати мають практичне значення для посилення наративного залучення та пропонують критичний погляд на аспекти наративних стратегій у новинному мовленні. Крім того, результати дослідження створюють основу для майбутніх досліджень впливу цифрової трансформації на структури наративних моделей новин, пропонуючи напрямки для подальшого вивчення цифрових форматів новин і кроскультурної репрезентації.

КЛЮЧОВІ СЛОВА: телевізійні новини, телевізійна верстка новин, телевізійна верстка, новинний наратив, редакційні стратегії.

Introduction

Television has long held a prominent place in the domain of media communication, wielding considerable sway over societal norms and public opinion. As an omnipresent medium, it not only disseminates information but also shapes the public's perception of the world. The impact of television is particularly notable in news broadcasting, where the way in which information is presented can significantly affect viewers' responses.

The arrangement of television news, a crucial but often underappreciated aspect of media studies, plays a pivotal role in shaping editorial narratives. This includes the selection and ordering of stories, as well as the visual and auditory elements used to convey them. These editorial decisions contribute to what can be termed 'narrative realism,' a constructed reality that viewers engage with and that ultimately influences their comprehension of actual events.

In the digital age, the importance of news layout has increased substantially due to the abundance of news sources and the intense competition for viewer attention. It is not only about imparting factual information but also about creating a compelling narrative that connects with the audience, thereby enhancing the channel's credibility and fostering viewer loyalty. This narrative

construction is rooted in the content chosen for inclusion and the manner in which it is presented, which together form the basis for public discourse and guide societal conversations.

Despite its significance, the study of television news layouts within the realm of social communication has received limited scholarly attention. Most existing research has concentrated on content analysis and audience studies, with less emphasis on how the layout of news, through specific design choices, affects perception and engagement. This gap in the literature highlights the need to examine the editorial practices associated with news layouts, especially in a rapidly changing media landscape where television remains a primary source of information for many.

This study aims to uncover the complex mechanics of television news formats and their impact on the formation of narratives and audience perception. Grasping these elements is critical for disentangling the subtle ways in which television news shapes public opinion, not only through the information it presents, but also through the manner in which it structures its reporting—an investigation that holds far-reaching implications for broadcasters, policymakers, and the general public.

Literature Review.

Narrative construction in television news can be significantly influenced by the layout decisions made by broadcasters. According to Lippmann (1922), media are a primary tool that mediates between events and public perception, shaping reality through the "pictures in our heads' (Lippmann, 1922). This foundational concept underlies the importance of understanding how television news, through its layout, constructs these pictures and influences audience perceptions.

Building on Lippmann's ideas, Tuchman (1978) introduced the concept of the "web of facticity," suggesting that news media create a window to the world that appears factual and objective, yet is constructed through selection and salience (Tuchman, 1978). This notion aligns with the theoretical framework of framing as articulated by Entman (1993), who defined framing as selecting and highlighting some facets of events or issues and making connections among them to promote a particular interpretation, evaluation, and solution (Entman, 1993).

The concept of framing was further expanded by Scheufele (1999), who distinguished between media and individual frames. Media frames are "persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, by which symbol-handlers routinely organize discourse, whether verbal or visual" (Scheufele, 1999). This theory highlights the influence of television news layouts in structuring audiences' cognitive experiences, thus guiding public discourse.

Empirical studies on television news layouts often focus on how the presentation of news can affect viewers' knowledge and attitudes. Lang (2000) emphasized the cognitive and emotional processes involved in news consumption, noting that the structural features of a broadcast, such as pacing, edits, and visual effects, can significantly affect comprehension and retention (Lang, 2000). These findings suggest that the layout of television news is not merely a matter of aesthetic choice, but a crucial factor in effective communication.

Grabe et al. (2003) examined the impact of visually enhanced news broadcasts on memory retention and found that news stories presented with additional visual elements are more likely to be remembered than those without (Grabe et al., 2003). This supports the idea that television news layouts, through the use of visual framing and other narrative techniques, can enhance or alter the salience of information.

In the Ukrainian context, research by Dyczok (2009) explored how television news during political crises framed events in ways that either promoted government narratives or provided alternative perspectives (Dyczok, 2009). Such studies have underscored the role of news layout in framing political discourse and influencing public opinion during critical events.

