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COMMUNICATIVE STRATEGIES WITHIN A UKRAINIAN-BASED ENGLISH-SPEAKING MASS MEDIA

КОМУНІКАТИВНІ СТРАТЕГІЇ В УКРАЇНСЬКИХ АНГЛОМОВНИХ ЗАСОБАХ МАСОВОЇ ІНФОРМАЦІЇ

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The paper investigates the communicative strategies used in the modern mass media discourse, particularly in the articles of the Ukrainian online edition The Village and its English-speaking version. The study determines the role these strategies play throughout the collection of articles, the peculiar features they encompass, and the communication effectiveness they achieve. It explores how texts are amended, adapted, and enhanced with diverse language techniques in order to create a more vivid outline, ensuring that the readers' comprehension becomes more efficient and emotionally engaging. In addition to this, the work examines the ways in which such strategies help interact with the audience, strengthen the persuasive potential of the material, and build a specific communicative atmosphere. The research presents the classification of communicative strategies and tactics, which were identified in the analysis of the articles' content. The classification takes into account the frequency of particular strategies, the situational contexts in which they are implemented, as well as their interconnection with other stylistic and pragmatic tools. The paper underlines their importance as a crucial element for establishing an excellent model of digital storytelling, emphasizing major points, drawing the audience's attention, clarifying notions, inserting encouragement or inspiration, making excerpts more gripping, directly addressing readers, or reassuring them. The results of the study can be applied in further research of communicative strategies, their peculiarities and functioning, as well as in the examination of language use in the contemporary media resources. The findings demonstrate how modern media communication operates and how linguistic choices can influence the perception, interpretation, and engagement of readers in the digital environment.

Key words: communicative strategy, modern mass media discourse, language techniques, communication effectiveness, digital storytelling.

У статті досліджуються комунікативні стратегії, що застосовуються в сучасному медійному дискурсі, зокрема в матеріалах українського онлайн-видання The Village та його англomовної версії. Дослідження фокусується на тому, як ці стратегії формують повідомлення, звернені до широкої аудиторії, та визначають специфіку взаємодії медіа з читачами. Ключовою метою дослідження є визначення ролі цих стратегій у статтях, їхніх особливостей та комунікативної ефективності, яку вони демонструють. Це передбачає не лише ідентифікацію, але й розкриття функціонального потенціалу кожної стратегії в контексті конкретних публікацій, що дозволяє оцінити їхній вплив на сприйняття контенту. В роботі детально вивчається, як саме тексти модифікуються, адаптуються та збагачуються за допомогою різноманітних мовних прийомів. Це робиться з чіткою метою – створити більш яскравий та динамічний виклад матеріалу, що, у свою чергу, має забезпечити ефективніше та емоційно більш залучене сприйняття інформації читачами. Крім того, робота аналізує якими тактиками ці стратегії сприяють взаємодії з аудиторією, посилюють переконливість матеріалу та вибудовують особливу комунікацію з читачами. Дослідження пропонує класифікацію комунікативних стратегій і тактик, виявлених у процесі аналізу змісту статей. Класифікація враховує частотність використання окремих стратегій, ситуативні контексти їх застосування, а також взаємозв'язок із іншими стилістичними та прагматичними засобами. У статті підкреслюється їхнє значення як ключового елементу у створенні цифрового сторітелінгу: виділення основних моментів, привернення уваги аудиторії, уточнення понять, внесення мотивуючих або надихаючих елементів, створення більш захопливих оповідей, безпосереднє звертання до читачів або їх заспокоєння. Результати дослідження можуть бути використані у подальших дослідженнях комунікативних стратегій, їх особливостей, а також у вивченні мови у сучасних медіа-ресурсах.

Ключові слова: комунікативна стратегія, сучасний медіадискурс, мовні засоби, ефективність комунікації, цифровий сторітелінг.

Introduction. Modern media channels have been transformed into an indispensable element of today's society, becoming not only one of the major cornerstones of modern communication and civilization, but also the source of collecting information, its

exposure and the update to the people who browse media platforms daily in order to check the information, reach out to others and stay current all the time.

