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Axiological Principles of The Formation of Professional Competencies of A Journalist in The Conditions of Digitalization and Convergence of The Modern Media Space

Olha Mitchuk

National University of Water and Environmental Engineering, Ukraine; mitchuk@gmail.com

Mariya Yatsymirska

Ivan Franko National University of Lviv, Ukraine

Natalia Shayda

Ivan Franko National University of Lviv, Ukraine

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Abstract

The article explores the axiological principles of the formation of professional competencies of a journalist in the conditions of digitalization, media convergence and transformation of the modern information space. It is substantiated that the modern media text is no longer just a traditional journalistic product, but is formed at the intersection of professional journalism, social networks, digital platforms, algorithms, user content and multimedia formats. It is determined that two opposing trends are simultaneously manifested in the modern media space: the spread of aggressive, manipulative, disinformation and traumatic content and the growth of public demand for ethical, reliable and responsible media products. Particular attention is paid to the concepts of trolling media text and ecological media text. Trolling me-

dia text is characterized as an axiologically dangerous type of content aimed at provocation, conflict, manipulation and destruction of trust. An ecological media text is defined as a value-balanced media product based on credibility, empathy, legitimacy, respect for human dignity and public interest. It is proven that a modern journalist should act not only as a producer of information, but also as a verifier, curator, interpreter and harmonizer of the media space. It is proposed to consider axiological competence as an integrative core of a journalist's professional training.

Keywords: axiological approach, journalism, professional competences, media text, media convergence, digitalization, ecological media text, trolling media text, disinformation, media ethics

1. INTRODUCTION

The problem of transformation of mass media under the influence of the digital revolution, globalization, media convergence, platformization and rapid development of information technologies is one of the most pressing issues of modern humanitarian, social, legal and communication science. Over the past decades, the media have undergone significant structural, functional and content changes. If earlier they were mainly considered as institutional means of informing society, today the media function as a complex multi-level communication ecosystem, within which social, political, economic, cultural, educational, scientific, legal and security processes intersect.

The modern media space is no longer limited to traditional mass media - print media, television, radio or news agencies. Its integral components have become online media, social networks, video platforms, messengers, blogosphere, podcasts, streaming services, digital archives, interactive platforms, user content, advertising and PR communications. As a result, a new model of information interaction is being formed, in which the boundaries between the producer and consumer of information, professional journalist and ordinary user, editorial material and commercial message, fact and comment are becoming increasingly mobile and conditional.

In the Ukrainian legal field, this transformation has been reflected in the gradual transition from the traditional category of "mass media" to the broader concept of "media". The Law of Ukraine "On Media" establishes a modern system of legal regulation of the media sphere, in particular, it defines online media as media that regularly disseminates information in text, audio, audiovisual or other form in electronic form using the Internet on its own website. The same law separately defines a video sharing platform as a service that provides distribution to a general audience of programs and/or user-generated video, in particular with the use of automatic means or algorithms for organizing content.

That is why, within the framework of this study, it is appropriate to distinguish between the concept of "media" as a legally established category and "mass media" as a broader scientific concept. If media in the legal sense covers a legally defined range of subjects and forms of information dissemination, then mass media include a broader information and communication environment in which professional editorial offices, digital platforms, social networks, messengers, bloggers, influencers, public organizations, state institutions, business structures and ordinary users interact.

In modern conditions, the Internet has become a universal technological basis for the convergence of different formats, genres, channels and methods of information dissemination. It is the Internet that has enabled the simultaneous functioning of text, audio, visual, audiovisual, interactive and algorithmically personalized content in a single digital environment. Thanks to this, journalistic material no longer exists only as an article, report, interview or television story. It increasingly appears as a multimedia product that combines text, photos, videos, audio, infographics, hyperlinks, interactive maps, user comments, data visualization elements and the ability to instantly share on social networks.

As a result of media convergence processes, a new communicative reality has been formed, in which materials of various genres, formats and technologies function as interconnected elements of a single information flow. In this context, the concept of media text acquires special significance. In a broad semiotic sense, media text can be considered as any information and communication product created, distributed or perceived in the media environment. It can be verbal, non-verbal, audiovisual, multimedia, interactive or hybrid.

Media texts of the modern digital space include journalistic materials, news reports, analytical articles, reports, interviews, author's columns, television and radio programs, podcasts, video blogs, posts on social networks, advertising messages, PR materials, memes, infographics, streams, user comments, as well as content created using artificial intelligence. Such a breadth of the concept indicates that a modern journalist works not only with a text in the traditional sense, but with a complex information product that has legal, ethical, social, technological and value dimensions.

This problem acquires particular importance in the conditions of an information society, in which access to information becomes one of the basic conditions for the implementation of human rights, the participation of citizens in democratic processes, the development of education, science, culture and civil society. The Constitution of Ukraine guarantees everyone the right to freedom of thought and speech, to free expression of views and beliefs, as well as the right to freely collect, store, use and disseminate information orally, in writing or in another way of their own choice.

At the same time, freedom of speech and freedom of information cannot be considered in isolation from responsibility, the rights of other persons, public interest, national security, protection of privacy and prevention of the spread of harmful or manipulative information. The Law of Ukraine "On Information" defines the basic principles of information relations as the guarantee of the right to information, openness and accessibility of information, freedom of information exchange, reliability and completeness of information, freedom of expression of views and beliefs, as well as the legality of receiving, using, distributing, storing and protecting information.

Thus, journalistic activity in modern Ukraine is at the intersection of several important areas: the constitutional right to freedom of speech, the right of society to receive reliable information, human rights to respect for dignity and privacy, national security requirements, professional ethics and digital responsibility. That is why the formation of professional competencies of a journalist cannot be reduced only to mastering technical skills, genre forms or tools of

digital communication. It should be based on a value-based, i.e. axiological, approach.

A modern journalist works in conditions of an excess of information, high speed of its distribution, algorithmic influence of digital platforms, competition for audience attention and constant risk of manipulation of public opinion. If in traditional journalism the key problem was access to information, today the ability to distinguish reliable information from false, verified fact from rumor, journalistic material from hidden advertising, socially significant message from manipulative content is becoming no less important.

One of the most serious challenges of the modern media space is disinformation. In Ukrainian realities, this problem is of particular importance in connection with hybrid warfare, information attacks, propaganda, attempts to influence public opinion, the spread of fakes, hate speech, panic messages and manipulative narratives. In such conditions, a journalist performs not only an informational, but also a social protective function, since high-quality journalism is one of the mechanisms for countering information threats, maintaining democratic dialogue and preserving trust in society.