Building on foundational theories and empirical research, scholars have proposed various models to describe the layout of television news. One such model is the "inverted pyramid," used traditionally in print but adapted for television, which structures information from most to least

important, theoretically allowing viewers to quickly understand the key points of news stories (Scanlan, 2003).

Recent adaptations of digital media environments have suggested modifications to traditional models. Bucy and Grabe (2007) discuss the "multimodal model," which incorporates multiple sensory inputs and outputs, reflecting the increasing complexity of news presentation in a digital age (Bucy & Grabe, 2007). This model acknowledges the growing importance of interactive and visually rich content in news layouts, which can engage viewers more deeply and profoundly influence their perceptions.

Narrative realism in Ukrainian TV news layouts involves the construction of news stories that are perceived as coherent and engaging by the audience. Telenkov et al. (2022) identified five narrative models used by Ukrainian TV channels, including hierarchical, standard, social, stress, and mixed layouts. These layouts likely play a crucial role in shaping viewers' narrative comprehension and engagement. Additionally, Telenkov (2020) highlighted the standardized approaches in forming news releases by Ukrainian TV channels, emphasizing the correlation between the narrative features of news releases and social reality. This connection between narrative features and social reality underscores the importance of how news is presented to the audience.

Krieken (2019) explored the impact of reconstructive and attributive quotes in news narratives on reader engagement, credibility judgments, and perceptions of realism. This suggests that the inclusion of quotes in news stories can influence how the audience perceives the realism of the presented narrative. Understanding these elements is crucial for news producers aiming to create narratives that resonate with their audiences.

Studies have shown that perceived realism in TV content can impact viewers' judgments and attitudes. Cho et al. (2012) highlighted the importance of perceived realism, distinguishing between factual realism and psychological realism, which influence how viewers perceive the authenticity of the characters and events depicted in narratives. Furthermore, Busselle and Bilandzić (2008) discussed how violations of external and narrative realism can affect viewers' engagement by creating inconsistencies in their mental models of the narrative.

The influence of narrative realism extends to various genres of television, including reality TV. Tsay-Vogel and Krakowiak (2017) noted that reality TV's expansion has introduced diverse narrative themes, reflecting viewers' responses to different subgenres. Additionally, Coleman et al. (2020) found that a high level of perceived realism in reality TV content can lead to the reinforcement of stereotypes about groups portrayed in these shows.

In terms of narrative persuasion, scholars have emphasized the role of perceived realism in enhancing the persuasive impact of narratives. Shen et al. (2018) highlighted that perceived realism and the similarity between viewers and characters portrayed in narratives are critical factors in narrative persuasion. Dahlstrom (2013) suggested that narrative realism should be viewed not as a linear function but as a tipping point that influences audience engagement and coherence within a narrative.

When examining models of TV news layouts and various marketing narratives, it is crucial to consider the evolving landscape of media consumption and the influence of factors on news content presentation. The integration of infotainment elements in TV news production across Europe underscores the impact of market forces and media policy changes on storytelling techniques (Alencar and Kruikemeier, 2016). This shift towards infotainment elements highlights the necessity for news narratives to engage audiences through stylistic approaches while effectively conveying information.

Additionally, the transition from traditional mass communication to personalized interactive channels emphasizes the significance of tailored information and microtargeting in the contemporary media environment (Cacciatore et al., 2015). This shift requires reassessment of how news narratives are developed to resonate with diverse and segmented audiences effectively.

Analyzing the layout models of TV news, particularly from a marketing narrative perspective, can offer insights into how content is organized to attract viewers and convey messages effectively (Telenkov et al., 2022). Understanding the dynamics of narrative construction in TV news is essential for engaging audiences and delivering compelling information.

Moreover, the role of narratives in shaping audience perceptions and behaviors is evident in studies on the cultivation effect of fear of crime through immersive media experiences (García-Castro & Sánchez, 2018). TV news narratives have the potential to influence cognitive processes and heuristic decision-making, underscoring the power of storytelling in shaping audience attitudes and beliefs.

Narrative realism in Ukrainian TV news layout is a complex interplay of narrative models, standardized approaches, quotes, and framing techniques that collectively shape how news is perceived by the audience. By understanding these elements and their influence on narrative comprehension and engagement, news producers can create more compelling and realistic news stories for their viewers.

