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## **ENVIRONMENTAL CULTURE OF MODERN MEDIA IN UKRAINE ЕКОЛОГІЧНА КУЛЬТУРА В СУЧАСНИХ МЕДІА В УКРАЇНІ**

The study identifies the peculiarities of modern environmental journalism in Ukraine, which operates in the context of war. The theoretical foundations of eco-journalism are updated, and its role in the formation of environmental awareness is noted. The importance of environmental journalism during the war is emphasized. The genres of eco-journalism are characterized. On the basis of seven online media outlets (Suspilne, Hromadske, Liga, Ukrainska Pravda, Ukrinform, Radio Svoboda, NV), the authors monitor environmental issues and analyse the genre specificity of the materials. The review of publications in these media outlets suggests that today, during the Russian invasion of Ukraine, journalists are actively raising environmental issues. They focus on the problem of radiation from the Chornobyl and Zaporizhzhia nuclear power plants, which have fallen under Russian control, creating a nuclear risk for Europe. Considerable

attention is also paid to the pollution of the hydrosphere and lithosphere, including mining, shelling of fields, harmful emissions into water and flooding of coalmines. The issue of biodiversity destruction and criminal acts committed by the occupiers is also covered. Energy issues, including the shelling of energy storage facilities, which leads to the release of toxic substances, are also a hot topic. In addition, journalists help to identify violations of environmental human rights; analyse the prospects for environmental restoration, drawing on international experience; and advocate for a strong environmental policy.

It is noted that environmental journalism disseminates information about environmental issues and events through various genres — notes, reports, analytics, interviews, comments, articles, etc. It helps to draw public attention to environmental problems, reveal why these problems arise and how they affect the environment, and engage society in discussions and search for solutions to these issues.

**Keywords:** journalism, environmental culture, environmental information, media discourse, interview, photo report, commentary, note.

У дослідженні визначено особливості сучасної екологічної журналістики в Україні в умовах війни. Актуалізовано теоретичні основи екожурналістики, відзначено її роль у формуванні екологічної свідомості. Підкреслюється важливість екологічної журналістики під час війни. Охарактеризовано жанри екожурналістики. На основі семи онлайн-медіа (Суспільне, Громадське, Ліга, Українська правда, Укрінформ, Радіо Свобода, New Voice) автори моніторять екологічну тематику та аналізують жанрову специфіку матеріалів. Огляд публікацій у цих медіа свідчить про те, що сьогодні, під час російського вторгнення в Україну, журналісти активно піднімають екологічні теми. Вони зосереджені на проблемі радіації від Чорнобильської та Запорізької АЕС, які перейшли під контроль Росії, що створює ядерну загрозу для Європи. Значна увага також приділяється забрудненню гідросфери та літосфери, включаючи видобуток корисних копалин, обстріл полів, шкідливі викиди у воду та затоплення вугільних шахт. Також висвітлено питання знищення біорізноманіття та злочинні дії окупантів. Актуальними є також питання енергетики, зокрема обстріли енергосховищ, що призводить до викиду отруйних речовин. Крім того, журналісти допомагають виявляти порушення екологічних прав людини; проаналізувати перспективи відновлення довкілля, спираючись на міжнародний досвід; і виступати за сильну екологічну політику.

Зазначено, що екологічна журналістика поширює інформацію про екологічні проблеми та події через різні жанри — замітки, репортажі, аналітику, інтерв'ю, коментарі, статті тощо. Вона допомагає привернути увагу громадськості до екологічних проблем, розкрити, чому ці проблеми виникають і як вони впливають на довкілля, а також залучити суспільство до дискусій і пошуку рішень цих проблем.

**Ключові слова:** журналістика, екологічна культура, екологічна інформація, медіа-дискурс, інтерв'ю, фоторепортаж, коментар, замітка.

**Statement of the problem.** The topic of ecology is justifiably considered one of the most important in the modern world. Today, such problems as climate change, the use of water and energy resources, radiation, air and water pollution are attracting public attention.

Environmental issues in the media are considered to be all encompassing, as they relate to all spheres of human life. Sometimes the dissemination of materials becomes dangerous for the life of a journalist who makes certain facts public.

Journalists who cover environmental issues in the media play an important role in uncovering environmental problems. By researching, analysing and disseminating environmental issues, they shape the environmental outlook of individuals and the culture of the population.

Coverage of environmental issues is a specific area that requires specialised knowledge of nature, the ability to use scientific facts correctly, and responsibility for disseminating information. Drawing attention to environmental issues is a difficult task, especially during a war, despite the fact that these two topics are interconnected.

Ukrainian media do not pay enough attention to environmental issues compared to foreign media. This problem is caused by several factors: lack of audience, insufficient funding, government influence, and insufficient knowledge.

