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PECULIARITY OF JOURNALISTIC COMMUNICATION WITH PEOPLE WHO HAVE EXPERIENCED TRAUMATIC EVENTS

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The article analyses the peculiarities of journalistic communication with people who have experienced traumatic events, in particular with the military and veterans of the Russian-Ukrainian war, as well as with representatives of other focus groups: internally displaced persons, volunteers, journalists, and representatives of the public sector. The author examines the phenomenon of trauma journalism as a new approach to communicating with survivors of traumatic events, particularly in the context of russian aggression. The author focuses on the ethical and professional aspects of interaction between journalists and respondents, in particular, how journalists should communicate competently with the military, how not to retraumatise the subjects of the material and the audience. The article presents the key principles of sensitive interviewing and typical mistakes journalists make when dealing with traumatic topics.

Key words: journalism, Ukrainian media, journalistic communication, mediadiscourse, trauma, retraumatization, post-traumatic stress disorder (PTSD), trauma journalism sensitive interview, psychological resilience, russian aggression.

Introduction. Since the military invasion of Donbas and the annexation of Crimea in March 2014, and especially during the period of Russia's full-scale invasion of Ukraine, new challenges have emerged for contemporary Ukrainian journalism: in particular, how journalists can ethically and competently communicate with the military, veterans of the Russian-Ukrainian war, internally displaced persons, volunteers and other respondents who have experienced traumatic events. As a result, Ukrainian journalists have increasingly begun to use the term «trauma journalism» or Trauma-Informed Journalism¹, as noted by researchers at The Dart Center for Journalism and Trauma at Columbia University School of Journalism (USA). Since journalists are not immune to the emotional impact of their work, as they report on mass shootings, terrorist attacks and natural disasters, journalism

¹ Thompson, Isobel. (2021). The Dart Center Style Guide for Trauma-Informed Journalism. June 22. URL: <https://dartcenter.org/resources/dart-center-style-guide>

schools should prepare students to deal with traumatic news content and events that would undoubtedly form part of their future day-to-day activities².

The purpose of the article is to explore and analyse the concept of «trauma journalism» in the Ukrainian context, to identify the principles and ethical norms, as well as the peculiarities of journalistic communication that help Ukrainian journalists to work professionally and correctly with respondents who have experienced traumatic experiences. Objectives of the article: to outline the main challenges faced by Ukrainian journalism in connection with Russia's full-scale invasion of Ukraine, to explore approaches to «trauma journalism», to analyse the phenomenon of trauma, its consequences, including opportunities for post-traumatic growth, to identify key principles of sensitive interviewing, to highlight the most common mistakes journalists make when working with people who have experienced traumatic events.

American journalist, writer Sebastian Junger, winner of the Peabody Award, National Magazine Award and SAIS Novartis Award in Journalism, author of the book «Tribe: On Homecoming and Belonging»³ notes that a sense of belonging to a community is very important for veterans who have returned to civilian life, they need to feel needed and not alienated by society. As war wounds not only the bodies of soldiers, their emotions are also severely affected.

According to psychotherapist Judith Herman, «in order for a victim to allow traumatic information to be brought to consciousness, it is necessary to have a social environment that supports and protects the victim and connects and protects victims and witnesses in a healthy alliance. For each individual victim, this social context is the relationship with friends, significant others, and family members»⁴. Soldiers of any war, even those who are hailed as heroes, bitterly emphasise that no one wants to know the truth about war⁵.

Ron Capps, an American veteran of combat operations in Afghanistan, notes in his book *How to Write About War: «Memories are real. They remain a part of us. We cannot change what happened, and we cannot erase what we saw and did. Those of us who have been combatants face two distinct challenges: dealing with our memories and preserving our testimonies for others»*⁶.

In his book «Walls in My Head», psychologist Volodymyr Stancysyn argues that «it is important to understand that sometimes hearing about trauma can also be traumatic. If we take into account statistics, 70 per cent of people on the planet have one traumatic event in their lives»⁷.

Methodology. The following methods were used to study the peculiarities of journalistic communication with people who have experienced traumatic events: analysis of

² Hill, Desiree & Luther, Catherine & Slocum, Phyllis. (2020). Preparing Future Journalists for Trauma on the Job. *Journalism & Mass Communication Educator*. 75. 64-68. 10.1177/1077695819900735.

