

## ІСТОРІЯ ТА МЕТОДОЛОГІЯ ЖУРНАЛІСТИКИ

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### FEATURES OF CONSTRUCTIVE JOURNALISM ON THE EXAMPLE OF PUBLICATIONS OF THE MAGAZINE ‘UNIVERSUM’ (2014–2025)

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The article examines examples of the use of a constructive approach in solving important problems related to military topics. The meaning of the concept of ‘constructive journalism’ is understood. Traditional media are currently at the stage of adaptation to a new direction in journalism. The question of the feasibility of introducing, supporting and developing promising media practice in the Ukrainian information space is raised.

*Keywords:* constructive journalism, information society, constructive approach, journalism, media, war.

**Problem statement.** Relevance of the study. The concept of constructive journalism is not so new. Media professionals have previously adhered to the principles of constructive journalism without using this term. The emergence of the media phenomenon of ‘constructive Journalism’ is primarily due to the rapid development of the information society. In times of social changes, geopolitical crises, the outbreak of wars or epidemics, it is constructive that creates the basis for further work or solutions, for analysing the problems and needs of reality.

When society is permanently in a state of uncertainty (war generates such a state), a journalist is no longer interested in just covering one or another problem. He seeks to influence its solution with his conclusions and advice arising from the research/analysis he has conducted. Due to Russian aggression, the relevance of the topic of constructive journalism has sharply increased, which has turned into a kind of applied discipline. It can be assumed that this is why the term ‘constructive journalism’ began to be used in the sphere of traditional mass media, which, one might say, has already acquired even a state sound.

**The purpose of the publication** is to clarify the features of journalistic texts published in the socio-political bimonthly 'Universum', which are characterised by the signs of constructive journalism.

**Analysis of recent research and publications.** In 2016, the Institute for Constructive Journalism was founded in Denmark. Its director and founder, U. Haagerup, believes that the main mission of constructive journalism is not to save journalism from itself or help the media business, but to restore trust in the idea<sup>1</sup>.

Danish journalist Catherine Gyldensted, the developer of the structure of constructive journalism, in her work 'From Mirrors to Movers. Five Elements of Constructive Journalism' writes that high-quality constructive journalism seeks resources, realistic solutions or compromises, which it reports to society<sup>2</sup>.

American researchers Tanya Aitamurto and Anita Varma note that journalists working in the field of constructive journalism shift attention to the perspective of social change, documenting and developing solutions to current social problems<sup>3</sup>.

Halyna Budivska, editor of the Ukrainian version of the European journalism observatory – EJO (European Journalism Observatory), notes that constructive journalism was born on the basis of the ideas of the Austrian journalist Robert Jungk, the Norwegian sociologist Johan Galtung and the 'positive psychology' of Martin Seligman. 'It clearly and convincingly tells how to respond to social problems. It investigates and explains in a critical and truthful way, shows examples of people working to solve problems. It focuses not only on what might work, but also on how and why it might or might not work'<sup>4</sup>.

It should be noted that there is currently no comprehensive explanation/understanding of how to work in the field of constructive journalism. Thus, according to Polish researcher K. Molek-Kozakowska, 'constructive journalists should be able to balance the message by supplementing it with practical, useful and positive information'<sup>5</sup>.

Media expert Olena Holub outlines the markers of constructive journalism in a review of materials from the Institute of Mass Information<sup>6</sup>. This is about quality (compliance with journalistic standards); relevance (social significance of the topic); the presence of an expert assessment of the event and all its possible consequences; refocusing attention from the negative to ways to solve the problem; the presence of recommendations and advice; the absence of potential harm to the audience. Other works by this author are also

<sup>1</sup> Haagerup, U., «Rethink Journalism». URL: <https://constructiveinstitute.org/why/support-democracy/>.

<sup>2</sup> Gyldensted, Cathrine (2015), *From Mirrors to Movers: Five Elements of Positive Psychology in Constructive Journalism*, Ggroup Publishing, 195 p. URL: [https://issuu.com/cathrinegyldensted1/docs/from\\_mirrors\\_to\\_movers\\_pdf\\_full](https://issuu.com/cathrinegyldensted1/docs/from_mirrors_to_movers_pdf_full)

<sup>3</sup> Aitamurto, T., Varma, A. (2018), "The Constructive Role of Journalism: Contentious metadiscourse on constructive journalism and solutions journalism Practice", *Journalism Practice*, Vol. 12, Is. 8, p. 69. URL: <https://www.tandfonline.com/doi/abs/10.1080/17512786.2018.1473041?journalCode=rjop20>

