

Myronenko Vladlena. THE ROLE OF PR IN THE FORMATION OF THE SOCIAL CAPITAL OF THE ORGANIZATION.

Research methodology. Seeking to clarify the concept and help assess its utility for organizational theory, we synthesize the theoretical research undertaken in various disciplines and develop a common conceptual framework that identifies the sources, benefits, risks, and contingencies of social capital of the organization.

Results. Social capital, after being ignored and/or undervalued in the field of development, has begun to be regarded as one of the few possible keys in resolving a number of development issues. The highest degree of development of PR is considered the establishment of dialogue relations, relations of mutual trust, harmony between communicator and audience. The leaders recognized the need to create conditions for dialogue, a dialogue between groups in society and to come to an understanding through interchange of ideas. The dialogue aimed at achieving consensus on intersubjective semantic relationships, values and norms. It increases the information field organization and, thus, increases the market position of the organization. PR in turn is responsible for establishing a relationship of mutual trust, harmony and dialogue between communicator and audience. The role of PR in everyday building of trusting relationship and as a result PR becomes management function. The success of function is based on complicity, solidarity. This is achieved by transformation aggregate of audiences (including employees) to partner with the correct actions and promotion of these actions, thus accumulating and strengthening social capital of the organization.

Novelty. The first attempt is made to identify the impact of public relations on the formation of social capital of the organization with the increase in the share of intangible assets in the capital structure of the organization.

The practical significance. The results of the investigation can be used for further study of social capital of the organization.

Надійшла до редколегії 05.11.15.

УДК 007:304:659.3

I. М. Сухенко

ON JOURNALISM ETHICS STANDARDS WITHIN PEACE JOURNALISM: RECONSIDERING UKRAINIAN EXPERIENCE

Досліджено принципи журналістики миру (peace journalism) в аспекті осмислення принципів журналістської етики у контексті вивчення специфіки реалізації етичних норм висвітлення конфлікту в умовах українського медіаландшафту сьогодення. Проблема етичної поведінки журналіста з метою збору інформації та висвітлення подій у зоні конфлікту осмислюється в аспекті трансформацій журналістської професійної етики на прикладі сучасної ситуації в українському медіапросторі.

Ключові слова: журналістика миру, дослідження конфліктів, етичні стандарти, медіаландшафт, проект «Fame and Shame».

Исследуются принципы журналистики мира (peace journalism) в аспекте осмысления принципов журналистской этики в контексте изучения специфики реализации этических норм освещения конфликта в условиях украинского медиаландшафта на современном этапе. Проблема этического поведения журналиста с целью сбора информации и освещения событий в зоне конфликта рассматривается в ас-

пекте трансформаций журналистской профессиональной этики на примере современной ситуации в украинском медиапространстве.

Ключевые слова: журналистика мира, исследование конфликтов, этические стандарты, медиаландшафт, проект «Fame and Shame».

The principles of peace journalism in the aspect of reconsidering the journalism ethics standards are under study in the thesis within the ethics of conflict studies against Ukrainian's media landscape nowadays. The problem of ethical conduct for journalists both while gathering the information in the hot spots and covering news is among the most acute issues raised in the Ukraine's media society and its actors, which deals not only with complying with the ethics regulations for journalists when more accuracy is needed but also with the principles of human morality. The problems of implementing the journalism ethics standards within the contemporary Ukrainian media context are regarded in the thesis.

Key words: peace journalism, conflict studies, ethics standards, medialandscape, «Fame and Shame».

Stating the problem. Participating in the Study of the United States Institute on Media and Journalism, hosted by the Institute for International Journalism (Ohio University), encouraged me to reconsider the theoretical as well as practical recommendations on journalism ethics within peace journalism on the basis of Ukraine's media landscape.

Analysing the recent researches. The research is based on speakers' the presentations of penal session «The Ethics of Global Journalism and Conflict studies», conducted within the 98th annual conference of AEJMC (Association for Education in Journalism and Mass Communication).

The purpose of the research. The given research on media and their role within conflicts launched the process of my own reconsideration of the peace journalist's activities within the Ukrainian media landscape.

The political events, taking place in November, 2013 – March, 2014 resulted from not signing the Association with the EU and immediately initiating the Euromaidan, the subsequent dramatic events in Kyiv, the Crimea's annexation and the military events in the east of Ukraine – all these marked the arrival of a new reality for Ukraine's media landscape. Under such events journalism became a really dangerous profession in Ukraine: since then more media people have been injured, kidnapped, wounded, killed than they were in all previous history of independent Ukraine. In order to obtain the most important news under such circumstances, Ukraine's journalists have to take risk. While covering the military events in the eastern regions of Ukraine and their consequences, violence is in the focus of Ukrainian media who fully shared the emotional trauma of the society. And even some of them have already get used to living and working in such challenging conditions while trying to follow the standards of journalism ethics – accuracy, reliability, balance – as well as using the tools of peace journalism.

