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"LONG READ" AS A KIND OF MULTIMEDIA TEXTS

Bohdan Markevych[*]
Mariya Yatsymirska[**]
Ivan Franko National University of Lviv,
Generala Chuprynky Str. 49, 79044, Lviv, Ukraine
[*]*e-mail: markevych.bohdan@gmail.com*
https://orcid.org/0000-0001-5898-395X
[**]*e-mail: yatsymirska2019@gmail.com*
https://orcid.org/0000-0003-3214-9611

The functional features of a long read as a kind of multimedia text in the Ukrainian network space has been studied in the article. The peculiarities of the multimedia composition of the long reads, the pervasive argumentation, the techniques of influence, etc., have been explained. The authors have found out the reasons for the popularity of long-form texts; showed their formation and development in Ukraine; explored key markers of popular long reads.

Key words: long read; multimedia text; immersive journalism; persuasion; visualization of information; influence.

Introduction. With its classic structure and imagery, a media text has expanded its communication capabilities in recent decades thanks to hyper- and multimedia, which on the modern internet platform is a powerful means of social communication unlimited in space and time. Umberto Eco, an Italian linguist, writer and philosopher, understanding the virtual nature of the Internet, predicted that soon the society will be divided into two classes: the first one gets ready judgments about the world without critical selection of information only from television; the second one – selects and comprehends information by looking at the monitor, commenting and comparing her/his opinion with others. Intellectual readers are attracted to multimedia texts, intertextuality and dialogueness of speech, political and non-political performances, blogging, neo-rhetoric, the drive of online communication, etc. Varieties of multimedia texts include long-form texts – long reads, where virtuality and persuasive techniques are part of journalistic practice. The development of such a type of texts depends on new digital technologies and the ability to combine them with the creative intent of the authors. That is why blogs like "How to make a long read that is read to the end?" are popular on the web[1].

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[1] Web Maestro, Blog, (2018), "How to make a long read that is read to the end?", 18 May, URL: https://webmaestro.com.ua/ua/blog/long-read/ (accessed 20 November 2019).

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The relevance and formulation of the problem. Since the long reads are successfully developing on the platform of the Ukrainian Internet space, the issue of complex study of their structure, thematic orientation, types, pluses and minuses of perception by the general reader becomes relevant. Long-form journalism has gained popularity in recent years. Many experts have begun to talk about the decline of analytical genres of journalism on the network, claiming that modern Internet users will not read long texts. Social communication researchers, when examining readers' queries, write that the headings and microblogs develop a habit of reading short texts. There are publications about "glance journalism" where they write "concentrated about meaningful", and this is fine with a large number of readers[2]. Foreign editors and media researchers talk around regarding the volume of text that most attracts readers' attention. Simply transferring printed publications to the Internet space did not always produce the desired result. An American journalist Josh Tyrangiel claimed that people do not read lots of the materials published on the website because they are very long. At the same time, Gerald Marzorati, a former editor of *The New York Times Magazine*, wrote that, contrary to conventional wisdom, long texts are the content that attracts the readers of their periodical most of all[3]. Opinion polls showed that the long text does not disappear from the media space, but translates into something new and settles into new qualities. The example of long reads shows that a skillful combination of multimedia elements with a text revives readers' interest in large-volume materials. Eidosphere (graphic and pictorial forms that affect visual perception of information) is actively functioning alongside the logosphere. "Eidos ceased to be merely illustrative material to texts; it has become a relevant sense of communicative intention. Visual communication has evolved into a separate type of web communication with all the attributes of a new genre. Images and verbal concepts create holistic architectonics of visual text characterized by a certain informational intention and semantic content"[4]. Long reads contain all these components, and together with video, audio and interactive elements they create an effective kind of multimedia text that has the potential to compete fully in the world of online journalism. Long reads in the discourse of immersive journalism (immersive reader; deep-read) are topical. "Immersive journalism is understood to be a presentation of a story with the maximum immersion of the audience in the essence of the unfolding event. At the same time, the narrator uses not only cross-media storytelling technologies, but also builds a VR environment"[5].

