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CHANGES IN MEDIA LANDSCAPE: THE POPULARITY OF TELEGRAM AND TIKTOK

NOSOVA Bogdana,PhD (Social Communications), Associate Professor, e-mail: b.nosova@knu.ua¹;**MORONI Chiara,**PhD, Adjunct Professor, e-mail: moronichiara@unitus.it²;**BOCCOLINI Alessandro,**PhD, Associate Professor, e-mail: alessandro.boccolini@unitus.it²;**SPINELLI Elisa,**PhD, Research Fellow, e-mail: elisa.spinelli@unitus.it².

¹ Educational and Scientific Institute of Journalism, Taras Shevchenko National University of Kyiv (Kyiv, Ukraine), 64/13, Volodymyrska Street, Kyiv, Ukraine, 01601.

² University of Tuscia (Viterbo, Italy), Santa Maria in Gradi n.4, 01100 Viterbo, Italy.

Changes in the world media space are actively studied by scholars of many leading universities, and are part of the research of well-known humanitarians. Their review, carried out in this article, contributes to the comparison with the situation in the Ukrainian segment. The Ukrainian media space, as evidenced by the works of individual scholars of Ukrainian universities and analysts of the non-governmental organization “Ukrainian Media and Communication Institute”, is also undergoing significant changes in many directions. The analysis of these studies showed the problems of printed newspapers, and the positive and negative displays of Telegram and TikTok content.

Keywords: TikTok, content, media, misinformation, video.

ЗМІНИ В МЕДІАЛАНДШАФТІ: ПОПУЛЯРНІСТЬ TELEGRAM ТА ТІК-ТОК

Зміни у світовому медіапросторі активно вивчаються науковцями багатьох провідних університетів, є частиною досліджень відомих гуманітаристів. Їх огляд, проведений у статті, сприяє порівнянню із ситуацією в українському сегменті. Український медіапростір, як свідчать праці окремих вчених українських ЗВО й аналітиків Українського інституту медіа і комунікації, також зазнає суттєвих змін на багатьох напрямках. Аналіз цих досліджень показав проблеми паперових друкованих газет та позитивні й негативні прояви контенту Телеграм і ТікТок.

Ключові слова: ТікТок, контент, медіа, дезінформація, відео.

Introduction. Modern media communication tries to combine traditional print media with those born of new technologies of formation and transmission of news and short messages. In parallel, studies of these processes as phenomena of dichotomy are being developed. Sometimes, in academic discourse, this duality is called binary. In this article, the problems of the reduction of quality Ukrainian printed newspapers, the lagging of convergence with modern technological capabilities are updated. A number of foreign studies on the use of Telegram and TikTok have been analyzed.

The relevance of the article is determined by the Ukrainian media reality: drawing attention to improving the convergence of existing traditional media, to the need to have a prestigious printed version newspaper, and to the various influences of Telegram and TikTok, which are dynamically developing in the Ukrainian communication segment. Ukrainian academic discourse has very few reflections on these issues. Such scholars as Liubov Vasylyk, Diana

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Dutsyk, and Tetiana Prystupenko focused their attention on the transformational processes of the Ukrainian media. Thus, Liubov Vasylyk in her monograph “Worldview Opinion Journalism of Modern Literary and Artistic Publications: Conceptosphere of National Identity” explores a number of concepts that influence the formation of national identity, and offers a renewing of certain aspects of the interpretation of opinion journalism communication. Under the guidance of Diana Dutsyk, an analytical report “How Non-Institutionalized News Telegram-Channels Operate and Capture the Audience in Ukrainian Segment” was carried out. The reviewed works of Zoriana Galajun, Nataliia Steblyna represent separate areas of new media studies. Taking into account the fragmented state of Ukrainian research on TikTok, we also focused on publications of an analytical nature that appear on quality Ukrainian online media.

The aim of the article is to find out the state of quality printed Ukrainian newspapers and their convergence; to draw attention to the narrative of the Italian daily newspaper “Corriere della Sera”; to analyze randomly selected media articles about TikTok; and to consider the mission principles of this social media, its attitude towards users, and the reasons for its ban.

The task of the research is to summarize the state of printed Ukrainian newspapers, to accumulate conclusions that could be used for decision-making in the relevant institutions, and to positively influence the improvement of the situation; to analyze separate studies of Telegram channels and TikTok regarding their safe use in journalism practices and exchange of news in communication between people.