According to Jake Lynch, peace journalism is the set of journalistic tools improving the prospects for peace; these tools include how to frame stories and carefully choosing which words are used, create an atmosphere conducive to peace and supportive of peace initiatives and peacemakers, without compromising the basic principles of good journalism [7].

Due to the Institute of Mass Information (IMI), a Ukrainian nongovernmental organization, there were at least 995 documented violations of free speech in 2014, double the number in 2013 (496) and triple that of 2012 (324). There were 286 documented physical assaults on journalists, according to IMI. The largest numbers occurred during the Euromaidan period (82 incidents in January and 70 in February), then the frequency gradually declined for the rest of the year. In a category that was new to the IMI monitoring system, a total of 78 journalists were abducted and illegally detained by a variety of actors, including pro-government and separatist combatants. Twenty of these inci-

dents took place in April in Donetsk, though a handful of the year's kidnappings were recorded in areas far from the combat zone [6].

There exist a lot of recommendations and regulations on the compliance with journalist ethics standards which may be restricted in terms of war, where «the objectivity is a prized status» [9], including the issues of defending information source, publicizing victims' and hostages' names, demonstrating killed and wounded soldiers or civil people, using neutral vocabulary in describing war events, providing anonymity to actors of military events, using video archive, checking the facts in terms of credibility and providing state authorities' and official reports (ones of Ministry of Defense, National Security Office) etc. All these issues require adjustments of «peace» time journalism ethics' principles while reporting war events.

The problem of ethical conduct for journalists both while gathering the information in the hot spots and covering news is among the most acute issues raised in the media society. This deals not only with complying with the ethics regulations for journalists when more accuracy is needed but also with following the principles of human morality. The most popular reportages (rated as the highest ones) depicted the funeral ceremonies of those who were killed in the result of bloody events in Kyiv as well as of soldiers killed in eastern regions of Ukraine. Such tendency, generally considered to be beyond ethics and sense, became the mainstream of leading mass media in Ukraine while using other people's sufferings to make them rated high.

Ihor Kultas, a Ukrainian media expert, considers that in such military environment the exceptions of ethics standards should occur when they will result in various hazards such as the threat to the people's life, the threat of destruction of combat units that are fighting for freedom and sovereignty of the state, and even the threat of destruction of the state and its democratic system [4].

In order to get rated high some of the Ukrainian media tend not to neglect disclosing military secrets, call the military people's names, show their faces and places, reveal their deployment. They violate the ethics by which it is prohibited to photo military captives' faces, show the tags with their names or their unit names, cover the level of military provision and equipment, publish intelligence service data, post photos/videos, which can determine the exact location of the units. Also it is out of professional ethics for journalists to use flashes or extra lighting to attract the audience's attention as well as inform about killed soldiers before done officially, particularly to the notification of their families. Thus, the controversial and even scandalous situation about journalism ethics **standards, which resulted from the reportage**, made by Veniamin Trubachov («Inter» TV channel), revealing the names of military unit's officer [2].

Showing mutilated bodies and faces of the military men and corpses on the battlefield is considered to be the violation of professional ethics standards. Thus, the hot and painful debate about the professional ethics principles at war was launched by the news reportage («1+1» Channel, February, 28, 2015), covering the military events in the east of Ukraine and recording how Serhiy Nilolayev, a war photographer-correspondent (newspaper «Сьогодні»), was dying after being deadly wounded by bomb explosion [3]. This reportage encouraged the hot discussion in the media sphere as well as the Ukrainian society about the level of demonstrating death on the screen, especially taking into consideration the fact that this tragedy took place in the armistice days, which can be regarded as the documentary evidence that the opposite side of the war conflict did not comply with the truce officially declared then [5].

N. Saveliev, the chief editor of municipal newspaper «Ratusha» (Lviv) talked about the situation that it is getting typical of Ukrainian media people to keep silence «about what our colleagues say the wrong things». He stated that «the coverage of military recruiting campaign resulted in talks that such mobilization is rather harmful and inappropriate and reminded once again – «objectivity is nothing, sensationalism is everything».

Using the following means – provocative talks, changing the emphasis, a scandalous guest, fostering emotions – can make journalists on air recognizable and known» [1].

Thus, with the beginning of the military events in eastern Ukraine and aggressive information warfare, «Telekritika» (the first Ukrainian Internet edition on media issues) launched project «Fame and Shame», «Telekritika» offered its readers to evaluate the work of famous Russian and Ukrainian journalists in these difficult days. The empty seats in this «board of shame» are taken by those who changed their journalism activity to propaganda, systematically misinform the audiences about the matter of the conflict between Russia and Ukraine. More than 80 media people were represented there as those who tell lies about the current situation. In order to be removed from the «board of shame» anyone of those can publicly admit their unethical activity and apologize for lying and manipulating the audience [8].