Analysis of recent research and publications. *The Daily Beast's* journalist Taylor Lorenz believes that "the golden age of social networks, when users were interested in

[2] Yatsymirska, M. (2019), "Journalism at a Glance", or Concentrated on the Sensual", in Onufriv, S. (Ed.), *Contemporary landmarks of Ukrainian journalism: from theory to practice: a collection of materials for the 2018 Scientific Conference (Journalism Section),* Ivan Franko National University of Lviv, Lviv, PAIS, p. 88–90.

[3] The New York Times, (2009), "Talk to the Times: Assistant Managing Editor Gerald Marzorati", URL: https://www.nytimes.com/2009/08/24/business/media/24askthetimes.html?pagewanted=all (accessed 20 November 2019).

[4] Yatsymirska, M. (2019), "Visual Texts in Social Networks (reflection, concepts, emotions)", Visnyk of the Lviv University. Series Journalism, issue 40, p. 323–331, URL: http://publications.lnu.edu.ua/bulletins/index.php/journalism/article/viewFile/5819/5831 (accessed 20 November 2019).

[5] Kyrylova, O. (2019), "Immersive Journalism: the Factors of Effective Functioning", *Communications and Communicative Technologies*, Issue 19, p. 48–55, URL: https://doi.org/10.15421/291907 (accessed 08 December 2019).

gathering as many readers as possible and learning news about their distant acquaintances, is coming to an end". Media expert Marcia Garcia, head of Garcia Media and a teacher at Columbia University Graduate School of Journalism, calls the beginning of the era of linear visual storytelling, the narrative and the visuals flow in a linear way from top to bottom[6]. In the article "Communication aspects of modern multimedia long reads: Ukrainian practice" Serhiy Shashenko writes that "in the context of the development of digital media long read is a way to consistently present a thematically organized array of information in a structured form applying various forms of visual communication, technological techniques for presenting multimedia content and psychological methods of influence to hold the reader's attention and facilitate the easy acquisition of what he/she sees. However, the long reads is not only the length of the text, but also the meaningfully told story. Therefore, a modern journalist must have the knowledge and experience of creating and combining different forms of visual content in a text environment"[7]. At the International Scientific and Practical Internet Conference "The Modern Movement of Science" Olena Kharytonenko presented the results of her research "Multimedia Long Reads in Modern Media". She noted that "since 2012, multimedia long read is a kind of long-read electronic publications, supplemented by a large number of illustrations, video or audio materials, made-up with the use of parallax (asymmetric, nonlinear) scrolling tools aimed at deepened and, at the same time, emotional perception – has become an indispensable feature of the "new journalism". Many features of multimedia long reads and the "rules" of their creation have already been named today". The scientist emphasized that it is "inappropriate to "bind" journalists with a clear list of recommendations and norms, because the editorial boards are in the creative search and themselves are developing new methods of content presentation. It is worth studying their experience and thus accumulate the material for future generalizations". The subject of her research was the "*Ukrinform"* long reads, which exemplified innovative approaches to creating and presenting this type of journalistic work[8]. Thus, scientific research has unanimously supported the need to study long reads as a highly intellectual variety of multimedia texts, their role in virtual reality, and the prospects for development in the Ukrainian media.

The purpose of the article is to find out the peculiarities of long reads functioning in the Ukrainian media space; analyze the characteristic markers of the long read as a kind of multimedia text; study the structure, specific features and persuasive techniques of creating long reads.

Presentation of the main material. The emergence of the long read is linked to the publication of *Snow Fall: The Avalanche at Tunnel Creek* by *The New York Times* in 2012. It was reported about a group of American skiers trapped in a snow trap after an avalanche. The peculiarity of the material was that, in addition to the usual text and photos, it contained

[6] European Journalism Observatory, (2018), URL: https://ua.ejo-online.eu/3882/tsyfrovi-media/zhurnalistyka-i-tekhnologii-2018/ (accessed 23 December 2019).

[7] Shashenko, S. (2019), "Communication Aspects of Modern Multimedia Long Reads: Ukrainian Practice", *Ukrainian Information Space,* Issue 3, Kyiv, p. 197–210, URL: http://ukrinfospace.knukim.edu.ua/article/view/171376 (accessed 21 December 2019).