Another important challenge is the technologization of journalistic activity. Today, the media sector actively uses automated data collection and processing systems, recommendation algorithms, audience analytics, generative artificial intelligence, automatic translation tools, image creation, video editing, speech recognition, fact-checking, and social media monitoring. On the one hand, these technologies expand the capabilities of journalists, accelerate work with information, help analyze large data sets, and create new content formats. On the other hand, they generate new ethical and legal risks: automated spread of errors, creation of deepfake content, opacity of algorithms, copyright infringement, use of personal data without proper grounds, depersonalization of the author, and reduced responsibility for the result. No less important is the phenomenon of "collective authorship," which arose as a result of the openness of the digital media space to any user. Today, the information agenda is formed not only by the editorial offices of professional media, but also by millions of social media users, bloggers, opinion leaders, Telegram channel administrators, commentators, video content authors, and even anonymous accounts. This creates new opportunities for the democratization of public communication, the development of citizen journalism, timely coverage of events, and the involvement of the audience in public dialogue. At the same time, such openness reduces the level of editorial control, complicates the verification of sources, contributes to the spread of unverified information, and increases the risks of manipulation. In this context, the role of a professional journalist is changing significantly. He is no longer the only or monopolistic producer of information. His professional value lies not only in the speed of reporting news, but above all in the ability to check facts, work with sources, adhere to standards of reliability, balance, accuracy, separation of facts from judgments, respect for human rights, and social responsibility. These qualities distinguish professional journalism from the chaotic user information flow.

The problem of commercialization of the media space requires special attention. Modern media increasingly operate in the logic of competition for views, clicks, reach, subscriptions, advertising budgets and algorithmic visibility. This stimulates the spread of sensational headlines, emotionally colored content, simplified explanations of complex problems, scandalization of public discourse and the replacement of socially significant information with entertaining or manipulative content. As a result, a journalist finds himself between the professional duty to inform society and the commercial pressure of the media market.

The Law of Ukraine "On Advertising" defines hidden advertising as information about a person or product in a program or publication, if such information serves advertising purposes and may mislead people about the true purpose of such materials. This provision is of direct importance for journalistic activity, since in the context of digital platforms, native advertising, partner materials, influencer marketing and political PR, it is especially important to maintain transparency of the origin of content, clearly distinguish between editorial and advertising materials and not mislead the audience.

Another important aspect of modern journalistic activity is the protection of personal data and privacy. Journalists increasingly work with open digital traces of a person: photos, videos, profiles on social networks, geolocation data, biographical information, information about family, health, education, work, participation in public events or stay in a combat zone. The Law of Ukraine "On the Protection of Personal Data" regulates legal relations related to the protection and processing of personal data and is aimed at protecting fundamental human rights and freedoms, in particular the right to non-interference in private life.

For a journalist, this means the need for a constant balance between the public interest and the individual's right to privacy. A particularly cautious approach is required when covering topics related to children, victims of violence, military personnel, prisoners, internally displaced persons, patients, people with disabilities, and other vulnerable groups. In such cases, a journalist's professional competence is manifested not only in the ability to find information, but also in the ability to assess whether its publication is ethically justified, lawful, and socially necessary.

The Law of Ukraine "On Access to Public Information" defines the procedure for exercising and ensuring the right of everyone to access information held by public authorities and other managers of public information. At the same time, this law provides that restriction of access to information is possible only if a set of conditions is met, in particular in the interests of national security, territorial integrity, public order, protection of reputation or rights of other people, and also if the harm from the disclosure of information outweighs the public interest in obtaining it. Therefore, journalistic activity requires

not only knowledge of the mechanisms of access to information, but also an understanding of the limits of its use. All this necessitates a rethinking of the professional training of a journalist in the conditions of digitalization and convergence of the media space. The traditional model of journalistic education, focused mainly on the genre system, style, work with sources and editorial skills, no longer fully meets modern challenges. Today, a journalist must possess a complex of professional competencies: informational, digital, legal, ethical, communicative, analytical, visual, fact-checking, security and intercultural.

At the same time, such competencies must be not only instrumental, but also value-oriented. That is why the axiological approach to the formation of a journalist's professional skills is of particular importance. The axiological approach involves considering the journalistic profession through the prism of values that determine the content, boundaries, purpose and social responsibility of journalistic activity. These are such basic values as truth, freedom of speech, human dignity, integrity, responsibility, justice, respect for human rights, impartiality, tolerance, social sensitivity, serving the public interest and preventing harm.

Within the framework of the axiological approach, the professional skills of a journalist are considered not as a neutral set of techniques, but as tools for implementing the socially significant mission of journalism. The ability to write news, conduct interviews, create multimedia content, work with data, use social networks or artificial intelligence tools acquire true professional value only when they are subject to the principles of reliability, responsibility, ethics and respect for the person.

Thus, the axiological approach allows you to overcome a purely technological understanding of the journalistic profession. In the digital environment, a journalist cannot be just an operator of information tools or a producer of content for the media market. He must be a responsible subject of public communication, aware of the impact of his own activities on society, democracy, human rights, information security and the culture of public dialogue.

This is especially important for Ukraine, where the media space operates in conditions of war, information aggression, social trauma, high levels of emotional tension, the need for truthful information and at the same time the need to adhere to ethical and legal boundaries. In such conditions, journalism performs not only informational, but also humanitarian, human rights, integration and democratic functions. The level of public trust, the ability of citizens to navigate complex processes, counteract manipulation and make informed decisions depends on the quality of journalistic work.

A modern journalist must be able to work with traumatic content, cover war, losses, crimes, humanitarian crises, evacuation, problems of displaced persons, the lives of the military and civilians, without violating human dignity, the right to privacy and the principle of "do no harm". It is here that the axiological component of professional training becomes particularly important, since no technological skill can replace moral judgment, professional responsibility and ethical sensitivity.

Thus, the transformation of mass media in the context of digitalization, media convergence, and the development of a platform society is significantly changing the content of the journalistic profession. A journalist today is not only an author of a text or a transmitter of information. He acts as an analyst, moderator of public dialogue, verifier of facts, interpreter of complex processes, defender of the public interest, mediator between the authorities and citizens, and also a bearer of professional and democratic values.

That is why the formation of professional competencies of a journalist in the conditions of convergence of the modern information space requires a comprehensive approach that combines technological training, legal literacy, ethical culture, media literacy and value education. The axiological approach in this context makes it possible to determine not only what a modern journalist should be able to do, but also for what, within what limits and with what responsibility he should apply his professional skills.

Thus, the relevance of the study is due to the need for a scientific understanding of the process of forming professional competencies of a journalist in the conditions of digital transformation, media convergence, information threats, commercialization of content, the spread of artificial intelligence and changing the role of the audience in the media process. In modern conditions, the professional training of a journalist should be aimed not only at mastering digital tools, but also at forming a system of values that ensure responsible, lawful, ethical and socially beneficial implementation of journalistic activities.

In this regard, the study of the axiological foundations of the formation of professional competencies of a journalist in the conditions of digitalization and convergence of the modern media space is timely and scientifically significant. It allows combining the analysis of modern media transformations with the requirements of Ukrainian legislation, ethical standards of journalism, the challenges of information security, and the needs of a democratic society.

The purpose of the study is to scientifically substantiate the axiological principles of the formation of professional competencies of a journalist in the conditions of digitalization, media convergence and transformation of the modern information space, as well as to determine the role of value orientations in the professional training of a journalist in accordance with the requirements of Ukrainian legislation, ethical standards of journalism and the challenges of the digital society.

