UDC 007:304:070:303.832

**REGIONAL PRACTICE OF MEDIA INTERACTION  
WITH THE AUDIENCE (BASED ON THE SOCIAL SURVEY RESULTS)**

**T. H. Bondarenko**

*Institute of Journalism,  
Kyiv National Taras Shevchenko University  
36/1, Melnikov St., Kyiv, 04119, Ukraine  
tet\_bondarenko@ukr.net*

***Research methodology.*** *To analyze the regional practices of interaction between the media and the audience, theoretical and empirical methods were applied. Theoretical methods include analysis, synthesis and systematization of scientific research in the field of classical sociology, sociology of mass communication, social communication, editorial marketing, etc. That allowed to study and explain the nature of social survey and expert survey as a tool to conduct a social survey. The method of theoretical and empirical data systematization was used to draw conclusions about information interaction. The expert survey method was the basic empirical method that enabled to collect information about relationships between the media and audience.*

***Results.*** *This article describes the study findings gained from the social survey conducted with the help of the open expert survey to study the opinions of fifty regional editors. The study is an analytical overview of the practical experience in the field of the information exchange between the media and audience as well as systematization of traditional and new formats used to establish feedback with consumers. The collected data processing made it possible to identify the main ways of information interaction between the media and audience, including but not limited to calls to editors, e-mail and traditional correspondence, surveys, special columns, game forms, various events, cooperation with the colleagues, publishing contact information, providing opportunities to post comments, working in social networks, attracting user-generated content, parallel search platforms, sending targeted news, RSS, corporate philanthropy, subscription campaigns, making branded products and outdoor advertising, and many more. There were systematized and presented detailed comments-quotes by experts about the interaction with the audience. There was suggested that motivational factors encouraging journalists to work with the audience more efficiently should be taken into consideration.*

***Novelty.*** *The regional practice of information interaction between Cherkassy media and audience was researched for the first time. There were identified the main ways of journalists’ interaction with the readers, viewers, listeners, and users. The description of the traditional and innovative formats was offered. Comments - quotes given by experts were presented describing the current state of information interaction between media people with consumers.*

***Practical significance*** *of the findings is proved by the following factors: the study findings can be used for teaching students majoring in journalism, for preparing further publications; for disseminating regional practices of information interaction between the media and audience. It is suggested that collected, processed and systematized information should be applied for other professional platforms and be available to the public.*