[8] Kharytonenko, O. (2019), "Multimedia Long Reads in Modern Media", *The Modern Movement of Science: Theses of Ext. VII International Scientific and Practical Internet Conference*, 6–7 June 2019, Dnipro, p. 1726–1732, URL: http://enpuir.npu.edu.ua/handle/123456789/24818 (accessed 19 December 2019).

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a 3D terrain map, a video with eyewitness testimony and other multimedia elements that created a presence effect for readers and helped to "immerse" (immersive effect) in the story. The *Snow Fall* project, despite its large volume, has quickly gained popularity and garnered millions of views. This work won the Pulitzer Prize, which showed the attention to a new form of web journalism.

The success of the *Snow Fall* project has prompted other Western publications to create multimedia story of this type. "The long read" columns appeared in "*The Guardian", "The Chicago Tribune", "The Seattle Times", "Longreads.com"* and other well-known media. In December 2019, "*The Guardian"* published the 20 best long reads of the Year in its edition ("The Best of the Long Read in 2019"): "Hand dryers v paper towels: the surprisingly dirty fight for the right to dry your hands" – Samanth Subramanian; "Death on Demand: Has Euthanasia Gone Too Far?" – Christopher de Bellaigue; "The shocking rape trial that galvanized Spain's feminists – and the far right" – Meaghan Beatley; "For five years we dreaded every meal": my infant son's struggle with food" – Tahmima Anam; "The Great American Tax Haven: Why South Dakota's Super-Rich Love" – Oliver Bullough; "Who killed the prime minister? The unsolved murder that still haunts Sweden" – Imogen West-Knights; "The invention of Essex: how a county became a caricature" – Tim Burrows; "Dark crystals: the brutal reality behind a booming wellness craze" – Tess McClure; "I wouldn't be the refugee, I'd be the girl who kicked ass": how taekwondo made me" – Dina Nayeri; "Collision course: why are cars killing more and more pedestrians?" – Peter C Baker; "The girl in the box: the mysterious crime that shocked Germany" – Xan Rice; "Fifty Shades of White: The Long Fight Against Racism in Romance Novels" – Lois Beckett; "I've seen death in this city, but nothing as sad as this': how a ferry disaster exposed the corruption devastating Iraq" – Ghaith Abdul-Ahad; "Are your tinned tomatoes picked by slave labor?" – Ayo Awokoya & Tobias Jones; "Speed kills: are police chases out of control?" – Tom Lamont; "The Anthropocene epoch: have we entered a new phase of planetary history?" – Nicola Davison; "I couldn't deal with it, it tore me apart": surviving child sexual abuse" – Tom Yarwood[9]. Each year, this edition publishes the best long reads of its authors that readers have come to love because they have the ability to read top-rated materials on top priority topics again. "*The Guardian"* is published in London and Manchester and is considered one of the best newspapers in the UK. The newspaper was founded in 1821 called "Manchester Guardian" and has become daily since 1855.

In the Ukrainian media, long reads have gained popularity since 2015. A significant number of Ukrainian online publications ("The Ukrainians", "24", "UP" ("Ukrainska Pravda"), "LIGA.net", "UNIAN", "ZAXID.net", "Novyy Chas", "TSN" etc.) publish multimedia texts and have the "Long reads" columns. The new kind of multimedia text, its versatility, and the peculiar techniques of psychological perception of the long read requires special study.

Attempts to comprehend the long read as a new phenomenon in network journalism began among the leading foreign journalists and editors of publications, and later among scholars. The main feature of long reads is a text focused on slow, thoughtful reading. The term "long read" is interpreted as a long article with interactive elements: images, videos, audios, quotes, infographics, etc., which deals with a specific event or issue. The key

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[9] The Guardian (2019), "The Best of the Long Read in 2019", 24 December, URL: https://www.theguardian.com/news/2019/dec/24/the-best-of-the-long-read-in-2019 (accessed 24 December 2019).

characteristic of the long read is the large volume and duration of the material, and the basis is the author's content. The visualization of information engages readers in multimedia stories. Sociological studies show that modern Internet users do not stop reading long texts.