Achieving the set goal involves solving the following research tasks:

- To reveal the essence of the transformation of the modern information space under the influence of digitalization, globalization, platformization and media convergence.
- To analyze the concepts of "media", "mass media", "convergent media" and "media text" in a scientific and regulatory context.
- To identify the main features of the functioning of journalism in the conditions of the digital media environment, in particular in the context of social networks, online media, messengers, video platforms and user content.
- To characterize the modern challenges of the journalistic profession related to disinformation, fakes, propaganda, hidden advertising, commercialization of content, algorithmization of information flows and the use of artificial intelligence.
- To investigate the significance of Ukrainian legislation in the field of media, information, advertising, access to public information and protection of personal data for the formation of professional competencies of a journalist.
- To substantiate the role of the axiological approach in the professional training of a journalist as a way of combining technical, communicative, legal, ethical and value components of journalistic activity.
- To identify the key value orientations of a modern journalist, including truthfulness, responsibility, integrity, respect for human dignity, impartiality, social sensitivity, legitimacy and serving the public interest.
- To formulate directions for improving the formation of professional competencies of a journalist in the conditions of digital transformation and convergence of the modern media space.

The object of the study is the process of forming professional competencies of a journalist in the conditions of digitalization, media convergence and transformation of the modern information space. The subject of the study is axiological principles, value orientations, legal, ethical and communicative factors that determine the content and directions of forming professional competencies of a journalist in the modern digital media environment.

2. LITERATURE REVIEW

The issue of forming professional competencies of a journalist in the conditions of digitalization and convergence of the modern media space is at the intersection of several scientific directions: the theory of journalism, social communications, media ethics, digital media, media law, media literacy and information security research. In modern scientific literature, the journalistic profession is increasingly viewed not only as a system of professional skills, but as a value-driven social activity aimed at ensuring the right of society to reliable, complete, balanced and socially significant information. Henry Jenkins made a significant contribution to the understanding of media convergence. In his work *Convergence Culture: Where Old and New Media Collide*, he considers convergence not only as a technological convergence of media platforms, but as a cultural process within which old and new media, corporate media structures and active users interact [1]. For this study, it is important that Jenkins shows a change in the role of the audience: it ceases to be a passive consumer and becomes a participant in the production, distribution and interpretation of information. It is this thesis that gives grounds to consider a modern journalist as a specialist who works not in conditions of one-way communication, but in an environment of constant interaction with the audience, platforms and user content.

The issue of the professional identity of a journalist in the conditions of multimedia and digital changes is revealed by Mark Deuze. In the article *What is journalism? Professional identity and ideology of journalists reconsidered*, the researcher defines journalism through a system of professional values, among which public service, objectivity, autonomy, efficiency and ethical responsibility are of particular importance [2]. Further, analyzing journalism in the context of convergence culture, Deuze emphasizes that convergence changes not only the technologies of news production, but also the professional role of the journalist itself, as it blurs the boundaries between editorial work, audience participation, multimedia production and the platform logic of content distribution [3]. For the axiological approach, these works are important because they allow us to consider journalistic skills not as purely technical skills, but as a manifestation of a professional culture built on values.

Within the framework of research on the hybrid media environment, the work of Andrew Chadwick *The Hybrid Media System: Politics and Power* is important. The author argues that modern political and social communication is not formed separately by traditional or digital media, but as a result of their interaction, competition and mutual influence [4]. This approach is productive for the analysis of modern Ukrainian journalism, since the information agenda today is simultaneously formed by television channels, online media, Telegram channels, YouTube, Facebook, TikTok, official pages of state bodies, bloggers and civic initiatives. In such conditions, a journalist must not only create content, but

also navigate a complex system of sources, verify information, understand the logic of platforms and not lose professional standards.

A separate direction of literature is related to the platformization of society. José van Dijck, Thomas Poell and Martijn de Waal in their work *The Platform Society: Public Values in a Connective World* analyze digital platforms as infrastructures that affect public values, access to information, content visibility, social interactions and the attention economy [5]. For journalism, this means that professional activity is increasingly dependent on algorithms, moderation rules, recommendation systems, advertising models and commercial interests of technology companies. In the context of an axiological approach, this literature emphasizes the need for journalists to develop not only digital skills, but also a critical attitude towards platform power, algorithmic visibility, and the risks of manipulating audience attention.

The problem of changing journalistic functions in social networks is explored by Axel Bruns. In his work *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere*, he shows that journalism is gradually moving from the classic model of "gatekeeping", i.e. controlling the entry of information into the public space, to the model of "gatewatching" and curation of information flows [6]. In the modern digital environment, a journalist can no longer fully control the flow of information, but can perform the function of a verifier, explainer, curator and responsible mediator between facts and the audience. This is especially important in conditions of information overload, when the professional value of a journalist lies not only in the speed of reporting, but also in the ability to distinguish between reliable and unreliable, important and secondary, socially significant and manipulative.

In studies of digital journalism, a significant place is occupied by the problem of the gap between socially significant topics and audience preferences. Pablo Boczkowski and Eugenia Mitchelstein in their work *The News Gap* show that online audiences often prefer articles about entertainment, sports, crime or weather, while journalists traditionally consider topics of politics, economics, international relations and social life to be more important [7]. This creates a value tension between the logic of public interest and the logic of clicks. To form the professional competence of a journalist, it is important not only to teach him to work with audience metrics, but also to form the ability not to substitute public significance for popularity. The ethical dimension of journalism is thoroughly revealed in the works of Bill Kovach and Tom Rosenstiel, Stephen Ward, Denis McQuail, Clifford Christians and co-authors. Kovach and Rosenstiel, in *The Elements of Journalism*, emphasize that journalism exists primarily for citizens, and its key elements are truthfulness, loyalty to society, the discipline of verification, independence, and responsibility [8]. Stephen Ward, in the book *Global Journalism Ethics*, considers journalistic ethics in a global dimension, emphasizing the need to rethink professional standards in the context of transnational communication and the global influence of media [9]. Denis McQuail analyzes journalism as a social institution associated with responsibility to society, democracy, and the public interest [10]. The work of Christians and co-authors is important in that it presents media ethics as a system of practical moral reasoning necessary to solve real professional dilemmas [11].

In the context of the topic of this study, the mentioned works allow to justify the axiological approach as one that combines professional skills with value responsibility. Journalistic skills — writing text, conducting interviews, working with sources, creating multimedia content, using social networks, fact-checking, data visualization — are not neutral in themselves. Their professional value is determined by whether they are used to truthfully inform, protect the public interest, respect human dignity, prevent discrimination and minimize harm.

Modern research on disinformation is also of direct importance for the formation of professional competencies of a journalist. Claire Wardle and Hossein Derakhshan in the Council of Europe report *Information Disorder* proposed to distinguish between misinformation, disinformation and malinformation, that is, the unintentional dissemination of false information, the deliberate dissemination of falsehood with the aim of causing harm and the dissemination of true information in a way that can cause harm [12]. This approach is important for journalism education, as it allows us to move away from the simplistic concept of "fake news" and analyze information disruptions as a complex socio-technological phenomenon.

UNESCO's *Journalism, "Fake News" & Disinformation* manual also emphasizes that journalism education should respond to the challenges of disinformation by developing skills in fact-checking, critical thinking, working with sources, digital safety and ethical responsibility [13]. This document is particularly valuable for research as it combines a theoretical and practical approach to training journalists in a digital environment. It confirms that professional training of a journalist in conditions of information overload should include not only production skills, but also the ability to counteract manipulation, propaganda, hate speech and false reporting. In the field of journalism education, the UNESCO Model Curricula for Journalism Education is also an important source. In these materials, journalistic training is seen as a combination of fundamental knowledge, professional skills, specialized competences and responsibility to a democratic society [14]. The updated UNESCO curricula draw attention to the need for specialized literacies, in particular in the areas of science, data, humanitarian crises, gender equality, intercultural dialogue and digital communication. This is consistent with the logic of the study, since a modern journalist should not only be a universal communicator, but also a specialist capable of working with complex social, legal and ethical topics.

