

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
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ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ
РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА**

**МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ**

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DISTINCTIVE FEATURES OF GERMAN ALTERNATIVE MEDIA

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Alternative media formed «an important link of the alternative community in the 70-ties in the XX century in Germany» [1, 140]. How different were the themes, purposes and forms of the new social movements in the country, so rapidly the alternative media were developing. They provide the function of the media of definite movements, and are the way of communication between the independently organized heterogeneous groups/projects and the projects of the counter culture. Being expressive and well presented they set on the appropriate track of the communication needs of local and regional, social and cultural groups, and thus represent a communicative hub of a local counter community.

The definition of «alternative media» in the research literature is often matched with a large number of individual, often synonymous definitions such as «alternative press», «another media», «media of movements», «social media», «media of communities», «counter hegemonic journalism», «locating and sublocating journalism», «non-profit media», «radical media» and «underground-press». The role of the lowest common denominator can fulfill two characteristics that are fundamental for the alternative media: denial of the traditional editorial policy and the highlighting of the hold back events [2, 27].

The term «alternate» indicates that these media get their meaning only in relation to the «traditional» media: the public must be involved in such a media production as regional newspapers or free radio, being ruled by such principles as openness and integration. The interpretation of «excluded» and «unpleasant, hold back» news should be opposed to the way of selective choice

of news of the traditional media. It is also desirable that the structure of the work was not hierarchical organized and was independent from the system of the estimation of costs. The classical definition of the alternative press is: «To the alternative media refer magazines and newspapers, which are released by democratically organized independent editorial offices, which have the principle just to cover the costs, not having for a goal a profit and completely refusing of using the advertisements. Releasing periodic publications they focus on the formation of the counter community, which is alternative to the traditional media. Thus, alternative newspapers are issued neither by parties, party groups, nor by associations or their organizations. Also publications, which focus on limited partial public (restrictions of the freedom of the press) are considered to be non-alternative» [3, 151].

Two fundamental criteria of the alternative media are found:

1. Alternative media communication. The key distinguishing criterion between the alternative media and traditional one is that to the dominant traditional themes and so to the traditional media content other (the model of counter public communication) positions are opposed, the interests of citizens are expressed authentically (the model of authentic communication), the social-political and emancipated efficiency is provided (the emancipatory model of communication). An ideal position of the editorial offices can be defined «to be alternative in relation to what exists, that is called to be an alternative to traditional media [...] [4, 55]. The criteria of the alternative degree of counter community are the next: to be independent from the political parties, institutions and advertisers; media, which are under the pressure or impact of the traditional media, showing the news which are out of context of the traditional press, with the aim of correction of the true information; to be an interesting newspaper for the concerned readers, to refuse of the one-time use communication and to establish communication between the readers and a newspaper, to provide the communication without marketing benefits; to reflect the experience of the interested audience extensively and specifically; to push a reader to be active; to use an understandable language for a reader.

The basic demanded information, another expression of authentic needs and immediacy of information reflect the content models of alternative journalism [5, 152].

2. Alternative media production.

The next distinguishing criterion of the alternative media are to find in the form of alternative media and their editorial policy: forms, frequency and process of production, journalistic identity, funding, structure, content and so on. The concept of the counter community has to appear in various specific features of the media. The most important are the following: the rejection of hierarchical structures of work by introducing of the forms of collective and decentralized production, such as interdepartmental work; unconventional

design and organization of work; the independence of traditional unions, political parties, institutions with simultaneous support of the non-traditional political organizations; the limit of organizational costs using the simpler, cheaper and more accessible ways of producing of the products; self-management and self-organization of media projects; discussions about media products as part of a preferred communication practice; formation of social relationships.

These points show how much the alternative media are aimed at the organization of communication practice. A typical model of the alternative communication as a criterion of the alternative editorial policy can be defined as a mechanism of the reflection of political changes, realising them in its own internal structure, in their working relationships and forms of communication.

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ПРОБЛЕМА ВПЛИВУ ЗМІ НА ПОЛІТИЧНУ ДУМКУ СУЧАСНОГО УКРАЇНЦЯ

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З розвитком комунікацій, інформаційних технологій вплив ЗМІ на індивіда має неабияке значення, впливаючи на громадянську думку, політичну свідомість, а також і на вчинки людей. Загальновідомо, що розвиток держави та вихід з кризи прямо залежить від настрою суспільства, почуттів, оцінки, усвідомлення політичної сфери. Незважаючи на «революцію гідності», зовнішню агресію, та проєвропейський вибір України – в державі залишається вплив олігархічних груп на політику, економіку та ЗМІ [1].