In the Ukrainian segment of the Internet, the first column of "Long read" appeared on the website of "Novyy Chas". A series of texts about important events in the history of Ukraine was published: the Revolution of Dignity ("Maidan became a real birth for Ukraine", November 11, 2014; "Year of the Maidan. The story of Anna Zayachkivska", October 31, 2014; "Maidan through the eyes of a volunteer doctor", December 12, 2014), heroic defense of the Donetsk Airport ("Our Stalingrad. Exclusive reporting under bullets from Donetsk Airport", January 23, 2015), Russian-Ukrainian War in the East of Ukraine ("Slavyansk: Chronicles of Occupation and Freedom", July 5, 2015), 25th Anniversary of Ukrainian Independence ("Remember All. 25 Years of Independence of Ukraine", August 23, 2016). Noteworthy are the special projects by TSN: "Winners. Stories of unsubdued and stout-hearted ATO heroes" (http://tsn.ua/special-projects/thevictors/), "How the Soviet authorities destroy the first Ukrainian ministers" (http://tsn.ua/special-projects/unr/), "The alienation zone never seen before" (http://tsn.ua/special-projects/chernobylzone/), etc. Ukrainian online editions "24", "Ukrainska Pravda", "LIGA.net", UNIAN and others also publish multimedia stories.

The structure and thematic orientation of the long reads. The text of long read is based on a certain story, supplemented by multimedia tools. These tools serve not just as illustrative material, but are full-value components of a journalistic work. The main structural elements of the long reads include: large texts; photos; slideshows; video footage; audio materials; infographics; animation; 3D panoramas, maps, etc. For example, *The Moon Odyssey: Can China Become the New Space Race Leader* (https://tsn.ua/special-projects/to_the_moon/) contains large-format photographs of the Moon; video clips of the landing of automatic interplanetary station *Change's 4* on the Earth's satellite, *Apollo 8* and *Apollo 11* mission video footage; an interactive map of both sides of the Moon with the locations of landing spacecraft; a NASA space agency animated video about plans to build a moon-orbiting space station; a panorama of the Moon taken by a spacecraft. These elements are well embedded in text broken down into parts that catches the attention of Internet users and makes it easier to read.

A special marker of long reads is the use of a parallax effect or parallax scrolling when the background image moves at a different speed than the elements in the foreground when reading a page. Navigation panels are often used in such wide-format texts that allow Internet users to navigate between text blocks. For example, in the TSN special project about the 2019 presidential election (http://tsn.ua/special-projects/elections2019/), it was possible to read the material non-linearly, moving at will from information about one candidate to another.

Despite the fact that text remains a key element of long reads, multimedia tools play a decisive role in their structure: they help visualize information for readers, tell a story interestingly, and thus facilitate the perception of the communicative intentions of the author. Long reads and feature stories are popular with online editions as they widely present the sequence of events using new advances in web layout and other multimedia techniques. "However, not every long text is a long read, "it must have an idea", "the plot must develop", "find the human traits in the hero"; "feature is a coverage in the past. It should be written as if you were there"; "feature is an art story written in third person. Text

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that lets you experience what happened once. It is a short non-fiction with an element of reporting"[10]. Thus, feature is a long text written in an informal, special style. Some authors submit its scheme: description – explanation – evaluation.

Types of long reads. An interesting and popular type of long read is **people story**. A long read about a person is his/her biography, views, achievements, family, etc. Such material is usually created for a personal brand. Professionals of this trade use quotes from relatives and friends; photos; unique life facts. "Personal stories or long read portraits are feedback, interviews, biographical sketches and essays. Various multimedia tools of interaction with the user are involved in the storytelling process in order to reveal the personality of a hero, character or even a song… This genre is quite popular among the Ukrainian media…"[11]

Reporting. This type of long read describes all the details of a real important event. In the reporting long reads, the story is predominantly told in third person. The main task is to tell interestingly and show the reader the most crucial points. The text combines background with animation; interviews; footage from the event; audio recordings. Such long reads are also created for training courses at educational institutions. You can play back meetings, seminars, workshops.

