

Communicative strategies of Ukrainian trade journals

Estratégias comunicacionais das revistas profissionais ucranianas

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Abstract: *In response to the COVID-19 disease and Russia's full-scale war against Ukraine, Ukrainian industry publications are adapting communication strategies. The purpose of the research was to analyse modern communication strategies of specialized Ukrainian magazines. Methods of functional, logical analysis, synthesis, deduction, induction were used. It was highlighted how Ukrainian professional journals are oriented in new conditions, what is their structure and content. The results show that the structural elements of the same-topic magazines differ and correlate with the topics of the publications and the needs of advertisers. There is also an analysis of intent as an example of representation of professional women in a magazine. The value of the results provides an opportunity to single out the main modern communication strategies and evaluate their impact on the formation of the information space in Ukraine.*

Keywords: *trade press; mass media; magazine publishing; needs of advertisers; information space.*

Palavras-chave: *imprensa profissional; meios de comunicação de massa; editoria; necessidades do anunciante; espaço informativo*

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Introduction

The industry magazine continues to be a popular format for publishing content aimed at professionals. Despite the several problems associated with the functioning of the trade periodicals, these publications are a relevant source of information for specialists and influence public opinion (Thoss, 2022). In the conditions of a full-scale Russian invasion and the COVID-19 Ukrainian industry magazines continue to be an essential source of information for specialists, a unifying factor, and a significant support of the community. Trade media need to create unique value for the audience by offering the most relevant information (Olsen and Furseth, 2023). The advent of the Internet reduced the media income, but they managed to stay afloat by offering quality information support (Bhuller et al., 2023). In times of crisis, it is the industry media that is a source of relevant, reliable information for specialists, because they report on changes in legislation, and timely information about the needs of the industry for state and international institutions (Goda and Abd Elmagid, 2019).

For the trade press, it is also critical to provide not only textual or illustrative materials in the form of publications but also comprehensive statistical information about the market in the form of marketing research results. The trade press itself should interpret statistical information in an accessible and correct manner, outlining leading trends, regularities, or paradoxes (Ainsworth, 2009). However, changes in the structure, submission of materials, and volumes of publications are also critical for the industry press to keep the attention of the specialist reader. The lack of reaction of the media to certain changes in the work, i.e., the appearance of new technologies, professional events, and market leaders demonstrates the inability of the editors of these media to satisfy the information requests of the professional audience (Fosdick, 2003).

Trade media are designed to shape the standards of professions and unite a community of specialists around them, providing them with platforms for self-expression. Thus, the American magazines “The Journalist” and “Editor & Publisher” at the beginning of the 20th century

were a leading platform for discussion about the nature of journalism, the role of journalism in society, and its functions, which subsequently influenced the formation of journalistic ethics not only in the United States (US) but also throughout the world. world (Cronin, 1993). It was then that the transition from “journalism of ideas” to “journalism of news” took place in the US press, which contributed to the formation of primarily economic independence of editorial offices of industry periodicals. If in the middle of the 19th century, the personalities of the editors and publishers played a leading role in determining the direction of the publication (this is how the audience determined the policy of the publication, its authority, and potential for certain categories of readers), then already in the 20s of the 20th century the brands of leading industry magazines and newspapers were formed, who later began to select, assemble and serve information for their audience (Rutenbeck, 1994).

The advertising function of publications is that trade publications are an effective platform for advertising and marketing because they sell not only content but also the attention of their readers to advertisers – that is why industry publications are partially distributed free of charge (Corrigan, 2018). D.R. Bacon and A.B. Schneider (2019) conducted a study in which they analysed what resources small business owners and managers use for marketing decisions. Accordingly, 5% of respondents use trade magazines, which indicates their significant influence, compared to scientific publications (which are read by only 1% of respondents), newsletters of industry associations, and business publications (important for 2% of respondents, respectively). However, training in the conditions of the work process (25%), communication with colleagues (18%), and industry events (12%) turned out to be more useful for the interviewees. Taking advantage of the above learning resources can help industry media better engage with audiences.