The scientific novelty consists in rethinking the meaning of modernization of quality convergent media that produce meanings and create narratives in the national media discourse, based on the safe use of new technologies. For the first time, the need to have a prestigious printed publication in convergence with the latest technological achievements of information distribution is actualized.

Methodology. The methodological basis of the article is built on the use of general scientific methods and techniques of discursive analysis. The source base was studied using logical methods, which made it possible to formulate generalizations. The method of scientific analysis was used in the review of Ukrainian and Italian media. This made it possible to identify the features of the content of these media and make their comparative characteristics. Techniques of discursive analysis were used to characterize the studies of Telegram channels and TikTok. The inductive method was used to analyze existing international studies of these social media.

Results and discussion.

Newspapers are necessary, newspapers are important

According to the data of Ivan Fedorov Book Chamber of Ukraine, the number of printed media i.e., newspapers is decreasing, but with a characteristic fluctuation. Thus, the publication of newspapers in Ukraine in the years 1991–2021 by titles shows that in 1991 1,909 newspaper titles were published, and in 2021 – 1,387. The number of newspaper titles printed in Ukraine increased from 1992 until 2002 and was 3045 titles. After a slight decline in 2003, the following 2004, their number was 3,014. The extreme decline continues from 2019. Circulation per thousand people reached its peak (in the period 199 – 2021) in 2006 – 1937.1. In 2021, this indicator was 810.4 copies per thousand people. According to the sphere of distribution, 475 newspapers are positioned as nationwide, all-Ukrainian, and their total average (one-time) circulation is 20,659.5 thousand copies [1].

At the end of 2019, the popular analytical newspaper “Zerkalo Nedeli” (“The Mirror Weekly”) stopped to publish paper versions. At that time, it already had a Ukrainian language version “Dzerkalo Tyzhnya. Ukraina”. Currently, the ZN.UA website has three language versions: Ukrainian, Russian, and English, which is now located at the search address: <https://zn.ua/>.

The all-Ukrainian daily newspaper “Den” (“The Day”), which has identified itself as the most intellectual publication that actively supports state-building trends, shapes Ukrainian

historical memory. The newspaper has Facebook and Twitter pages. Currently, the number of categories in this newspaper has decreased. The archive of the paper version ends with the issue of April 29, 2022 when newspaper stopped to publish printed copies and concentrated its efforts into online webpage only: <https://day.kyiv.ua>. Once, in an interview about her media and the future of journalism, the editor-in-chief of “Den” newspaper Larysa Ivshyna spoke about the advantages of the paper version, noting that they are hidden in the composition, because “A good editor understands which headline to put, how to arrange photos to create appropriate mood. There are newspaper hints, semitones. The reader will recognize them”, she said [2].

“Holos Ukrayiny” (“The Voice of Ukraine”) is the official newspaper of the Verkhovna Rada of Ukraine (Parliament) as a converged media now. It comes out 5 times a week. The paper version has a circulation of 40,000 copies. There are also subscription indexes for 2023 in the “Ukrposhta” (Ukrainian Postal Service) catalogues. The webpage is located at <http://www.golos.com.ua>, the categories are updated regularly. In addition to the official materials of the Ukrainian Parliament, the chronicle of the struggle of Ukrainian soldiers against the Russian occupiers, the geography of internal news – from all regions of Ukraine, articles on international topics etc., are published. The PDF version is easily readable. The newspaper is presented on Facebook, Telegram, and Twitter.

“Uryadovy Courier” (“Governmental Courier”) is a daily newspaper published by the Ukrainian Government and has a similar theme comparing with a previous one, only focused on government documents and materials. On its website <http://ukurier.gov.ua/uk/>, in addition to the main traditional categories, there is an announcement about a subscription and concise information about the state of the media.

Moreover, in the “Ukrposhta” network kiosks, one can find other newspapers such as “Ukrayina Moloda” (“Young Ukraine”), “Poradnytsia” (“Councilwoman”), “Slovo Prosvyty” (“Word of Enlightenment”), which is edited by the famous Ukrainian writer Liubov Holota; several health care and entertainment media, etc.

