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**USER-GENERATED VIDEO CONTENT FOR THE NEWS**

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***Research methodology.*** *While studying the ways the UG-video content is used for the news reporting, we applied the comprehensive approach to select research methods. Theoretical methods of analysis, synthesis and systematization of research resources were involved to clarify the nature of the concept “user-generated video content.” The observation as an empirical method was applied to profoundly analyze the television news in order to identify the user-generated videos. The synthesis and classification were used to differentiate many different types of the UG-themed video content, as well as to describe their specific features.*

***Results.*** *The article presents the research findings of the ways the user-generated content is used for the reporting news on the Ukrainian TV channels including “1 + 1”, “Inter”, “STB”, and “ICTV”. We have determined how frequently the UG-video was used, given the descriptions of their technical and production characteristics, identified the most widely used themes, including but not limited to the violations of law, emergencies, accidents, ATO, politics, ecological issues, and religion.*

***Novelty.*** *For the first time the practice of using the user-generated video content for the Ukrainian television news reporting has been analyzed; its quantitative characteristics have been described; the journalists’ demand for the user-generated content has been proved. A large amount of user-generated video content was involved to provide an analytical review. The emphasis was placed on the thematic variety of such content; the need for verification of the user-generated video content was emphasized.*

***Practical significance.*** *The results of the study can be used by journalists to impro­ve practices and methodologies of using the UG-video content for the news stories reporting, to expand the thematic range of user-generated video in the news. In addition, the research findings might be used by scholars to further study social media features related to the audience interactive involvement in the TV news production.*