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RESEARCH ARTICLES

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## Online business media of Ukraine: Forming a conceptual framework

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### ABSTRACT

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In the article, for the first time in the Ukrainian social communications research discourse, we propose the definition of the term "social and economic issues" in the practice of Ukraine's online business media. We described in detail the scientific approach to the definition of the concepts "media issues" and "thematic specialization" in Ukrainian and foreign scientific discourse and proposed our own definitions of the concepts "issues" and "socio-economic topic" (SET) in the content of Ukrainian online business media, which consider the complex nature of these concepts. The main subject was the formation of the socio-economic topic in the content of online business media using the method of compositional structure modeling. The presented model should be tested and can be actively used by practitioners to work on complex socio-economic topics to bring them out of pure economics into the realm where we can solve urgent social issues and problems. This became possible after conducting a qualitative content analysis of online business media. This enabled us to determine the peculiarities of thematic guidelines' choice and work with a complex synthetic socio-economic topic. The methodology proposed in this study includes theoretical substantiation of the concepts "subject-thematic orientation," "social-economic topic," "thematic orientations," formation of an experimental sample of media messages that contain features of the socio-economic topic and criteria for their selection, qualitative content analysis of selected texts.

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## РЕЗІОМЕ

У статті вперше у вітчизняному науковому дискурсі соціальних комунікацій запропоноване визначення терміну «соціально-економічна проблематика» в практиці ділових онлайн-медіа України. Авторка детально охарактеризувала науковий підхід до визначення поняття “проблематика медіа” та “тематична спеціалізація” у вітчизняному та закордонному науковому дискурсі, а також запропонувала власні визначення понять “проблематика” та “соціально-економічна тема” (СЕТ) в практиці ділових онлайн-медіа України, які враховують комплексну природу цих понять. Основною метою роботи стало формування за допомогою методу моделювання композиційної структури соціально-економічної теми в практиці ділових онлайн-медіа. Представлена модель, безперечно, має пройти апробацію та може активно використовуватися практиками для роботи над складними соціально-економічними темами, щоб вивести їх із суто економічної у площину вирішення нагальних соціальних питань і проблем. Це стало можливим після проведення якісного контент-аналізу ділових онлайн-медіа, який дозволив визначити особливості вибору тематичних орієнтирувальних тем у роботі зі складною синтетичною соціально-економічною темою. Запропонована у цій роботі методика включає: теоретичне обґрунтування понять «предметно-тематична спрямованість», «соціально-економічна тема», «тематичні орієнтири», формування експериментальної вибірки медіапідомлень, які містять ознаки соціально-економічної теми та критеріїв їхнього відбору, якісний контент-аналіз відібраних текстів.

**КЛЮЧОВІ СЛОВА:** ділові онлайн-медіа, соціально-економічна тема, предметно-тематична спрямованість, тематичні орієнтири медіа.

## Introduction

In the conditions of active interaction, covering socially significant economic topics becomes the number one task for various types of business media, regardless of the channel of their operation.

Interpenetration and mutual enrichment of, it would seem at first glance, purely economic issues with social aspects becomes the reason for the appearance of complex synthetic topics in business media – socio-economic. These topics have a dual nature and a complex structure because they are based not only on the economic or business context but also on additional socially significant aspects such as social equality, economic well-being, satisfaction with the standard of living, the level of financial freedom, housing affordability, security of life environment.

Business media journalists become not only providers of business information important for decision-making by an economically active part of the population in the world of business and personal finance but also partly act as mediators in public dialogue between the main participants of various social issues and problems. In this way, they bring them out of the economic discourse into the realm of solving urgent social issues and problems.

However, there is still no widely accepted definition of “socio-economic topic” in the research literature, and there is a lack of methodology for investigating such topics in online business media.

The article aims to define the concepts of “problematics” and “socio-economic topic” in the context of Ukrainian business media to characterize their essence and critical components.

