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CHANGES IN THE DIGITAL SPACE DURING THE WAR PERIOD

With the beginning of the war, the blogosphere underwent significant transformations: the change in content and vector of movement led to a rethinking of modernity. How to Create Content for War Blogs; how to work with texts; what is the role of fact-checking and critical thinking in blogging; how to recognize manipulations, fakes when reading or watching bloggers; how memes and jokes help maintain emotional health during war. All these questions are still relevant today.

The works of both Ukrainian and domestic scientists are devoted to the problems of the development of the blogosphere, in particular: Mykytas A.V., Carlos S., Hnatyshyn S.I., Livitska O., Harington B., Rau P.-Y., Rudyk M., Sarminoi G., Chekmysheva O., Schneider V. Yaroshenko L. and others. At the same time, their works did not pay attention to the specifics of the development of the blogosphere during the war.

The purpose of our work is to clarify the changes noted by the blogosphere since the beginning of hostilities on the territory of our country.

In Ukraine, as in many countries of the world, the blogosphere is actively developing, as evidenced by numerous studies on this issue [1-6]. Many teenagers dream of becoming a blogger, an opinion leader, or an SMM manager, and even adults are successfully realized in this profession, having considerable experience behind them. However, in the conditions of a full-scale war, approaches to maintaining pages in social networks are changing: what was relevant before February 24, today can cause complete rejection, hate or even bowling.

Since the beginning of the war, the blogosphere has undergone significant transformations. During the first month of the full-scale invasion, the content was exclusively informational, with most of the content relating to war news. In addition, bloggers often made reposts about collecting funds for the military, searching for transport to evacuate civilians, etc. If there was humor at all, it was on the subject of a full-scale invasion.

The very work of the blogger during the war underwent both emotional and physical transformations. Some had to change their usual environment, many found it difficult to write posts or shoot videos in such conditions. But despite the troubles, there was a field for creativity. All the pain could be given to the blog, to write about what and where it hurts, to talk about those topics that concern everyone. That's what we needed: a sense of togetherness, a sense that you're not going through this alone.

When the war started, brands didn't know what to do, so some suspended cooperation indefinitely. Businesses, which are critically needed at any time, worked - doctors, installation of windows, doors, etc. Accordingly, SMM specialists were in demand for them.

All brands, without exception, posted "stories" about volunteering, helped people materially and informationally. They published mostly volunteer content, without thinking about the visuals, just facts and contacts.

That is, at the beginning of the war, the content was only about her - worries and sadness oozed from everywhere. And during the first month of the full-scale invasion, the bloggers couldn't shoot about something ordinary, because all their thoughts were only about the war.

Information published by bloggers had to be filtered, every written word carefully evaluated. Because they could be read by fellow citizens who serve in the Armed Forces or Teroboron, who have lost a loved one, or who are under occupation. It was necessary to understand that a cup of coffee described in "stories" will inspire someone, and someone will be offended or outraged.

A significant part of bloggers changed their vector of movement, joined the information war. Someone collects funds for the Armed Forces, someone shows the inadequacy of the Russians.

The blogosphere is aimed at our victory. Now the audience needs content that confirms the opinion that Ukrainian is beautiful, that gives something new Ukrainian, gives new Ukrainian meanings. This is especially relevant for people who have given up everything Russian. It is important for them to confirm that they are doing everything correctly.

Today, the blogosphere is returning to normal life, but the audience has become more conscious and demanding. Many media personalities switch to the Ukrainian language. I hope that this is not a trend, but an inevitable process. The Ukrainian language is an indicator of consciousness and self-identification.

Currently, popular science materials, historical and political intelligence, and inspirational posts are relevant for the audience. For example, a collection of facts about the destruction of the Ukrainian language. After all, now more and more Ukrainians are interested in the history of their country, its culture. Many facts from our history have been hushed up for centuries. Therefore, people are now looking for answers to fundamental historical questions that are timely again.

This trend will most likely continue in the future. After all, cultural and educational content, unfortunately, was not so popular before.

Today, most bloggers have returned to their usual format, the diversity of content has been restored, some bloggers announce discounts on advertising, targeted advertising from tiktok has disappeared. Millionaire bloggers may not have had much of an impact, but for small bloggers such changes are significant.

Now, in the tenth month of the war, bloggers are more united than ever before. Interesting patriotic solutions are generated, and the trends of social networks are now getting straight to the heart. The war did what the enemy did not expect - it strengthened our faith and love for Ukraine.

If we take book blogs, influencers began to talk more about books by Ukrainian authors. Previously, books in Russian or by a Russian author were sometimes found, but today this is a taboo. The pages are decorated in blue and yellow colors, many people take patriotic photo shoots and

popularize Ukrainian music.

We believe that the ability to make quick decisions, adapt, counter disinformation and manipulation will continue to be valuable in the work of bloggers, and they will need crisis communication skills. The need for Ukrainian-language content will also grow, the relevance of the Ukrainian language is at the highest level.

Today, almost all bloggers speak Ukrainian. Ukrainian blogs are unlikely to reach a new level, but it will help the development of the language. We hope this trend will continue.

Situational content + advice is also trending now, because there are many immigrants in Ukraine.

Today, unfortunately, the demand for SMM officers is not as great as before the war. Many people try to save on something. At the same time, brands have a good chance to move to the European market, because there are opportunities, there is demand, and this is a more stable niche. There is a demand for specialists who speak English and can easily write texts for an English-speaking audience for development in the European market. Therefore, the importance of English for SMM officers has increased. The ability to set up targeted advertising specifically for the European market is also necessary.

It is clear that the profession of an SMM specialist has already changed. It is not enough just to have a phone with a good camera and to understand a little what, where and how to fast. It is necessary to possess the skills of a marketer, SMM-man, photographer, targetologist at the same time. And only then there will always be work and a high salary.

Today, as always, people need entertainment content, because there is a stress factor. And humorous videos entertain subscribers a little, improve their mood. Currently, content that proves the worthlessness of Russian bloggers, Russian films, etc. is also popular.

Now, more than ever, bloggers are full of optimism, which allows us to talk about the development of the Ukrainian blogosphere in the right direction. Improving the quality of content is also inevitable. Thanks to this, I hope that the information space will be cleaned of Russian propaganda dirt, and we will observe the rise of Ukrainian culture and language in social networks.

Russia's full-scale invasion of Ukraine proved the significant role of the digital transformation of the economy to ensure the stability and flexibility of the Ukrainian state in wartime conditions. The blogosphere is no exception. Blogging today is a cultural and educational front that generates interesting patriotic solutions. Therefore, in the work of bloggers, the ability to make quick decisions, adapt, counteract misinformation and manipulation, and possess crisis communication skills are valuable, thus bringing our common victory closer..

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