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TELEVISION JOURNALIST AS AN AGENT OF CHANGES: INFLUENCE OF MEDIA ON SOCIAL AND POLITICAL TRANSFORMATIONS IN MODERN SOCIETY

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Abstract

The purpose of this research is to analyse the role of a television journalist as an active agent of changes in the processes of social and political transformations; to study how media activity shapes public opinion and initiates social processes; to clarify the mechanisms of the influence and transformation of mass consciousness within society using examples from the television segment sector. **The research methodology** grounds on the following methods: theoretical method – analysis of scientific literature to substantiate the role of the TV journalist and examination of specific examples of transformations influenced by media professionals; comparative-analytical method – identification of the specific characteristics of television's influence on social and political processes; empirical method – analysis of informational materials presented within the television segment. **Scientific novelty.** For the first time, this article generalises and systematises the influence of television journalism on transformational processes in modern society through the lens of public oversight, the formation of political culture, and the mobilisation of public opinion. Special attention is paid to the analysis of investigative journalism as a mechanism influencing changes in power structures, public morality and legislative initiatives. The phenomenon of the national identity transformation under the influence of television programmes is considered, including examples demonstrating the rethinking of inclusivity and social morality. The article also offers perspectives for adapting TV journalism to the digital era through integration with social media, emphasising the importance of maintaining its social relevance. Examples of television projects and reports that have become catalysts for change in citizens' lives are presented. **Conclusions.** As a result of the monitoring conducted, the role of the television journalist is analysed within the context of social and political transformations. This study demonstrates that the media serves not only as a channel for

information but also as a powerful factor shaping public opinion, political culture, and social morality. Examples of television projects and reports that stimulated public debate and influenced the formation of legislative initiatives are provided.

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Statement of the problem

In modern information space, television continues to play a leading role in shaping public consciousness, political orientations, and social attitudes. In spite of the development of digital media, television reporting remains a source of informational authority for a broad audience, particularly during the periods of crisis or historical turning points. In this regard, the analysis of the television journalist's role not only as a communicator but as an active agent of social change warrants special attention.

The growing influence of media on political processes and the transformation of social practices highlights the issue of journalists' responsibility for the content and consequences of the information they disseminate. TV journalists increasingly act not merely as external observers, but as participants in public dialogue who can shape agendas, as well as reinforce or transform dominant narratives.

The study of this type is especially relevant in the context of current challenges such as political instability and war. This analysis enables a deeper understanding of the mechanisms through which the media can not only reflect reality, but actively transform it. The relevance of the topic is driven by a necessity to develop new approaches to evaluating

journalism's impact on social processes and its potential in building a democratic society.

Recent research and publications analysis

The role of the media and the reasons for their importance during periods of emergency events were generally characterised by I. Litvinchuk (2023).

Positive and negative aspects of social media usage and their impact on the formation of public opinion and political processes were analysed by a researcher V. Arutiunian (2024).

Current transformations of the media space under conditions of military conflict, particularly changes in the presentation of news information, were identified in a joint study by O. Butko and O. Leskiv (2024); gender specificity was studied by O. Bezruchko and B. Ruzhansky (2025).

Aspects of the informational influence of the media on society, especially their ability to affect the psycho-emotional state of individuals during periods of instability, were studied by V. Zelenin, L. Chopyk and S. Doskach (2024).

Ways in which media shape audience behavioural responses and outlined tools of media influence on consumers were identified by I. Gavran, O. Levchenko and O. Pasichnyk (2021); S. Kotliar and T. Diabelko (2022).

In the context of the modern world's transformational processes, the shift in the paradigm of societal development, where personal interests come to the forefront, was described by Y. Shaihorodskyi (2009).

Mechanisms of the psychology of fear and the reasons why negative news attracts greater attention from society were explained by O. Cherniakova, A. Danko-Sliptsova and O. Hryshko (2024).

A significance of the media for state institutions and local self-government bodies, as well as the specificity of the "fourth estate", were outlined in the collaborative work of A. Muchnyk and P. Vorona (2009).

O. Demianchuk and K. Roshuk (2024) analysed the usage of framing as a tool for manipulating public opinion, and grounded its impact on the image of certain politicians.

Cause-and-effect relationships between fake news, disinformation, propaganda and audience consciousness were identified, and the importance of fact-checking in audiovisual media was highlighted by L. Dementieva and D. Sukova (2023).

