

SKYLINES OF SUSTAINABLE JOURNALISM; A FRAMEWORK FOR UKRAINIAN MASSMEDIA

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Abstract. *The article is aimed to study the development and prospects of the Ukrainian sustainable journalism, according to current challenges. Conditions of the full-scale invasion of Russia and long-term aggressive war put new problems before Ukrainian society and Europe, which are traditional for sustainable journalism of contamination of ecology, elimination of ecosystem, humanitarian disasters. Steady development of economy and social environment was violated.*

Authors provided a differentiation upon media problems of the sustainable journalism from regional to the international levels. The aspects of the sustainable journalism were considered such as journalism of ecological, social and economic problems, the issues were specified according to the war terms. In the process of development of the sustainable journalism in Ukraine there was shown a balance between illumination of the resulted problems.

Attention was concentrated on the conditionals for the successful sustainable journalism in Ukraine. Four conditions were determinated: freedom of press, economic stability for media, quality journalism principles that make high professional standards both for media-workers and media-owners, and international and global angle for journalists. All of them formed a stable scheme illustrating the framework of sustainable journalism for Ukraine.

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Introduction. The concept of sustainable journalism, or journalism on sustainable development, arose in the scientific environment of Swedish media researchers and slowly circulated into the scientific texts created by authors from developing countries of the African continent, Central and Eastern Europe, and Asia (Magnér, 2022).

Ukraine pursue being a sovereign European state taken seriously global problems. All the time it is. According to Sustainable Development Goal 16.10 (in the edition for Ukraine), it is necessary to expand public access to information and extend the protection of fundamental freedom (Sustainable Development Goals, 2017, p. 161), that demonstrates a great and remarkable role of journalism in information society. A public that has operational, reliable, accurate and independent information, and is aware of the tasks and importance of achieving the goals of sustainable development, is advanced and well-armed one. Definitely, such a society is ready to undo the difficult problems of the time and has the ability to quickly respond to global challenges, which is the key to the future.

In Ukraine, the issues of sustainable development have been studied for a long time, and journalists are also involved in this process (but still no selected works on sustainable journalism particularly). For example, in 2012, an all-Ukrainian competition was held, where analytical journalistic materials on the topic of sustainable development competed. On the initiative of the UN in 2016, 2017, 2018, etc. contests on sustainable development for journalists were announced in Ukraine. These are only few examples that we can receive from the announcements and press

releases. We should not forget furthermore about the scientific study of the goals, tasks and opportunities of sustainable development both by specialists of a quite high profile and by groups of researchers applying an interdisciplinary approach to enrich the results that can be obtained.

Research methods. Although the concept of sustainable journalism exists since it was first presented by Ulrika Olausson, Peter Berglez and Mart Ots in 2017, there is no solid literature studying the idea according to the Ukrainian basics only. Mediastudies & medialogy, which means a scientific multidisciplinary understanding media, almost avoid the theme. It simply makes a great demand to study the essence and prospects of Ukrainian version for sustainable journalism in its multidimensional fullness.

The aim of the study is to draw the systematic basics and perspectives of sustainable journalism in our state due to the Ukrainian media's development situation. There are many studies on certain aspects of the informational, sociological, political science, ecology and geopolitical issues of the states of Eastern Europe, but there is no holistic work that would explain the perspectives by interdisciplinary approaches in media studies. The authors used such methods of media research as observational method, method of analogy and comparative method. Among the methods of the research procedure itself, we would like to emphasize the use of abstraction and idealization methods, which were used to construct the proposed scheme logically.

Results and discussion. If we turn to the current situation, we will see that in fact the skylines of sustainable development simply for Ukraine, and for Europe in general, have been pushed back due to various aspects of the increased intensity of the Russian-Ukrainian war. Namely, after Russia's full-scale invasion to the territory of Ukraine, many achievements of our state that walked in the direction of sustainable development in a number of environmental goals were reduced to a minimum: we should name a destruction of ecosystems, environmental damage and pollution, changes in biodiversity. Since everything is connected, these problems will inevitably affect the intensity of progress in sustainable development for those European countries that are not among the belligerents. Today, the damage caused by Russia in this way on the countries of Europe is difficult to quantify. There are also related problems that will negatively affect Ukraine's ability to move towards sustainable development after a future victory and deoccupation of the whole territories. This issue is too large to be considered in the format of the article, so let's just take it into account as essential issue for our further presentation of the prospects for the development of sustainable journalism in Ukraine.

We deeply analyzed the latest data from Eurostat's reports released on 24 May 2023. The impact of the war in Ukraine is frequently referred to (Eurostat monitoring report, pp. 16, 20, 31 etc.), but no mentions in «Sustainable development in the European Union ; Statistical annex to the EU voluntary review». The question is figure heavily but it exactly is. As to the words of M-r Paolo Gentiloni, European Commissioner for the Economy, responsible for Eurostat, «no sustainable development is possible without peace and no peace without sustainable development» (Eurostat monitoring report, p. 4).

