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JOURNALISTIC STANDARDS VS BLOGGER SUBJECTIVITY: WHO SHAPES MODERN DISCOURSE

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With the development of digital technologies and social networks, a new phenomenon has emerged – information bloggers, who often identify themselves with journalists. However, there are significant differences between these two professions, which affect the quality of content, the level of responsibility and interaction with the audience.

In this study, the goal is to analyze key differences between journalists and information bloggers, in particular regarding work standards, responsibility for disseminated information, ways of interacting with the audience, and the level of commercialization of content. To achieve the goal, it is necessary to determine the impact of these differences on the quality of the information space and public trust in various information sources.

Journalism is a professional activity aimed at collecting, verifying and disseminating socially important information in accordance with journalistic standards. It is based on the principles of reliability, objectivity and ethics [1]. In contrast, bloggers often create content without in-depth fact-checking, operating on subjective assessments and emotions. If a journalist is responsible for disseminating inaccurate information, then the blogger can avoid any consequences, even if his content has a serious social impact.

An example of strict standards in journalism is the case of Vasyl Chepurny, a journalist for the "Voice of Ukraine", who was planned to be fired in 2021 for xenophobic statements on Facebook. The Internet community quickly reacted to his post, and the editorial staff decided to temporarily stop cooperating with him [2]. In contrast, bloggers, even after high-profile scandals, often retain their popularity. A striking example is the YouTube channel of Oleksiy Arestovych,

who, despite his ambiguous statements about war and women, remains influential among a certain part of the audience.

One of the main differences between bloggers and journalists is the way they interact with their audience. Bloggers actively use parasocial connections – the illusion of personal friendship with their followers, which creates a certain addiction to the content. Therefore, their fans continue to follow them, even if the blogger allows himself controversial statements. For instance, Oleksiy Durnev maintains a large audience, despite his incorrect jokes and assertions.

Another difference is the commercialization of blogging. Bloggers actively monetize their popularity through advertising, selling their own merch, and organizing fan meetings. In contrast, journalists focus on the quality of information, working within professional standards that limit their independence compared to bloggers [3].

Given these differences, it can be argued that bloggers and journalists are representatives of two different fields, although their cooperation is possible. Bloggers can learn from journalists about fact-checking and analytics, but the transition from blogging to journalism requires deeper professional training [4].

In summary, it should be emphasized that bloggers and journalists have different goals and methods of work, and although they can cooperate, they cannot be equated. It is important for information consumers to be critical of content, regardless of who provides it.

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THE REASONS OF THE DEFEAT OF THE CENTRAL RADA

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The defeat of the Central Rada was caused by a combination of internal and external factors that undermined its ability to govern effectively and defend Ukraine's independence. One of the primary reasons was the lack of a strong military force. The Central Rada failed to establish a well-organized army capable of resisting external threats, particularly from the Bolshevik forces [1]. The