Analytical text (reconstructor, reconstruction). This text reproduces the sequence (chain) of events to clarify the causes and consequences. It uses specialist quotes; research references; background music; video; graphic content. In online publications, analytic long reads reflect important social events. This type of long reads is also important in the area of consulting, IT and marketing services.

Commercial long reads. A high quality long read helps to remember the created brand. The main purpose of the commercial long read is not to sell, but to attract attention and create the image of an expert. Advantages of such long reads: increase customer loyalty; transformation of readers into regular buyers. Disadvantages: you must have experience in writing articles.

Steps of creating long reads. Experts recommend that you first determine the target audience (for the correct choice of a style and multimedia elements); the following steps: selecting a topic and drawing up a plan; collection of detailed information; writing, design and publication of text (content, layout, multimedia elements)[12].

Conclusions. 1. The term "long read" is interpreted as a long article with interactive elements: images, video, audio, quotes, infographics, photos, documents, etc., which is dedicated to a specific event, issue, person, etc. Most of the foreign periodicals have the regular "long read" columns. They have appeared in the Ukrainian online publications since 2014. 2. Readers are attracted to multimedia texts, intertextuality, dialogueness of speech, political and non-political performances, blogging, neo-rhetoric, the drive of online journalism, etc. 3. Long-form texts or long reads have a specific structure, corresponding types, in which virtual reality and persuasive techniques are part of journalistic practice.

[10] Patrykeeva, N. (2017), "We are writing a Forbes-style feature", 24 June, URL: http://medialab.online/news/py-shemo-ficher-u-sty-li-forbes-9-krokiv/ (accessed 21 December 2019).

[11] Shashenko, S. (2019), "Communication Aspects of Modern Multimedia Long Reads: Ukrainian Practice", *Ukrainian Information Space,* Issue 3, Kyiv, p. 197–210, URL: http://ukrinfospace.knukim.edu.ua/article/view/171376 (accessed 21 December 2019).

[12] Web Maestro, Blog, (2018), "How to make a long read that is read to the end?", 18 May, URL: https://webmaestro.com.ua/ua/blog/long-read/ (accessed 20 November 2019).

4. In the media system, it is important to be responsible for fact checking and verifying the information disseminated. A reputable periodical always uses fact-checking tools that seek to find discrepancies between the reality and presented facts. 5. The example of long reads shows that a skillful combination of multimedia elements with text nourishes readers' interest in large volumes of material. Although text remains a key element of long reads, multimedia tools play a decisive role in their structure: they help visualize information for readers, tell a story interestingly, and thus facilitate the perception of communicative intentions of the author. 6. An interesting and popular type of long read is people story. The authors use feedback from relatives, friends, photos, unique biographical facts, landmark events. Portrait long reads are interviews, sketches, essays on the personality of heroes, etc. 7. Reporting as a type of long read describes all the details of a real important event. In the reporting long reads, the story is predominantly told in third person. The text combines background with animation; interviews; footage from the event; audio recordings. 8. Analytical text (reconstruction). In this long read, they deeply analyze the problem from the beginning, find out the causes, reproduce the course of events, explain the consequences and outline possible solutions. Quotes from the experts, eyewitness accounts, references to sources, photos, videos, documents and graphics are used there. An example of such a long read is the article "Death on demand: has euthanasia gone too far?" by "The Guardian"[13]. The author raised the issue at the global level, so millions of people from many countries read the publication on this topic. 9. The main purpose of a commercial long read is to attract the attention of potential buyers and to show the value of a particular product extensively.

Long read, as a kind of multimedia text is part of the genre diversity in the Ukrainian online editions. Long reads and features (long-format multimedia texts) function alongside small ones and do not diminish their role. Modern journalist should be technically literate, have an understanding of the logic of content management systems and professionally create direct text broadcasts. Creativity at the intersection of journalism and the latest media technologies is promising, and thematic content in the future will complement virtual reality with new concepts.