Although the martial law is not officially declared either in whole Ukraine or its definite parts, but de facto the country is in a state of bloody war, because people are killed. Ukraine has faced the risk of losing its sovereignty, totally and partially. The fact that the war has not been formally announced by the parties does not prevent from war itself. Under such war circumstances journalists should admit the changes in ethics standards which can result in definite limits of human rights and freedoms, that is closely connected with the survival of the state and its nation. Because only the powerful and peaceful state can guarantee people the rights and freedoms while any war puts the state in the threat of destroying right and freedom guarantees. But the situation of the officially undeclared war can make changes in the precise journalism ethics standards when the people's life and the unity of the state are at risk.

In the time of war – and especially in the time of war! – Ukraine needs a socially responsible and comprehensive journalism. The Ukrainian state and the Ukrainian society have a huge number of the problems that can never be resolved without journalism in its role of social communication. Only this approach can lead Ukraine to the democratic society that is chosen by the majority of the Ukrainians nowadays.

Conclusions. Implementation of self-regulation principles in the media sphere should rely on joint cooperation of all the media actors – including media-holdings, media managers, the Ukrainian National Union of Journalists, Media Trade Union Representatives, Industrial Television Committee, «Stop Censorship» Movement, media NGOs as well as The Journalist Ethics Commission. Their joint development of these self-regulation principles should allow contemporary Ukraine save two significant values – its sovereignty and speech freedom, but it is peace that is at stake in Ukraine nowadays. The Journalist Ethics Commission itself is unable to correct the current situation in Ukrainian media sphere today. Its functioning has done much for the development of journalism in Ukraine, made it clear that there are a number of experienced journalists in the profession who care not only about ethics standards but also successfully implement self-regulation of the media, while confirming the fact that media self-regulation is not a merit of official regulation bodies. It should be a conscious choice of the journalists themselves who realize their understanding of self-regulation mechanisms and willingness to improve the situation by doing their job professionally.

Список використаних джерел

1. Довженко Марина «Іноді краще жувати, ніж говорити» / [Електронний ресурс] / Марина Довженко. – Режим доступу: http://galinfo.com.ua/blogs/inodi_krashche_zhuvaty_nizh_govoryty_184272.html.
2. Журналіст спростовує звинувачення у розсекречуванні українських бійців [Електронний ресурс]. – Режим доступу : <http://www.telekritika.ua/profesiya/2014-12-23/101901>.
3. На фронті загинули фотограф Сергій Ніколаєв [Електронний ресурс]. – Режим доступу : <http://tsn.ua/video/video-novini/na-fronti-zaginuli-fotograf-sergiy-nikolayev-ta-boyevopravogo-sektoru-z-pozivnim-tanchik.html>.

4. Чи є сенс лагодити дзеркало? [Електронний ресурс]. – Режим доступу : http://osvita.mediasapiens.ua/authors_view/chi_e_sens_lagoditi_dzerkalo_koli_problema_naspravdi_z_piskom.
5. **Толокольнікова Катерина**. Смерть на очах у глядачів [Електронний ресурс] / Катерина Толокольнікова. – Режим доступу : <http://www.telekritika.ua/profesi-ja/2015-03-02/104412>.
6. Freedom House: Ukraine. Freedom of the Press [Електронний ресурс]. – Режим доступу : <https://freedomhouse.org/report/freedom-press/2015/ukraine#.VZCFLvntmko>.
7. Peace Journalism. An Introduction. [Електронний ресурс]. – Режим доступу : http://www.park.edu/%5C/center-for-peace-journalism/_documents/PJ-An%20Introduction.pdf.
8. Project «Fame and Shame» [Електронний ресурс]. – Режим доступу : <http://fameandshame.telekritika.ua>.
9. Reporting the War Journalism in War Time / By Stuart Allan, Barbie Zelizer. – Routledge, 2004. – P.16.

Sukhenko Inna. ON JOURNALISM ETHICS STANDARDS WITHIN PEACE JOURNALISM: RECONSIDERING UKRAINIAN EXPERIENCE.

Research methodology. Journalism ethics standards within the principles of peace journalism undergo the systematic analysis of the contemporary Ukraine's mass media, covering the conflict issues.

Results. The principles of peace journalism in the aspect of reconsidering the journalism ethics standards are under study in the thesis within the ethics of conflict studies against Ukrainian's media landscape nowadays. The problem of ethical conduct for journalists both while gathering the information in the hot spots and covering news is among the most acute issues raised in the Ukraine's media society and its actors, which deals not only with complying with the ethics regulations for journalists when more accuracy is needed but also with the principles of human morality. The problems of implementing the journalism ethics standards within the contemporary Ukrainian media context are regarded in the thesis. Implementation of self-regulation principles in the media sphere should rely on joint cooperation of all the media actors. The Journalist Ethics Commission itself is unable to correct the current situation in Ukrainian media sphere today. Its functioning has done much for the development of journalism in Ukraine, made it clear that there are a number of experienced journalists in the profession who care not only about ethics standards but also successfully implement self-regulation of the media, while confirming the fact that media self-regulation is not a merit of official regulation bodies.

Novelty. The research given is the first attempt to reconsider journalism ethics standards in their Ukrainian implement within the ethics of global journalism.

The practical significance. The results of the research can be used for further study of national specificity of peace journalism.

Надійшла до редколегії 16.10.15.