The latest body of literature is related to the impact of artificial intelligence on journalism. UNESCO, in its manual *Reporting on Artificial Intelligence: A Handbook for Journalism Educators*, emphasizes that journalists should understand not only the technical capabilities of AI, but also its social, legal and ethical implications [15]. In particular, it refers to the need to critically cover algorithmic power, unequal access to technology, risks of discrimination, the opacity of automated systems and possible violations of human rights. This means that new skills are needed to develop professional journalistic competencies: understanding algorithms, verifying synthetic content, using generative AI responsibly, and labeling materials created or processed using automated tools.

Similar questions are raised by Sachita Nishal and Nicholas Diakopoulos, who analyze the opportunities and risks of generative AI for news media [16]. The authors emphasize that generative models can support journalists in finding topics, analyzing documents, preparing drafts, personalizing content, and distributing materials, but their use must be subordinated to journalistic values: accuracy, transparency, accountability, human control, and preventing harm. This is fundamental to the axiological approach, since technology cannot replace the professional moral judgment of a journalist.

The Ukrainian scientific context of the study should be linked to the works of Volodymyr Rizun, who systematically studied the theory of mass communication, social communications and journalistic education [17]. His approach is important for understanding mass communication as a complex social process in which journalism performs not only informational, but also organizational, interpretative and socio-regulatory functions. Within the framework of this work, it is appropriate to use the Ukrainian tradition of social communications, but to combine it with modern Western research on platformization, digital journalism, media ethics and information security. The normative and ethical basis of the Ukrainian context is the Code of Ethics of a Ukrainian Journalist. It defines the moral and ethical guidelines of the profession, including freedom of speech, serving the public interest, respect for private life, impartiality, reliability, separation of facts from judgments, and the inadmissibility of conscious violation of journalistic ethics [18]. For the axiological approach, this document is particularly important, as it directly links journalistic activities with human rights, freedom of speech, the current legislation of Ukraine, and professional responsibility.

The legal dimension of the study should be linked to the Constitution of Ukraine, the laws of Ukraine "On Information", "On Media", "On Advertising", "On Access to Public Information" and "On Protection of Personal Data". The Law of Ukraine "On Media" is particularly important for the analysis of the digital environment, as it defines online media, video sharing platforms and information sharing platforms, taking into account the role of algorithms in the distribution and organization of content [19]. This allows us to adapt the scientific concept of convergent media to the Ukrainian legal system and avoid the simplified identification of journalism, social networks, blogging and platform content.

Thus, the analysis of scientific literature allows us to conclude that modern journalism is developing under the conditions of the simultaneous action of several processes: digitalization, convergence, platformization, commercialization, algorithmization, the spread of disinformation and the active implementation of artificial intelligence. In these conditions, the professional competencies of a journalist cannot be reduced only to technical skills in working with text, video, social networks or digital tools. They should be formed on the basis of values - truthfulness, responsibility, integrity, respect for human dignity, human rights, privacy, impartiality and serving the public interest. At the same time, a review of the literature shows that despite a significant number of works on media convergence, digital journalism, the professional identity of a journalist, disinformation and media ethics, the issue of the axiological foundations of the formation of professional competencies of a journalist in the conditions of the modern convergent information space remains insufficiently developed. Most studies analyze either technological changes, or ethical standards, or the transformation of the media infrastructure. Instead, a comprehensive approach, within which the professional skills of a journalist are considered as a combination of digital literacy, legal culture, ethical responsibility and value orientation, requires further consideration. It is this scientific gap that determines the relevance of the chosen research topic.

3. METHODS

The methodological basis of the study is a set of general scientific, special scientific and interdisciplinary methods, the application of which made it possible to comprehensively analyze the axiological principles of the formation of professional competencies of a journalist in the conditions of digital transformation of the media space.

The dialectical method was used to study the dynamics of the development of the modern information space, to identify contradictions between the technological capabilities of the media and the ethical risks of journalistic activity.

The systemic method made it possible to consider the modern media space as a complex multi-level communication system in which traditional media, online media, social networks, digital platforms, messengers, user content and professional journalism interact.

The axiological method is leading within the framework of the study, since it is it that allows us to reveal the importance of values in the formation of professional competencies of a journalist, in particular such as truthfulness, responsibility, respect for human dignity, freedom of speech, integrity, impartiality and serving the public interest.

The comparative legal method was used to analyze the provisions of Ukrainian legislation in the field of media,

information, advertising, access to public information and protection of personal data in the context of modern standards of journalistic activity.

The formal legal method was used to interpret the norms of the Constitution of Ukraine, the laws of Ukraine "On Media", "On Information", "On Advertising", "On Access to Public Information", "On Protection of Personal Data" and other regulatory legal acts that determine the legal boundaries of journalistic activity.

The content-analytical method can be used to study media texts, digital content, journalistic materials, messages in social networks, as well as to identify the features of the functioning of value orientations in the modern media space.

The generalization method was used to formulate conclusions regarding the role of the axiological approach in the professional training of a journalist and to determine the main directions for improving the formation of his professional competencies.

4. RESULTS AND DISCUSSIONS

The results of the study showed that modern media text in the convergent information space is developing contradictory. On the one hand, digitalization, platformization and media convergence create new opportunities for the rapid dissemination of information, multimedia, audience participation and democratization of public communication. On the other hand, these same processes cause the spread of aggressive, manipulative, traumatic and axiologically dangerous content.

In this context, the question is debatable: is the modern digital transformation of journalism a predominantly positive phenomenon that expands freedom of communication, or does it at the same time create new risks for professional journalism, ethics and public trust. An analysis of the scientific literature gives grounds to argue that digital transformation cannot be assessed unambiguously. Jenkins [1] considers media convergence as a process of interaction between old and new media and audience activation. At the same time, Deuze [2, 3] emphasizes that such a transformation changes the professional identity of the journalist, forcing him to combine classical journalistic values with new digital practices.

The results obtained confirm this position, but at the same time clarify it from an axiological point of view. The problem is not only that the journalist must master new technologies, platforms or formats. The main question is whether the journalist is able to preserve the core values of the profession in the new conditions: truthfulness, responsibility, respect for human dignity, impartiality, integrity and service to the public interest.