This is an incomplete list of Ukrainian newspapers that, according to press researchers, belong to high-quality media and those aimed at mass readers. In order to thoroughly describe the situation that happened to each edition, a broad contemporary study of the state of Ukrainian print media is needed. The media discourse of Ukraine is incomplete without a newspaper that, with its intellectual content and civic stance, covered the main events of everyday life. Ukraine needs a daily newspaper that would have a journalistic interpretation of international events, record the history of the struggle for independence, modern reportage about the heroism of Ukrainian soldiers in the long-term Russian war in Ukraine. Paper newspapers sets in state library repositories preserve evidence of every historical event. This is a Ukrainian memory that cannot be erased or deleted on the Internet, cannot be edited to the satisfaction of the someone who is interested in. An influential modern newspaper, convergently organized, is always part of the stable status of the state, its promoter and cultural face, for example, at the international airports, at the world media stands.

For example, “Corriere della Sera” the Italian daily newspaper on 56 pages (which is also made up of even very substantial local editions and pages, such as “Rome”, dedicated to news from the Italian capital, if the newspaper is purchased in the Lazio region. Milan also has its own dedicated supplement, which can be read by buying the newspaper within the Lombardy region; indeed, it is worth considering that some local editions have many pages, such as that of the “Corriere del Mezzogiorno” – dedicated to the areas of southern Italy – or the “Corriere del Veneto” for the northeastern Italy) in thorough articles and urgent messages is telling you about current global events, Italian politics backstage, economy, culture, sports, travel, etc. Now, starting from the fifth page, one can read about the Russian war in Ukraine under the heading “On the Front Line: The War in Europe” (“In primo piano. La Guerra in Europa”) [3, p. 5].

Although the printed version has changed the format, it retains the features of the layout to which generations of its readers have become accustomed. The converged online version of the newspaper has high professional evaluations of Italian media researchers. Thus, in the issue for 24 March 2023 on the first page, in the topic of the day, the articles of two categories concerning Ukraine are “Bakhmut” and “War Ukraine Russia” (“Guerra Ucraina Russia”). In the category “Corriere TV” was the speech of the Prime Minister of Italy Giorgia Meloni in the Italian Parliament, where it has been discussed the issue of aid to Ukraine, sharply responding to Elisa Scutellà, a MP from the political party “The Five Star Movement” (“Movimento 5 Stelle”), who tried to protest against this aid. The website of the newspaper, which includes videos, podcasts, multiple categories, a clear artistic design style, and ease of use make the online version extremely interesting, mobile and modern [4].

The importance and future of news was discussed at “The Society of Editors Media Freedom Conference 2023 – The Future of News” in London [5]. In a video address to participants, the President of Ukraine, Volodymyr Zelenskyy, urged on the UK media to “to spread the truth even more actively about Russian aggression, about our people whose lives are being destroyed by Russia, about our defense, which is returning freedom and security to Ukrainians and all Europeans” [6].

UK scholars’ studies show that “despite falls in the circulation of newspapers and increases in news consumption via smartphones, readers of all ages still spend more time with newspapers’ ‘dead-tree’ editions than with their websites and apps” [7].

Telegram channels and Tik-Tok: a new communication in the media segment

In 2022, after the Russian full-scale military invasion of Ukraine, the non-governmental organization “Ukrainian Media and Communication Institute” conducted a study “How Non-Institutionalized News Telegram-Channels Operate and Capture the Audience in Ukrainian Segment”. The value of this analytical report is that it was carried out on a modern methodological basis with the involvement of professional sociologists from the Kyiv International Institute of Sociology and considered Telegram channels as non-institutionalized and as mainstream media. The experts noticed a new trend, that after 24 February 2022 “the Ukrainian authorities at various levels began to actively create their own Telegram-channels to ensure direct and quick communication with the population” [8, p. 4].