Method

This research project utilized a mixed-methods approach to investigate the narrative structures and editorial strategies employed in Ukrainian television news from 2004 to 2020. The mixed-methods approach offers a comprehensive understanding of complex phenomena, such as media narratives, by integrating both quantitative and qualitative data. This method is particularly useful for studying television news layouts, as it combines systematic quantitative analyses with in-depth qualitative insights to explore how news narratives are constructed and perceived.

Mixed methods research is an approach that combines both quantitative and qualitative research methods to provide a deeper and more holistic understanding of a research question or phenomenon. This approach is characterized by methodological pluralism, eclecticism, and the integration of diverse research techniques (Johnson & Onwuegbuzie, 2004). By leveraging the strengths of both quantitative and qualitative methods, mixed methods research allows researchers to confirm findings, develop research instruments, analyze data, and gain new perspectives that may not be achievable through a single method (Zhang & Creswell, 2013; Hawkey & Kircher, 2022; Dunning et al., 2007).

A comprehensive analysis of 531 news releases from major Ukrainian television channels was conducted using rhetorical analysis techniques. This study aimed to investigate how information was presented in terms of language use, narrative structure, and visual elements, in order to understand how news stories were crafted to shape public perception and engagement. By identifying the most prevalent and effective narrative techniques, the study sought to provide insights into how viewers' understanding and attitudes were influenced.

The selection of news programs for analysis was based on several criteria. Firstly, the analysis focused on national news broadcasts with the widest reach and potential impact on public opinion in Ukraine. Secondly, the selected programs spanned different political periods in Ukraine, from 2004 to 2020, providing a comprehensive view of how narrative strategies might have evolved in response to changing political and social contexts. Lastly, the news programs were chosen from top-rated channels such as "1+1," "Inter," and "Ukraine," ensuring that the analysis covered a broad spectrum of editorial styles and audience demographics.

The formal rephrased version of the text is as follows:

The analytical framework for evaluating narrative strategies was constructed around three principal axes: thematic structuring, narrative coherence, and framing techniques. Each news release was coded based on these axes, with specific details including:

- The selection and organization of themes within a broadcast, which involves examining the hierarchy of news stories, the recurrence of specific themes, and the integration of thematic elements to create a coherent narrative flow.

- The continuity and consistency of the narrative across different news stories, which involves analyzing the use of transitional elements, narrative cues, and summarizations that help maintain viewer engagement and understanding throughout the broadcast.

- The specific framing techniques used to present news stories, such as language choices, visual imagery, and the presence of explicit editorial commentary, which aims to uncover the underlying messages being promoted and their alignment with broader editorial objectives.

In our study, rhetorical analysis was applied to find out how news stories are structured, what strategies and techniques are used to influence the viewer, and how the information presented contributes to the formation of public opinion. The main goal of rhetorical analysis was to study and interpret the linguistic and visual means that journalists and editors use to achieve certain effects.

1. Narrative analysis: We looked at how news stories are structured, in particular, how the main theme is introduced, developed and what conclusions are offered to viewers. This included analyzing how the news integrates facts, expert commentary, and eyewitness accounts to build a cohesive and compelling narrative.

2. Study of framing: Special attention was paid to how individual events and personalities are presented in the media. We analyzed which frames are used to interpret information, which may include framing of conflict, success, moral dilemma, etc. This helped to understand which aspects of the news are emphasized and which are not, thus shaping the audience's perception.

3. Analysis of the use of rhetorical devices: We evaluated specific rhetorical devices, such as metaphors, rehearsals, and emotional coloring of language, which are used to attract the viewer's attention and influence their emotions. This allowed us to identify ways in which the news can influence the emotional state of the audience and their reactions to the news presented.

Selection Criteria for News Programs

National Reach and Impact: Priority was given to national news broadcasts that had the widest reach and potential impact on public opinion in Ukraine. These programs are pivotal in shaping national narratives and therefore provide a valuable lens through which to assess the influence of news layouts on public perception.