K. Arnberg (2018), using the example of trade magazines on advertising topics, establishes a connection between the concepts of a woman-consumer, social class, family class, and sexuality. The tendency to perceive a woman as the object of advertising messages and as

responsible for financial decisions came to the Swedish industry press from the American industry press, and the impetus for its formation was the transition of the family from the production of goods to their consumption and the appearance of housewives in consumer organizations. Documenting changes in policy towards women, giving voice to women in the industry press, translation, and adaptation of foreign articles (in particular, American ones) indicate that the Swedish industry press was changing to inform the advertising business as effectively as possible, which helped shape the image of Mrs. Buyer in the conditions of the Swedish advertising business industry.

The study of the image of female consumers in the 21st century was conducted on the example of two entertainment magazines, “The Hollywood Reporter” and “Variety”, conducting a discursive analysis of 318 articles from 2006 to 2015, in which women appear as consumers of television or movies. The research showed that publications do not single out women’s requests, ignore the issue of unpaid online work of female viewers for marketing purposes, and perceive the entertainment industry from a patriarchal perspective (Worthington, 2018). The actual formation of the image of a woman on the pages of the industry press indirectly affects the formation of the basis of the perception of a woman specialist (Bobrowska and Conrad, 2017). The issue of gender equality in Ukrainian realities is no less important, but due to the presence of more flagrant cases of violation of gender norms in media more popular among the mass audience, violations in the industry press are not the subject of close attention of Ukrainian scientists.

M. Forelle (2018), defining the role of the American industry press on economic topics in the development of the global crisis of 2008, first of all, points out that the industry press is critically important for securing new products on the market. An analysis of industry periodicals from 2004 to 2008 shows that credit derivatives, which in general provoked the financial crisis of 2008, were quite positively perceived by the participants of the American financial market, and their disadvantages, which appeared in the long term, were underestimated. The researcher

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considers the reason for such a positive perception of credit derivatives in the financial press to be the too high trust of the reporters in the respondents, who were interested in making a profit from the information they disclosed. P. Gluch and A. Stenberg (2006), based on the material of the Swedish industry press on construction topics, proves that the topic of “green construction” appears in the press mostly in connection with the appearance of “green” legislative initiatives and technological solutions. Moreover, only a third of the articles on “green construction” can rule as an incentive for introducing environmental changes into the construction process. Another issue that industry publications ignore is the impact of construction on the environment: the lack of information in the industry press about the environmental threats of construction has led to the fact that the majority of the audience of the construction-related press does not consider the environmental problems of construction to be urgent.

The results lead to suggest that the trade publications in the Midwestern US drought discussion of 2012 lacked information that would allow farmers and agricultural advisors to assess climate change risk and subsequent potential adaptive management strategies. The agricultural risk from climate change is very real and farmers will have to adapt. Studied agricultural publications have missed the opportunity to convey the risk posed by climate change and the transformative adaptation practices required for a resilient and sustainable agricultural system (Church et al., 2017). K.T. Wilkinson and P.F. Merle (2013) analysing publications on the results of scientific academic and specialized research in the industry press indicate that academic research on mass communication appeared there in 0.6% of industry media publications, and specialized research was published in 6% of industry media articles. However, this does not indicate that scientific research is detached from professional realities, but that the industry press usually pays little attention to interpreting the results of research and publishing them in a form convenient for specialists. The fundamental difference between scholarly and industry technical communication journals is the audience composition

of the publications: while scientific publications create content mostly for academics, the subject of the branch was aimed at several specialists in technical communication and even contained articles for students. The most common topics for scientific journal articles were education and product analysis, while industry periodicals wrote more about professional aspects and the writing process (Boettger et al., 2015).

Trade press can be used in the educational process if necessary. It is characterized by its terminological system, that is, in the industry press, not only words from everyday use are used, but also special terms to denote certain technologies, products, and positions of specialists employed in the manufacturing process, and production stages. Professional magazines and newspapers can be used in the educational process, for better assimilation of the realities of a certain country where this publication is published, as well as for obtaining texts in a certain language for perception at a higher level of knowledge of a certain language. Therefore, there is a need to analyse how industry printed and electronic magazines build their communication structure, what means and tools they use, and how they build interaction with advertisers.

Materials and Methods

This paper used textual analysis of print and electronic magazines to investigate how Ukrainian trade journals build communication with the audience and the advertisers. Following content analysis (Worthington, 2018), the Ukrainian publications were analysed. A search of the trade press was conducted by first identifying relevant sources using Google searches media with the following keywords in titles, abstracts, or keywords sections were selected for review: any of “trade”, “professional” and “specialized”, “for professionals” and “media”, “journal”, “magazine” (Zhang and Dwyer, 2020). Also, some of the media were identified by the author in the electronic catalogue of Vernadskyi National Library of Ukraine (nbuv.gov.ua), and Ukrainian subscription platforms (presa.ua; journals.ua), on trade fairs and related events.