³ Юнгер, Себастьян (2023). «Плем'я. Про повернення з війни і належність до спільноти» (*Tribe: On Homecoming and Belonging*). Пер. з англ. Ольга Корнюшина, Наш Формат, Київ, 128 с.

⁴ Герман, Дж. (2015). *Психологічна травма та шлях до видужання*, Видавництво Старого Лева, Львів, 416 с.

⁵ Там само.

⁶ Кеппс, Р. (2022). *Як писати про війну. Як розказати власну історію*, К., 160 с.

⁷ Станчишин, В. (2021). *Стіни в моїй голові. Жити з тривожністю і депресією*, вид. 2-ге, виправл., Віхола, Київ, 208 с.

scientific literature, observation, abstract and logical, historical, comparative, induction and deduction, synthesis, generalisation, analysis of the content of Ukrainian media.

Discussion. Trauma-Informed Journalism is a multidisciplinary approach to working with people who have had potentially traumatic experiences that have changed their perception of the world, themselves and their trust in people⁸. First of all, it is about competent, attentive, correct professional communication between a journalist and a hero/respondent, which implies: 1) knowledge of how traumatic experience works; 2) what are its consequences; 3) how to minimise one's own (journalistic) influence; 4) attention and respect for the subject of the conversation; 5) to avoid despondency, disappointment, and retraumatisation after the conversation with the journalist.

Around the world, journalists covering armed conflicts are challenged not only to report on current events, but also to do so with the trauma experienced by (former) soldiers, civilians and journalists themselves in mind.⁹

Psychologists define trauma as a severe psychological shock, an overload of the nervous system, an event that could not be processed and stored in memory. It often involves the inability to control emotional reactions: fear, anger, horror, aggression. Psychological trauma occurs as a result of the impact of personally significant information on the human psyche. In particular, it may be an emotional impact that caused a mental disorder, or damage caused to a person's mental health as a result of intense exposure to adverse environmental factors or acute emotional, stressful influences of other people on their psyche¹⁰. By traumatic experience we mean situations in which there was a threat to life, physical and psychological safety of a person, basic instincts (self-preservation, preservation of the family) were violated. Reactions to trauma can be delayed, i.e., those that occur not at the time of severe stress, but when the situation is already over, but not psychologically over for the person. Among the consequences of traumatic experiences are depression, anxiety disorders, and PTSD. But not everyone who has had a traumatic experience will have them. Everyone copes individually. According to the results of the study «Posttraumatic stress disorder in the World Mental Health Surveys» (2017), the lifetime prevalence of PTSD in the respondents was 3.9% in the general sample and 5.6% among victims. These results show that there are many myths about PTSD.

Researcher Elisabeth Kübler-Ross identifies five stages of bereavement/grief: 1) Denial. When a person learns about the death of someone close to them, they are shocked and do not believe in what has happened; 2) anger. The person is angry and indignant because they cannot change anything. They may be angry at other people, at God, at the deceased; 3) compromise/bargaining. A person tries to negotiate with the world to change the inevitability of death; 4) depression. Understanding that the person is gone, and the meaning of life disappears with them; 5) acceptance. That is, recovery and finding ways to live on. The experience of loss is very individual for everyone, so the stages can be in a different sequence.

⁸ Васіна, Ольга (2023). «Журналістика травми: як не нашкодити? Інтерв'ю з Оксаною Расуловою», *Освіта. Накупіло*. URL: <https://osvita.nakypilo.ua/zhurnalistyka-travmy-yak-ne-nashkodyty/>

⁹ Onufriy, S., Abdelhamid, O. & Dormolen van S. (2023). «Communicating without doing harm: a scoping review on media coverage of traumatic events». *Вісник Львівського університету. Серія журналістика*, вип. 52-53, p. 327-342.

¹⁰ Фокус – людина: робота медіа з чутливими темами (2023). *Практичний гайд для представників/ниць медіа, які працюють з ВПО та іншими групами, що пережили*, К., 38 с.

