

## CONTENTS

### SECTION 1. PUBLIC RELATIONS

#### AND ORGANIZATIONAL COMMUNICATION

Pilgrimage in the age of digital culture: media tools and social institutions

**Panchenko S. A.** ..... 4

### SECTION 2. MEDIA LINGUISTICS

Expressive potential of secondary nominations in media text

**Koshman I. M.** ..... 10

### SECTION 3. MEDIA ETHICS, MEDIA EDUCATION

#### AND MEDIA LITERACY

Balance between text and visual formats: practices

of critical media consumption

**Kyianytsia Ye. O.** ..... 14

### SECTION 4. STUDYING THE NEEDS OF THE AUDIENCE

#### AND INVOLVING THE GENERAL POPULATION

#### IN THE COMMUNICATION PROCESS

Algorithmic content personalization as an element

of hybrid information warfare

**Balovsiak N. V.** ..... 19

### SECTION 5. WORLD TRENDS IN MODERN JOURNALISM

International cooperation as a resource for the development

of Ukrainian journalism during the full-scale war

**Biriukov V. M., Reznichenko A. Yu.** ..... 23