Social media networks alongside with online newspapers and magazines have halfway substituted

the traditional kinds of media, where people could obtain information and enrich their knowledge. While previously people used to make online versions of their once printed media, it has now become a mainstream to make only online versions of the mass media channels without any of their printed counterparts, which still could be freely accessed from any gadget or digital tool.

The Village Ukraine (the original title is *The Village Україна*) [23] is an online newspaper, which was initially forged to depict everything about cultural and public life, services, entertainment, food and people of Kyiv, aiming to produce content that will help improve life in the city. Further popularized, the online edition additionally created English-speaking version of the online newspaper, where they started publishing articles in a story-centered manner, using a plethora of storytelling techniques, where Ukrainians can tell the readers about their paths, lives amidst the full-scale war, true-to-life stories that happened to them, their fears and dreams, failures and successes. This format could thereby reach not solely Ukrainians but also foreign English-speaking audience, who would have an opportunity to read genuine and unbiased stories created from the inside. This, in turn, is also crucial for the development of Ukrainian interrelations with the other well-developed countries. It is a widely-known fact that a multitude of foreigners are inclined to read the news and stories about events in Ukraine from their local or national media, which may highlight the information in a way that is favourable to the edition itself, or even more – serve their country's interests. Thereby, representing the stories about Ukrainians that are written or told by Ukrainians in question gives a much bigger sense of validity and significance. In fact, this is what makes it impossible to rewrite all these stories and the very history of Ukraine in a light that is beneficial for anybody else. In order to retain the authenticity of the particular format of talking about people by the very people themselves is reinforced with different language techniques and communicative strategies, which help these texts remain clear, potent and valuable.

The relevance of the topic. Modern media always aim to reach the audience as much as possible and try to maximize people's engagement in what they read and comprehend. Therefore, implementing a variety of communication-influencing techniques, strategies and tactics as well as maintaining the genuine style results in an efficient connection with the audience. It is thus important to explore and evaluate the peculiarities and the use of these phenomena in the Ukrainian-based but English-speaking mass media source,

which doesn't simply illustrate a word-to-word translation of its Ukrainian-speaking version of paper, but presents another, brand new edition of a story.

The features of communicative strategies used in different discourses can be thoroughly analysed from the extensive **previous research**. There is a large volume of published studies describing the role of these language practices in the English language in various discourses and communication media. The bright examples may be the research done by J. Carbonell & P. Rubio who explored the communicative strategies in political, social and economic scopes [7]; C. Wilson & K. Plowman studied the tactics within the strategic communication and public relations [21]; D. Kochmar & A. Smerchko analysed communicative strategies through the pattern of difficulties and benefits these phenomena can cause on the way to successful communication [4]; O. Dovbush & T. Harasym researched the nature of communicative strategies, which are implemented in oral speeches of the TED-talks format [1]. Apart from this, a lot of other linguists have produced fundamental findings within their research of communicative strategies and language techniques in mass media sources and/or on social media platforms. Therefore, for example, J. Keating & K. Malecki explored the implementation of communicative strategies on social media amidst crisis communication [17]; P. Fandella & G. Ceccarossi displayed how communicative strategies in mass media affected not only the target audience, but also economic mechanisms of global companies [9]; R. Strubyskyi conducted a thorough study on communicative strategies in the field of public administration and how they helped bring this scope to light in media [5]; O. Dobrodum & E. Martynuk researched communicative strategies amidst mediatization of the social sphere [2], showing how these modern strategies mold society's identity and self-perception.

In terms of this research, its **purpose** can be defined as the exploration of communicative strategies, tactics and language devices, which are applied throughout the pages of the online English-speaking mass media resource as well as the analysis of the impact they have on the particular storytelling texts.

As a means of achieving the aim of the particular study, the paper entails performing the following **tasks**: to analyse the articles in "*The Village*" in English, to identify communicative strategies and tactics used in this online resource and to assess their influence on the overall perception of the stories.

The research implements the following **methods**: descriptive that is used for describing strategies and techniques, which are applied in the articles;

the method of content analysis, which is outlined within the examination of all the material published in the online resource “*The Village*”; and the explanatory method, which facilitates better explanation of the effects and impact made by applying these communicative strategies in the articles.

The **material** of the following study represents a collection of 65 articles (so far – at the moment of April, 2025) in the English language, which have been appearing in the English version of online edition “*The Village*” since July, 2022 and covering a huge variety of topics, issues, stories, interviews and discussions.