<sup>4</sup> Budivska, G. (2017), "Problema vs. yiyi vyrishehnia: navishcho redakciyam konstruktyvna zhurnalistyka". URL: <https://ua.ejo-online.eu/3642/etyka-ta-yakist/navishcho-redaktsiyam-konstruktyvna-journalistyka>

<sup>5</sup> Molek-Kozakowska, K. (2016), «„Konstruktywne” dziennikarstwo? W reakcji na nowsze trendy w mediach opiniotwórczych społecznościowych». URL: <https://resrhetorica.com/index.php/RR/article/view/164>

<sup>6</sup> Holub O. (2020), "Konstruktyvna zhurnalistyka v onlajn-media. Ohjad materialiv", *Instytut masovoyi informaciyi*. URL: <https://imi.org.ua/monitorings/konstruktyvna-zhurnalistyka-v-onlajn-media-ohjad-materialiv-i32534>

known, dedicated to the problem of constructive journalism: ‘News do not allow you to live peacefully? Critical journalism should be constructive’<sup>7</sup>; ‘What is constructive journalism and why is it vitally necessary in difficult moments of history’<sup>8</sup>.

Angelina Zhitnikova notes that Ukrainian researchers and media experts record the presence of signs of constructive journalism / solutions journalism in all-Ukrainian, regional, local and specialised publications<sup>9</sup>. In Ukraine, we see the initiative to create constructive journalism on the example of the project ‘Life from ‘zero’, posted on the website of ‘Ukrainian Pravda’.

Other Ukrainian scientists and media experts are also devoted to the problem of constructive journalism. Among them: O. Ivanova<sup>10</sup>, T. Gordienko<sup>11</sup> and others.

**Methods used in the study:** comparative analysis, content analysis, system analysis and perspective analysis, comparative-historical method and method of conceptual modeling, general scientific information approach.

**Presentation of the main material of the study.** In December 1993, journalists of the bimonthly ‘Universum’ declared the prognostic mission of the newly founded publication: ‘The universality of knowledge and ideas about the world depends on the ability to perceive this knowledge, on our ability to transform the result of intellectual labor into a tool for communication, dialogue and exchange of experience. Intellectuals themselves are called upon, first of all, to care about the future, implicitly present in the present, their main concern is to understand the crises of modernity and clearly define them, helping civil society institutions develop an effective system of measures that will contribute to the civilized entry of Ukraine into the 21st century’.

Three decades later, a kind of confirmation of the importance of the task set was the affirmation of the role of constructive journalism in the media environment.

Traditional journalism mainly focuses on problems, without analysing the answers to overcoming them, without setting a specific task for their solution.

‘In constructive journalism, an important role is played by a story based on a social conflict and the search for a solution; demonstration of the solution of this problem by a certain group of people, society; visual presentation of a ready-made model that can be adapted to solve similar problem situations. The same approach is used in solutions journalism, but the main thing for it is the result, while constructive journalism is characterized only by the search for a solution, an alternative’<sup>12</sup>.

<sup>7</sup> Holub, O., Churanova, O. (2018), “Novyny ne dayut spokijno zhyty? Krytychna zhurnalistyka maye buty konstruktyvnoyu”. URL: <https://imi.org.ua/articles/novyny-ne-dayut-spokijno-zhyty-krytychna-zhurnalistyka-maje-buty-konstruktyvnoyu-i94>

<sup>8</sup> Holub, O. (2020), “Shcho take konstruktyvna zhurnalistyka i chomu vona zhytтяve neobkhidna v skladni momenty istoriyi”. URL: <https://imi.org.ua/monitorings/shho-take-konstruktyvna-zhurnalistyka-i-chomu-vona-zhytтяve-neobhidna-v-skladni-momenty-istoriyi-i32258>

<sup>9</sup> Zhytnokova, A. (2022), “Komunikaciynyj potencial zhurnalistyky rishen v Ukrayini”, *Dialoh: mediastudiyi*, vyp. 28, s. 63.

<sup>10</sup> Ivanova, O. (2022), “Konstruktyvnist konstruktyvnoyi zhurnalistyky v konfliktohennomu socialno-komunikaciynomu seredovishchi”, *Dialoh: mediastudiyi*, вип. 28, s. 81–97.

<sup>11</sup> Hordiyenko, T. (2018), “Konstruktyvna zhurnalistyka – ce ne prykrashannya svitu, a sproba pokazaty yoho z usih bokiv”. URL: <https://detector.media/infospace/article/139073/2018-07-05-konstruktyvna-zhurnalistyka-tse-ne-prykrashannya-svitu-a-sproba-pokazaty-yogo-z-usikh-bokiv/>

<sup>12</sup> Slotyuk, T. (2021), “Koncepciya modeli Solutions Journalism: konotaciya, funkciyi, osoblyvosti funkcionuvannya”, *Visnyk Lvivskoho Universytetu. Seriya: Zhurnalistyka*. vyp. 50, s. 68–76.