The issue of the formation of the image of a professional woman by the industry media in the conditions of the Ukrainian market remains very relevant – the trade media have a more specific influence on the attitude to the problem of gender inequality in the industry, and can indirectly influence public opinion through specialists who make decisions. The intent analysis method was chosen due to its ability to determine the speaker's intentions regarding the chosen topic. Naturally, this method has limitations caused by the lack of specific dictionaries that could help in determining the intentions in the perception of the interviewees.

The method of functional analysis made it possible to reveal the concept of “communicative strategies”, to single out characteristic features and principles of implementation. In particular, the method of logical analysis helped to evaluate the effectiveness of modern communication strategies by analysing them in professional Ukrainian journals. The method of abstraction was used in the study in order to focus on another object of research, namely, the image of a professional woman in modern Ukrainian professional publications. In particular, the method of analogy helped reveal in more detail the meaning and role of communicative strategies, as well as assess their impact on the Ukrainian information space.

The deduction method made it possible to characterize communicative strategies based on their inherent features, principles and methods of implementation. In turn, the method of induction, based on the identified features, methods and structural elements, helped to characterize communicative strategies. The synthesis method, which was based on the definition of all aspects of the study, was used to analyse professional publications and the image of a professional woman.

The purpose of this study is also to characterize the image of a professional woman through the analysis of publications, the heroines of which are female professionals.

Results

Main elements of magazine's communicative structure

The trade magazine as a publication for specialists is aimed at maximum satisfaction of the requests of industry workers who are qualified to perform a certain job, but at the same time constantly improve their knowledge. The goals and objectives of the communication strategy of trade magazines are to win the largest possible audience using available tools of interaction with potential and regular readers. The communicative purposes of the Ukrainian trade periodical can be formulated as informing the specialist about the latest industry news, inspiring certain technological innovations and improvement of work results, providing a platform for self-expression, and advertising certain goods and services. In this regard, the goals of trade magazines do not differ from other publications, but they are complicated by the fact that the audience of the press for “Business-to-Business” (B2B) audience is specific, and the list of tools for communication with the audience is narrower. In this context, it is important to note that each trade periodical has its communication strategy. For example, the Ukrainian magazine “Professional Painting” is characterized by a bright external design, which is designed to attract the attention of the reader. Bright images on the cover are located next to advertising business cards, which correlates with the publication's advertising function.

The covers of the “Building Journal” are usually decorated with photos of buildings, materials for construction, and articles that correlate with the leading theme of the issue, which primarily indicates the informational function of the publication. If the publication wants to attract attention to a certain issue of the magazine, it can use such attention-grabbing techniques as highlighting in color (black cover of AllRetail magazine dedicated to “Black Friday”), texture (embossed covers of Print Plus magazine), transferring the name of the publication in different directions, cleaning or adding individual elements of the publication. The content of publications is no less important than the cover. Therefore, trade periodicals pay close attention to a careful selection of

topics, creating interesting and important content. And for the convenience of readers, a full-fledged apparatus of rubrics is functioning.

The functions of rubrics are to indicate the topic of the articles (in the table of contents) and orientate in the publication (the rubric is indicated before the article, at the top of the magazine page, which draws attention to itself when viewing the publication). Rubrication is a means of emphasizing the value of the article, and the relevance of the content, the headings of which are metaphorical. In the magazine “Naruzhka” there are the following sections “Events”, “Production”, “Products and solutions”, and “Make an order”. The publication’s advertisers include suppliers of outdoor advertising materials and equipment, as well as manufacturers of outdoor advertising. However, establishing the effect of rubrication is not possible without comparing rubrications in several editions. Among the analysed magazines (“Bakery and Confectionery”, “Meat Industry”, “Packaging”, “Print Plus”, “Meat Business”), all publications have rubrics, and not just a list of articles in the table of contents and on the pages. The next aspect is the establishment of the ratio of the apparatus of rubrics through the prism of the topic of the publication and the specificity of advertisers. The magazines “Bakery and Confectionery” and “Meat Industry” are produced by LLC “Prominfo”. However, the headings and contents of these publications are completely different (Table 1).