Temporal Coverage: The analysis spanned various political periods in Ukraine from 2004 to 2020, a timeframe that encompassed significant political and social changes, including revolutions, elections, and conflicts. This longitudinal approach allowed this study to track how narrative strategies in news broadcasting evolved in response to these changing contexts.

Diversity of Sources: News programs from top-rated channels such as "1+1," "Inter," and "Ukraine" were specifically chosen. These channels are known for their diverse editorial styles and broad audience demographics, and offer a rich variety of narrative techniques and editorial decisions for analysis. The inclusion of multiple channels ensured that this study covered a broad spectrum of approaches to news presentation and narrative construction.

Program Selection Process: The news broadcasts analyzed were chosen based on their historical significance, viewership ratings, and availability of comprehensive archival material. This selection process aimed to maximize the ability of the study to draw meaningful conclusions about the role of television news in shaping public discourse.

Analytical Framework: The news content was analyzed using a detailed rhetorical analysis framework that focused on identifying and categorizing narrative techniques, framing strategies, and presentation methods.

Narrative Techniques: This included examining how stories were structured, the use of specific themes or characters to enhance narrative depth, and the emotional and psychological appeals made through the news.

Framing Strategies: Analysis of how information was framed concerning political, economic, and social issues, including the use of conflict, economic impact, and human interest frames.

Presentation Methods: Evaluation of the hierarchical structuring of news items, use of visual and digital enhancements to engage viewers, and modularity of news segments for dynamic presentation.

Results

The analysis of Ukrainian television news spanning sixteen years reveals a detailed evolution in the strategic use of news layout models. This research has identified how news narratives are shaped by the interplay of selection principles, presentation strategies, and narrative techniques, each contributing significantly to the construction of public discourse.

Selection Principles and Editorial Strategies.

- News Value Assessment: The selection of news stories is critically influenced by their perceived relevance and impact, prioritizing events based on immediacy and potential influence on national discourse. This selection aligns with journalistic standards emphasizing timeliness and public significance.

- Audience Alignment: Editorial choices are heavily influenced by audience preferences and feedback, with newsrooms utilizing surveys and ratings data to align content with viewer interests. This approach ensures sustained engagement and addresses the public's concerns directly.

- Content Diversity: Ukrainian news channels strive for balance, covering a range of topics from politics and economics to culture and entertainment. This diversity not only caters to a broad audience but also adheres to ethical journalism by providing a well-rounded perspective on current events.

Presentation Methods.

- Hierarchical Structuring: Information is typically presented using a hierarchical format, with the most crucial details at the beginning — following the inverted pyramid model of news writing. This method captures attention effectively by immediately conveying key points.

- Technological Integration: Modern newsrooms enhance story presentation through digital tools and visual aids such as graphics and interactive elements, making complex information more accessible and engaging.

- Modular Design: News segments are designed to be both self-contained and interconnected, allowing for dynamic adjustments in the presentation to accommodate breaking news and updates seamlessly.

Narrative Techniques.

- Construction of Narratives: News stories are crafted with a clear narrative arc consisting of a beginning, middle, and end, which aids in delivering a coherent and engaging story.

- Character-driven Narratives: Focusing on individual or community experiences personalizes broader issues, making them more relatable and impactful.

- Continuity and Thematic Linkages: Techniques like callbacks, previews, and thematic threads maintain viewer interest across broadcasts, enhancing the cohesiveness of the news programming.

Framing and Rhetorical Strategies.

- Conflict Framing: This strategy is frequently employed, simplifying complex issues by emphasizing disputes and oppositions, thereby enhancing viewer engagement and understanding.

- Economic Consequences Framing: Stories related to financial topics are often framed in terms of direct impact on the audience, making economic data more tangible and relatable.

- Preparatory Priming and Repetition: News items featured at the start of broadcasts or repeatedly are perceived as more significant, with preparatory priming providing necessary context that aids in comprehension.

Thematic and Narrative Depth.

- Consistent Theming: By organizing stories under unified themes, editors foster a structured viewing experience that enhances narrative flow and audience comprehension.

- Narrative Layering: Multiple narrative levels within a single story provide depth through various forms of content, offering a richer and more nuanced understanding of issues.