We agree with the opinion of the quoted author Tetyana Slotyuk that constructive journalism is a new type of analytical journalism, it combines several genres: it contains elements of storytelling, investigation, essay, reportage, etc.

In the conditions of war, the role and place of journalism has changed significantly – the value of the word in society has noticeably decreased not only due to hostile propaganda, hybrid information technologies, but also due to the moral degradation of a significant part of the government, which could not but affect the perception and understanding of reality by society.

At the same time under conditions of war, journalism has essentially evolved – its increasingly pronounced feature is constructiveness. The authors come up with not only sharp political, economic, cultural and military narratives, but also with a meticulous analysis of the needs that are absolutely necessary for the defense of the state, while demonstrating convincing systemic thinking. In other words, we are talking about 'constructive journalism', which often takes the form of investigative journalism. We can talk about the emergence of a kind of journalistic reportage, executed according to the highest journalistic standards. And in a number of publications, 'Universum' demonstrates this. Such an approach can generate new ideas.

War has become the main topic of journalism, forcing authors to place not only ideological accents on the country's information field, but also to produce and disseminate various constructive proposals and ideas that can serve to strengthen the state's defense capabilities and its security.

A publicist who turns into a kind of promoter of constructive journalism is faced with the realisation of the need to change the already developed professional, standard approach and to the analysis of many socially important problems, including military ones. This tendency to create a symbiosis of research and proposals can be seen on the example of a number of materials in the magazine 'Universum'.

The publications call on and encourage those in power and the general public to rational, pragmatic thinking, to critically analyse problems that hinder the effective defense of the state in the conditions of a fierce struggle to preserve its sovereignty and territorial integrity.

A publicist with constructive thinking turns into a defender of the state not only on the information front, but also on the real physical battlefield. The author's thoughts, embodied in a verbal shell, often take on constructive forms, filled with interesting proposals-projects-ideas that can be embodied in specific products needed by the Armed Forces of Ukraine, or be useful for the implementation of important political and diplomatic projects, the application of new approaches and strategies to achieve victory.

This trend in modern Ukrainian journalism, which in many cases can be called constructive, is clearly visible on the example of a significant number of materials published in the columns of the magazine 'Universum' during the war decade – 2014-2025.

Many publications of the publication are characterised by well-argued constructivism, capable of attracting the attention of military specialists, politicians, diplomats to the study of a particular problem. The texts contain alternative ways to solve it based on a systematic approach, thorough analysis of empirical data and the use of verified sources. In other words, we have specific examples of decision journalism.

In early 2015, having critically analysed the situation with the provision of the Armed Forces of Ukraine with Kevlar body armor, O. Romanchuk concluded: 'Adopting the level

of individual body armor of the 5th class as the minimum standard for the Armed Forces of Ukraine will inevitably put on the agenda the issue of replacing imports of relevant composites with materials of domestic production. Even a superficial analysis of scientific and technical publications in the field of materials science allows us to name Ukrainian structures that are ready to master and implement new technologies in the production of modern ballistic protection for people and equipment: Dnipropetrovsk National Chemical and Technological University; Kyiv Institute of Superhard Materials named after V. M. Bakul of the NAS of Ukraine; National Technical University 'Kyiv Polytechnic Institute'; Physics and Mechanics Institute named after G. V. Karpenko NASU (Lviv), But if the Ministry of Defense continues to insist on maintaining the standard of 4th class armor protection, then the aforementioned research institutions will never have proper funding, and billions of hryvnias will flow into the pockets of clever tricksters. At the cost of the lives and health of our soldiers<sup>13</sup>.

The technical problem of individual body armor, which the author drew attention to, was not solved in time, ten years later turned into a corruption problem – the co-owner of the studio 'Kvartal 95', businessman Timur Mindich, organised a corruption scheme for the procurement of low-quality body armor for the Armed Forces of Ukraine, involving the State Rear Operator (DOT) for its implementation, putting pressure on the former Minister of Defense Rustem Umerov<sup>14</sup>.