It was decided to check how similar the sections of the same-topic magazines are on the example of the magazines “Packaging” and “World of Packaging” (Table 2).

Table 1. Difference of content headings for trade magazines of the same publisher

	Name of magazine	
	Bakery and Confectionery	Meat Industry
Headings of the contents	In the industry	
	News of the industry	
	Domestic producer	Domestic market
	Caramel production	Expert comments
	Bread. Manufacturers	Conversation with an expert
	Ingredients, Equipment	Shells, Marking, Canned food,
	Ingredients. Fillers	Interview, Ingredients
	Equipment. Stoves	Equipment, Shells, Packaging,
	Warehouse. Logistics.	Tool
	Container	Sanitary and hygiene
	Market Segment	Production of meat snacks
	Packaging	Floors
	Packaging Industry	Cutting tool
	Production Automation	
Exhibition Participant		
Advertisers	Manufacturers of products, equipment, packaging for bakery and confectionery products	Manufacturers of products, equipment, packaging for meat industry

Table 2. Similarity of content headings for trade magazines of the same publisher

	Name of magazine	
	World of Packaging	Packaging
Headings of the contents	News	Presentation, Packaging
	Strategies	Printing, Encyclopedia
	Marketing	History, Market
	Market	Materials, Equipment
	Technologies	Ecology
	Events	Service of short messages (news)
		Yellow Pages (advertisements)
Advertisers	Manufacturers of products, equipment, packaging for printing and packaging industry	

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For both publications, the main goal is to inform readers about a news in the field of packaging, however, “Packaging” belongs to the list of scientific specialized publications of Ukraine, and “World of Packaging” does not. Advertisers of both editions include manufacturers of packaging materials, equipment, and manufacturers. However, the classification of publications is completely different. In the magazine “World of Packaging” the main headings do not form a topic, and therefore do not help in identifying the publication as a publication about packaging. Therefore, in the content of the publication, in addition to the headings and the title, there is also a sentence deciphering the topic of the article: for example, in the heading “Technologies” there is an article with the title “Issues of the transition period”, and the topic – “Using plastic containers for bakery products”. The comparison gives the reason to say that even single-topic industry magazines strive to have individual magazine architecture, to differentiate themselves from competitors, and to form their content organization in the printed edition.

Readers are mostly informed through the section “News” and its analogues “In the industry”, “Market segment”, where in short form messages are posted about changes in the industry – installation of new equipment, changes in legislation. Those changes that are more global, such as new technological solutions, are revealed through analytical articles under the headings “Equipment”, “Foreign experience”, and “Automation of production”. Unlike socio-political, women’s, and entertainment magazines, industry magazines perceive their readers as full-fledged participants in communication, capable not only of reading but also of responding, expressing their point of view, or even telling something new. This is implemented at the rubrication level through the rubrics “Blogs”, “Surveys”, “Success stories”, and “First persons”, where readers act as experts or interviewees. For example, in the “World of Packaging” magazine, an interview with design director V. Pashchenko entitled “Adaptation Techniques” reveals the process of creating a brand design for packaging, which is intended to reveal this issue for container manufacturers.

Today's readers not only participate in reading the magazine but also actively comment on websites and social networks, which can also be a reason to write articles. One of the elements of the architecture of a trade magazine is the editor's letter. It can represent the key topics of the issue, consider current market events, and briefly reveal a certain problem. For example, in the magazine "Packaging" the editor's letter has a title that briefly describes the key idea of the letter: for example, in No. 3 (130) (Information and Analytical Center "Packaging", 2019) – about eco-packaging, in No. 4 (131) (Information and Analytical Center "Packaging", 2019) – about the functionality of packaging, in No. 6 (133) (Information and Analytical Center "Packaging", 2019) – about what the consumer buys first of all, the package or the product. And in Print+, the editor's letter is a brief overview of the key events that have taken place in the market since the last issue appeared, as well as an explanation of the reasons for choosing the issue's key topic. For example, the key theme of No. 1 (140) (Information and Analytical Center "Packaging", 2021) was diversification in the context of changes in the printing market.