From the point of view of the concept that was proposed by Swedish scientists, sustainable journalism is not just the activity of mass media that provide the audience with journalistic materials related to the topics and issues of sustainable development (Berglez & al, 2017). As to the topics, sustainable journalism is located between environmental journalism reporting about various problems about ecology such as a climate change, loss of biodiversity and others, social journalism covering themes on peace, security, justice, human rights, democracy, equality, and economic journalism (Adjin-Tettey & al, 2021, p. 8).

It includes a coverage of economic, social, and environmental problems of the globalized world; the use of new advertising formats to promote the idea of sustainable development, which can earn the trust of the audience; finally, a regional tier of journalistic reports about the problems of the modern world should create a logical link to the perspective of global threats and their consequences. Mass media can play a «vital role in achieving the SDGs to create awareness about it» (Wagh, 2019, p. 1758). Media also could organize effective public discussions (Bodt, 2007, p. 495).

On our opinion, the task can be realized according to several levels of functioning of journalism messages, ranging from regional media with their coverage of local events, and ending with international journalism. Then, in this way, a relief horizontal+vertical format of sustainable journalism is designed as below:

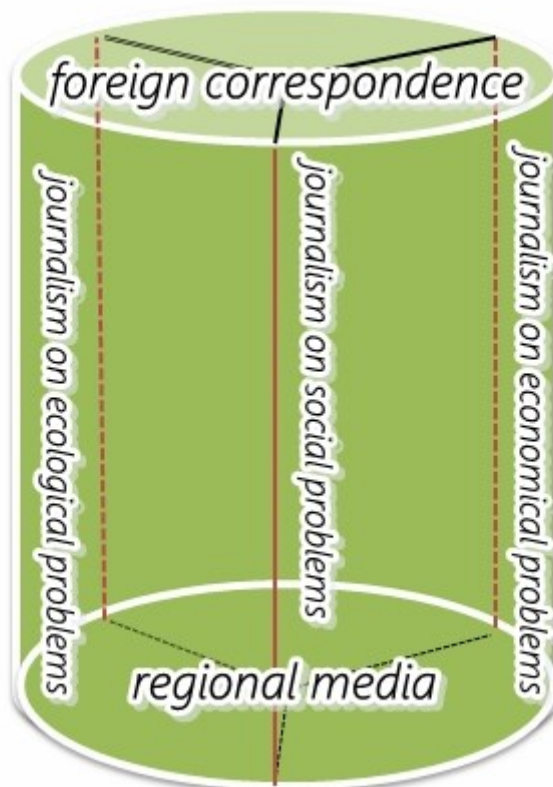


Fig 1. Model of sustainable journalism by subjects and levels

Journalism becomes sustainable exactly «by balancing or ideally exchanging the production of “quick and dirty news” with information that enables future generations to meet their own needs» (Adjin-Tettey & al, 2021, p. 11).

Journalism not only helps to disseminate information about the necessary steps to achieve a balance of sustainability, but also turn the attention of the audience right by addressing people. «People are the center of sustainable development. Meeting more and more fully the material and spiritual needs of all classes of people, building a prosperous and prosperous country, a just, democratic and civilized society is a consistent principle in every stage of development» (Adamkolo, 2020, p. 5). It can also be noted that the center of journalism is people. Journalism «has always been functioning to serve human communities» (Al Sheikh & Al Serhan, 2022). It is society and the needs of people that are in the focus of attention of the media in any period of their activity. Without it, every media becomes inane.

According to the «Media Sustainability Index 2019 : Europe & Eurasia», Ukrainian media is detected as «near sustainability» (IREX, 2019, p. 15) with its 2.09 point from the scale of 2.01-2.50 and changed a little as a comparison to 2018.

Thus, we belong to the image: «Country has progressed in meeting multiple objectives, with legal norms, professionalism, and the business environment supportive of independent media. Advances have survived changes in government and have been codified in law and practice. However, more time may be needed to ensure that change is enduring and that increased professionalism and the media business environment are sustainable» (IREX, 2019, p. 15).

Taking under consideration the data presented in «Vibrant Information Barometer 2022» upon Ukraine only, we can see the score for Ukrainian media between 20 and 26. So it indicates Ukraine between «slightly vibrant» to «somewhat vibrant». Thus the description is as follows: «Quality information is available in this country and most of it is editorially independent, based on facts, and not intended to harm. Most people have the rights, means, and capacity to access a wide range of information, although some do not. Most people recognize and reject misinformation, although some do not» (IREX, 2022).

Funding support for the effective work of journalists and economic profitability of the media is important for maintaining a sustainable course of development of journalism, as it ensures the viability and further progress of the mass media.