To this end, the following objectives were outlined: 1) to characterize an approach to defining the concepts “media issues” and “thematic specialization” in Ukrainian and foreign scientific discourse; 2) to propose the concept definitions for “problematics” and “socio-economic topic”

(SET) in the discourse of Ukraine's online business media; 3) to investigate the prerequisites for the emergence and essential characteristics of the socio-economic topic in business media.

In the Ukrainian scientific discourse of social communications, many authors addressed certain thematic aspects of media issues. Thus, Boiko (2016), Kozyratska (2018), Sklenar (2009), and others wrote on religious issues; Temchur (2019), Pykaliuk (2018), Chervinchuk (2020) – military; Shenderovskyi (2012), Lavryk (2010), Sashchuk (2014) – social; Opryshko, Pankratova (2016) – court journalism; Makeieva (2019), Bachyna (2011), Porfimovych (2009) – legal and criminal journalism; Petriv (2003), Nosova (2016) – international; Butyrina (2018), Shenderovskyi, Vyratosu (2018) – human rights. Until recently, the problem of business media was considered exclusively in terms of economic, financial, and various branch subtopics within the study of media discourse in general. Among the scholars who worked on this issue, the names of Lazarieva (2005), Chekshturina (2021), Drul (2005), Lazarchuk (2013), Kulytskyi (2009), Maltseva (2011), Dudchenko (2019), Paliichuk (2013). However, hardly any works are dedicated to studying socio-economic topics in business media coverage.

## Method

The qualitative content analysis method was used to identify essential regularities for business media regarding the selection of thematic guidelines and work with a complex synthetic socio-economic topic.

The study's content pool (empirical base) consisted of 4643 materials from four online business media during January 2020 - January 2022, namely The Page, Delo.ua, Property Times, and Commercial Property. These journalistic projects represent four types of online business media by the nature of subject-thematic orientation: 1) broad economic profile (The Page), 2) specialized (Delo.ua), 3) highly specialized (Property Times), and 4) professional (Commercial Property) (Nikytenko, 2022, pp. 132-133).

The algorithm for forming a sample to analyze the features of a socio-economic topic is as follows:

1) to look for all available journalistic media reports in the news feed of the selected media, as well as select according to specific criteria those that meet the definition of "socio-economic topic" (SET);

2) to conduct a qualitative content analysis on selected media reports that contain SET.

The criteria according to which we formed the empirical base of the study from the content pool were:

a) a combination of economic (macro- and microeconomic indicators, narrow-industry business information, corporate information, financial data) and social context (living conditions, income level of the population, social equality, financial freedom, housing affordability, safety of the social environment) within one business report;

b) at least 40% of the content is devoted to the social context of the topic.

The unit of analysis is a journalistic business report from the content pool during the research period, and the comparison base is the frequency of categories' appearance and features of categories in the texts.

At the first level of analysis, the coding categories were the topic of the story (social, economic, socio-economic) and the type of problem (social, economic, business).

We then scrutinized the texts to identify descriptors (a word or phrase that characterizes a socio-economic topic). Descriptors were classified by categories:

- 1) thematic orientations, namely profile and non-profile;
- 2) subject-thematic focus;
- 3) report feed angle.

We consider the profile thematic orientations to be those related to business and highly specialized information, namely:

- 1.1. Trends and news of micro-macroeconomics and the world of business;
- 1.2. The current state and prospects for the development of individual markets and branches of the economy;

1.3. News of business, management, advertising, and marketing in the business field.

The non-core thematic orientations include those formed due to mutual penetration and mutual enrichment of business information with distinct thematic aspects – social, political, cultural, and educational.

Among them, we highlight the following:

- 1.4. News and information about various aspects of political, legal, judicial, educational, and cultural fields affecting the world of business and decision-making by subjects of business communications;
- 1.5. Social issues related to personal and corporate finance, business philosophy, and human well-being;
- 1.6. Information of an educational nature to increase the level of a broad audience's financial literacy.