Next to the table of contents or letter to the editor, there can be a section of announcements, where the key topic of the next issue and the names of journalistic materials that will be in the next issues of the publication are indicated. The purpose of such an instruction is to give readers a reason to turn to the next issue of the magazine if the readers liked the news, to demonstrate consistency and seriousness of intentions. The news section, which is characteristic of socio-political publications, in the industry press is distinguished by a more specific selection of news and shorter comments, designed for a professional audience. If you compare the news sections on the website and the news sections in the magazine, you can notice that in most publications the news is presented as briefly as possible. This is since, for the most part, the amount of news in the magazine is limited by the number of pages devoted to news, but the amount of news on the website is not limited.

In addition to news, the magazine must have analytical materials: articles, reports, and statistical reports adapted to the format of the magazine. That is, there is a gradual separation of the informational and analytical components of magazines, and in magazines, the analytical approach is expressed in the maximum “arming” of the reader with the necessary information in conditions of limited time. The advertising function for a trade journal is no less important than informing or communicating with the audience – in publications, advertising materials are provided with the advertiser’s contact details. For the most part, it is a certain circle of brands, the assortment of which is directly related to the industry. Directing attention to advertising content:

- use of advertising banners on 4 cover pages;
- colour ads of various sizes, with information about the company, product, and contact information;
- illustrated information or advertising text materials with illustrations;
- presentation of advertising content in an editorial style, imitation of editorial materials.

The language of industry magazines and newspapers used to be mostly Ukrainian, due to the introduction of language quotas, the transition of the business to the Ukrainian language, and the increase in the number of Ukrainian-speaking specialists who graduated from Ukrainian higher education institutions to replace the generation that was educated in Russian, some of the publication stay bilingual or Russian. For example, in February 2021, the magazine “Mebelnoe Delo” changed its name to “Mebelva Sprava” (Furniture Business). Trade periodicals are characterized by a higher degree of information saturation of the texts. This is achieved through:

- Use of professional terms and professional terms for designation:
- technologies: offset, digital printing;
- products: business cards, brochures, flyers, city cars, electric crossovers;
- positions of specialists involved in production: agronomist, accountant;

- stages of production: cutting, sharpening;
- regulatory documents that regulate the industry;
- materials: polypropylene, Ritrama, Oracle.
- Use of commonly used abbreviations without explanation.
- Use of a mixture of scientific and journalistic styles.

Illustrations are an important component of a trade magazine, which distinguishes it from academic or business publications. Providing a significant array of statistical data in the form of tables and charts helps to reduce the amount of textual information. The illustrations are related to the text. These can be both static images and images that are launched as videos using applications on a smartphone. Through the publication, many specialists form their brand, which helps the publication to position itself as an attribute of a successful professional. Interviews, columns, comments – all this contributes to the communication of specialists. “First-hand” helps the publication distance itself from the author of the words (if it is an advertising text) and maintain neutrality.

The main advantages of paper editions include material form, ease of reading, and the ability to reproduce additional means of attracting attention (bright cover with varnish, augmented reality effects). For advertisers, circulation is an indicator of reach, the higher the circulation, the more interesting. In addition, the periodical serves as an authoritative source of information, as thanks to editorial processing, the reader receives already clarified and qualitatively verified information. Also, the reader, perceiving the material form of the publication, understands the value of the publication itself and the necessity of subscription. In contrast, electronic content is more often perceived as free, so it is difficult to monetize it in traditional ways. The effect of exclusivity is also inherent in printed publications – high-quality printed images on expensive paper are perceived as truly worthy of attention, and the periodical in particular – as a quality product. For trade publications, it is important to publish information that readers can use in their daily activities, that is, to observe the activities of industry specialists. For readers, new

solutions and ideas about ways to solve universal problems offered by industry publications are important.

A monthly is an ideal option for an industry publication, as in this case, the reader can get information. However, many publications publish significantly fewer issues. The magazine as a communication channel is limited in scope. It is impossible to make corrections or additions to the finished printed edition. Long or inefficient delivery of the publication to remote regions, and problems of postal operators can completely spoil the reputation of the publication and reduce the demand for the publication. According to the “Building magazine”, half of the magazines are distributed at exhibitions and through partner organizations of the publication, another 30% are sent to enterprises in the construction industry, and only 20% are distributed by subscription.

The communicative presentation of woman in Ukrainian trade magazine

Cycles of articles within the scope of special projects are the hallmark of the agrarian magazine Landlord. They have a hybrid structure: in addition to the article in the magazine, there is a separate section on the website of the publication, in which all materials are collected, the advertiser partner is indicated, and a short abstract is indicated. Due to open access, each of the materials receives the widest possible coverage among the interested audience, which is beneficial to the advertiser. A review of the materials presented on the website of the publication helped to single out several categories of advertisers:

- companies that work with farmers (suppliers of seeds, mineral fertilizers);
- premium segment companies (car dealers, developers).