The purpose of this research is to analyse the function of the television journalist as an active agent of transformational processes in social and political spheres.; to study the mechanisms of public consciousness formation through media activity and their capacity to initiate societal change.

Main research material

In the globalised information space, TV journalists play a role far beyond that of a simple news transmitter; primarily, they act as a mediator between events and the

audience, creating a perception of reality, structuring social events, and often initiating change.

That is why many publications are devoted to the issue of training Ukrainian television journalists and other specialists in audiovisual art and production in modern domestic professional educational institutions. In particular, O. Bezruchko (2014a; 2014b); O. Bezruchko, H. Desiatnyk, M. Ishchenko, S. Poleshko, S. Porozhna (2015); O. Bezruchko, I. Gavran, S. Kotlyar, H. Chmil (2020); O. Bezruchko, S. Zheliezniak, S. Kotlyar, H. Chmil (2020), O. Bezruchko, I. Gavran, A. Medvedieva, H. Chmil, (2020a; 2020b). O. Barytska, I. Gavran, R. Hutsal, N. Turovska, S. Tsaruk (2021); O. Bezruchko, V. Cherkasov, T. Shiutiv (2023a; 2023b); O. Bezruchko, G. Chmil, N. Korablova, R. Demchuk, I. Kuznietsova (2025), et al. In a world where information is a strategic resource, the media professional has the power to influence mass consciousness, to shape political sentiment and social narratives.

With such capabilities, the television journalist has often been perceived as a representative of the "fourth estate". This analogy was effectively explained by A. Muchnyk and P. Vorona (2009) in their work "The Role of Mass Media in Shaping the Political System (The Managerial Aspect of the Mechanism of Public Influence on Public Authority)". The scientists note that this comparison should not be interpreted literally, since the media cannot issue orders, impose liability, or make decisions. However, they do participate in discussions, criticism, or support of certain events, organisations, or individuals, thereby fulfilling the role of public oversight. The media act as an indicator of the interests of various social groups and individuals (Muchnyk and Vorona, 2009, p.75). Through investigations and public

pressure, TV journalists compel authorities to act openly and transparently.

During the course of this research, it should be noted that the media, and television in particular as one of the most widespread communication channels, has become a catalyst for social change. The coverage of high-profile events on television screens often leads to legislative transformations, the mobilisation of civic activity, and the rethinking of values. This view is shared by researchers N. Volos (2024) in the article "Politics and Media: Interaction and Influence on Public Opinion", where they state that media platforms "not only inform and deliver news, but also promote certain ideas, views, doctrines, and political programs, and participate in social governance. Thus, media push individuals toward specific actions by shaping public opinion, developing particular social attitudes, and establishing certain beliefs".

In the political dimension, television journalism is capable of contributing to the fall of regimes, exposing corruption schemes, and creating new realities. Through television, society receives information about elections, conflicts, protests and international crises, which shapes political culture and citizens' behaviour.

Live debates, campaign advertisements, and interviews with candidates – all shape voters' perceptions of political leaders and their programs. Media can influence turnout, electoral preferences, and voting results. In the work "Analysis of the Impact of Social Media on Politics and Decision-Making in Public Administration", V. Arutiunian (2024, p.227) argues that the use of modern information platforms has made election campaigns "more targeted and effective in mobilising financial resources and voter support. In addition, social media analysis helps pol-

iticians and analysts track public sentiment and react to potential crises, which is of great importance for informed political decision-making".

In their article, A. Muchnyk and P. Vorona (2009, p.76) highlight another principle: "...the more frequently a candidate for any position appears on television, the greater their chances of being elected; therefore, politicians strive with intensified energy to stand before microphones and television cameras". Indeed, such media attention can provide public recognition, which in turn influences political status. That is why A. Medvedieva and S. Chernenko (2021, p.12) emphasise the importance of the interview genre in modern Ukrainian television.

Still, this interaction operates in both directions, as noted by N. Volos (2024): "Political leaders and parties actively use the media to publicly present their ideas, programs, and actions, employing it as a tool of political communication. On the other hand, the media also influence politics by selecting the topics they cover and by creating occasions for public discussion".

If consumers seek to obtain the most accurate news possible, it is advisable to verify it across at least three reliable sources. As O. Chornenkyi (2023, p.45) reports in his study "Social Media and Their Effect on Political Participation": "Different sources used by citizens to obtain up-to-date political information may differ significantly from one another and have varying effects on people's willingness to participate in voting".