Thereby, the **subject** of the research is the use of the linguistic means in the articles of online edition “*The Village*” whereas the **object** of the research is the communicative strategies and tactics that help sustain an effective and catchy style of writing.

The **practical value** of the study emerges in the further linguistic analysis of communicative strategies and tactics as well as the sustained inquiry of the language usage in social and mass media ecosystems. The implications and findings of the particular research can additionally contribute to the development of English-speaking editions and localization of English versions of initially Ukrainian-speaking papers and magazines.

The preliminary **results of the research** can demonstrate that the practice of integrating various communicative strategies with a modern media source turned out to be remarkably effective. *The Village* edition is explored within its abundant use of various communicative strategies and tactics, among which we can discover three main strategies: informative, emotional and persuasive. Subsequently, informative strategy is revealed with three communicative tactics, i.e. the tactics of argumentation, validation and interpretation; emotional communicative strategy is successfully implemented with the usage of the tactics of appealing to the reader’s feelings and rhetorical emotive appealing; persuasive strategy can operate by means of communicative tactics of encouragement and reassurance. All strategies contribute to a better and more distinct highlight of the information, facilitating bigger focus and maintaining attention of the edition’s audience. They can also fulfil functions of providing explanation of a certain issue to the foreign readers, stating a point from a genuine perspective and affirming certain facts more clearly. Therefore, the impact of these communicative strategies can be seen through the peculiar analysis of the content of the following articles, its comprehension and the influence on its perception.

The meaning of communicative strategies and tactics as an object of research is interpreted in a multitude of ways, being analysed from various perspectives and underscoring their diverse nature. Communicative strategies can be regarded as the very essence of communication. Some linguists point out that each and every verbal interaction contains a communicative goal (i.e. tactical result that a specific act of communication is aimed at), which is implemented by means of communication strategies and tactics [1].

At the same time, other scholars may describe communicative strategies as the so-called steps, which are taken by speakers or learners of a certain language for the purpose of enhancing the effectiveness of their communication [16].

A communicative strategy can be defined as a means that is inherent in a language, and thanks to which a particular addressor has an opportunity to convey information to the addressee more effectively, thus influencing the level of their understanding and acceptance of the information via certain communicative-pragmatic devices, techniques or practices. Exhibiting parallel to the definition, communicative strategies also don’t have one definite classification. The more these language phenomena are studied from different standpoints, the bigger the range of their classifications and systematization gets.

Nevertheless, due to an unlimited number of communicative situations, in which the discourses are formed, the existence of a large number of communicative strategies is unavoidable. These strategies are divided into an extensive system of communicative tactics. That is the predominant reason why there is a large number of approaches to the classification of strategies and tactics based on different criteria. General classifications of strategies and tactics enable to present the main directions in the systematization of communication. However, along with all-encompassing classifications, there is also a large number of narrowly focused categorizations aimed at identifying key strategies for achieving specific communication goals [3]. Some scholars indicate that a communicative strategy can be defined as a set of rules and sequences of communicative actions that a communicator follows in order to achieve a certain communicative goal; at the same time, communicative tactics, in turn, are identified as a set of techniques and methods for implementing a communication strategy [1].

The research of the language used on the pages of “*The Village*” edition provides the breakdown of three communicative strategies, which are informative, emotional and persuasive. It is also worth noting that these strategies get closely intertwined in some

cases of the study since certain remarks and statements in the articles can bear more than one communicative aim.