Within special projects, the advertiser is a full-fledged participant in the process of creating a product, helping the editors to find respondents for interviews, filming locations, direct the modality of the conversation, and determine interaction markers. “Syngenta” is a transnational corporation engaged in the production and sale of products for agriculture,

among which a prominent place is occupied by seeds and plant protection products. The company has been operating in Ukraine since 2001. Using the example of the special project “#YaBerehynya” (I am a keeper) from Landlord magazine and the Syngenta company, which is a series of interviews with female specialists about their own path of formation in the agricultural sector, it is possible to single out those intentions that influence the further perception of a female specialist in the industry. Special project “#YaBerehynya” (2019), inspired by stories of 8 agrarian business specialists who shared their own success stories were published. This format of the project is not new for the Syngenta corporation: in 2005, 3 interviews about female farmers from Kenya, Switzerland and Germany were published on the corporation’s website under the general title “Women farmers”. The fundamental difference between the special project and the above interview is that the Ukrainian respondents are representatives of Ukrainian agricultural companies, not farmers.

To begin with, it is worth separately analysing the name of the project itself. Berehynya – according to ancient Slavic religious ideas, the mother of all living things, the primordial deity – the protector of man, the goddess of fertility, nature and goodness; later she was considered the protector of the home and family, marital fidelity, the patroness of fishermen. It is a woman who guards, takes care of someone or something. O. Kis (2002) points out that “the legitimization of Berehynya’s image makes it almost sacral and, therefore, almost unattainable for criticism and deconstruction. That is, Berehynya acquired the status of an official model of female identification supported by the state”. O. Pokul (2016) points out that:

- social focus on stereotypical thinking forms a pseudo-ethnographic image popularized by the narratives of postmodern Ukrainian literature;
- the symbolically indicated image was supposed to connect tradition and modernity, to reflect the primordial desire of Ukrainians for the archaic;

- the very concept of coastalism became symbolic for the culture of the era of independence, which restored the disintegrated national consciousness.

Due to the commercialization of the image of Berehynya, the authors of the project raise questions about the perception of women in such a way that the role of Berehynya is mandatory, but the role of the manager is not: “How do they manage to combine the role of a successful manager and Berehynya’s role of family comfort, which is traditional and essential for a Ukrainian woman?” (#YaBerehynya, 2019). That is, in the perception of the authors of the project, a woman is “certainly and traditionally” responsible for the well-being of the family, while there is no mention of the responsibility of men in the family. This attitude is very similar to the Soviet approach, in which a woman was responsible for establishing a household.

The next step of the research consisted in the expert qualification of the intentions laid down by the authors within each of the presented texts separately. At the same time, it is advisable to compare the indicated intentions with the intentions that were laid down in the interviews with female farmers. First of all, it is worth analysing the titles of the interviews. In “#YaBerehynya” (2019), interviews were published under the headings:

1. Tamara Skoruk: construction of a farm from 8 hectares of vegetable garden to 13500 hectares of land.
2. Tatyana Shcherbyna: how female intuition helps in agrarian business.
3. Khrystyna Kudlyk: dreamed of being an artist, but chose agriculture.
4. Lina Suslova: mastered MTZ 1221 and won the respect of subordinates.
5. In 2020, the format of the interview has changed, so the format of the headlines has also changed.
6. Olena Pokotilova: Flight of dreams.
7. Iryna and Lilia Dudka: Being on a horse.
8. Olga Ivanchenko: Straight to the point.

9. Inna Alexandrova: extreme test drive.

Most of the headlines are positive, dynamic, inspiring. As an exception, only the headline “Hrystyna Kudlyk: dreamed of being an artist, but chose agriculture” negates the value of work in agriculture as such (#YaBerehynya, 2019). Maybe it would be better to include a headline about the reasons or benefits of working in agribusiness. The classification of articles is very easy to understand, at the beginning of the article the name of the company whose representative is the specialist, the land bank, the main crops in which the agricultural company specializes in cultivation and the number of employees are indicated. Demonstration of achievements immediately adjusts to the perception of the employee as a full-fledged participant in communication. Photo and video content helps to verify the accuracy of wording; it complements visual images. However, this has its drawbacks, as doubts in the wording do not contribute to the formation of the image of a successful professional. For example, the intentions that it is difficult for a woman manager to achieve success, which are expressed in the statements “I was not perceived as a manager”, “My parents decided that this job was not for me and rejected me in every way”, and the absence of a negative assessment of such statements, contribute to the formation of the reader has the impression that professionals agree with this attitude towards themselves (#YaBerehynya, 2019).