In the article 'Memorandum on Fossils Signed. Who has the last word?...'<sup>15</sup>. O. Romanchuk finds out whether the signing of a memorandum of intent to conclude an agreement on rare earth metals by Ukraine and the United States on April 17, 2025, is beneficial for our state. The author warns that we need to play it safe, because the agreement may contain an economic trap. Therefore, without receiving strict security guarantees recorded in the document, there is no point in signing it. The author emphasizes that the existing format of negotiations with the United States on 'mineral resources' needs internationalization. 'The approval of a mechanism for sharing profits poses too great a risk to its sovereignty. The documents should state that the responsibility for the successful implementation of the agreements lies primarily with the current administration of Donald Trump'.

O. Romanchuk reminds that Ukraine has the largest titanium deposits in Europe and owns a fifth of the world's reserves of titanium ores - an extremely important raw material for the production of aerospace products, medical products, paints. By joining the free trade zone with the EU, Ukraine gets a unique opportunity to supply titanium products for high-tech industries in the world. And this is nothing more than a kind of locomotive of the Ukrainian economy.

At the same time, as the author draws attention, in October 2024 the Cabinet of Ministers adopted a decision to privatize one of the largest producers of titanium raw materials in the world, the United Mining and Chemical Company (UMCC), As a result,

<sup>13</sup> Romanchuk, O. (2015), "Bronezhylet dlya ukrayinskoho voyaka", *Universum*, № 1–2, s.49.

<sup>14</sup> Kostyuchenko, R. (2025), «"Skhema Mindicha" na bronezhyletakh: zhurnalistka rozpovila pro rol eksministra oborony Umerova v oborudci». URL: <https://www.obozrevatel.com/ukr/ekonomika-glavnaya/economy/prostrilyuyutsya-i-koso-zshiti-mindich-organizuvav-shemu-na-bronezhiletah-zhurnalistka-rozpovila-pro-rol-eksministra-oboroni-v-oborudtsi.htm>

<sup>15</sup> Romanchuk, O. (2025), "Memorandum pro kopalyny pidpysano. Za kym ostannye slovo", *Universum*, № 5–6, s. 36–37.

the State Property Fund of Ukraine sold 100% of the shares at a privatization auction for 3.93 billion hryvnias to Azerbaijani businessman Nasib Hasanov, the only participant in the auction. The deal is more than suspicious – after the privatization of the United Mining and Chemical Company, ‘a new supply chain of Ukrainian titanium raw materials will be formed for the enemy, that is, for the leading holding of the Russian military-industrial complex Rostec, which produces all that deadly machinery that flies at Ukrainian cities, industrial infrastructure and positions of the Ukrainian Defense Forces. Let us recall: in Russian missiles, the engine blades are made of titanium ore mined in Ukraine. How can you give such weapons to your enemy?’.

The author makes a number of important reservations, posing a rhetorical question: who will have the last word in these negotiations?

In the publication of December 4, 2025, ‘Are territorial gains possible at the expense of Ukraine...’<sup>16</sup>. O. Romanchuk draws the attention of the Ministry of Foreign Affairs of Ukraine to the information published on August 2, 2017 on the official website of the Embassy of Ukraine in the United States of America: ‘US President Donald Trump signed into law the ‘Countering America’s Adversaries Through Sanctions’ law, which significantly strengthens and expands sanctions against the Russian Federation, and also supports the sovereignty and territorial integrity of Ukraine’. The author notes that this federal law remains in force and has the status of public law, which means that it is mandatory for all branches of US government to implement. The law creates a mechanism for mandatory approval by Congress of any decisions of the president regarding the easing of sanctions against Russia. The provision on non-recognition of territorial changes made by force is a legally binding principle of US foreign policy, enshrined at the legislative level.

O. Romanchuk asks a valid question: are Ukrainian politicians and diplomats really not familiar with this law, which prohibits the use/application of the practice of ‘negotiators’ in international negotiations?

The magazine did not bypass the topic of economics, raising, in particular, the vexed issue of increasing taxes in wartime: ‘The Verkhovna Rada adopted a bill on increasing taxes: from 1.5% to 5%. Did the people’s deputies take everything into account when voting for this far from popular political step in society? At one time, the American economist Arthur Laffer formulated the law of the dependence of the amount of tax revenues on the tax rate. This law is well illustrated by the Laffer curve, which is presented on Wikipedia. However, when the tax rate increases, sooner or later there comes a point when the growth of tax revenues stops. A further increase in the tax rate (the upper branch of the ‘Laffer curve’) leads to a decrease in revenues, production is curtailed, prices rise, and inflation increases. The country is plunged into a deep economic crisis’<sup>17</sup>.

In the article ‘Logic and logistics of wartime’<sup>18</sup>. O. Romanchuk recalls that the unprofessionalism of the team of ‘servants of the people’ has led to the fact that since the war began, Volodymyr Zelensky has had to turn to the governments of Western countries almost every day with appeals and requests to urgently provide military and humanitarian

<sup>16</sup> Romanchuk, O. (2025), “Чи можливі територіальні набутки Косово України”, *Universum*, № 11–12, s. 1–2.