Analysing the language use in the following edition, which is filled with people's stories, the research has thus discovered numerous cases of the use of **informative** strategy. It can be denoted as transmitting only the corresponding information or certain details without giving any additional commentaries, thoughts, reactions or supplementary remarks. This strategy can be often framed in long and complex sentences, and devoid of various emotional tones. Therefore, this strategy is quite common in magazines, papers, blogs, articles and etc. since they carry predominantly informative, explanatory or descriptive function. There is a plethora of cases of this strategy in the articles of this online edition, for instance, *"Five Ukrainian restaurants and bars are now represented in 50 Best Discovery, the guide from the 50 Best Restaurants and 50 Best Bars team"* [15]. Serving its informative purpose, such kind of sentences as this one is used at the beginning of the article, which fulfills the introductory statement, informs the reader and bolsters the upcoming information in the text. Such informative messages are not required to be positioned at the beginning of an article. This practice can also be implemented at any point in the text body, the crucial factor here is that its main objective should remain the same: convey the maximum of substantial information: *"Rehabilitation [of Ukrainian war veterans] can take one of two forms: the process can be relatively quick, with the person eventually resuming military service, or it can be a longer, more profound rehabilitation process that is required for serious injuries"* [13]. Informative strategy can be encountered in each and every part of the articles because it is commonly inherent for the writing style of publications, containing simple and well-structured text organization. This informativity can additionally contain a socio-cultural component, which makes the audience perceive the context closely and intimately, for example, when *The Village* interviewed Ukrainian farmers about their work during the war, the interviewees said the following: *"When we came back, we realized that flowers would continue to bloom regardless, that nature cannot be stopped. The farm resumed its work. Even if no one needed it at that point, we owned the land and we had no right to not work on it."* [27] In this case, the message with the socio-cultural coloring provides information that not only facilitates the audience's understanding of the context, but also maintains the boldness and perseverance in the author's attitude despite difficulties, inserting conditional contrast

(*"even if no one needed it"*). Having gone through these lines, the reader finds it easier to grasp the central idea of the information given.

The informative strategy can be further applied by means of three tactics: argumentation, validation and interpretation. The tactic of **argumentation** is one of the most frequently used strategies in the edition and it contributes to a much better acceptance of the text. It is based on the process of highlighting the actual information directly by providing solid arguments, statistics, well-defined data and firm facts, or giving a verifiable explanation of the words [6]. The tactic of argumentation is applied by subordinate clauses, particularly of reason and purpose. Thus, for instance, we can encounter statement such as *"Bringing foreign artists to Ukraine is not so much about supporting Ukrainian event promoters as about supporting Ukraine as a country on an international arena – in part because it allows the artists themselves to show what's happening in Ukraine without the interpolation of the media"* [10]; in this excerpt, which is primarily just one complex sentence with multiple clauses, among which we encounter the clause of reason, it gets clear that in order to ensure a thorough understanding of the author's point, we have to reinforce it by allocating the basis of what has been said and logical rationale of the author's opinion. Another example could be when Mstyslav Chernov talking to *The Village* edition about his documentary "20 Days in Mariupol" said *"We decided that we will share even the most violent photographs, so that as many people as possible get to see them"* [31], where we can trace the clause of purpose, which shows the readers why the author's actions were so crucial. Therefore, this tactic contributes to people's better comprehension of the situations described in all those articles, providing reasons and solid facts. The second tactic, which is implemented within this strategy, is **validation**. This pragmatically useful technique is applied when the authors of an article want to promote a certain fact by providing some supportive resources, where the details have been taken from. This could be displayed as any mentioning of the initial author of the statement and thereby, giving credit to them. Besides that, it also draws readers' attention and increases the level of recognition of the particular information. For example, *"Earth is Oleksandr Dovzhenko's masterpiece and one of the best Ukrainian films ever made according to film critics."* [30]; *"Clothes are a custom, not a habit, Etnodim maintains"* [22]. Such insertions as a prepositional phrase in the first example and a separate clause in the second one are specifically added to the main texts in order to be even more valid and genu-