Thematic orientations are characterized by a broader scope of reality coverage than, say, the concept of “subject-thematic orientation” of business media. By this concept, we understand the critical subject of journalistic materials and the precise direction of the editorial policy to cover exclusively business topics with appropriate accents – economic indicators, financial indices, and market markers. Besides, to determine the nature and essence of the business issues in the media, it is worth considering the angle of presenting the content, which allows attracting the audience's attention not only to specific thematic markers but also to other issues and problems that arise in the process of forming social ties between key subjects – citizens, representatives of business, authorities, and state institutions.

## Results and Discussion

### *“Thematic specialization” and “media issues” in social communications research*

The definition of the concepts of “thematic specialization” and “media issues” still cause heated discussions among communication researchers and journalists. In their works, the interpretation of these concepts was repeatedly addressed by Ukrainian and foreign scholars, in particular Kholod (2011), Mykhailyn (2011), Carlsson (2005), Brouard, Grossman, Guinadau, Persico, & Froio (2018), Rogers and Chaffee (2006).

Meanwhile, the scientific discourse still needs to form a unified and established view on the nature of these definitions. Authors of the textbook “Problematics of the Media,” edited by Kholod, approached this issue in the most detailed way. Thus, the authors propose to call the problems of the mass media “such a systematic collection of problems that are covered in the mass media. This means that any problem or problem to which a report, interview, review, analysis, note, etc. is dedicated can be defined as one of the problems (or problems) of mass media” (Kholod, 2011, pp. 10-11).

It is about the fact that the problem is a systematized collection of several issues that are united by a particular theme. In comparison, the topic is a media representation of certain relevant and socially significant aspects of society.

Rogers and Chaffee consider the topic “the most effective way of information work of a journalist and specialization in a certain field” (Rogers & Chaffee, 2006). And Oltarzhevskyi, researching the place and role of the corporate press in the mass communication system, calls the topic one of the tools that allow any media “to fulfill the main communicative task - to bring its unique media field as close as possible to the needs of a certain audience” (Oltarzhevskyi, 2011,

p. 12). In addition to the topic, the author also mentions the importance of the tonality and direction of the performance, the genre arsenal, the system of images, and stylistic tools. At the same time, a specific thematic mosaic is formed depending on the socially significant aspects of various domains of life covered by the media and the agenda, which is formed based on their totality. This allows us to talk about the existence of a hierarchy of topics and issues that exist in one or another media depending on the thematic orientation, editorial policy, and requests from the target audience (Brouard, Grossman, Guinaudeau, Persico, & Froio, 2018, p. 917).

Turning to the definition of the problem-thematic field of business media, it is worth starting with understanding the discourse in which they function and interact with their readers. Gee, a sociolinguistics and discourse analysis expert, suggests defining discourse not only as a linguistic construct but also as the social-cultural, socio-political, and ideological context in which it exists and shows its resistance (Gee, 1999, p. 123).

The scholar offers his structure of interrelated linguistic elements, which interact to form the meaningful social reality in which this or that communication process occurs.

In this research paper, we propose to use three main criteria to analyze the discourse of online business media, namely:

1) the general organization of the topic's architecture and its place in the agenda of the business media;

It is about various aspects of the topic and subtopics the journalist covers, the order of topic selection, and their gradation in the problem-thematic field of a specific business media.

2) contextualization;

The economic, socio-political, and business background plays a vital role in analyzing the topics and issues of business media. It signals specific facts of objective reality that people actively discuss, interpret, analyze, form their opinion, and make management decisions based on.

3) thematic organization of the text.

It covers genre and stylistic tools and means of expression used by a journalist in his direct work on covering a particular topic.

Media, although they have qualitative technological differences and unequal communicative value in culture, "in their everyday production practice, they produce a general principle that is related to the provision of the social representation of human experience and the involvement of this experience in the general informational and semantic space of a particular society" (McLuhan, 1964, p. 123).

