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OHMYNEWS AS AN EXAMPLE OF CITIZEN JOURNALISM
OF THE REPUBLIC OF KOREA

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**Research methodology.** The main focus of this paper is to examine the citizen journalism through the Internet and its impact on the world. In particular, this article aims to explore the relationships between the spread of the citizen journalism and political and social changes in a global perspective. That is, does the citizen journalism affect the political position and diplomatic leverage of Korea in any meaningful way? This article first examines the relevant literature of international relations for policy, culture and soft power. Then recent developments of the Korean culture are reviewed and critically analyzed. Finally, I will draw a conclusion and recommendations toward the plausibility of the OhmyNews as an example of citizen journalism of the Republic of Korea.

**Results.** The dissertation analyzes the state, development and prospects of modern Korean audiovisual media in the context of «new media». The growth of digital technologies brings new challenges. Besides, the development of informational sector becomes more important in the structure of the national economy.

The Republic of Korea forms a new informational strategy that meets modern standards, and often contains specific approaches to the cultural and historical heritage and traditions.

It would be unfair not to mention that fact that modern digital technologies blur the concept of national borders. Unfortunately, the «new media» of the Republic of Korea is not yet sufficiently studied in Ukraine, so it is really important to analyze the current situation and prospects of modern Korean media, the specifics of Korean culture in the era of «new media».

**Novelty.** For the first time in Ukrainian journalism, the specificity of modern Korean web-media were analyzed.

Moreover, in recent years, there has been an influx of Korean popular culture throughout the world. It began from a small part of East Asia and has been spread out to the world, including East Asia, Southeast Asia, Europe, and the Americas. The actuality of my scientific work is here.

**The practical significance.** I can say that the research results can be used for writing research papers on history, politics and culture of the Republic of Korea, the preparation for general and specialized courses in higher education institution.