

Козій Ольга Борисівна,

доцент кафедри публічного управління,
права та гуманітарних наук
Херсонського державного аграрно-
економічного університету, кандидат
філологічних наук

BASIC PRINCIPLES OF MEDIA POSTS IN WARTIME

“Media posts” are messages about certain events and facts that are published on social networks in the form of an author's text as a form of expression of a personal opinion/position and function as an element of attracting attention and distributing the published information, starting a discussion.

A publication or a program of conduct provides public news through various distribution channels. Social networks such as Instagram, Facebook, Twitter and Youtube are the most popular channels for distributing information.

One of the most important functions of “media posts” is informative, which allows the audience to learn about what is happening around them, informs the audience about reliable and current facts and reviews of various events and situations as information materials. But you should not forget about fake posts that intend to inform the reader and mislead, so choose verified sites.

Another function of “media posts” is to convince the reader of something, which presumably affects the knowledge of the audience. The mass media shape opinions and influence the subconscious of a person, modernizing behavior.

Editorials, posts, comments influence the reader's thinking and change perceptions. However, not all viewers are aware of this. Many of them unconsciously fall under the influence or are motivated to do so.

An important function is socialization and cultural transmission. The media socializes people, especially children and

newcomers. Socialization is the process by which people acquire the skills to behave as is customary in their culture or society.

During this process, we learn how to become a member of our society or human society in a broader sense. Although in the process of socialization media helps to shape our behavior, concessions, views [3].

The next function is surveillance; it consists in carefully and continuously observing the society and warning the mass audience about threatening actions that may arise in the future in order to reduce possible damage. Similarly, the media also informs about wrongdoings taking place in the society to the appropriate authority and prevents abuses among the mass audience in the society. The entertainment function helps to relax the reader and lift the mood. The function of interpretation and learning occupy a leading place in “media posts”.

Sociology studies “media posts” as a tool for improving one's knowledge. As a tool for predicting threats. Nowadays, this is all the more relevant, because, given the military actions in Ukraine and war crimes, “media posts” can positively influence the development of society. One of the main aspects is to inform the population about what to do in certain conditions and dangers. Media posts are, first of all, a connection with society. As we can see, their functionality is multifaceted and in order to understand how “media” affect society and the human subconscious, they need to be studied in detail.

Thus, a media post is a message about certain events and facts that is published on social networks in the form of an author's text as a form of expressing a personal opinion/position and functions as an element of attracting attention and disseminating published information, starting a discussion.

Martial law is a special legal regime introduced in Ukraine or in its individual regions in the event of armed aggression or a threat of attack, a danger to independence or its territorial value [1].

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Консєва Олена Олексіївна,

старший викладач кафедри української мови
Українського державного університету імені Михайла Драгоманова

МОВНА НОРМА В ПРАВОВОМУ ДИСКУРСІ: ВИЯВЛЕННЯ ТА СПОСОБИ РЕДАГУВАННЯ ТИПОВИХ ПОМИЛОК

У сучасному суспільстві, де мова є не лише засобом спілкування, а й інструментом реалізації права, питання мовної нормативності в правовому дискурсі набуває особливої актуальності. Ця проблема пов'язана певною мірою «і з недостатньою професійною мовно-комунікативною компетентністю фахівців, і із збільшенням обсягу продукування відповідних текстів» [1, с. 11]. Юридичний дискурс є особливим видом фахового мовлення, що потребує максимальної точності, логічної послідовності й однозначності висловлення. Від