This opinion of McLuhan can also be extrapolated to the online business media, which, thanks to their unique opportunities mediated by the technical means through the Internet, subtly feel the rapidly changing social context, adapting to it, and forming not only public opinion regarding this or that phenomenon, but also influencing the reader's communicative interaction, his / her professional skills, everyday habits, and decisions with the help of social engineering tools.

*Defining the concept of "problematics" in the discourse of online business media in Ukraine*

Today any text in the online business media as a direct embodiment in a separate genre form of a particular meaning with the help of stylistic components and expressive means is a consequence of the author's pragmatic intention and resource-creating communication technologies.

When choosing one or another issue, a business media journalist uses not only the principle of covering reality and the scope of generalization, approaching his target audience's interests, but also necessarily takes into account social reality, the economic context, and the market situation, as well as cultural, social, psychological and cognitive abilities of readers: the quality and nature of attention, social memory, internal readiness for operative perception and interpretation of information.

Most scholars who study business media agree that the main task for this type of mass communication, namely the dissemination of socially significant business information to broad sections of the population and various social groups directly involved in various fields of the market economy.

However, some researchers rightly note that the nature of business journalism and its development in the modern world goes far beyond exclusively market or economic news and requires a different approach.

Both highly specialized audience groups (investors, business people, representatives of the commercial sector) and a wider audience interested in consuming business information, for whom it is an area of personal interest, benefit from the fact that business media journalists pay attention to complex issues, which have a dual nature and concern not only the economic but also the political, social, public area of life, the corporate world (Starkman, 2015).

The works of Berry and Straub (Berry, 2015; Strauß, 2019) also discuss the political and social nature of the economy and the business, which once again emphasizes the multifactorial nature of the business journalism functions, which is not limited to the supply of business information, but also becomes an active stakeholder in solving a considerable number of social issues and problems.

In our opinion, after the growth of social tension in various economic sectors caused by geopolitical challenges and threats, the crisis in the energy sector, the last economic crises of 2008, 2014, and 2019, as well as the full-scale war unleashed by the Russian Federation on the territory of Ukraine in February 2022, in order to understand the nature of socio-economic issues in business journalism, it is necessary to emphasize the synergistic influence of neoliberalism in the corporate sector, the business environment and Ukrainian society in general.

The basic tenet of political and economic philosophy is the belief that “the level of individual and social well-being can best be increased by supporting and developing entrepreneurial freedoms and skills.” (Harvey, 2005).

Based on classical liberalism, neoliberalism provides an invaluable credit of trust to a specific person as a market economy subject, who, by his actions, can contribute to developing a favorable environment in which entrepreneurship and business can exist. Moreover, business media, in turn, become the leading platforms for social dialogue between various participants in solving one or another social problem – government, society, and business.

However, applying the principles of neoliberalism to determine the nature of socio-political issues in business journalism, it is worth looking critically and soberly at the realities in which business journalism is developing in Ukraine. Political institutions as a tool for the satisfaction of individuals and groups connected by economic, political, and even family ties, the shadow economy, tax frauds in large business, and a high rate of oligarchization in the country’s economy become the cause of emerging political and economic unity between oligarchic clans and party leaders, which quite often stands in the way of the development of a free-market economy and independent business journalism.

In such conditions, the adherence to general journalistic standards, formed in several regulatory and legal documents, such as acts and codes of professional ethics, generally accepted by the journalistic community, as well as the development of specific rules and standards for the activities of business journalists, is highly relevant.

After all, even in the threat of an attack on the freedom of business journalism, the main task of this media type is to present balanced, relevant, socially significant media messages about the business world.

In this context, it is worth noting that it is important to remember another challenge for business journalism: creating content according to the needs of a highly segmented audience (Merrill, 2019; Milne, 2009).