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[13] Christopher de Bellaigue (2019), "Death on Demand: Has Euthanasia Gone Too Far?", 18 January, URL: https://www.theguardian.com/news/2019/jan/18/death-on-demand-has-euthanasia-gone-too-far-netherlands-assisted-dying (accessed 24 December 2019).

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«ЛОНҐРІД» ЯК РІЗНОВИД МУЛЬТИМЕДІЙНИХ ТЕКСТІВ

Богдан Маркевич[*]
Марія Яцимірська[**]
Львівський національний університет імені Івана Франка,
вул. Генерала Чупринки, 49, 79044, Львів, Україна
[*]*e-mail: markevych.bohdan@gmail.com*
https://orcid.org/0000-0001-5898-395X
[**]*e-mail: yatsymirska2019@gmail.com*
https://orcid.org/0000-0003-3214-9611

У статті досліджено функціональні особливості лонгріду як різновиду мультимедійного тексту в українському мережевому просторі. Пояснено особливості мультимедійної композиції лонгрідів, персвазивну аргументацію, техніки впливу тощо. Автори з'ясували причини популярності текстів широкого формату; показали їхнє становлення та розвиток в Україні; дослідили ключові маркери популярних лонгрідів.

Медіатекст з класичною структурою та образністю в останні десятиліття розширив свої комунікативні можливості завдяки гіпер- та мультимедіа, які на платформі сучасного інтернету є потужним засобом соціальних комунікацій, необмежених у просторі та часі. Італійський лінгвіст, письменник, філософ Умберто Еко, розуміючи віртуальну

сутність інтернету, передбачав, що невдовзі суспільства поділяться на два класи: перший отримує готові судження про світ, без критичного відбору інформації тільки з телебачення; другий – вибирає й осмислює інформацію, дивлячись на монітор, коментує й порівнює свою думку з іншими. Читачів-інтелектуалів приваблюють мультимедійні тексти, інтертекстуальність і діалогічність мовлення, політичні й неполітичні перформанси, блогінг, неориторика, драйв онлайнового спілкування тощо. Серед різновидів мультимедійних текстів є довгі або тексти широкого формату – лонгріди, в яких віртуальність і персвазивні техніки є частиною журналістської практики.

Мета статті – з'ясувати, як функціонують лонгріди в українському медіапросторі; проаналізувати характерні маркери лонгріду як різновиду мультимедійного тексту; вивчити структуру, специфіку та ефективні техніки комунікативних інтенцій лонгрідів.

Оскільки лонгріди успішно розвиваються на платформі українського інтернет-простору, стає актуальним питання комплексного вивчення їх структури, тематичної спрямованості, типів, плюсів і мінусів для сприйняття масовим читачем. Журналістика довгих форм *(long-form journalism)* набула популярності впродовж останніх років.

Серед зарубіжних редакторів і медіадослідників триває дискусія про те, який за обсягом текст найбільше привертає увагу читачів. Опитування показали, що довгий текст не зникає з медіапростору, а знаходить нове втілення й набуває нових якостей. Приклад лонгрідів показує, що вміле поєднання мультимедійних елементів із текстом відроджує цікавість читачів до великих за обсягом матеріалів. Поряд із логосферою активно функціонує ейдосфера – графічні та живописні форми, які впливають на зорове сприйняття інформації. Ейдос (вид, образ) перестав бути лише ілюстративним матеріалом до текстів, він став релевантним сенсом комунікативного задуму. Візуальна комунікація сформувалася в окремий тип вебспілкування з усіма ознаками нового жанру. Зображення й вербальні концепти творять цілісну архітектоніку візуального тексту, для якого характерна певна інформаційна інтенція й змістове наповнення.

Лонгріди містять всі ці компоненти й разом з відео-, аудіо-, інтерактивними елементами творять ефективний різновид мультимедійного тексту, який має перспективу повноцінно конкурувати у світі інтернет-журналістики. Актуальними є лонгріди в дискурсі імерсивної журналістики ("журналістики занурення"; англ. *immersive reader* – занурений читач; *deep-read* – глибоко читати).

Ключові слова: лонгрід; мультимедійний текст; імерсивна журналістика; персвазивність; візуалізація інформації.