Every psychological trauma has consequences. Psychologists identify three important consequences of trauma: 1) Negative consequences, when a person feels like a victim; 2) The neutral consequences of trauma are evidenced by stress resistance. This is the ability to recover or adapt after difficult circumstances or changes in life. How to cultivate psychological resilience? First of all, a person must learn to recognise, accept and regulate their negative emotions; Talk through and reflect on your experience of stress; Restore a sense of control (e.g. stop anger...); Ability and willingness to seek social support; 3) As a positive consequence of trauma, psychologists distinguish the phenomenon of 'post-traumatic growth', which was first used in their work by Richard Tedeschi and Lawrence Calhoun in 1996. Post-traumatic growth is a transformation, a positive change that occurs in a person as a result of living through a traumatic event¹¹. According to the results of the 2019 study, post-traumatic growth varies from 10 to 77 per cent of respondents, with an average of 52.5 per cent¹².

The authors of the concept believe that post-traumatic growth can manifest itself in five areas: *attitudes towards others*: increased empathy, stronger bonds, and a greater sense of intimacy; *new opportunities*: new interests or perspectives in work or personal life; *personal strength*: confidence, inner support, understanding that you can rely on yourself; *spiritual changes*: not necessarily religious, but about a philosophy of life, gaining meaningful beliefs or clear goals; *Appreciation of life*: gratitude for the good things in life, a desire to help others.

In the theory of psychological trauma, the concept of retraumatisation or retrauma occupies a worthy place. Retraumatisation occurs when remembering, talking about an event or watching videos about it. The human psyche perceives these processes as a 'chronic' trauma that 'does not end' and reacts in a habitual way. While primary traumatisation occurs with direct participants in the event who experienced, with certain reactions, a threat to life or safety, secondary traumatisation is characteristic of people who witnessed the event but did not participate in it or watched the event from TV screens or monitors. Their reactions are not based on a real threat, but on perceptions of it. In other words, secondary traumatisation is the phenomenon of living through an event about which there is mosaic information and the missing logical links are 'added' by the limbic system in the form of fantasy illusory neoplasms that the consciousness takes for real. The internal drawing of the event is much more vivid and frightening than the process of living the event itself, because the event is over, and in illusions it can last as long as you want, overgrown with new details that destroy the psyche.

One of the main tasks of a journalist when communicating with people who have experienced traumatic events is to do no harm. When preparing a publication in the media, the journalist wants to clearly understand who this material is addressed to – the target audience, and just as he himself wants to communicate to his audience, so as not to traumatize readers/watchers/listeners. Social psychologist Oleh Pokalchuk emphasises that one of the

¹¹ Васіна, Ольга (2023). «Що таке посттравматичне зростання». *Освіта. Накупіло*. URL: <https://nakypilo.ua/novyny/shcho-take-posttravmatychnе-zrostannia/>

¹² *Експрес-гайд за циклом вебінарів на тему «Як медійнику досягти психологічної стійкості?»: практикум (2023) / упоряд. Соломія Онуфрієв; Західноукраїнський медіацентр «Нова журналістика» (Львів-Миколаїв-Суми, 12-22 грудня 2023 р.), ПАІС, Львів, 48 с.* URL: https://journ.lnu.edu.ua/wp-content/uploads/2014/11/Ekspres-gayd_YAK_mediynyku_dosiahnuty_psykholohichnoi_stiykosti.pdf

main rules of professional communication with the military should be predictability of the journalist's behaviour with the recipient. In particular, he recommends never doing things spontaneously, such as inviting the military for coffee, or even more so in an imperious tone. «The military has heard enough commands from the leadership, so they should be asked if they want to go somewhere or do something». When talking to military personnel, Pokalchuk emphasises that «the main thing is to talk about life»¹³.

A productive way to comprehend such traumatic experiences is to verbalise them in the form of an interview. One of the tools for competent professional communication and interaction with the respondent is a sensitive interview.¹⁴ The basic principles and rules of a sensitive interview when communicating with people who have experienced traumatic experiences include the following: Clearly identify yourself, the media outlet, and the topic of conversation; Always treat the respondent with impartiality, dignity and respect for their privacy; Allow the respondent to ask any questions before the interview and adhere to the interview schedule; Always have a preliminary plan for the interview; If you are going to ask about a traumatic incident, make it clear in advance, obtain consent, and let the respondent know that they can pause or end the conversation; Open questions. Do not ask difficult questions at the beginning of the conversation; Be attentive during the conversation, hear the other person; Always respect the decision to refuse. You can also leave a phone number so that you can be contacted if they want to talk to you later; Keep your own mental well-being in mind¹⁵.