Table 1. *Correlation of research results with the main approaches in the scientific literature*

Research focus	Previous literature	Findings of this study	Discussion point
Media convergence	Jenkins [1] defines convergence as interaction between old and new media and active audiences.	Media text becomes a dynamic product shaped by journalists, users, platforms, and algorithms.	Convergence changes not only media formats but also the value structure of journalism.
Journalistic identity	Deuze [2, 3] links journalism to professional values such as public service, autonomy, and ethics.	Journalistic skills should be formed as value-based professional competencies.	Digital adaptation must be combined with axiological stability.
Information flow	Bruns [6] describes the shift from gatekeeping to gatewatching.	Journalists act as verifiers, curators, interpreters, and summarizers of media space.	In the digital age, accuracy and context become more important than speed.
Disinformation	Wardle and Derakhshan [12] distinguish misinformation, disinformation, and malinformation.	Trolling media text is identified as an axiologically unsafe form of content.	Disinformation should be assessed not only factually but also ethically.
Journalism ethics	Kovach and Rosenstiel [8] emphasize truth, verification, independence, and public responsibility.	Ecological media text is based on truthfulness, empathy, legality, and respect for human dignity.	Media quality should include ethical and humanistic criteria.
AI and digital tools	UNESCO [14] stresses the need for critical understanding of AI and algorithms.	AI use in journalism requires human control, transparency, and responsibility.	Technology must remain subordinate to ethical and legal standards.

The Table 1 shows that the results of the study are generally consistent with the key provisions of modern international and Ukrainian scientific thought, but at the same time expand them through the axiological interpretation of the professional competencies of a journalist. While in the works of Jenkins [1] the main emphasis is placed on the cultural and technological dimensions of convergence, within the framework of this study convergence is also considered as a value challenge. It not only changes the channels of information dissemination, but also creates new risks for the reliability, ethics, responsibility and safety of the media text. It is especially important that the modern media text ceases to be a product of only professional editorial activity. It is formed in the conditions of interaction between journalists, users, platforms, algorithms and commercial mechanisms of the digital environment. This confirms the thesis of van Dijck, Poell and de Waal [5] that digital platforms are becoming not neutral channels of communication, but active infrastructures that affect the visibility, dissemination and perception of information. Therefore, a journalist works not just with a text, but with a media text included in a broad platform system.

This is one of the key debatable issues: can a modern media text be considered an autonomous journalistic product if its perception largely depends on algorithms, audience reactions, reposts, comments, and the context of the digital platform. The results of the study give grounds to argue that the autonomy of journalistic text in the digital environment is

significantly reduced. At the same time, the journalist's responsibility does not disappear, but, on the contrary, increases, since it is the journalist who must ensure the professional quality, reliability, and value stability of the material before it enters uncontrolled information flows.

The question of the relationship between freedom of speech and the need to limit destructive content is also debatable. On the one hand, a democratic society cannot exist without freedom of expression, the right to criticism, pluralism of opinions, and open discussion of socially significant topics. On the other hand, aggressive, manipulative, disinformational or trolling media text can destroy the very conditions of democratic communication, as it replaces argumentation with emotional provocation, humiliation, fear or hatred.

That is why the concept of trolling media text proposed in the study has not only descriptive but also analytical significance. It allows us to consider aggressive digital content not as an occasional violation of communicative culture, but as a systemic manifestation of an axiological danger. Such media text does not promote dialogue, does not provide information, does not respect human dignity and is not focused on the public interest. Its main function is provocation, disorientation, conflict and destruction of trust.

In this aspect, the results of the study deepen the approach of Wardle and Derakhshan [12], who analyze information violations through the categories of misinformation, disinformation and malinformation. If these authors focus on the nature of the truth or falsity of information and the intention of its dissemination, then the axiological approach allows us to ask an additional question: what values does a specific media text support or destroy? After all, even formally true information can be presented in such a way that it humiliates, injures, manipulates, or incites hostility.

Therefore, not only factual, but also value-based verification of media text is important. A journalist must check not only whether the information corresponds to reality, but also how its presentation affects a person, a social group, public opinion and information security. This is especially relevant for Ukrainian society, which is in conditions of war, information aggression, collective trauma and high sensitivity to the topics of violence, losses, military security, occupation, resettlement and human suffering. In this context, the concept of ecological media text acts as a positive alternative to trolling, aggressive and destructive content. Ecological media text does not mean avoiding complex or conflict topics. On the contrary, it involves professional, responsible and ethically balanced coverage of such topics. Its task is not to make the media space "conflict-free", but to ensure the quality of conflict communication: respect for facts, human dignity, legal boundaries, public interest and the possibility of rational dialogue.

This approach is consistent with the position of Kovach and Rosenstiel [8], who emphasize that journalism should be loyal first and foremost to citizens, and its foundation is the discipline of verification. At the same time, the results of this study expand this understanding, as they show that in the digital age, the discipline of verification should include not only fact-checking, but also assessing the ethical, legal and psychological impact of media text.

The issue of artificial intelligence in journalism requires special attention. Modern generative tools are able to create texts, images, videos, headlines, analytical summaries and even imitate the style of a particular author. This opens up new opportunities for journalistic work, but at the same time creates risks of loss of authorial responsibility, the spread of false information, the creation of deepfake content, copyright infringement and opacity of the origin of the material. UNESCO [15] rightly emphasizes that journalists should understand not only the functional capabilities of AI, but also the social and ethical consequences of its use.

This study concludes that artificial intelligence cannot be considered an independent subject of journalistic responsibility. Even if a media text is partially created or processed by automated systems, the ultimate responsibility for its reliability, ethics, legitimacy, and social appropriateness must remain with a person — a journalist, editor, or editorial office. That is why an axiological approach is necessary to determine the limits of permissible use of AI in journalistic activities.

The role of a journalist in the context of the loss of the monopoly on information production requires a separate discussion. Social networks, messengers, and digital platforms have enabled any user to create, comment, and distribute content. This contributes to the development of civic participation, but at the same time complicates the distinction between professional journalism and user communication. In this situation, a journalist cannot compete with the audience only in speed. His competitive advantage should be quality: verification, context, explanation, responsibility, and adherence to standards.

Therefore, within the framework of the study, it is proposed to consider a modern journalist as a harmonizer of the media space. This concept does not mean that a journalist should smooth out all contradictions or avoid criticism. On the contrary, harmonization consists in the ability to transform a chaotic, aggressive or fragmented information flow into understandable, verified, responsible and socially beneficial communication. A journalist as a harmonizer does not eliminate conflict from the public space, but helps society to comprehend it without manipulation, hatred and dehumanization.

Thus, the results of the study allow us to assert that the axiological approach is not an additional or secondary element of a journalist's professional training. It should be its methodological basis. Without a value dimension, digital skills can be used both for high-quality journalism and for manipulation, propaganda, clickbait, hidden advertising or trolling. It is the value component that determines how a journalist applies his professional tools. The model of professional competencies

of a journalist in a convergent media space is presented in Table 2.

Table 2. *Model of professional competencies of a journalist in a convergent media space*

Competency	Content	Axiological meaning	Expected result
Digital competency	Ability to use online platforms, multimedia tools, social media, and AI.	Responsible use of technology.	Modern content without loss of journalistic standards.
Fact-checking competency	Verification of sources, images, videos, data, and context.	Protection of truth and public trust.	Reduced spread of fake news and manipulation.
Ethical competency	Respect for human dignity, privacy, balance, and non-discrimination.	Humanistic orientation of journalism.	Creation of ecological media text.
Legal competency	Knowledge of media, information, advertising, and personal data law.	Balance between freedom of speech and responsibility.	Lawful journalistic activity.
Communicative competency	Dialogue with audiences and responsible explanation of complex issues.	Support for respectful public communication.	Less aggressive and more constructive media space.
Analytical competency	Interpretation of events, narratives, risks, and social context.	Promotion of critical understanding.	Audience receives not only facts but also context.
Axiological competency	Awareness of truth, responsibility, dignity, justice, and public interest.	Core of all professional competencies.	Journalist acts as a harmonizer of media space.