Similar problematic aspects were expressed in an interview with a male specialist as follows: “It was very difficult to start – the village was considered unpromising, young people did not want to stay here, there was no work, the social infrastructure was deteriorating, people lived in poverty” (#YaBerehynya, 2019). In the interview with the manager T. Skoruk, the emphasis is on the history of the family’s achievements, and not on the interviewee herself, who only briefly described her career path: “I worked for 17 years as the deputy director of quality at the elevator – you understand that this for work When I had to leave the elevator and work in my household, I again ‘found myself’ in a managerial position” (#YaBerehynya, 2019). At the same time, much more attention

was paid to the issues of the family, the establishment of the enterprise, which seems to reduce the value of the interview itself, which should, in fact, reveal the value of the results of her work. This does not contribute to the formation of the image of a professional woman, rather it demonstrates a certain closedness of female respondents, who are perceived as “random guests” in agrarian business. In order to avoid such negative intentions, interviewers should either direct the interlocutor in the necessary direction with the help of clarifying questions, remarks, or provide additional information about the specialist that would help reveal their achievements and aspirations.

Discussion

The modern information society is characterized by the rapid growth of the possibilities of mass media and the increase of their influence on the consciousness and subconsciousness of a person. Communicative strategies of mass media can represent a significant danger if they are used for the purpose of informational aggression. The threat of negative informational influence of the mass media on the Ukrainian society in the conditions of the military conflict emphasizes the relevance of the research.

As N. Mheidly and J. Fares (2020) write, that communication strategies of franchise media are determined both by the format of the media brand and by the socio-psychological characteristics of the audience in the country where they operate. The development of a high-quality communication strategy aimed at the needs of the audience is an important prerequisite for the successful development of mass media. Therefore, studying the correspondence of communication strategies of franchise publications to the needs of the audience is an urgent task, as it allows to find out whether these media take into account the socio-psychological features of the target audience groups, or whether they simply adapt to the standards of the media brand.

Processes taking place in society encourage gender-oriented publications to change the format and content, as well as to search for new

communication strategies. The most reflected reaction of the audience to certain topics and issues raised in publications is the activity of readers on their pages and in social networks. The preferences and comments of information consumers allow not only to actively distribute certain material among the readership, but also to evaluate what is most interesting for the audience. X. Farkas and M. Bene (2021) note, that this is exactly the interaction in social networks – personalized, open and encouraging the author to constant self-improvement in his work.

N. Enke and N.S. Borchers (2019) mention, that destructive and non-destructive linguistic influence can be distinguished by the criterion of morality. Language influence aimed at harmful consequences for the addressee is considered destructive. It is important to consider several factors when identifying communication tools that have a destructive effect on the mass media. First, the main goals of their activities; secondly, communication capabilities; thirdly, communicative strategies and tactics of mass media discourse. All these factors were defined and briefly characterized in the context of the potential threat of destructive linguistic influence. Let's highlight the general communicative goals of the mass media. First of all, it is the formation of public opinion and the spread of certain ideas – a general goal that determines other goals of media activity and communicative strategies of mass media discourse. The ability of media texts to informatively influence the evaluation system and the formation of public opinion, exerting an ideological influence on the mass audience, is one of the main properties of the infosphere.

According to position of E. Pöyry et al. (2019), the publication of important information is an obvious goal, and it is precisely relevant information that the average citizen expects from the mass media. This goal is subordinate to the previous one, since the media representatives themselves decide what information is considered important. Control over the government, state structures and protection of citizens' rights – such goals are determined by journalists themselves, positioning the mass media as the fourth power, the connecting link between society and the state leadership. As C. Rudeloff et al. (2022) note, that mass

media should fulfil the role of controlling power. The possibility of rapid dissemination of information is one of the defining features of mass media discourse. This, on the one hand, significantly contributes to the effectiveness of influence, on the other hand, it causes the need for constant updating of information and its publication as soon as possible (so that it does not lose its relevance), and this, in turn, causes the threat of spreading unverified, unreliable data.