Ordinary citizens, investors, office workers, retirees, students, and other subsets of the business media audience have different levels of interest and understanding and decode the messages they receive in their way. E.g., in the USA and Great Britain, professional investors, business people, and top managers of companies prioritize business news (Schechter, 2009).

Forsyth refers to the business media readers as representatives of specific, professional, industrial, trade groups and persons united by a certain occupation, who have specific interests

related to business information (Forsyth, 1964, p. 23). German researchers highlight the following key topics of business publications: “the system of economy and economic policy in which decisions are made and implemented regarding the distribution of resources, production, distribution and accumulation of property in the monetary context and the context of real politics; economic theory, individual and/or societal analysis of costs and efficiency; economic impact of results and measures of other systems, etc.” (Weischenberg, 2011).

Instead, the audience of Ukrainian business media in recent years has “changed and covers a wider range of readers” (Lazarchuk, 2013) who do not necessarily have business interests. However, business information belongs to their personal interests because it affects decision-making on personal finances, which affect various fields of their lives – family well-being, personal development, health, upbringing and education of children, paying pensions, and social assistance from the government.

Considering the production and professional essence of business journalism – the production and supply of business information to a mass audience, as well as the audience factor, in our opinion, it is crucial to develop an understanding of issues in business media and the list of thematic accents that arise in the agenda of this media type.

We propose to consider the issues in business media (IBM) as a set of thematic guidelines that ensure the satisfaction of the information needs in business information for the highly specialized community and wider audiences that may be involved in business processes.

As a result of the monitoring of the media content, the following results were recorded. The total collection of texts during the research period was 4 643 media reports, of which 3 268 texts met the SET criteria.

Of them, 2834 were dominated by thematic profile orientations, distributed in this order.

Table 1. *Distribution of profile thematic guidelines in the reports of online business media.*

Thematic orientation	Type	Number of reports	%
A sharp drop in economic indicators due to the full-scale invasion of the Russian Federation	Trends and news of micro-macroeconomics and the world of business	556	19,62%
Challenges for the economy of Ukraine and the world due to the war	Trends and news of micro-macroeconomics and the world of business	431	15, 21%
Impact of the coronavirus pandemic on the economy of Ukraine	Trends and news of micro-macroeconomics and the world of business	316	11,16%
Economic indicators of Ukraine in 2021/2022	Trends and news of micro-macroeconomics and the world of business	268	9,46%
Direct damage to various sectors of the economy caused by Russia	The current state and prospects for the development of individual markets, branches of the economy	225	7,94%
Market forecasts for certain industries in connection with the war	The current state and prospects for the development of individual markets, branches of the economy	208	7,34%

The financial aspect of rebuilding lost or damaged property	The current state and prospects for the development of individual markets, branches of the economy	192	6,77%
Privatization of Russian property (oil and gas sector, real estate market, banking sector)	News of business, management, advertising, and marketing in the business sphere	184	6,49%
Construction market and mortgage 7%	News of business, management, advertising, and marketing in the business sphere	165	5,83%
Monetary policy of the National Bank of Ukraine (during the pandemic and war)	Trends and news of micro-macroeconomics and the world of business	157	5,53%
The financial impact of the lockdown and the COVID-19 pandemic	Trends and news of micro-macroeconomics and the world of business	132	4,65%
<b>Total</b>		2834	100%

The five most common profile thematic orientations covered almost two-thirds of the analyzed content that meet the criteria of the socio-economic topic during the analyzed period. In connection with non-specialist thematic orientations, they form discourse oriented towards the search for solutions to complex social issues – restoration (rebuilding) of the country, elimination of raw material and energy dependence, and progressive development of the market economy.

Non-specialist thematic orientations, which were key for 1272 reports from the sample during the study period, are presented in Table 2.