ine since the readers will not simply obtain the information, but also learn the source, which produced it. Furthermore, *The Village* can use direct quotations as another practice for bigger acknowledgement by the audience: “*In Ukraine, ‘military wife’ is a rare social designation that a person does not need to apply for. She doesn’t need to sign any documents or consent to assume this status. She is just given this designation [by the state],” Ivona Kostyna, a cofounder of Veteran Hub, a Ukrainian NGO dealing with veteran affairs, tells The Village.*” [28] The tactic of validation demonstrates how the particular excerpt supports the statement by adding direct speech and broadly explaining who said it, thus making it even more verifiable and valid. Moreover, the study also analyses the tactic of **interpretation**, which helps the readers better comprehend the situation by being able to accept it from another perspective. It often occurs when the foreign readers find themselves struggling with understanding of some specific notions, realia or just some language units, which don’t exist in their everyday life or language. Therefore, the tactic of interpretation can be used to help them grasp an idea, including its social, cultural or situational factors. It can be implemented by means of participle clauses and reiteration. During the study, we may come across the following “*Given this, keeping Ukraine running in every way possible is an act of defiance, be it the brave military liberating villages and towns in the east and south of the country or local businesses continuing to work*” [15]. This passage is introduced with a past participle clause and put as a follow-up of the story in one of the articles, which in this way enables to illustrate a certain viewpoint more clearly for the foreign readers so that the expounded meaning could reach the audience without any hindrance. Another example could be: “*The story of Kyiv’s rebuilding is not just a success story. First and foremost, it is a story about complex challenges that the city was not entirely prepared to tackle*” [19], where we can identify the case of reiteration, in particular – repetition, which demonstrates how the effect of the tactic of interpretation can be accelerated by the use of the same language unit multiple times. Here, the authors attempt to bring to light some other, deeper message, hence interpret its meaning for the foreigners in a way that could be perceived by them straightforwardly. It explains how the particular issue is approached from the native speakers’ perspective and still it doesn’t shift the topic of discussion.

The study also discovers functioning of another communicative strategy, which is the **emotional** strategy. Its main objective is transmitting the communicative message while additionally conveying

one’s emotions, mood or various sentiments, which appends a layer of expressive coloring of the text. The cases with the particular strategy are inclined to evoke stronger emotions of the readers and get more dynamic. There are multiple ways and techniques on how this strategy can be introduced: through the use of different stylistic devices, collocational phrases, expressive markers or units of emotive vocabulary. In light of this, we may encounter fragments such as “*We spent the 50 days following 24 February working as cardiac surgeons. And then we got married*” [27]. Thereby, the emotional strategy gives rise to the implementation of the tactic of **appealing to the reader’s feelings**, e.g. “*We’ll get things done quickly, secure our victory – and then they’ll finally get to try your cinnamon buns*” [20]. These excerpts in the articles align totally different actions or events and create contrast, which in turn can stir emotions of the readers, who already accept it as something deeply personal and connected to them. As a part of this approach, these passages frequently implement a stylistic means called parallelism – parallel depiction of things, which can be explained as the putting of like ideas in similar grammatical form, often with anaphora [29]. The latter, which is repetition of a number of identical phrases or clauses across different sentences, is also noticeable in the texts of *The Village*. For example, “*I’m inspired by the way that Ukrainian people are doing everything they can to help one another. They’re doing everything to ensure senior citizens have food, to feed people in bomb shelters. They’re doing everything they can to be useful. They are true heroes alongside those who are defending their country [on the front]*” [14]. This excerpt similarly demonstrates how various devices can amplify the effect of emotional impression the reader may have since the text presents rather a calming and comforting undertone. That is, at its core, the main priority of a strategy of emotional influence: to deliver a clear message as well as maintain its communicative and emotive setting. This strategy can also be expressed through the tactic of **rhetorical emotive appealing**, which involves shaping a rhetorical question without the expectation to receive a reply from the audience. Rhetorical questions as a way of effective communication play an essential role in creating an emotionally rich and meaningful speech. They can attract the audience’s attention, strengthen the emotional connection with the author, expressing a multitude of feelings and evoking appropriate reactions [6]. As a result, many articles contain interrogative sentences e.g. “*Can I fill in the cause of death as ‘heroism?’*” [8], which is addressed to the readers, making them think further and reflect upon

a topic. Moreover, there are cases where rhetorical questions provide the answers to them in a sequential order. For example, “*What’s the first thing you do when a war starts? Get ready to go to work. That’s how it is for us*” [12] or “*Why watch? Cyborgs won the 2017 Zolota Dzyha (Ukrainian Film Academy) award for best feature film*” [32]. This practice serves as an efficient tool to highlight certain information, draw the reader’s attention and maintain this focus by questioning and replying right away. Taking this into consideration, the functioning of this tactic by means of rhetorical questions helps the authors introduce a point, put an emphasis on it or even summarise it.