In December 2022, the NGO “Ukrainian Media and Communication Institute” received the results of a survey conducted by the Kyiv International Institute of Sociology (KIIS) on its request. According to this survey “63.3% of Ukrainian citizens started reading the latest news on Telegram-channels after the Russian full-scale invasion on 24 February 2022. Whereas before 24 February this figure was much smaller – 35.9%”. The surveyed users explained their interest in Telegram channels as follows: they are easy to use, they provide information promptly. Scholars noticed that after February 24, 2022, some Telegram channels began to use the Ukrainian language. We are talking about non-institutionalized channels, i.e., those not created by traditional and online media editorial boards. Some of them were criticized by experts: unfair/ artificial growth the number of subscribers and viewers, it is impossible to establish the owner, the lack of transparency at the advertising market, etc. A focus group discussion of the topic revealed that “Telegram was also the most mentioned source of latest news” [8, p. 44–45]. The Ukrainian Media and Communication Institute Executive Director Diana Dutsyk, commenting on Telegram channels’ research, said that “Professional standards, in particular the credibility standard, were fully observed by only the “Ukraine Now” channel from our TOP-10. The rest of the analyzed channels partially or did not refer to the sources of information”. According to her, the discussion of this problem in focus groups showed that there is a prevailing uncritical attitude towards the content of Telegram channels. The participants of the focus groups do not

check the information, although they “consider the presence of untruthful information in official Telegram channels unacceptable” [9].

A number of Ukrainian officials and institutions use Telegram for communication, reporting on their activities. VoxCheck’s investigation of Telegram was discussed during the expert conference “Propaganda in the smartphone: has Telegram become a breeding ground for Russian propaganda” (VoxCheck is a fact-checking project of the independent analytical platform “Vox Ukraine”). VoxCheck experts talked about nineteen narratives that are most often used by Russian propaganda. They came to this conclusion after analyzing the content of 59 Russian and pro-Russian Telegram channels and collecting 5,500 cases of Kremlin disinformation. These experts claim that “there is no clear indication that Telegram is completely reliable, is not controlled by the FSB, or that the secret service does not have any access to the content” [10].

The articles about the emergence of TikTok as product of the Chinese company ByteDance in 2017 filled the online media with a large amount of thematic content. The authors of the publications emphasize the rapid spread of the application among those who often watch music and dance videos, who shoot and distribute short mobile video. TikTok also has clear instructions on how to use the application, how to distribute the newly created video content. Many materials refer to the prohibition of TikTok in various countries for use by government officials. This is done to ensure security and prevent leakage of confidential information. The application is accused of collecting data for the benefit of Chinese government services.

The official website of the company is multilingual, but not everything is translated, for example, into Ukrainian or Italian, it is natural that most of the information is presented in English the mission is formed in general terms: “to inspire people and bring them joy”. The information about international centers in Los Angeles and Singapore, offices in New York, London, Dublin, Paris, Berlin, Jakarta, Seoul and Tokyo are briefly reported on the web page. The news section is the most active and frequently updated in English. For users, a list of tools and settings is provided in a concise and clear way. In the “Safety Center” from the “Guides” section, one can learn about data protection, privacy and safety controls in TikTok. The “Topics” section collects the most current messages on countering the community hate speech, scams, preventing child sexual abuse on TikTok, bullying prevention etc. There are tips on dealing with so called toxic content, addresses of organizations and support services where one can complain about violators of community ethics. TikTok moderators are attentive to the reactions of teenage family members to content management. All this looks like a response of the company’s management to numerous criticisms regarding the state of affairs with harmful information in TikTok [11].

In April 2023, on the eve of World Book Day, the TikTok official website in the English-language “News” section featured mini stories from different countries about interesting books, encouraging the community to read: “With over 126 billion views, and 19 million posts to date, #BookTok has become a place where book lovers, authors, storytellers, and educators across TikTok’s global community come together to celebrate the joy of getting lost in a great book while finding the inspiration to author their own stories” [12].

The section “News” in Italian language informs that the Italian encyclopaedia Treccani dictionary (which is the largest national publishing house in the field of culture) has added the words BookTok and BookToker to the neologisms of 2023. In this way, the encyclopaedia authorized the introduction of new terms into the vocabulary of the Italian language. These words added to Treccani’s dictionary: “BookTok – born quietly between the pages of books and in the readers’ rooms which now finally includes stories, readers and emotions – is a story that will be remembered and told. The encyclopaedia’s decision to include it among the neologisms of 2023 comes in conjunction with the announcement of TikTok’s partnership with the Turin International Book Fair 2023...” [13].

