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**DIACHRONIC PROJECTION OF ONLINE STORYTELLING**

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***Research methodology.*** *The peculiar characteristics of the research topic required a comprehensive approach in selecting research methods, including but not limited to analysis, synthesis and systematization of findings related to the field of social communication that would allow to define the nature of information products; descriptive methods were applied to describe available multimedia online publications comprehensively; comparative analysis was used to identify common and specific features of longreads; synthesis was used to make conclusions about the types of multimedia information products.*

***Results.*** *The author has characterized the scientific and theoretical basis used to analyze multimedia stories as the new format of online journalism. Online storytelling has been analyzed through the diachronic dimension. It was emphasized that longreads emerged with the advent of accessible information technology and media production techniques creating a unique environment — a synthesis of various types of verbal, visual and audio information. The potential of the syncretic innovation format in presenting the information at the international, national and regional levels has been described.*

***Novelty.*** *The scientific novelty of the research can be proved by the diachronic findings how online storytelling has developed involving a variation of media stories. The research has also presented an analytical review of how the online journalism as the new format in news reporting evolved. The study also demonstrates the nature of the longread, which was summarized on the thorough analysis of the Ukrainian and foreign Internet information portals and other media resources. And finally, the features of local preparation of the regional media stories have been studied.*

***Practical significance*** *of the results is the possibility of their multidimensional usage by modern journalists seeking to modernize the information products presented to the modern audience, or trying to improve the media content. The research materials are of great interest for the professors teaching courses of the online journalism, modern digital technology and other disciplines. In addition, the information presented in the study can be used for preparing future publications on the issues related to mass communication.*