The third communicative strategy, which can be found in the articles of the particular edition, is **persuasive**. Within its framework, persuasive strategy functions to impact the audience’s beliefs or attitudes by presenting underlying grounds for a statement that is made, thus convincing the reader why it is true to say so. While the previously mentioned argumentative strategy deals with the supply of direct and already acknowledged information, the persuasive strategy needs to have a more profound and vivid effect, often presenting genuine and explicit facts, without censorship or a cutback of details. Hence, one of the articles goes like “*If you don’t send [arms] to Ukraine – you just prolong this war. And the debt is being paid by Ukrainian blood every day.*” [11] This sentence, which is addressed directly to the reader and is embedded in the structure of the 1st Conditional type sentence, focuses on drawing the foreign audience’s attention and getting more engaging to read, giving the readers a certain condition and trying to make them think critically so that they could delve into the real circumstances and understand the situation better. Persuasive strategy can ultimately be outlined by the use of the tactic of **encouragement**. It is applied in the form of calls to action or reminders, which encourage the reader to take action, get involved or at least respond to the fragment with a certain reaction. We can frequently encounter this strategy facilitated by means of the verbs in the imperative mood, which are consequently put as direct addressing to the audience, for example, “*...only one thing is certain: support those you love – [Ukrainian-based] venues, artists, events. Everyone’s struggling right now, but together we can overcome everything that comes our way, including this war*” [24]. However, incorporating imperative is not the only way how the edition transmits encouragement or a request towards the society. It can be evenly implemented by the use of other grammatical moods, which also make this tactic peculiar. Therefore, there are sentences such as “*We should go even further; we should keep developing*

our vision of modern Ukrainian cuisine, even bolder and more vibrant than before” [15]. This example demonstrates how the modal verbs, which are reinforced by the use of anaphora, already construct a sentence in the indicative mood, which yet performs the same function of urging the reader to consider a certain aspect or do something. Furthermore, it is important to take note of a deictic unit – personal pronoun *we* – as a marker applied to unite readers with the author and settle the sense of rapprochement and intimacy alongside its anaphoric use. Apart from this, the other tactic within this strategy that can be often traced in the articles of *The Village* is the tactic of **reassurance**. It is implemented for adding a layer of security and certainty to the text, thus reassuring the reader about a particular aspect, calming them down and bringing some harmony to the text comprehension. The example of a sentence with the tactic of reassurance could be “*We are hard-working, smart, we have to be alright. We just need to pull ourselves together and grow up*” [18]. As we can see, such passages bring up some emotional resonance and life-affirming reminders, inserting a sense of acknowledgement of a certain fact, thus reinforcing the positive effect of how the audience perceives the text, e.g. “*But this is not forever, things will change. It’s important to just be near and listen to them*” [25]. This tactic can be adapted to reach the readers with solace and emotional support, motivate them, provide positive assurance amid some distressing news, and establish a placating way of telling a story.

In conclusion, a huge variety of different communicative strategies and tactics on the pages of *The Village* edition contributes to better representation of the text, enhances its appeal and elevates the level of comprehension of information by the foreign English-speaking audience. The thorough analysis of these pragmatically efficient techniques, among which there are informative, emotional and persuasive strategies, helps us identify the ways how the article content can be improved, enriched and strengthened by incorporating a layer of some additional implications, meanings and undertones. All the strategies and tactics that were mentioned above are applied in order to help the readers get closer to the stories recounted in the articles, suggesting various perspectives how the audience can relate to the context and get well-acquainted with all its details. Consequently, informative strategy as well as its tactics of argumentation, validation and interpretation firmly served its main functions of delivering some information, clarifying all aspects, sorting everything out, explaining a certain point to the readers, referring to a reliable source or highlighting the topic in a key

viewpoint. At the same time, the emotional strategy was also vividly displayed in the articles, containing tactics of appealing to the reader's emotions and rhetorical appealing, consisting of emotive content and maintaining emotional connection between the audience and the text published. They could also evoke the readers' emotions or, vice versa, calm them down for a bit. Last but not least, persuasive strategy with its tactics of encouragement and reassurance was implemented for the purpose of drawing the readers'

attention, ensuring that a certain situation will turn out well, urging to take action, or straightforwardly showcasing some compelling facts and reasonings, which thus can positively change the reader's perception of the text. Communicative strategies perform a pivotal role in shaping the text delivery and arrangement in a modern English-speaking online media source, making it an essential basis for acquiring new facts, obtaining news or getting to know the stories that people are determined to share.

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