Ukrainian tiktokers and their critics

In the Ukrainian segment of TikTok, journalists determine the leaders by the number of views: “The first Ukrainian-speaking TikToker with an audience of 100,000” calls himself former student and blogger Danylo Haydamakha with the nickname @chornobroyj. His videos on TikTok cover mainly patriotic topics: about Crimea, Donbas, Russian large-scale military invasion of Ukraine and the Ukrainian language development. These data are from 2021, when this application began to be filled with Ukrainian content, in particular, Danylo Haydamakha and his friends launched the Ukrainian reality show “Noise”. “Haydamakha calls this project the “Ukrainian TikTok revolution” and wants to increase the amount of Ukrainian-language content on this social media”, writes Olena Dub for the online media “Texty.org.ua” [14].

In 2023, in the Ukrainian TikTok segment, Yana Doga (@yanadoga) is the leader in the number of followers and likes with 11.5 million followers and 181.7 likes. Dima Yevtushenko (@evtushenko_dima) has the same indicators. Lady Bunny (@ladydianka) has 9.5 million followers 254.6 likes [15].

Serhii Zhadan, a Ukrainian writer whose works have been translated into more than twenty languages, often performs with the rock band “Zhadan i Sobaky” (“Zhadan and The Dogs”). Artists abroad promote Ukrainian music and poetry, collect funds for aid to war victims and for cars for army needs. Serhii Zhadan told in an interview how he noticed that his concerts are attended by a very young audience at Ukrainian venues, that the age of his fans is changing, and Tiktokers spread his poetry, songs based on his words performed by the rock band “Zhadan i Sobaky” [16]. “The UNIAN” News Agency made a list of “top TikTok videos with Zhadan’s poem “Woman with hair as black as the land”. So, some shots show the romantic city of Lviv, on others are girls writing that they would like to hear such words every day, on the next they admire Zhadan’s poetry”. [17]. In order to communicate more actively with his fans, he also became an active TikTok user. And during an interview on the Youtube channel “Pryama Chervona” (“Straight Red”) Serhii Zhadan taught the presenter Oleksandr Sydorenko (Fozzi – soloist of the TNMK band) to make TikTok videos [18].

The Ukrainian academic environment does not yet have fundamental studies of this phenomenon. The TikTok’s instrumental boundaries, multiplicity of expressed topics, interdisciplinary philosophy of perception – all this affects the difficulty of using available methodological techniques in research. It is possible to analyze journalistic motives in short video fragmentarily. One can single out the interaction of a short message with millions of views on the social media. That is, to follow the communicative connection of the chosen topic that is relevant in time. There are several articles that show how the philosophical categories of good and evil, which are reflected by accounts in the younger community, are not inferior to the number of distributions before the intensive use of this platform by multinational companies – in veiled advertising, in the promotion of their products and goods to new markets. The Ukrainian academic field is at the beginning of TikTok system-based research. Its restrictions in use by governmental organizations of certain countries increases the interest in studying the effects of this social media, both positive and negative.

Mediatization of Tik Tok researches

Meanwhile, the world media draws attention to how TikTok is being investigated by scholars in the US. Thus, “The Guardian published the article” TikTok was ‘just a dancing app’. Then the Ukraine war started. Noting the attention of Joe Biden and Volodymyr Zelensky to the content of TikTok, the columnist of the newspaper cites a number of quotes from American researchers of this network after the beginning of the full-scale invasion of the Russian army on Ukrainian territories, that is, after February 24, 2022. “Ukraine-related content on TikTok has exploded since the country was invaded on 24 February, with videos tagged #Ukraine surpassing 30.5bn views as of 17 March. One report from the New York Times found that, proportionally, Ukraine content on TikTok outpaces that on platforms more than

twice its size. With that dramatic rise came an influx of misinformation and disinformation. Videos of unrelated explosions were re-posted as if they were from Ukraine. Media uploaded from video games were passed off as footage of real-life events. Russian propaganda went viral before it could be removed”, writes Kari Paul for “The Guardian” [19]. The problems of fake and manipulative messages were also investigated by the Harvard’s Shorenstein Center on Media, in a paper titled “TikTok, the War on Ukraine, and 10 Features that Make the App Vulnerable to Misinformation” [20]. “The Guardian”, commenting on the main parameters of the study, points to the imperfection of certain functions and design features of the TikTok application, which “create an easy pathway for misinformation”. The newspaper also gives examples of how TikTok “scrambled to keep up with the onslaught of disinformation about the war in Ukraine”. TikTok spokeswoman Jamie Favazza told: “We continue to respond to the war in Ukraine with increased safety and security resources to detect emerging threats and remove harmful misinformation” [19].