Effective coverage of environmental issues also depends on the right genre. In the Ukrainian media, information about the environment is disseminated mainly in a news format, which does not provide sufficient analysis and explanation of the material to readers.

Therefore, it is important to study contemporary eco-journalism in Ukraine, in particular, the content and genre specifics.

**Literature review.** The study of environmental issues in the mass media in Ukraine and the development of environmental culture are the works of O. Beliakov [1; 2; 3], T. Bondarenko [14], T. Hardashchuk [5], H. Hopko [6], D. Oltarzhevskiy [9; 10; 11], E. Pozniak [7], O. Stegniia [8], M. Khylo [12], M. Yablonskyi [14; 15] and others.

The purpose of the study is to analyze the Ukrainian mass media in terms of coverage of environmental issues and the use of various genres of journalism.

**Methods.** The study uses epistemological and theoretical research methods: observation, induction, and sectoral methods of social communication (monitoring, content analysis). The object of the study is the issues and genre system of contemporary Ukrainian eco-journalism based on the material of a number of the most popular online media: Suspilne, Hromadske, Liga, Ukrainska Pravda, Ukrinform, Radio Svoboda, and NV. These online media outlets were ranked among the top 9 most responsible and high-quality media outlets by the Institute of Mass Information in 2022. For the review, we selected environmental materials for six months, namely from 01.11.2022 to 01.05.2023.

**Research results.** To analyse and compare the state of environmental coverage in the selected media, the frequency of addressing such issues as: crimes against the environment, atmosphere (air problems), hydrosphere (water problems), lithosphere (land and soil problems), animal and plant protection, environmental activism, weather anomalies, forestry was studied.

It should be noted that the search for publications on the topic of ecology was carried out in several ways:

- through the categories (“Public”);
- through the search feed/word search (“Radio Svoboda”);
- through tags (“Hromadske”, “Liga”, “Ukrainska Pravda”, “Ukrinform”, “New Voice”).

Scientists define environmental journalism as a type of journalism that covers environmental issues, analyses human impact on nature and disseminates information about major events in the environmental sphere [2].

The main task of environmental journalism is to provide the public with objective and reliable information about environmental problems and processes occurring in nature and society. D. Oltarzhevskiy identifies the following tasks of environmental journalism:

- monitoring of environmental problems. Journalists working in the field of ecology are obliged to monitor and inform the public about various social actions and problems related to the environment;
- creating awareness about the environment. Environmental journalists should inform the public about environmental issues and processes to help people understand their significance and impact;
- investigating eco-crimes. Environmental journalists should record violations, crimes and negligence of the government and business that harm the environment and human health;

- introduction of environmental innovations. Environmental journalists should promote environmental culture and education;
- initiate an environmental campaign. Eco-journalists can help identify the most pressing environmental issues and create an environmental agency that will be the centre of decision-making by the authorities and the public;
- to protect environmental activists. Journalists should monitor how the government and business treat environmental activists who do not allow them to “turn a blind eye” to environmental problems and help them defend their rights and freedom of speech;
- dissemination of truthful and open information. Environmental journalists should provide open and objective information about environmental issues so that the public can form their own opinion on these problems and make appropriate decisions;
- influence the decision-making process. By covering environmental problems and their consequences, environmental journalists can influence decisions made by the government and business, providing an opportunity to change approaches and practices in this area;
- promoting sustainable development. Environmental journalists can help support sustainable development by promoting new methods and concepts that help reduce the negative impact of humans on nature and conserve resources [10].

A review of the publications in these outlets suggests that today, during the Russian invasion of Ukraine, journalists are actively raising environmental issues. They focus on the problem of radiation from the Chornobyl and Zaporizhzhia nuclear power plants, which have fallen under Russian control, creating a nuclear risk for Europe. Considerable attention is also paid to the pollution of the hydrosphere and lithosphere, including mining, shelling of fields, harmful emissions into water and flooding of coalmines. It also covers the destruction of biodiversity and criminal acts committed by the occupiers. Energy issues, including the shelling of energy storage facilities, which leads to the release of toxic substances, are also a hot topic. In addition, journalists help to identify violations of environmental human rights; analyse the prospects for environmental restoration, drawing on international experience; and advocate for a strong environmental policy.

The online media outlet Suspilne is a Ukrainian public broadcaster owned by the state. Over the six-month period, 278 environmental-related

stories were published on Suspilne News. They are published in the “nature” section. On average, 1–2 stories are published per day. The highest number of texts per day was recorded during the earthquakes that began in Turkey (7 publications) and during the period of flooding in cities due to the water level in rivers (6 publications). Of the 278 environmental stories, 30 were concerned with ecocides committed by Russia during the war in Ukraine.