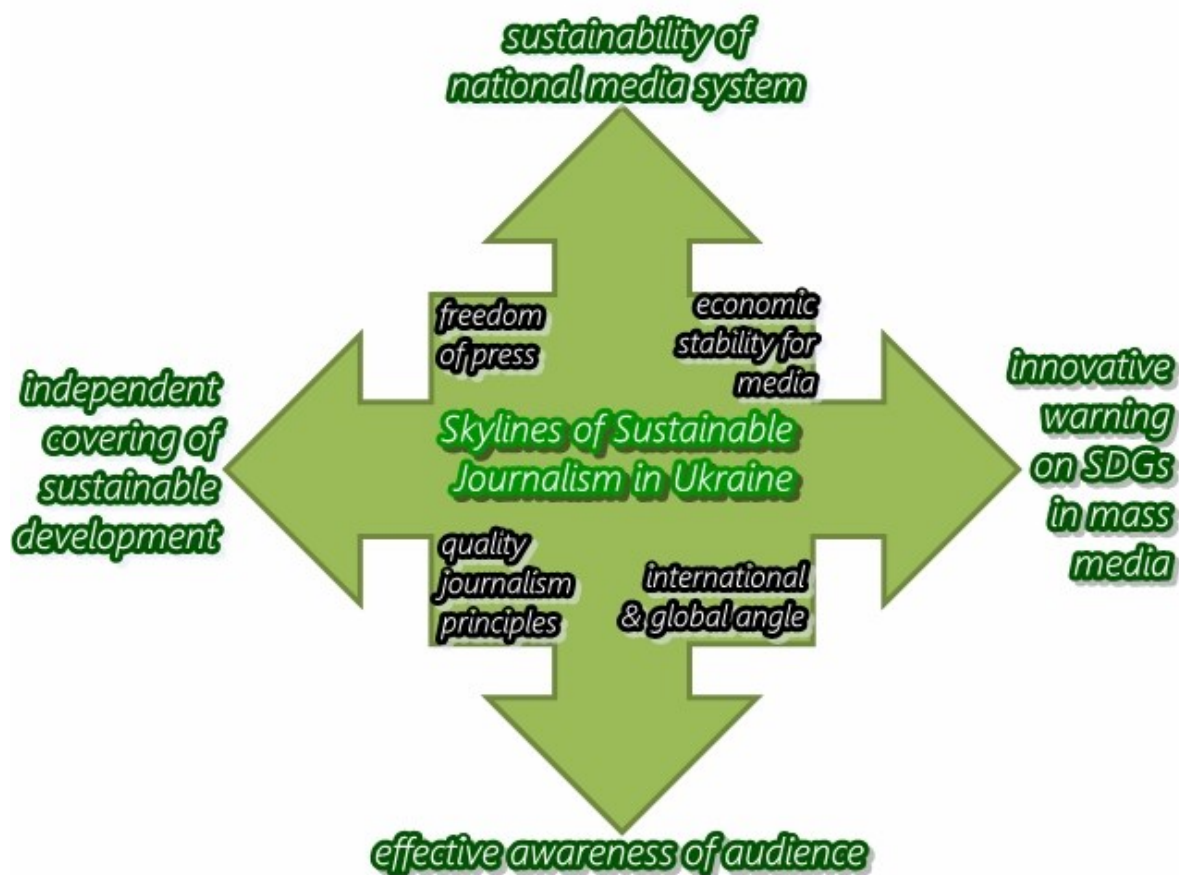


Fig 2. Framework of sustainable journalism for Ukraine

The speed of obtaining or verifying information, issuing printed copies, etc., often depends on the economic factor. While maintaining sustainability in everything, the government of the state should also take care of the stability of the economic condition of television, radio, press and new media.

Based on the foregoing, we present the scheme obtained as a result of the study as follows. The skylines of sustainable journalism in Ukraine should be based on four conditions: freedom of press, economic stability for media, quality journalism principles that make high professional standards both for media-workers and media-owners, and international and global angle for journalists to see and address.

While crossing each of these conditions, or taking the sum of the adjacent ones, the result follows as an essential circumstance, without which sustainable journalism in Ukraine will not be able to fully develop in the future. These are: independent covering of sustainable development (as the sum of freedom of press and principles of high-quality professional journalism), effective awareness of Ukrainian audience (principles+international & global angle), innovative warning on Sustainable Development Goals in mass media (which rooted from international angle+economic stability for media), sustainability of national media system (that arise upon freedom of press and economic stability).

Conclusions. The concept of sustainable journalism is one that can be implemented in Ukraine. Skylines for the development of sustainable journalism in Ukraine are significantly complicated in current circumstances. However, based on the data of international ratings that were examined in the study, it could be stated that media sphere in Ukraine shows significant potential. Coming as high as to the international level, the principles and quality of competent journalistic craft contribute to strengthening the stability of journalism.

In the study, the data on sustainable journalism were systematized and the authors' vision of the skylines was presented. Looking over trends in the development of the media sphere in a global sense, as well as the success of external assessment of Ukraine's achievements in the field of freedom and competence of the press, and an achievement of sustainable development goals also, the authors of the article proposed a nominal «compass» which is a framework of sustainable journalism for Ukraine. The outlined framework was developed on the basis of the studied information and official reports, taking into account the current situation in the media sphere. The framework is quite realistic and responds the positive forecast for the development of journalism in our country. The conditions and the circumstances originated from the very idea fit into a logical and understandable scheme.

The results of the study can be used by specialists in the field of planning, public administration, media experts and journalists.

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