Based on the analysis conducted, it is possible to propose the following model of the formation of professional competencies of a journalist in the conditions of a convergent media space.

The proposed model demonstrates that the professional training of a journalist in modern conditions must be comprehensive. It cannot be limited to training in the techniques of writing text, editing, working with social networks or using digital tools. All these skills must be integrated into the system of professional values. It is axiological competence that plays the role of the core that combines the digital, legal, ethical, communicative, fact-checking and analytical training of a journalist.

It is important to emphasize that such a model is especially relevant for the Ukrainian media space. Ukrainian journalism today functions in conditions of war, information attacks, external propaganda, high social tension and the need to protect democratic values. Therefore, the formation of professional competencies of a journalist must take into account not only the general trends of digitalization, but also the Ukrainian context - the need for information security, respect for human dignity, protection of privacy, responsible coverage of war and maintenance of public trust.

Thus, the discussion proves that modern journalism education must move from the model of training a "media content producer" to the model of training a value-based responsible subject of public communication. Such a journalist must be not only technically competent, but also able to make ethical decisions, assess the consequences of his publications, counteract destructive content, and create ecological media text.

Thus, the conducted research confirms that digitalization and media convergence do not abolish the classical values of journalism, but on the contrary, make them even more necessary. In an environment where information spreads instantly, authorship is often blurred, algorithms affect the visibility of content, and disinformation can quickly become widespread, it is the value training of a journalist that becomes the basis of professional sustainability.

The axiological approach allows us to combine the technological, legal, ethical and communicative aspects of journalistic activity. It allows us to consider the professional competencies of a journalist not as a set of separate skills, but as a holistic system aimed at creating high-quality, reliable, legitimate, humane and socially significant media text.

In this sense, the main result of the discussion is the conclusion that the future of the journalistic profession depends not only on the ability to adapt to digital technologies, but also on the ability to preserve and update its value basis. It is a journalist who owns digital tools, but at the same time is guided by truth, responsibility, respect for people, and public interest, who can become a key actor in the greening of the modern media space.

4.1. RESULTS OF THE STUDY

4.1.1 Axiological transformation of modern media text in the conditions of digitalization and convergence

As a result of the conducted theoretical and analytical research, it was established that modern media text, which functions in the conditions of digitalization, platformization and media convergence, undergoes significant content, technological, communicative and value transformations. If in traditional journalism the media text was mainly considered as a completed professional product created by the editorial office or a specific author, then in the modern digital environment it increasingly appears as a dynamic, open and multi-layered communicative structure. Such media text is formed not only by the journalist, but also by editorial policy, algorithms of digital platforms, audience reactions, user comments, reposts, visual elements, advertising inserts and the context of distribution.

In this sense, the modern media text is the result of the convergence of different types of communication: professional

journalism, user-generated content, social networks, information sharing platforms, advertising and PR messages, visual culture and algorithmically controlled information flows. This approach is consistent with the concept of media convergence by Henry Jenkins, who considers convergence not only as a technological convergence of media, but also as a cultural process of interaction between old and new media, professional content producers and active audiences [1]. A similar idea is developed by Mark Deuze, emphasizing that in the conditions of a convergent culture, not only the tools of journalistic work change, but also the professional identity of the journalist [2, 3].

In the Ukrainian legal context, this transformation has also received regulatory support. The Law of Ukraine "On Media" is no longer limited to traditional mass media, but takes into account online media, audiovisual services, video sharing platforms and other forms of information dissemination in the digital environment. At the same time, the Law of Ukraine "On Information" defines mass information as information that is disseminated with the aim of bringing it to an unlimited circle of persons, and also establishes the inadmissibility of using information for calls to overthrow the constitutional order, violation of the territorial integrity of Ukraine, propaganda of war, violence, cruelty or incitement of enmity. This gives grounds to consider the quality of the media text not only as a professional and communicative, but also as a legal and axiological category.

One of the main results of the study is the identification of two opposing trends in the development of modern media text. The first trend is associated with crisis processes in the digital media environment: the growth of aggressive communication, conflict, hate speech, disinformation, manipulative content, hidden advertising, clickbait, emotional radicalization and traumatic information impact. The second trend, on the contrary, is the formation of a public demand for a responsible, ethical, reliable, safe and value-balanced media product, which can be defined as an "ecological media text" or "ecotext".

This duality is one of the key features of the modern information space. On the one hand, digital technologies have significantly expanded the possibilities of access to information, democratized public communication, given a voice to various social groups and created conditions for a rapid response to socially significant events. On the other hand, the openness of the digital environment has led to the loss of the traditional editorial monopoly on the production and verification of information. As Bruns notes, modern journalism is gradually moving from the classic gatekeeping model, i.e. control over the entry of information into the public space, to the gatewatching model, when the journalist observes, selects, checks, explains and contextualizes already existing information flows [6].

In such conditions, the professional value of a journalist lies not only in the ability to quickly create a message, but above all in the ability to distinguish a socially significant fact from information noise, a reliable source from a manipulative one, an ethical media text from a traumatic one, and public interest from commercial or political influence. That is why the axiological approach to the formation of a journalist's professional competencies becomes particularly important.

4.1.2 Destructive media text and the phenomenon of trolling media text

The study found that one of the most dangerous manifestations of the crisis transformation of digital media text is the formation of an aggressive, conflictual and axiologically dangerous type of content, which can be defined as trolling media text. This is not only about individual comments or provocative statements by users, but about a broader type of communicative practice aimed at provocation, emotional exhaustion, humiliation, disorientation, inciting conflict or undermining trust in a certain person, group, institution or media.

Trolling media text is axiologically destructive, since its communicative purpose is not to inform, dialogue or explain, but to create tension, increase hostility, discredit, emotional manipulation or deliberately destroy constructive communication. Such media text can take various forms: an offensive comment, an aggressive post, a manipulative headline, a sarcastic meme, a provocative video, a disinformation message, a coordinated attack on social networks, or a pseudo-journalistic material that imitates a journalistic format but does not meet professional standards.

The peculiarity of trolling media text is that it often uses external features of media text — a headline, a quote, a fact, an image, a link, an expert comment, statistics — but subordinates them not to the task of reliable information, but to a manipulative goal. In this sense, trolling media text is not just a "bad text" or an "emotional statement," but a communicative technology that destroys trust in the media space.

This conclusion is consistent with the research of Wardle and Derakhshan, who proposed to distinguish between misinformation, disinformation, and malinformation. This approach allows for a more accurate description of different types of informational harm: unintentional dissemination of false information, deliberate dissemination of falsehoods with the aim of causing harm, and the use of true information in a harmful or manipulative context [12]. UNESCO also emphasizes that modern journalism education should prepare specialists to counter fakes, disinformation, manipulation, and false content by developing verification skills, critical thinking, and ethical responsibility. In Ukrainian conditions, the problem of trolling and destructive media text is of particular importance due to war, information aggression, propaganda, attempts to demoralize society, the spread of panic messages, hate speech, and manipulative narratives. The Law of Ukraine "On Media" directly prohibits the dissemination of calls for a violent change in the constitutional order, waging

an aggressive war, violating the territorial integrity of Ukraine, as well as statements that incite hatred, hostility, or cruelty towards individuals or groups of individuals on grounds defined by law. Therefore, the axiological danger of trolling media text has not only an ethical but also a legal dimension.