A sensitive interview should cover a topic that is emotionally close to the person. In most cases, this is a person who has gone through a traumatic experience: trauma, war, rape. In other words, the person has to talk about something that is difficult and embarrassing for them to admit. A journalist should understand the circumstances in which a person finds himself or herself. For example, if the interviewee was in captivity, he or she experienced a state of isolation. This is the inability to influence their fate and daily routine. We should not aggravate this state. The experience of the hero can be useful for the audience. It's not just yellow details about how he was tortured. This is a story that will help society understand that such stories have happened to someone. We can and should talk about this because there are people and services that can help. It was a captivity, but there are steps further¹⁶.

In November 2024, Tetyana Troshchynska conducted a remarkable and sensitive interview with ex-prisoner of war Maksym Butkevych, known as a Ukrainian Armed Forces

¹³ Добромилська, С. (2022) «Соціальний психолог Олег Покальчук про правила грамотної комунікації з військовими». *Сайт факультету журналістики*. URL: <https://journ.lnu.edu.ua/news/sotsialny-psykholoh-oleh-pokalchuk-pro-pravyla-hramotnoi-komunikatsii-z-viyskovymy>

¹⁴ How to Conduct Sensitive Interviews to Tell Difficult, Compassionate Stories. (2023). URL: <https://messagelabmedia.com/how-to-conduct-sensitive-interviews-to-tell-difficult-compassionate-stories/>

¹⁵ *Експрес-гайд за циклом вебінарів на тему «Як медійнику досягти психологічної стійкості?»: практикум* (2023) / упоряд. Соломія Онуфрієв; Західноукраїнський медіацентр «Нова журналістика» (Львів-Миколаїв-Суми, 12-22 грудня 2023 р.), ПАІС, Львів, 48 с. URL: https://journ.lnu.edu.ua/wp-content/uploads/2014/11/Ekspres-gayd_YAk_mediynyku_dosiahnuty_psykholohichnoi_stiykosti.pdf

¹⁶ Тетяна Трошинська: «Сенситивне інтерв'ю – це згода журналіста стати майданчиком для версії людини» (2019). URL: <https://cdu.edu.ua/news/tetiana-troshchynska-sensytyvne-interviu-tse-zhoda-zhurnalista-staty-maidanchykom-dlia-versii-liudyny.html>

soldier, human rights activist and journalist, in a special project of Ukraine Crisis Media Center 'Coffee with Troshchynska'. With the beginning of the full-scale invasion, Maksym joined the Armed Forces of Ukraine and in June of the same year was taken prisoner by Russia. In October 2024, Maksym was returned to Ukraine under a prisoner exchange programme¹⁷.

A sensitive interview is exactly the space where the journalist is forced to meet the respondent halfway. In a traditional interview, the journalist will focus on the questions 'what?', 'how?', 'why?', while in a sensitive interview, this can retraumatise the interviewee, bring them back to the trauma they experienced, and provoke feelings of guilt. During an interview, a journalist should always keep in mind the possibility of retraumatization. By telling their story, people seem to relive the traumatic event. Unempathetic behaviour of journalists and inappropriate, tactless questions are particularly conducive to retraumatization. It is important to make sure that the person is ready to talk and that it will not harm them. Sensitive interviewing is a type of interview where everything matters - the psychological state of the journalist, his or her tendency to empathise, prolonged eye contact, which often has a calming effect, and the ability to remove barriers. Sensitive content affects not only the speaker but also the listener.

The authors of the training manual «Tragedy and Journalists» (Dart Centre, 2009) gave five tips for journalists on how to increase their psychological resilience: 1) Know your limits; 2) Take breaks; 3) Find a friend or colleague who is a good listener; 4) Find a hobby, exercise, spend time with family and friends; 5) Seek counselling if you feel overwhelmed¹⁸.

For ten years, journalist and war correspondent Yevheniia Podobna has been working with people, mostly military personnel, who have experienced traumatic events: captivity, torture, violence, and the loss of relatives due to war. During this time, she has developed principles of ethical communication that help protect heroes from additional stress. According to her, a journalist, like a doctor, must adhere to the main rule when working with traumatised people – «Do no harm».¹⁹ We all react differently to stress, even to the same traumatic events. During the summer of 2022, Yevheniia Podobna worked extensively in the de-occupied territories of Bucha and Irpin. In particular, she talked to a family of three people who witnessed the same events and were in the same room. Each of them described what happened differently. The first man could not leave the house because he was afraid, the second, on the contrary, went out because 'they shoot, so what?', and the third almost never got out of bed all those days and hardly spoke. Some people talk about their captivity or life in occupation as some kind of interesting adventure, with bravado or even joking, but we don't know what a person really feels at that moment. This is often just a psychological defence reaction. Regardless of what our hero looks like when we talk to him or her and