Table 2. *Distribution of non-core thematic guidelines in online business media reports.*

Thematic orientation	Type	Number of reports	%
The yeTysyacha program is in cooperation with libraries, art institutions, and educational projects	Social issues related to personal and corporate finance, business philosophy, human well-being	454	35,69%
The program yePidtrymka in the first months of the war	Social issues related to personal and corporate finance, business philosophy, human well-being	213	16,74%
Program of social payments to internally displaced persons	Social issues related to personal and corporate finance, business philosophy, human well-being	156	12,26%
Mortgage 7%	Social issues related to personal and corporate finance, business philosophy, human well-being	113	8,88%

the program yeOselya	Social issues related to personal and corporate finance, business philosophy, human well-being	78	6,14%
How to get compensation for lost housing	Information of an educational nature to increase the level of financial literacy of a broad audience	67	5,26%
How to get financial assistance to Ukrainians from international funds and organizations	Information of an educational nature to increase the level of financial literacy of a broad audience	65	5,12%
Liquidation of the State Architectural and Building Inspection	News and information about various aspects of political, legal, judicial, educational, cultural spheres, etc., affecting the world of business and decision-making by subjects of business communications	54	4,24%
Lockdown due to the COVID-19 pandemic and business	News and information about various aspects of political, legal, judicial, educational, cultural spheres, etc., affecting the world of business and decision-making by subjects of business communications	37	2,92%
State and international programs to support Ukrainian business	Social issues related to personal and corporate finance, business philosophy, human well-being	35	2,75%
<b>Total</b>		1272	100%

The next stage of the research was determining the subject-thematic orientation of journalistic reports that contain signs of SET. Upon analyzing the general sample, we identified eight key subject-thematic guidelines for journalistic reports on socio-economic topics, i.e.: 1) housing affordability and the quality of the living environment, 2) the level of the population's real income, 3) socio-economic aspects of doing business in Ukraine (affordability, openness, simple registration of public services, transparent taxation system, level of corruption), 4) economic aspect of the state social policy, 5) development of entrepreneurship in the country, 6) level of financial freedom, 7) public-private partnership and healthy competition in various markets, 8) the importance of individual sectors of the economy for the economic well-being level of the country (agricultural sector, I.T., creative industry).

The presentation angle is the coverage of a broad topic from a specific perspective, the definition of the main idea of the report through the combination of critical issues and subject-thematic guidelines as a response to current social problems. The angle of submission in the work of online business media on socio-economic topics is always determined by the reports' social sig-

nificance. In other words: the more concrete media reports are the more influential can be proposed solution of complex socio-economic problems.

During the research period, we established a selection of crucial angles of content presentation in the work of online business media on socio-economic topics:

1. Negative consequences of the COVID-19 pandemic on the country's economy and business, in particular, and ways to overcome them.

2. Socio-economic challenges for Ukraine and the world due to the war (famine, destruction of houses and infrastructure, drop in real incomes of the population, burden on the medical industry, loss of production capacity due to occupation and destruction) and ways to solve them.

3. Difficult issues/difficulties/contradictions in specific sectors of the economy and business niches that are of public interest (development of mortgage lending, housing affordability, pension reform, development of insurance medicine). The content distribution in these groups is presented in the diagram for a better understanding.

Two-thirds of the reports, 64%, covered the second block, namely the socio-economic challenges for Ukraine and the world due to the war. Of them, 76% represent informational and observational frames of the topic presentation rather than constructive ones (focused on finding and solving problems), and 24% of reports are about finding ways to solve problems.

The first block absorbed 23% of all reports, of which 87% have signs of informational and ascertaining frames of the topic presentation. This indicates the unpreparedness of journalists to work within socio-economic topics, which require deep immersion in socio-economic processes and the subject's position in solving current issues.

The reports of the third group accounted for the smallest amount in the sample - 13%, which is related to the business agenda of online media during the martial law period. The vector of attention is focused primarily on military and political news, to a lesser extent on socio-economic topics.