From the standpoint of an axiological approach, trolling media text can be characterized by the following features:

- *Aggressiveness* — the use of humiliating, mocking, insulting, threatening, or dehumanizing language.
- *Manipulativeness* — the intentional distortion of facts, the exertion of emotional pressure, and the replacement of reasoned argument with provocation.
- *Destructiveness* — a focus not on constructive dialogue, but on undermining trust, provoking conflict, and intensifying polarization.
- *Anonymity or obscured authorship* — the concealment of the source through the use of bots, fake accounts, or coordinated information attacks.
- *Traumatic impact* — the capacity to cause psychological harm and increase fear, anxiety, hatred, or social tension.
- *Imitation of journalistic form* — the use of the external features of news reporting, analysis, or expert commentary without adherence to professional journalistic standards.

Thus, the trolling media text is one of the most revealing examples of the axiological crisis of the digital media environment. Its spread demonstrates that a modern journalist must be prepared not only to create quality content, but also to recognize, neutralize and professionally explain destructive information practices.

4.1.3 Formation of ecological media text as a result of axiological reorientation of journalism

Along with crisis processes in the digital media space, the study revealed the opposite trend - the formation of a public demand for ecological media text, that is, a type of media product that is based on reliability, responsibility, empathy, respect for human dignity, open dialogue, legitimacy, social sensitivity and prevention of harm.

The concept of "ecological media text" within the framework of this study is proposed to be understood not in the environmental sense, but in the communicative and axiological sense. This is a media text that does not pollute the information space with aggression, disinformation, hate speech, hidden manipulation, discriminatory stereotypes or excessive traumatization of the audience. Such a media text contributes not to conflict, but to understanding; not to panic, but to awareness; not to dehumanization, but to respect for a person; not information chaos, but responsible public dialogue.

An ecological media text can be considered as a practical manifestation of an axiological approach in journalism. It is formed when a journalist's professional skills — writing, editing, interviewing, fact-checking, working with data, visualization, using social networks and digital tools — are subordinated to value principles. Such principles include truth, responsibility, integrity, respect for privacy, impartiality, accuracy, balance, social significance and minimization of harm.

The Code of Ethics of a Ukrainian Journalist states that a journalist must serve society, not the interests of the authorities or founders, respect a person's private life, act responsibly and adhere to professional standards. These provisions are of direct importance for the formation of an ecological media text, as they emphasize the priority of public interest, human dignity and ethical responsibility over commercial, political or manipulative expediency.

In this context, it is important to refer to the work of Kovach and Rosenstiel, who define journalism as an activity that should primarily serve citizens, be based on truth, independence, the discipline of verification and responsibility to society [8]. These are the values that can be used as the basis for ecological media text as an alternative to aggressive, manipulative and destructive content.

Ecological media text has several key features.

- First, it is credibility. The media text should be based on verified facts, reliable sources and a clear distinction between facts, comments, assumptions and assessments.
- Second, it is empathy. The journalist should take into account how the text affects people, especially when it comes to war, death, violence, diseases, children, victims or other sensitive topics.
- Third, it is legitimacy. Media text must meet the requirements of Ukrainian legislation on information, media, advertising, protection of personal data, access to public information and prevention of hate speech.
- Fourth, it is dialogic. An environmental media text should not impose a single emotional reaction on the audience, but should create conditions for conscious discussion, critical thinking and understanding of the complexity of social processes.

- Fifth, it is anti-discrimination. Journalistic material should not reproduce stereotypes, dehumanize social groups or normalize hate speech.
- Sixth, it is transparency. The audience should understand who created the material, what sources it is based on, whether it is editorial, advertising, partnership or created using artificial intelligence tools.

Environmental media text acquires particular importance in the context of the development of artificial intelligence. UNESCO, in its guide to covering AI for journalism education, emphasizes that journalists should understand not only the possibilities of the technology, but also the risks of algorithmic opacity, discrimination, unequal access, human rights violations, and society's excessive dependence on technology companies. This means that the use of AI in journalism should be value-controlled: the journalist should verify information, maintain human editorial control, and not shift moral responsibility to the algorithm.

Therefore, an environmental media text is not just a "high-quality" or "correct" text. It is an axiologically mature media product that meets professional standards, legal requirements, ethical norms, and the needs of a democratic society.

4.1.4 Journalist as a key actor in the greening of the media space

One of the main results of the study is the conclusion that the key actor in the greening of the modern media space is a professional journalist. Despite the loss of the monopoly on information production, journalism retains a special social mission - to provide the audience with reliable, verified, balanced and socially significant information.

In the convergent media environment, a journalist can no longer be limited to classic professional skills. It is not enough for him to be able to write news, prepare reports, conduct interviews or edit texts. A modern journalist must possess a complex of digital, legal, ethical, analytical and communicative competencies. He must work with open sources, verify photos and videos, analyze digital traces, understand the logic of social networks, recognize manipulations, label advertising content, protect personal data, use artificial intelligence tools and at the same time maintain professional moral judgment.

Deuze emphasizes that the professional identity of a journalist in the conditions of convergence changes, but does not disappear. On the contrary, the values of journalism - service to society, autonomy, efficiency, ethics, responsibility - become especially important precisely when the technological and commercial conditions of the profession become more complicated [2]. This approach allows us to assert that the future of the journalistic profession depends not only on technical adaptation to digital platforms, but also on the preservation and renewal of its core values.

In this context, the journalist performs the function of a harmonizer of the media space. This means that his professional activity should be aimed not only at creating content, but also at reducing information aggression, countering disinformation, explaining complex social processes, supporting a culture of dialogue, protecting human dignity and building trust. This function is especially relevant for Ukraine, where the media space operates in conditions of war, information attacks, social trauma, high emotional tension and the need for reliable information.

The function of harmonization does not mean avoiding hot topics or conflicts. On the contrary, a journalist should cover complex, painful and socially significant issues. However, the method of such coverage should be professional, legitimate and ethical. A journalist should not increase hatred, panic, humiliation or dehumanization. He should create conditions for understanding the problem, and not for the emotional destruction of the audience.

In practical terms, a journalist as a harmonizer of the media space should have the following skills:

- *Fact-checking skills* - checking information, sources, photos, videos, statistics and quotes.
- *Ethical writing skills* - avoiding hate speech, discriminatory formulations, victimization and excessive sensationalism.
- *Skills for working with traumatic content* - correct coverage of topics such as war, death, violence, diseases, losses and humanitarian crises.
- *Legal literacy* - knowledge of legislation on media, information, advertising, personal data and access to public information.
- *Digital literacy* - understanding of algorithms, platforms, social networks, digital security and AI tools.
- *Communicative responsibility* - the ability to foresee the possible consequences of publication for a person, social group or society.
- *Axiological reflection* - the ability to evaluate not only the legality and factuality of the material, but also its value impact.