Most of the news is devoted to the problems of Ukraine’s hydrosphere — 40 of them. Mostly, they describe water pollution and rivers overflowing their banks. In addition, from 01.11.2022 to 01.05.2023, 28 times there were stories about environmental activism in Ukraine, environmental protection, and the prospects for restoring nature. The lithosphere was mentioned 24 times, namely, land damage and degradation. Similarly, the topics of biodiversity and weather anomalies are mentioned 15 times each. Environmental crimes (including the problem of deforestation) — 47. Materials on the topic of the atmosphere were published 4 times. Other publications are mostly related to weather forecasting, so they will not be analysed further.

The state news agency Ukrinform is the next in terms of the number of environmental stories. Between 01.11.2022 and 01.05.2023, the online media outlet published 61 environmental stories, 20 of which were about the environment and war. On average, environmental materials are published once every three days. Special tags can find texts on environmental issues.

Unlike the previous media outlet, Ukrinform covers the topic of environmental activism the most, with 34 stories published over the six months. The following publications were distributed as follows: crimes against the environment — 10 times; state of the atmosphere — 6; hydrosphere — 3; lithosphere — 2; animal and plant protection — 4; weather anomalies — 2. No materials about forestry were found in the first six months of the year.

“New Voice” (NV) is the third online media outlet by the number of environmental publications — 42 of them, 17 of which concern the state of the environment during the full-scale invasion. Usually, materials appear once every 4 days.

The issue of crimes against the environment has the largest number of stories in six months — 14. The next most common topic during this time is eco-activism and environmental protection — 13 publications. Air issues appear 7 times. The hydrosphere (3 publications) and flora/fauna

(2 publications) are mentioned less often. And the lithosphere, weather anomalies and forestry are mentioned only once in six months.

The fourth online media outlet in terms of the number of environmental stories is Radio Svoboda. The outlet published 33 environmental stories in six months, 19 of which were about the environment in a state of war. Unfortunately, the website does not have a separate “ecology” section or a tag that can be used to go to relevant news, so the count was made using a search feed that offers materials where the words “ecology” and “environment” were mentioned.

Over the six months, the most covered stories were about crimes against the environment — 19 of them (all related to military operations). The following topics are less frequent: 5 times texts about the hydrosphere, 2 times about fauna, flora, and forestry. The least number of publications is devoted to the problem of climate anomalies and environmental activism, as they are mentioned only once each.

“Ukrainska Pravda” is the fifth largest online media outlet in terms of the number of environmental materials, with 32 publications in the “environment” section, 16 of which are on military and environmental issues. On average, publications are published once a week.

As in the previous online media outlet, “Ukrainska Pravda” published the most materials related to crimes against nature — 8. The least common topics are the problems of biological diversity (2 publications), weather anomalies (2 publications) and the lithosphere (1 publication). The issues of the atmosphere, forestry (4 publications each), eco-activism (5 publications) and hydrosphere (6 publications) were the most frequently covered.

The penultimate online media outlet is “Hromadske”, which has only 13 environmental stories in six months, 6 of which relate to military influence. As there is no relevant section on the website, the materials selected for analysis were found using the hashtags #ecology and #environmental protection.

Since this online media outlet has a small number of environmental materials, certain issues were not covered during the 6 months, namely the atmosphere, lithosphere, and forestry. Most of the texts were published on crimes against nature (4 times) and eco-activism (5 times). The lowest number of articles were about flora and fauna, which were mentioned 2 times, and the hydrosphere with climatic anomalies, which were covered once.



The list of online media outlets is completed by “Liga”, which has 10 environmental stories, 2 of which are about the war. Interestingly, despite the many sections on the website, we did not find a section on our topic. The publications were reviewed under the tag “ecology”.

The online media outlet has only 5 publications on eco-activism, 3 on the state of flora and fauna, and only once mentions the state of the air and crimes against the environment. The problems of the hydrosphere, lithosphere, climate and forestry were not mentioned.

Based on the analysis, Table 1 shows the frequency of coverage of environmental materials on a particular topic in the selected media.

Table 1

**Coverage of environmental issues by Ukrainian media  
for the period 01.11.2022-01.05.2023**

Environmental issues	Atmosphere	Hydrosphere	Lithosphere	Flora/fauna	Climate	Crime	Eco-activism	Forestry
Name of the on-line media								
Suspilne	4	40	24	15	15	30	28	17
Ukrinform	6	3	2	4	2	10	34	0
New Voice (NV)	7	3	1	2	1	14	13	1
Radio Svoboda	0	5	1	2	1	19	1	2
Ukrainska Pravda	4	6	1	2	2	8	5	4
Hromadske	0	1	0	2	1	4	5	0
Liga	1	0	0	3	0	1	5	0

\* Table is created by the authors.