*Prerequisites for the emergence and development of socio-economic topics in Ukrainian online business media*

Interpenetration and mutual enrichment of the social and economic areas form a new, more mobile, and changing socio-economic discourse in which modern business media function. In the conditions of this discourse, the concept of socio-economic topics, which are formed at the intersection of the social and economic domains of society's existence, emerges.

When embarking on a socio-economic topic, a business journalist should be guided not only by the familiar tools and methods of his professional and industrial area but also turn to the mechanisms of social journalism.

Among theorists of this media sector, there are different views on its nature, tasks, and functions. E.g., Sokolova defines social journalism as "a specialized type aimed at solving, preventing, and reflecting social problems in society" (Sokolova, 2015, p. 33).

Shenderovskyi defines social journalism as "the integration and relationship of social work and media activity, the key element of which is the sphere of solving social problems" (Shenderovskyi, 2012, p. 47). I.e., social journalism, according to this author, acts as a litmus test, a relay, and at the same time, an active participant of certain social polylogues regarding the search for possible practical ways to solve pressing issues and problems in society.

Furthermore, Lavryk focuses primarily on the functional tasks of this journalistic field, such as "forming the foundations of a civilized society, helping to solve social problems, helping people make competent decisions based on reliable, operational socially significant information" (Lavryk, 2010, p. 43). At the same time, social journalism in its legal field also "performs the function of social criticism and control and is a tool for dialogue between different social groups."

Despite the penetration of social journalism into the problem-thematic field of Ukrainian business media, it is worth understanding that social discourse plays an auxiliary role. Therefore, in our research, we propose to consider the socio-economic topic as a *circle of events and life*

*phenomena that are of great importance for ensuring favorable conditions for economic activity, the functioning of economic processes, the realization by economic subjects of specific roles that they need to play in society for effective functioning of the socio-economic system.*

Media content contributes to the regulation of economic behavior in society, helping people to make important decisions in the everyday economic life of the society (aspects of micro- and macroeconomics), as well as answering socially significant and relevant questions and requests (e.g., an opportunity to engage in entrepreneurial activity, business protection, issues of investments, savings, and consumer economy).

Business journalists, taking on the coverage of socially significant and, at the same time, socially marked topics (economic well-being and the level of real incomes, housing security, comfort and ecosystem for life as the main factor of new criteria for choosing housing), deal with an important category of their industrial and professional domains – effectiveness.

Effectiveness in business journalism is achieved through two elements:

1) personalized selection of the form and its improvement, i.e.: selection of the optimal genre form, development of the architecture of the report, and journalist's author style. E.g., the reports "Ukrainian shopping malls and business centers are ready for a difficult heating season and reduction of energy consumption" (Iryna Nastych, Property Times, 13.10.2022), "How the team of the National Complex "Expocenter of Ukraine" restarts business activities after several months of downtime" (Yeva Taranova, Delo.ua, 7.07.2022);

2) improvement of the report content, i.e.: the choice of key and auxiliary topics, the angle of presenting the content, selection and verification of facts, clarity and consistency of argumentation. E.g., for the reports "“Monster on the Podil”: Is it possible to force the developer to demolish the “extra” floors" (Oksana Hryshina, The Mind, 11.17.2020), "Data giants" (Tetyana Khomyak, Commercial Property, 11.11.2021).

Observing the work of several teams of business media offices in Ukraine (Delo.ua, The Page, Property Times) allows us to state that, in practice, journalists have to choose every day which specific approach and method of work will be the most effective to achieve the primary goal of reflecting socio-economic topics – to synchronize the informational picture and essential factors of the economic and social fields of society's life to ensure the completeness of the objective picture of reality and events which affect making or changing critical decisions in the personal finances, public interests, and corporate business.

After all, socio-economic topics concern not only a specific person but are usually a reflection of several interdependent elements from various sectors of social life, which affect the level of social well-being, the investment climate, and the stability of the whole economy.