¹⁷ Максим Буткевич – про щастя бути вільним (інтерв'юєр Тетяна Трощинська, 25/11/2024). URL: <https://www.youtube.com/watch?v=LwGefanoyq4>

¹⁸ Hight, Joe., Smyth, Frank. (2009), «Tragedies & Journalists» URL: <https://dartcenter.org/content/tragedies-journalists-6?section=all>

¹⁹ Травська, В. (2022) Не нашкодь: як працювати з людьми, які пережили травму. Конспект семінару Євгенії Подобної. Академія викладачів журналістики. URL: <https://www.jta.com.ua/knowledge-base/ne-nashkod-iak-pratsiuvaty-z-liudmy-iaki-perezhyly-travmu-konspekt-seminaru-yevhenii-podobnoi/?fbclid=IwAR3UUn0p23boEpxuqasBFDobHVrPNuw9hOiSb8ctIXQq16mXIUMRYFulWr8>

how he or she talks about what he or she has experienced, we should treat him or her and his or her experience with respect. And it is important not to confuse respect with pity²⁰.

The journalist is convinced that if you engage in an ethical professional dialogue with respondents, there are no problems. When she asked the military what annoyed them most about working with journalists, 90 percent said: «Don't force us to give interviews». Again, respect the right to refuse. If the soldier is not the unit's press officer, he is not obliged to talk to you at all. Among the most frequently asked questions by journalists that irritate the military are the following: How many have you killed? What do you feel when you shoot? Was it scary? How did you feel when your arm/leg was blown off? Were you afraid of losing your wife/job?²¹ These questions should be avoided, especially as they are not informative.

One of the most common mistakes made by Ukrainian media journalists during the Russian aggression is that they are unprepared for a conversation. Instead, they need to collect and analyse information about the interlocutor, locations, circumstances, and be aware of specific terms, place names, dates, and formulate questions correctly. Also, journalists should not say to the interviewee 'I understand you' or 'I know how you feel'. Never tell people that you understand them; you cannot understand the depth of their suffering. But we can be there for them, support them, and try to share their grief in some way. According to Dart Centre researchers, it is the incorrect questions of journalists, in particular: How did you feel in that moment? Did you kill? How many people did you kill? lead to retraumatisation of the respondent.

Talking about trauma is worthwhile for the benefit of the audience. In order for the material to be emotionally charged and evoke empathy in readers, this effect can be achieved through a positive rather than a negative emotional load. That is why it is important to ask respondents the following questions: what helped you survive? Who supported you?²²

According to the authors of the training manual «How to Teach Conflict Journalism», the work of journalists with survivors of traumatic events can be divided into 5 stages, each with its own characteristics: 1) preparation for the interview; 2) the conversation itself (place and time of the meeting); 3) writing the text; 4) preparation for the publication of the material; 5) working with the interviewee after publication/airing²³.

According to the recommendations of Ukrainian researchers, when communicating with people who have experienced trauma, you should: adequately motivate the person to agree to an interview with you, give him/her all the necessary information; thoroughly prepare for the interview; correctly, gently, and empathetically invite the person to tell their story; sympathise and show empathy; be sincere, not afraid to clarify and ask questions; know the basics of psychological crisis care; have a database of contacts to refer the hero to if he or she needs support and reassurance: psychologists who work with such traumas,

²⁰ Теравська, В. (2022). Не нашкодь: як працювати з людьми, які пережили травму. Конспект семінару Євгенії Подобної. *Академія викладачів журналістики*. URL: <https://www.jta.com.ua/knowledge-base/ne-nashkod-iak-pratsiuvaty-z-liudmy-iaki-perezhyly-travmu-konspekt-seminaru-yevhenii-podobnoi/?fbclid=IwAR3UUn0p23boEpxuqasBFDobHVrPNuw9hOiSb8ctlXQql6mXIUMRYFulWr8>

²¹ Там само.

²² Дворянин, П. (2023). Сенситивне інтерв'ю: переживання колективної травми війни. *Вісник Львівського університету. Серія : Журналістика*, вип. 52-53, с. 99-108.

