UDC: 791.41:621.397+004.773.5

**PECULIARITIES OF ONLINE TELEVISION IN THE CONTEXT  
OF JOURNALIST AND EDITOR’S ACTIVITY**

**A. Dutchak**

*Ukrainian Academy of Printing,  
19, Pid Holoskom, St., Lviv, 79020, Ukraine  
juta@opora.org.ua*

***Research methodology.*** *Synthesis, generalization and hypothetical research methods were used while writing the paper. The analysis and synthesis methods were applied in order to analyze scientific papers available in the theme of Internet television and composing a relevant list of its peculiarities. The author also used the hypothetical method of inquiry to form his own proposals with regard to the list of online video peculiarities as they are seen by an editorial office.*

***Results.*** *A comprehensive analysis of scientific papers dedicated to the work of mass media in the Internet has resulted in nine key peculiarities appropriate for the online television in the context of a journalist’s and editor’s jobs. They include diversity, multi-vector approach, comprehensiveness, low entry threshold, no time limits for watching TV, responsiveness, simplification of information, clarity of audience and infrastructural dependence. The peculiarities mentioned above were inherited from the traditional television and the global network. Therefore, this heredity determines a dual nature of video in the Internet.*

***Novelty.*** *This thesis is the first scientific paper providing a list of peculiarities of the Internet television with regard to professional journalists and editors’ work. The author also describes the influence of each of the peculiarities on a working process within the editorial office of a mass media.*

***Practical significance.*** *The research material is applicable for the future practical implementation in the working process at editorial offices of online channels. The results of the research will help promote study of video specifics in the Internet as well as form the theoretical basis for the editors’ and journalists’ work with video content.*