The following passage underscores the adaptive nature of Ukrainian news media in response to the digital transformation, drawing attention to the growing prominence of social media platforms and online news portals in shaping news presentation and consumption. The integration of social media analytics into editorial decision-making processes constitutes a significant shift towards more interactive and responsive news formats. This trend indicates a continued blurring of the boundaries between traditional television news and digital platforms, highlighting a fertile area for further academic investigation and practical innovation in media strategies.

The detailed exploration of the TV News Layout Model and narrative features employed in Ukrainian television news illustrates a sophisticated integration of editorial strategies aimed at maximizing the communicative effectiveness and impact of news broadcasting. The strategic use of narrative techniques not only enhances story presentation but also plays a critical role in shaping viewer perceptions and public discourse. This analysis underscores the complexity and dynamism of modern news production, revealing the art and science behind the crafting of television news narratives.

During the analysis of 531 news releases from Ukrainian television channels, we found that 62% of the news items utilized conflict framing to increase viewer engagement. This technique is particularly prevalent in political news, where conflicts between parties or nations are highlighted. E.g., the coverage of elections often focuses on the competition between candidates, emphasizing their differing stances and the potential impacts of their policies, thus simplifying complex political dynamics into more viewer-friendly narratives.

Approximately 45% of the analyzed segments employed economic consequences framing, especially in stories related to national economic policies or global economic events. E.g., news stories about tax reforms or budget announcements were often presented with an emphasis on how these changes would directly affect the cost of living, employment rates, and personal finances of the average citizen. This method proved effective in making economic content more relatable and engaging for the general public.

According to the study, character-driven narratives were found to be significantly utilized in news reporting, with around 38% of stories focusing on individual experiences or specific community impacts. This technique was particularly employed in healthcare and social issue reporting, where personal accounts of patients or affected families were emphasized to illuminate broader systemic concerns.

The study also revealed a prevalent use of modular design in news broadcasts, with approximately 70% of programs adopting this approach to facilitate flexibility in story presentation. This is particularly beneficial in breaking news scenarios, where the capacity to quickly update and reorganize news content is highly valuable.

Table 1. Overview of Narrative Techniques and Presentation Methods in Ukrainian TV News.

Category	Technique/Principle	Usage Rate	Description
Narrative Techniques			
	Conflict Framing	62%	Highlighting conflicts in stories to enhance engagement.

Category	Technique/Principle	Usage Rate	Description
	Economic Consequences Framing	45%	Focusing on economic impacts to make stories relatable.
	Character-driven Narratives	38%	Using personal stories to humanize broader issues.
Presentation Methods			
	Hierarchical Structuring	Common	Organizing news by importance, using an inverted pyramid.
	Modular Design	70%	Flexible segment design for dynamic news updates.
Popular Themes			
	Political Affairs	High	Dominant theme in news coverage.
	Economic Policies	Medium	Frequently covered, especially in terms of public impact.
	Social Issues	Medium	Regular focus on community and societal challenges.
Viewer Engagement Strategies			
	Recency and Repetition	High	Employing story repetition and recent updates.
	Preparatory Priming	Used	Setting context for complex stories to aid comprehension.

Discussion

The results of the examination of Ukrainian television news layouts offer valuable insights into the intricate processes through which news narratives are constructed and the profound impact they have on shaping public discourse. The strategic utilization of narrative techniques, such as conflict framing, economic consequences framing, and character-driven narratives, as well as the implementation of presentation methods, like hierarchical structuring and modular design, underscores the editorial commitment to not only inform but also engage and influence public perception.

The significant prevalence of conflict framing, observed in 62% of the analyzed segments, suggests a deliberate editorial choice to enhance viewer engagement by simplifying complex political and social issues into more digestible binary conflicts. This technique, although effective in capturing audience attention, may also result in a reductionist view of complex issues, potentially polarizing public opinion and fostering divisiveness rather than informed debate. This strategy aligns with Entman's (1993) framing theory, which emphasizes how media can shape and constrain public perceptions by highlighting specific aspects of events or issues.

In a similar vein, economic consequences framing is a useful tool for contextualizing abstract economic data within the everyday experiences of individuals. This approach not only increases viewer engagement by making the content relatable but also serves an educational function by enhancing public understanding of economic issues, as noted by Grabe et al. (2003).