It is worth noting that within the "politics – media" nexus, TV journalistic investigations into corruption schemes and scandals involving high-ranking officials deserves separate attention. The exposure of such cases undermines public trust in authorities and often leads

to political crises and resignations. One such incident was analysed by O. Demianchuk and K. Roshuk (2024, pp.4-6) in their scientific work "Framing as a Means of Shaping Negative Public Opinion about a Politician in the Media" (2024). The scholars studied the investigation conducted by journalists of "Slidstvo.Info" in the programme "Podviine zhyttia prezidenta: Poroshenko – ofshory i trast". After the material was released, a negative public perception of the then-president was formed, although the technical role of offshore structures was not clearly explained by the media. O. Demianchuk and K. Roshuk (2024, p.8) suggest that "journalists consciously or unconsciously manipulated public opinion, which negatively affected the rating and perception of Petro Poroshenko as president".

In the television world, the programmes "Nashi Hroshi" and "Bihus.Info" made a name for themselves with their discoveries, resulting in some powerful figures losing their positions, criminal cases were initiated, and reforms were carried out within law enforcement agencies, etc. This is confirmed by I. Pecheranskyi and Kh. Vaskul (2018, p.27) in their study "Contemporary media discourse and the role of journalistic research in it", who note that "under the influence of investigations, media actors exert continuous and mass influence on people".

The widespread use of media occurs not only in domestic politics but also in foreign policy. In the article "Impact of Fake News and Disinformation in Audiovisual Media", L. Dementieva and D. Sukova (2023, p.11) note: "The number of states using disinformation campaigns are constantly increasing, and information manipulation has turned into a weapon employed to preserve existing regimes and influence other countries". According to

the scientists, media pressure is so strong that it can alter public sentiment not only within Ukraine but also beyond its borders (Dementieva and Sukova, 2023, p.11).

It is worth noting that during periods of political conflict, war, and mass protests, the role of the television journalist becomes particularly significant: journalists document events and convey information to the audience. Through reports or live broadcasts, media professionals can shape public opinion regarding the situation and influence decision-making processes. Thus, Y. Shaihorodskyi (2021, p.92), in his work "The influence of the media on socio-political, ethical and moral processes in Ukraine", specifically emphasises the pressure of TV journalism on the formation of public morality, habits, and worldview. The researcher considers the perception of destructive behavioural models to be especially significant in the contemporary context, noting that "the high level of violence characteristic of modern film and television production negatively affects (alongside other social factors) evaluative judgments and the formation of behavioural norms. Often, individuals attempt to transfer ideas about norms and rules, as well as ways of achieving goals, from the virtual realm into real life".

Television journalists change traditional forms of identification by broadcasting new modes of self-exploration and interaction with the inner "self", thereby providing society with greater freedom and broader directions for development (Shaihorodskyi, 2021, p.93). This view is supported by V. Karlova (2007) in her study "The Influence of Mass-media on the formation of Ukrainian national consciousness", where she notes that through media activity, "a new type of social community was formed which, despite distance, was united by a shared

interest in information". This process occurs through the introduction to the masses of certain facts and phenomena aimed at shaping a desired system of values (Karlova, 2007). So, since the beginning of the Russian-Ukrainian war, television has placed even greater emphasis on changing the Soviet-era attitudes toward gender issues (Bezruchko and Ruzhanskyi, 2025) or attitudes toward people with disabilities. For example, the television show "Kholostiak" featuring Oleksandr Teren – a defender who lost his both legs. The program's editorial team portrays the man's life without embellishment, promoting the normality of inclusivity among the wider public.

In the context of political and social transformations, the influence of television is achieved via carefully selected visual imagery, repetition, expert evaluations, and the choice of relevant topics and emphases. It is reasonable to agree with the view of L. Dementieva and D. Sukova (2023, p.10) that due to the large volume of information, people rarely analyze what they see on screens. A. Muchnyk and P. Vorona (2009, p.77) argue that mass media "paint pictures in the minds of viewers. Regardless of whether these images correspond to reality or are misleading, the very fact of their influence on public opinion is beyond doubt".

TV journalists should not overlook the ethical components of their work, as careless neglect of them may lead to restrictions on freedom of speech, the incitement of hatred, and the violation of privacy. Thus, V. Arutiunian (2024, p.228) argues that the modern world requires a balance between freedom of expression and the protection of society from harmful content.

