UDC 070 : 82-92 : 316.776.4 + 659.3

**CONVERGENCE OF CLASSICAL AND INNOVATIONAL INSTRUMENTS OF INFORMATIONAL DOSSIER THROUGH THE PRISM OF JOURNALISTIC INVESTIGATION EFFICIENCY**

**V. A. Stekolschykova**

*Mykolayiv Interregional Institute of Human Development of University «Ukraine»,*

*22, Druga Vijskova St., Mykolayiv, 54000, Ukraine*

*vagantsva@gmail.com*

***Research Methodology.*** *The methodological basis is the triad of approaches to sol­ving the given tasks: ideological principles, linguistic theory and the system of scientific research methods.*

*As an ideological component of the methodology, we consider the functional and activity approach — it’s the system of methodological and practical principles for the study of influential and perceptive phenomena, according to which the main subject of the study is the process of competent organization of the informational dossier in terms of informational and convergent characteristics. In accordance with this principle, the research work primarily deals with the unveiling of the communicative intentions of the author-journalist, who is active in the search, collecting and evaluating the information, and vital interests of potential recipients who consciously and unknowingly consume the result of the informational search of media investigators.*

***Results.*** *Searching and collecting the information by the investigative journalist breadthways leads to the storage of material about the events, prehistory, post-history, all possible consequences. Conducting of the evaluation of information in depth means the accentual research of the theme, detailed study of the events, determines the main characters and establishes the relationship between actions. To confirm the own hypotheses, it is necessary to check the information breadthways and in depth: the investigating journalist is looking for answers to the questions new for him, rather than adjusting them to the result of his “investigation”.*

***Novelty.*** *The most urgent and not well-studied is the consideration of an informational dossier as the means of effective influence on the recipient in investigative journalism. The problem of the professionalism of investigative journalists and the choice of the methods of searching, collecting and adequate evaluation is becoming crucial in Uk­rai­nian media today. Responding to the challenges of time, in a new perspective, the prob­lem of references to the sources of information, their security; verification of in­formation, its authenticity and reliability has been considered. Certain attention has been paid to the ethical aspects of the overt isolated and participant, covert isolated and participant types of informational observation.*

***Practical Significance.*** *The results of the scientific research will be relevant for the practical work of journalists, specialists of press services, experts in advertising and public relations, since the efficient and active work with the informational dossier will help to avoid factual failures that may arise when creating investigative texts.*