The possibility of covering subjective opinions distinguishes mass media discourse from scientific and official-business discourse, and it is this that constitutes the main threat in the formation of an unbiased assessment of the phenomena of reality, and also leaves an imprint on other properties of mass media. The possibility of modern media to popularize this or that political idea, public opinion, to form the image of a certain structure or political force. Taking into account the sign of subjectivity, the danger of popularizing destructive ideas and actions was noted. Mass media can influence any situation they cover (including political ones). And taking into account the characteristic of efficiency described above, a significant threat of destructive influence was noted, the result of which may be aggressive reactions, social conflicts. In addition, mass media can influence the emotional sphere. As Z. He et al. (2022) write, that when the influence is carried out on both the logical and emotional levels, it has a much higher efficiency than if it is directed only at the thinking activity of the individual. In this regard, it is necessary to take into account the danger of focusing on a purely emotional impact, because in this case the recipient loses the ability to objectively evaluate the phenomenon or event.

Taking into account the outlined non-speech goals and communicative capabilities of the mass media, the general communicative strategies of the mass media discourse will be determined and all their tactics will be characterized in terms of the potential danger of destructive linguistic influence. The strategy of forming public opinion consists in the implementation of the main goal of mass media activity and is decisive, other communicative strategies are subordinate to it. The strategy

of emotional influence makes it possible to exert a more effective influence on consciousness and subconsciousness, to form more stable stereotypes, associations and beliefs, and helps to adjust worldview orientations. Mass media often speculate on citizens' feelings of responsibility and patriotism. Considering that the strongest emotion is fear, they try to cause this feeling with the help of intimidation tactics, unjustified accusation, psychological pressure, shocking predictions, emotional contagion, emotional suppression of logic. In this regard, there is a danger both at the personal level (loss of critical thinking, mental instability, aggressiveness) and at the level of society (emergence or exacerbation of conflicts, aggression towards certain structures or ideas, complication of a criminogenic situation, disclosure of information, which poses a threat to society).

The strategy of manipulation is the greatest danger in the aspect of informational aggression. Mass media can combine manipulation with all other communication strategies. The use of manipulation makes any influence dangerous, as its consequences can be unpredictable. Each of the identified strategies can be manipulative in nature, and this is evident in many tactics. A sign of manipulation is its covert nature – whether it is the concealment of information (distortion, selectivity, falsification of facts) or the concealment of true intentions. In the conditions of the information society, the communicative goals, opportunities and strategies of the media cannot be ignored. Awareness of these aspects is an important condition for successfully countering the destructive influence of the mass media. The analysis of potential threats of mass media influence allows to state that its effectiveness depends on the general capabilities of the media and on the choice of communicative strategies and tactics, and the nature of linguistic influence – destructive or non-destructive – is determined by the goals of the subject of influence. The conditions of an information war require awareness of the danger of using various communication strategies and media tactics for the purpose of informational aggression – open or covert – against a country, an individual or a certain structure. Society must be ready to counteract the

destructive influence of the media, which act with the aim of obtaining sensations or producing negative informational messages.

Conclusions

The communicative strategy of Ukrainian industry magazines is implemented through an attractive external form, the creation of a positive image as a publication with reliable and relevant content, the presence in the publication of ways of self-expression of readers, clear and permanent classification. So, modern Ukrainian industry magazines built their development strategy on the tastes and level of understanding of their readers. At the level of visual design, each of the magazines demonstrated a special vision. Classification, internal content and even advertising messages are subordinated to the topic of the publication, and therefore to the needs of professional readers. Equally important is the identification of the main tactics and strategies used by mass media. In particular, the importance of content, covers, functions of headings, means of emphasizing the value of the article were revealed. This provided an opportunity to conduct a more detailed and meaningful analysis of the current state of mass media development in Ukraine.

In the industry magazine, the presentation of a woman as a representative of the professional community still corresponds to gender stereotypes, but gradually Ukrainian society increasingly perceives a woman as a professional worthy of attention and trust. Such a tendency to represent women in accordance with stereotypes is due to a number of circumstances that had an impact on the formation of Ukrainian society. Further research will be aimed at identifying trends that can change the current situation, as well as conducting an analysis of tactics that will influence the formation of a new model of society in which there are no stereotypes.

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