Furthermore, character-driven narratives, employed in approximately 38% of news items, humanize broader societal issues, making them more tangible and emotionally resonant for the audience. This narrative technique effectively bridges the gap between macro-level events and individual experiences, fostering empathy and a deeper connection with news content. Such techniques

affirm Lang's (2000) findings on the cognitive and emotional influences of media, illustrating how personalized stories can enhance memory retention and emotional engagement.

The modular design of news broadcasts, utilized by approximately 70% of programs, reflects a strategic adaptation to the dynamic nature of news and the varying consumption patterns of modern audiences. This flexibility not only allows for real-time updates but also caters to a digitally engaged audience that prefers nonlinear news consumption, thus expanding the reach and impact of news content.

Compared to the existing literature, the findings from this study provide fresh insights into the evolving strategies of news production and presentation. Previous studies, such as those by Tuchman (1978) and Scheufele (1999), have extensively discussed the role of media in crafting public perceptions through framing and narrative structures. However, this study extends these discussions by providing empirical data on how these strategies are implemented in practice, particularly in a non-Western context. In light of these findings, the current study is a valuable addition to the ongoing discourse on the role of media in shaping public opinion.

This research emphasizes the adaptability of news organizations to digital influences, an aspect that Bucy and Grabe (2007) deemed crucial in the contemporary media environment. The incorporation of digital tools and modular design in news layouts not only signifies technological advancement but also an editorial response to altered media consumption patterns, thereby providing a comprehensive perspective on contemporary news broadcasting practices.

Moving forward, several areas warrant further investigation. One perspective worth exploring is the influence of digital news formats on narrative construction and public engagement, which presents a promising research area, given the ongoing transformation of news consumption through digital platforms. Additionally, a comparative analysis of narrative strategies across various cultural contexts would offer valuable insights into how cultural nuances shape news presentation and audience perceptions. As the digital landscape continues to evolve, these strategies increasingly influence public perception and discourse. A possible direction for future research could involve a deeper examination of narratives used in conflict settings, particularly in the context of war. Such studies would be valuable for understanding how news media shape public sentiment and national identity during conflicts, providing important insights for both media practitioners and policymakers.

Analyzing the part played by advanced technologies, for instance, artificial intelligence, in the aggregation and display of news, and its consequences for narrative veracity and ethical considerations in journalism, might offer vital illumination of the news media's future trajectory. Exploring these subjects would not only supplement current knowledge but also enrich our understanding of media operations in an ever more digital and interconnected environment.

The findings of this study contribute to our understanding of the editorial strategies employed in television news and their implications for public discourse. By integrating theoretical concepts with empirical data, this research enhances our knowledge of the media's role in society, providing useful information for scholars, media practitioners, and policymakers who are interested in media effects and communication tactics.

Conclusion

This study sheds light on the intricate mechanisms underpinning the layout of television news and its impact on narrative construction and public discourse, particularly in the Ukrainian context. The key findings unveil the deliberate use of various narrative techniques, such as conflict framing, economic consequences framing, and character-driven narratives, which are strategically employed to enhance viewer engagement and comprehension. Moreover, the integration of advanced presentation methods, including hierarchical structuring and modular design, exemplifies how Ukrainian news channels have progressed to meet the challenges of real-time news delivery and the diverse consumption patterns of today's audiences.

The prominence of narrative realism in news layouts, where stories are presented in ways that closely align with everyday experiences, plays a crucial role in shaping viewers' perceptions and reactions to the information being conveyed. This realism not only makes the news more relatable and digestible but also accentuates the power of television as a medium to sway public opinion and societal norms.

The findings from this study offer several practical applications for media practitioners. Firstly, the effective utilization of narrative techniques can be improved to strike a balance between captivating viewers and promoting responsible journalism. Moreover, while employing conflict framing can capture the audience's attention, it is important to ensure that it does not oversimplify intricate issues or amplify social divisions. Secondly, incorporating a modular design in news presentations can provide flexibility and adaptability, which are vital in today's digital age where news consumption is increasingly fragmented and on-demand.

Therefore, media outlets can use these insights to educate journalists and editors on the art of narrative construction, emphasizing how various framing techniques can be employed to direct public discourse in positive ways. Furthermore, the strategic incorporation of visual and digital tools should be enhanced to make complex information more accessible and engaging to the audience.

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