UNESCO, in its guide to journalism education on disinformation, emphasizes that journalism must respond to information threats by updating educational programs, developing critical thinking, online verification skills, and professional responsibility. Therefore, the professional training of a journalist should be aimed not only at teaching technology, but also at developing the ability to counteract harmful information practices.

4.1.5 Main results of the study

The analysis conducted provides grounds for formulating the following main results of the study.

The first result is that modern media text in the convergent information space is not a static author's product, but an open communicative structure that is formed at the intersection of professional journalism, user content, digital platforms, algorithms, social networks and audience interaction.

The second result is to identify two opposite trends in the development of media text. On the one hand, there is an increase in destructive phenomena: aggressiveness, conflict, disinformation, hate speech, trauma and manipulateness. On the other hand, a demand is being formed for ecological, ethical, reliable and socially responsible media text.

The third result is to substantiate the concept of trolling media text as an axiologically dangerous type of digital content. Its characteristic features are aggressiveness, manipulateness, destructiveness, provocativeness, traumaticness, blurred authorship and imitation of the journalistic format without adhering to professional standards.

The fourth result is to define an ecological media text as an axiologically mature media product based on credibility, empathy, legitimacy, open dialogue, respect for human dignity, social sensitivity, transparency and responsibility.

The fifth result is that a modern journalist in the convergent media space must perform the function not only of a producer of information, but also of a verifier, curator, interpreter, moderator and harmonizer of public communication.

The sixth result is to prove the need for an axiological approach to the formation of a journalist's professional competencies. This approach allows combining digital, legal, ethical, communicative and analytical skills with the basic values of journalism: truthfulness, responsibility, integrity, impartiality, respect for human rights and service to the public interest. The seventh result is that Ukrainian legislation and professional ethics create a normative basis for the greening of media text. The Laws of Ukraine "On Information" and "On Media" define the limits of permissible informational influence, and the Code of Ethics of Ukrainian Journalists establishes the value orientations of the professional activity of journalists.

Thus, the results of the study show that in the conditions of digitalization, media convergence and platformization, modern media text is undergoing a profound axiological transformation. It is simultaneously becoming a space of new opportunities and new risks. On the one hand, the digital environment expands access to information, ensures the speed of communication, opens up opportunities for civic participation and multimedia expression. On the other hand, it generates aggressive, manipulative, traumatic and destructive types of content that undermine trust in the media and complicate the functioning of a democratic public space.

In this context, the formation of an ecological media text as a value-responsible type of journalistic product is of particular importance. The greening of the media space is impossible without a professional journalist capable of combining digital skills, legal literacy, ethical sensitivity, fact-checking, critical thinking and axiological responsibility.

Thus, a modern journalist should not only be an author or translator of information, but an active subject in the formation of a healthy, responsible and humanistically oriented media environment. It is the axiological approach that allows us to define the professional competencies of a journalist not as a set of technical operations, but as a system of value-oriented actions that ensure the quality, safety and social significance of modern journalism.

5. CONCLUSIONS

The study found that digitalization, media convergence, platformization, and the development of artificial intelligence are significantly changing the content, forms, and value orientations of modern journalistic activity. A modern journalist no longer works only with traditional text, but with multi-format media text that combines verbal, visual, audio, audiovisual, interactive, and algorithmically distributed elements. In such conditions, the professional training of a journalist requires not only technological renewal, but also a deep axiological rethinking. It has been proven that modern media text in the convergent information space has a complex nature. It is formed not only by a journalist or editorial office, but also by digital platforms, algorithms, user reactions, social networks, comments, reposts, and the context of distribution. This means that journalistic activity is increasingly dependent on the conditions of the digital environment, but the responsibility for the quality, reliability, ethics, and legitimacy of the media product remains with the professional journalist.

The study revealed two opposing trends in the development of modern media text. The first is associated with the crisis phenomena of the digital media space: the growth of aggressiveness, conflict, disinformation, manipulateness, hate speech, hidden advertising, clickbait and traumatic content. The second trend is the formation of a public demand for a responsible, reliable, ethical and safe media product, which is defined as an ecological media text within the framework

of this study.

It is substantiated that one of the most dangerous manifestations of the axiological crisis of the digital media environment is trolling media text. It is characterized by aggressiveness, provocativeness, manipulateness, destructiveness, blurred authorship, imitation of the journalistic format and the ability to traumatically influence the audience. This type of content is not aimed at informing or dialogue, but aims to destroy trust, increase conflict, emotional disorientation and polarization of society.

It is determined that the ecological media text is an axiologically mature type of media product, which is based on reliability, empathy, legitimacy, openness, respect for human dignity, social sensitivity, non-discrimination and responsibility to society. Its essence lies not in avoiding complex or conflicting topics, but in their professional, ethical and legitimate coverage without manipulation, dehumanization, excessive sensationalism and informational harm. It is proven that the key actor in the greening of the modern media space is a professional journalist. In the conditions of the loss of the media monopoly on the production of information, the journalist retains a special social mission - to be a verifier, curator, interpreter, moderator and harmonizer of public communication. Its professional value lies not only in the speed of content creation, but above all in the ability to ensure reliability, context, balance, legitimacy and valuable quality of information.

It has been established that the formation of professional competencies of a journalist in the conditions of digital transformation should be based on a combination of digital, fact-checking, legal, ethical, communicative, analytical and axiological competencies. At the same time, it is axiological competence that performs an integrative function, since it determines the value boundaries of the use of professional knowledge, skills and technological tools.

The legal competence of a journalist is of particular importance. In the modern Ukrainian context, journalistic activities should be carried out taking into account the provisions of the Constitution of Ukraine, the laws of Ukraine "On Information", "On Media", "On Advertising", "On Access to Public Information", "On Protection of Personal Data", as well as professional ethical standards. This allows combining freedom of speech with responsibility, public interest with human rights, and digital openness with the need to protect privacy, dignity and information security.

The study confirmed that artificial intelligence and digital tools cannot replace the professional moral judgment of a journalist. They can be useful for information retrieval, data analysis, draft creation, translation or multimedia processing, however, their application should remain under human control. Responsibility for the content, reliability, ethics and legality of journalistic material should belong to the journalist or editorial office, not to the technological system.

It is concluded that the axiological approach is a necessary methodological basis for the formation of professional competencies of a journalist in the conditions of convergence of the modern information space. It allows us to consider journalistic skills not as a neutral set of technical operations, but as a system of value-oriented professional actions. It is the values of truth, responsibility, integrity, respect for human dignity, freedom of speech, impartiality and service to the public interest that determine the quality of modern journalism.

Thus, the goal of the study has been achieved: the axiological principles of the formation of professional competencies of a journalist in the conditions of digitalization, media convergence and transformation of the modern information space have been scientifically substantiated. It is determined that modern journalistic education and professional training should be aimed not only at mastering new technologies, but also at forming a responsible subject of public communication, capable of creating high-quality, legitimate, ethical and socially significant media text. Prospects for further research lie in an in-depth analysis of practical mechanisms for forming a journalist's axiological competence, developing educational models for journalistic programs, studying the impact of artificial intelligence on the professional responsibility of a journalist, as well as in studying the criteria for assessing the environmental friendliness of media text in the Ukrainian digital media space.

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