The modeling method based on the results of a qualitative content analysis of online business media in Ukraine during the research period allowed us to form a system of the socio-economic topic's compositional structure:

*The compositional structure of the socio-economic topic:*

1) exposition – introduction, presentation of the social reality elements, economic context, and market situation on the topic;

2) articulation of a socio-economic topic and a contradiction/problem/current socially significant issue on the topic that needs to be resolved with a comparison of at least two opposing positions;

3) theses in support of each position + argumentation against the “antithesis” using business, economic, and statistical information;

4) positions of the main stakeholders on the topic;

5) narrow branch expert assessment on the topic;

6) synthesis of theses, antitheses, stakeholder positions, and expert assessment – the equivalent of a culmination;

7) summary – conclusions, a possible algorithm of actions to solve the problem/contradiction/current social issue.

The socio-economic topic reaches the readers in certain genre forms, each with its content and formal specificity.

In the social communications scientific discourse in Ukraine, passionate discussions about genre differentiation are currently ongoing, considering the globalization of the information environment, the technologization of journalistic work, and the emergence of new hybrid genre forms.

However, most Ukrainian scholars agree that the classic system of dividing genres into three groups – informational, analytical, and artistic-journalistic – remains the basis. Therefore, during the qualitative content analysis of the online business media publications from our sample, we considered the investigations of Vasylenko (2006), Holik (2012), and Radchyk (2011), as well as works on genres of Internet journalism by Shevchenko (2015), Zakharchenko, Tsymbalenko, Sokolova (2013), Horodenko (2016) and identified certain regularities regarding the most widespread genre forms for the reflection of socio-economic topics in the online business media.

The vast majority of reporting on socio-economic topics (73%) was embodied in analytical genre forms from the total sample during the research period. The most common genre was the feature – 32.5%, the analytical article – 23%, and the review – 17.5%.

The remaining reports from the total analyzed population (25%) were displayed in the genres of the information group, where notes (57%), interviews (23%), and reportage (20%) prevailed.

Journalistic genres as a way of reflecting socio-economic topics in online business media of Ukraine are not widespread. From the genres of this group present in Ukraine's online business media during the analysis, we saw only the author's column format (2%).

This is explained, first of all, by the specificity of business media and the discourse in which they function, as well as the specificity of the journalistic method, the basis of which, according to Zdoroveha, "is the discovery of social conflicts, the analysis of contradictions, the identification of a problematic situation" (Zdoroveha, 2004, p. 144). All this involves the synthesis of artistic and scientific methods of perceiving reality and elements of the journalistic method – a real fact and its interpretation, cognitive and reflective means, systems of images, and the original author's thoughts.

Business journalism, by its very nature, still gravitates towards the use of analytical methods of knowledge because it requires several specialized skills and abilities from the journalist: understanding of the economic agenda and market conditions, skills of working with large arrays of narrow-field businesses, economic, statistical information, skills to work in an interdisciplinary industry environment.

## Conclusions

Business journalism has a particular functional specificity, as it focuses not only on informing about the state of the business world and reflecting public opinion regarding this or that issue of objective reality in this economic sphere but also takes a direct part in real life, in particular, the formation of the country's investment climate, business image, solving social issues and contradictions related to personal finances and interests – buying a home, forming an investment portfolio, or increasing the level of financial well-being.

The issues of media content in online business media are an important set of thematic guidelines that help journalists fulfill their main function – meeting the informational needs of a highly specialized community and wide circles of the population in business information, which is vital for decision-making in the field of personal finance and business.

It is worth remembering that there are two types of business media issues: professional and non-professional. The latter, in particular, opens the way for business journalists to work out complex synthetic topics that have a dual nature in their practice.

An example of such topics is socio-economic ones, which we propose to define as a separate thematic block in the issues of business media, which considers current socially significant

business and social guidelines, requires the journalist to use special skills and abilities, as well as the initiation of a polylogue between the main stakeholders for bringing a certain issue out of the purely economic into the context of social regulation.

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