With the development of digital technologies, television is beginning to lose its position as a key source of informa-

tion. Therefore, in order to maintain its relevance, it must adapt to new realities by transforming formats and integrating with online platforms. In the article "Features of the modernization of television journalistic practices in online news content", S. Kotliar and I. Sirenko (2019, p.139) note that these changes are manifested in an increased speed of news processing and delivery to audiences, however, technological progress in the field of communication will expand opportunities for the media.

So, modern TV journalists should combine high ethical standards with the ability to work effectively in a dynamic digital environment. Only under such conditions can television remain an influential informational resource capable not only of delivering news but also of shaping informed public opinion without undermining human values and rights.

Conclusions

Media is a powerful tool for influencing social and political processes, as it is through the information space that perceptions of reality, society narratives and political orientations are formed. Among all types of media, television journalism stands out for its ability to deliver information quickly and emotionally to a wide audience, making it an important mechanism for social control, promoting democratic values and ensuring public transparency. In the modern world, the media professionals increasingly act not only as passive witnesses or commentators of change but also as active agents who initiate these processes, influencing decisions made by authorities and shaping public opinion.

In conditions of information overload, rapid digitalisation, and increasing com-

petition from social networks, maintaining trust in TV journalism requires consistent observance of high ethical standards. Combating disinformation, fact-checking and accountability for content are becoming key components of media activity. Adaptation to new technologies, the integration of multimedia formats, and engagement with audiences through online platforms are essential factors for preserving the role of television journalism as an important link of democratic society.

Further research may focus on studying specific mechanisms of media influence across various political, economic, and cultural contexts. Relevant areas include the analyses of television's role in assessing the effectiveness of anti-corruption investigations, as well as the development of strategies to counter disinformation and the spread of manipulative content. Particular attention is required to support high-quality journalism through education, public policy and cooperation in the media literacy sphere.

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ТЕЛЕЖУРНАЛІСТ ЯК АГЕНТ ЗМІН: ВПЛИВ МЕДІА НА СОЦІАЛЬНІ ТА ПОЛІТИЧНІ ТРАНСФОРМАЦІЇ В СУЧАСНОМУ СУСПІЛЬСТВІ**Володимир Данилюк^{1а}, Юлія Задорожна^{2а}**

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Анотація

Мета статті – проаналізувати роль тележурналіста як активного агента змін у процесах соціальних і політичних трансформацій. Дослідити, як діяльність медіа формує громадську думку та запускає суспільні процеси. З'ясувати на прикладах телевізійного сегмента специфіку впливу та трансформації масової свідомості у суспільстві. **Методологія дослідження** полягає у використанні таких методів: теоретичного – для аналізу наукової літератури з метою обґрунтування ролі тележурналіста та інтерпретації конкретних прикладів трансформацій під впливом дій медійників; порівняльно-аналітичного – для виявлення особливостей впливу телебачення на соціальні та політичні процеси; емпіричного – для вивчення інформаційних матеріалів, представлених у телевізійному сегменті. **Наукова новизна.** У статті вперше узагальнено та систематизовано вплив тележурналістики на трансформаційні процеси в сучасному суспільстві крізь призму громадського контролю, формування політичної культури та мобілізації суспільної думки. Особливу увагу приділено аналізу медійних розслідувань як механізму впливу на зміну владних структур, громадську мораль і законодавчі ініціативи. Розглянуто феномен трансформації національної ідентичності під впливом телевізійних програм, зокрема приклади, які демонструють переосмислення інклюзивності та суспільної моралі. Запропоновано перспективи адаптації тележурналістики до цифрової епохи через інтеграцію з соціальними медіа, наголошуючи на важливості збереження значущої ролі для населення. Наведено приклади телевізійних проєктів і репортажів, що стали каталізаторами змін у житті громадян. **Висновки.** У результаті проведеного моніторингу проаналізовано роль тележурналіста в контексті соціальних і політичних трансформацій. Досліджено, що медіа є не лише каналом інформування, але й потужним чинником впливу на формування громадської думки, політичної культури та суспільної моралі. Доведено, що телевізійні проєкти і репортажі можуть стимулювати громадські дискусії та впливати на формування законодавчих ініціатив.

Ключові слова: тележурналіст; медіа; інформація; вплив; зміни; суспільство; політичні процеси; влада; телебачення