“El Pais” newspaper notes that since the beginning of the invasion of the Russian army, hundreds of Ukrainian soldiers “have shared videos of themselves performing the routine among ruins, in the trenches and camouflaged in the forests of the eastern Donbas region” [21].

The author of the article also widely cites the study of the “Military Review”, the leading magazine of the United States military, “published a study on social media postings by Ukrainian troops during the first months of the war, including the use of “tactical TikTok”” [22]. The authors of the study, Col. Theodore W. Kleisner and Trevor T. Garmey, talk about the benefits and risks of social media and the authorization of their use by the Ukrainian General Staff: “These benefits include raising troop and civilian morale, and creating a positive and heroic image of Ukraine’s armed forces. Ukraine is heavily dependent on support from its allies, and the battle to win over public opinion may determine the level of aid it receives from these governments” [21].

About TikTok in the USA, where the issues of geopolitics and internal security are interwoven, Yuri Vanetik, entrepreneur, political strategist, and attorney, member of the Directors Board of the International human rights agency “West Support” which is a non-governmental organization headquartered in the United States, dedicated his article. The author of the article cites the fact that 150 million US citizens are users of this social media, which is almost half of the country’s population. His analytical findings came after a hearing in the United States House of Representatives involving TikTok CEO Shaw Ji Chu. Yuri Vanetik believes that the TikTok CEO “tried to get out of it”, but “he was attacked very hard by the congressmen”. As a political strategist, he reflects on the issue of banning TikTok among US government officials, neatly combining two issues: “What is primary here – geopolitics or America’s internal security issue? I think that both of these factors are connected here: the role of TikTok, as a way to extract information, and the situation along the US-China line. I will not hide that the geopolitical component is of great importance here. In the situation with TikTok, everything is gathered: both competition between countries, and the opinion that this service is simply dangerous” [23].

A number of articles report about the use of TikTok by Russian propagandists. Based on analytical materials from the Alliance for Securing Democracy (ASD), Jeff Seldin claims that “Russia Using TikTok to Push Pro-Moscow Narrative on Ukraine”. He also cites the ASD report that “there were 78 Russian-funded news outlets on TikTok with a total of more than 14 million followers”. TikTok did not label 31 accounts as belonging to state-controlled media, although it is obliged to do so. The article concludes with Marco Rubio, the top Republican on the Senate Intelligence Committee, warning that TikTok is “probably one of the most valuable surveillance tools on the planet”. The USA Cyber Command’s General Paul Nakasone told members of the House Intelligence Committee that TikTok is like a “loaded gun”. Christopher Wray, FBI director, has warned that TikTok’s recommendation algorithm “could be used to conduct influence operations” [24].

The fact that TikTok video service has problems with its use in the environment of public services is evidenced by a number of bans. The government institutions of the USA, Canada, and official institutions of the European Union recommended staff to remove TikTok application from their devices, they say, in order to more reliably preserve data protection [25]. The main complaints against the Chinese company regarding cyber security were analysed by Joe Tidy, the BBC's Cyber Correspondent [26].

TikTok can improve communication for people with autism, dyslexia, eating disorders, attention deficit disorder, hearing impairment, and special educational needs. This is the conclusion of communities that use TikTok to share their experiences of living with disabilities. This is reported by "PureWow", the U.S. online media that publishes women's lifestyle content. Dara Katz in her article emphasizes how the openness of accounts and content creations normalizes the lives of peoples with disabilities [27].

BuzzFeed article is about story of Lindsey Fleming, who has been diagnosed with dyslexia since the age of 6. She talks about her work as a licensed professional counsellor on her TikTok account: "I want people to know that having dyslexia does not mean you are not smart! It means your brain takes in and processes information differently" [28].

Conclusions. Reviewing and analysing the possibilities and prospects of the fashionable and widespread Telegram and TikTok services, we can conclude that the presence of a printed newspaper in the atmosphere of a sustainable developed society will not replace any new media and social media attainment. Television has not supplanted anyone or anything, and new media have only improved communication in a certain social segment. Circulations of printed newspapers depend on the economic situation in the country, the publisher, as well as the political conjuncture in society. Researchers single out a number of other significant factors of influence such as sustainable development, national identity, poverty and literacy of the population, i.e., readers. Although distant, but relevant parallels can be drawn between the achievements and influences of the Gutenberg era and the time space in which the inventions of Steve Jobs, Lubomyr Romankiw, and Mark Zuckerberg appeared. That is, there will be changes. But "This is Not the End of the Book" is the title of a book-conversation between Umberto Eco and Jean-Claude Carrière about book collections, libraries, and preservation of all these in the Internet age [29]. Their conclusion is that there are and will be books because there are readers. For this reason, there will be newspapers.