“Suspilne” shows the greatest interest in environmental issues, publishing 278 stories in six months, most of which were about the hydrosphere. The least number of environmental stories was published



by the online media outlet “Liga” — 10 in 6 months. The most frequent topics covered by all the analyzed media outlets were crimes against nature and eco-activism, which is typical for martial law periodicals. The fewest stories among all the media outlets deal with the air quality.

An important aspect of media coverage of environmental issues is the choice of genre. When choosing a particular genre of journalism, it is necessary to carefully study the topic and determine the purpose of the publication and the target audience to understand who will receive the information. You also need to know how relevant the topic is to society. You should not be afraid of experiments and interesting combinations of different genres to cover environmental issues.

The use of different formats and genres of journalism helps to cover the topic in a broader framework and show it in all its colours, which allows for greater efficiency and helps to draw people’s attention to this important topic.

In the “nature” category, the “Suspilne” online media outlet published 3 interviews, 3 photo reports, and 2 commentaries. The largest number of stories was recorded in the genre of “note” — 270. This is because this type of information is rather short and prompt and allows to quickly present the essence of the problem, focusing the readers’ attention on the main point.

When covering environmental issues, “Ukrinform” uses only the informational genre, in particular, the note — 61 stories. This trend can also be seen in the online media outlet “Hromadske” — 13 articles.

The online media outlet “New Voice” has 42 environmental materials, 41 of which are written in the form of an article and 1 interview. The situation is similar in the media outlet “Liga”, which has 9 articles and 1 collection of comments.

“Radio Svoboda” uses a more interesting set of genres to cover environmental issues. Over the six months, it published 7 photo/video reports, 2 correspondence pieces, 1 interview, 1 commentary piece and 1 investigation. The most popular type of news item is still the commentary, with 27 stories.

“Ukrainska Pravda” has 26 articles, however, it also uses the analytical genre of articles 6 times in six months. This online media outlet also has one blog on environmental issues.

Based on the analysis, Table 2 was created, which shows the variety and frequency of journalistic genres used by Ukrainian online media covering environmental issues.

Table 2

**Genre type of environmental materials in the period 01.11.2022-01.05.2023**

Genre								
Name of on-line media	Notes	Video/photo report	Interview	Commentary	Correspondence	Investigations	Article	Blog
Suspilne	270	3	3	2	0	0	0	0
Ukrinform	61	0	0	0	0	0	0	0
New Voice (NV)	41	0	1	0	0	0	0	0
Radio Svoboda	21	7	1	1	2	1	0	0
Ukrainska Pravda	26	0	0	0	0	0	0	1
Hromadske	13	0	0	0	0	0	0	0
Liga	9	0	0	1	0	0	0	0

\* created by the authors.

To sum up, we can say that the news item is the most popular genre in the Ukrainian media. This is due to the fact that this type of information presentation is as concise and prompt as possible, which allows people to quickly receive information. Analytical genres, which could not only talk about environmental events but also explain the causes and consequences of certain cases, were found to be the least popular. The reason for this is probably the difficulty of collecting information and analysing environmental issues without proper knowledge. Media outlets do not always have an environmental journalist on their staff, which makes it difficult to develop a variety of environmental materials. Another reason may be the low interest of the public and advertisers. Nowadays, there is a lot of information about more high-profile topics that create reader interest and engage the audience. That is why the media can leave important issues out for the sake of commercial success.

**Conclusions.** Having analysed seven online media outlets, we have concluded that most of them pay inadequate attention to environmental issues. “Suspilne” is the leader among the sample, demonstrating constant coverage of environmental issues. The media outlet with the lowest score is “Liga”, which has neither a separate section on the environment nor any content on the topic. On average, texts about eco-activism and ecocides appear most often; air pollution is the least discussed.

In each of the analysed online media outlets, the most common genre for covering environmental issues is the article. Unfortunately, analytical and educational materials that would explain certain environmental issues are not given due attention. This is due to the complexity of covering environmental materials that require scientific analysis and explanation.

Despite the fact that there are many environmental organisations and initiatives in the country, the overall level of public interest in environmental issues in Ukraine is not always at an appropriate level. Limited access to quality and objective information on environmental issues is also a reason for the low level of attention to the environment. The media do not always draw sufficient attention to environmental issues or cover them actively enough.

Environmental journalism disseminates information about environmental issues and events through various genres, such as notes, reports, analyses, interviews, comments, articles, etc. It helps to draw public attention to environmental problems, reveal why these problems arise and how they affect the environment, and engage society in discussions and search for solutions to these issues.

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