²³ *Як викладати журналістику конфлікту* (2019). Посібник для викладачів факультетів журналістики. Загальна редакція Дуцик Д. Р., ГО «Український інститут медіа та комунікації», Київ, 112 с.

support groups, volunteers; submit the text/story for approval before it is published; be able to minimise communication with the hero in a timely and gentle manner; develop emotional intelligence and sensitivity; be patient, tolerant, and impartial²⁴.

When journalists communicate with people who have experienced traumatic events, they should not²⁵: use the term «victim», it is better to use ‘person who has experienced trauma’; generalise that everyone who has been or is currently in the conflict zone is a traumatised person. For example, professional soldiers are better prepared for the stresses and work of war; expressing regret in any way: with words, facial expressions, behaviour. It is possible to sympathise, but not to pity; to put pressure on a person, manipulate his or her feelings; to ask for shocking details; to interpret emotions and feelings instead of the person; decide for a person how difficult or not the circumstances in which they found themselves were; to deliberately dramatise a story; to respond with aggression to aggression.

Conclusions. Every day, Ukrainian journalists cover events in their country and every day they have to communicate with both the military and civilians who are going through a difficult life experience - the experience of war. And war is a stressful factor. Ukrainian journalists who work (or plan to work) with people who have experienced traumatic events should learn first aid skills. First of all, in order to be self-reliant and be able to provide support to their heroes/respondents, those who need it, not to burn out emotionally, and to remain effective in the profession. The psychological resilience of journalists, their competent and professional work can and should be a therapeutic resource for overcoming the trauma of war in Ukrainian society. Since Russia's full-scale invasion of Ukraine, modern Ukrainian journalism has been going through a unique experience: journalists are working under martial law and covering military operations inside their country.

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²⁴ Як викладати журналістику конфлікту (2019). Посібник для викладачів факультетів журналістики. Загальна редакція Дуцик Д. Р., ГО «Український інститут медіа та комунікації», Київ, 112 с.

²⁵ Там само.

- atsentr «Nova zhurnalistyka» (Lviv-Mykolaiv-Sumy, 12-22 hrudnia 2023 r.). PAIS, Lviv, 48 s. URL: https://journ.lnu.edu.ua/wp-content/uploads/2014/11/Ekspres-gayd_YAk_mediynyku_dosiahnuty_psykholohichnoi_stiykosti.pdf
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ОСОБЛИВОСТІ ЖУРНАЛІСТСЬКОГО СПІЛКУВАННЯ З ЛЮДЬМИ, ЩО ПЕРЕЖИЛИ ТРАВМАТИЧНІ ПОДІЇ

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Авторка розглядає поняття журналістики травми як новітній підхід до комунікації з особами, що пережили травматичні події, зокрема в контексті російської агресії. Досліджено стадії проживання горя/втрати, виокремлено характерні риси психологічної стійкості, з'ясовано наслідки психологічної травми, зокрема наголошено на феномені «посттравматичного зростання».

На увагу заслуговує аналіз наукових досліджень та теоретичних підходів до феномену журналістики травми. Розглянуто роботи таких дослідників, як Себастьян Юнгер Джудіт Герман, Рон Кеппс, Володимир Станчишин, які акцентують на важливості підтримки соціального середовища для осіб, що пережили травматичний досвід. Зазначено, що журналістика травми включає не лише комунікаційні аспекти, а й соціальну відповідальність медіа та журналістів перед суспільством.

У статті проаналізовано особливості журналістського спілкування з людьми, що пережили травматичний досвід, зокрема з військовими та ветеранами російсько-української війни, а також з представниками інших фокус-груп: внутрішньо переміщеними особами, волонтерами, журналістами, представниками громадського сектору. Наголошено на етичних та професійних аспектах взаємодії журналістів з респондентами, зокрема на тому, як грамотно комунікувати журналістам із військовими, як не ретравматизувати героїв матеріалу та аудиторію.

Представлено ключові принципи сенситивного інтерв'ю та типові помилки журналістів під час роботи з людьми, що пережили травматичні події. Наголошено, що грамотна професійна робота журналіста може бути терапевтичним ресурсом для подолання травм війни.

Ключові слова: журналістика, українські медіа, журналістське спілкування, медіа-дискурс, травма, ретравматизація, посттравматичний стресовий розлад (ПТСР), журналістика травми, сенситивне інтерв'ю, психологічна стійкість, російська агресія.