This article confirmed the relevance of academic researches on Telegram and TikTok. These social media improve various types of communication: they make it fast and modern. The TikTok has both positive and negative effects. Their relationship and significance for users in the global dimension require further fundamental study.

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ЗМІНИ В МЕДІАЛАНДШАФТІ: ПОПУЛЯРНІСТЬ TELEGRAM ТА ТІК-ТОК

Носова Богдана, Канд. наук із соц. комунік., доц.,

Навчально-науковий інститут журналістики Київського національного університету імені Тараса Шевченка, вул. Володимирська, 64/13, 01601, м. Київ, Україна, e-mail: b.nosova@knu.ua.

ORCID – <https://orcid.org/0000-0002-6692-173X>.

Мороні К'яра, PhD, ад'юнкт-професор,

Університет Тушії, Санта-Марія-ін-Граді № 4, 01100, м. Вітербо, Італія, e-mail: moronichiara@unitus.it.

ORCID – <https://orcid.org/0009-0007-7010-7937>.

Бокколіні Алессандро, PhD, доцент,

Університет Тушії, Санта-Марія-ін-Граді № 4, 01100, м. Вітербо, Італія, e-mail: alessandro.boccolini@unitus.it.

ORCID – <https://orcid.org/0000-0003-2677-6897>.

Спінеллі Еліза, PhD, наук. співробітник, шеф-редактор радіо Unitus,

Університет Тушії, (м. Вітербо, Італія), Санта-Марія-ін-Граді № 4, 01100, м. Вітербо, Італія, ORCID – elisa.spinelli@unitus.it.

ORCID – <https://orcid.org/0009-0001-7791-3436>

Вступ. Запропонована стаття продовжує міждисциплінарне дослідження традиційних та нових медіа: їх взаємодоповнення та інструментальне поєднання, а також наративні взаємовпливи й комунікаційне співіснування. В українському сегменті означена тема досліджується фрагментарно. В окремих напрямках спиратимемося на досвід італійських медіа. Оглянуто українські якісні конвергентні газети та одну з найдавніших італійських газет «Corriere della Sera». Ідеться також про ті дослідження TikTok в англomовному світі, яких немає в українському науковому середовищі.

Актуальність. У ситуації, коли зменшується кількість друкованих газет і зростає популярність Telegram та TikTok, виникла потреба провести синтезоване дослідження вказаної проблематики. У цьому є інноваційність дослідження. Завдяки такому підходу вдалося підтвердити нашу гіпотезу про необхідність загальнонаціональної газети як конвергентного медіа.

Методологія. Методом наукового аналізу користувалися при огляді українських та італійських медіа. Це дало можливість виявити особливості їхнього контенту та зробити порівняльну характеристику. Прийоми дискурсивного аналізу використовували для опису досліджень Telegram-каналів і TikTok. Таким чином проаналізоване становище друкованих медіа та безпекові виклики, пов'язані зі зростанням популярності Telegram і TikTok, використанням цих платформ для популяризації конвергентних медіа.

Результати. Завдяки використанню індуктивного методу вдалося проаналізувати наявні закордонні дослідження указаних соціальних медіа, увівши в науковий обіг нові концепти. У статті відображені стан українського сегмента TikTok, проблемність його вивчення. Водночас досліджується використання застосунку людьми з особливими потребами в навчанні. При написанні статті використано матеріали Книжкової палати України імені

Івана Федорова, соціологічні опитування Київського міжнародного інституту соціології, дослідження соціальних медіа вченими США.

Висновки. Висновки зосереджені на думці щодо необхідності функціонування газети як частини іміджу держави, як постачальника якісної аналітики, змістовної публіцистики, перевірених новин. Також у статті наголошується на необхідності подальшого вивчення комунікаційних можливостей TikTok і його функціональних особливостей. Привернено увагу до безпечного використання Telegram-каналу для новинного інформування.

Ключові слова: *TikTok, контент, медіа, дезінформація, відео.*

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