<sup>17</sup> Romanchuk, O. (2024), “Українська економіка і політика на тлі «крайової Лaffer»: вхору шодам, що ведуть уніз”, *Universum*, № 9–10, s. 9.

<sup>18</sup> Romanchuk, O. (2022), “Логіка і логістика військової доби”, *Universum*, № 3–4, s. 46–50.

assistance to successfully confront the enemy. On March 2, 2022, the Official Internet Representation of the President of Ukraine reported that Volodymyr Zelenskyy signed a decree on the creation of the Coordination Headquarters for Humanitarian and Social Issues, and the Head of the Presidential Office Andriy Yermak was appointed as its head. The author of the article writes that on April 19, 2022, CNN aired an interview with a retired US Special Forces colonel who, together with his friends and colleagues, created a group of volunteers who arrived in Ukraine to provide assistance to the military. The colonel claimed that humanitarian aid is largely not reaching its intended destination. First aid kits are often stored in warehouses on the territory of Ukraine near its western border. According to the American colonel, light weapons, medical equipment, and even hospitals fall into the sphere of activity and management of non-profit, on April 19, the CNN website published an article 'What happens to weapons sent to Ukraine? The US doesn't really know' (<https://edition.cnn.com/2022/04/19/politics/us-weapons-ukraine-intelligence/index.html>). The problem is that the Americans hand over the cargo to those they were told by Kyiv. That is, if the long-awaited humanitarian aid ends up in the greedy hands of corrupt officials, then the responsibility for this lies with the higher state leadership. In particular, the Coordination Headquarters for Humanitarian and Social Issues.

As is known, in December 2025, as a result of a corruption scandal, A. Yermak was removed from his position as head of the President's Office.

O. Romanchuk raises an extremely important issue of military intelligence. In the article 'Intelligence: Who is Hunting Ukrainian Gentlemen?'<sup>19</sup> the author gives examples of tragic stories related to the actions of enemy agents. Then he suggests that Ukrainian special services be more actively engaged in deep intelligence developments, which include professional surveillance of potential organisers and probable leaders of the pro-Russian underground, complex and dangerous undercover work. He quotes Oleksandr Skipalsky, founder of the GUR of the Ministry of Defense of Ukraine: 'The number of influential figures in Ukraine who are potential traitors and then become open enemies is off the charts. If today were Day X, everyone would be shocked in exactly the same way as they were shocked by the situation in Crimea. We supposedly banned the Communist Party, but I am sure that the Russian communist center has secret structures and personalities in Ukraine. The leaders and managers of disguised anti-Ukrainian organisations feel at ease, and there are no restrictions on them from the state and the law enforcement system, and their corrupt connections give them the opportunity to communicate with the enemy and coordinate their actions'.

O. Romanchuk quotes the famous phrase of Sir Francis Walsingham, one of the founders of the English Secret Service: 'This work is too hard and dirty, so only gentlemen can do it'. The sentence about the importance of intelligence, uttered by the British back in the 16th century, still remains relevant. And it raises a natural question: are there real gentlemen in Ukraine? The answer is positive. There are gentlemen in Ukraine. Real ones. Even the unfinished (not through the fault of the intelligence officers) operations of the GUR of the Ministry of Defense of Ukraine confirm this. The question is different: are the 'servants of the people' able to help the domestic gentlemen carry out the military, informational, cultural and economic de-occupation of Ukraine from Russian filth?

<sup>19</sup> Romanchuk, O. (2021), "Rozvidka: khto poluye za ukrayinskymy dzhentlmenamy", *Universum*, № 11–12, s. 9–11.

In the article ‘There was a leak of information of state importance’<sup>20</sup>, published in July 2020, O. Romanchuk tells how investigators of the State Bureau of Investigation illegally seized seven devices – klystrons – on the territory of three brigades of the Air Force of the Armed Forces of Ukraine in Khmelnytskyi, Odessa and Kherson regions. From what anti-aircraft installations became combat-capable. We quote: ‘Why did the SBI employees seize the klystrons and accompanying documentation? Probably, someone suggested that they should be seized, and not just inspected and confirmed their presence. It can be assumed that it was a check of the air defense of the Armed Forces of Ukraine. And it seems that they completed the task. Probably, information about the marking of the devices and accompanying documentation reached Russia. It was not difficult for the Kremlin’s special services to establish in which warehouses the klystrons were stored and who was involved in the transfer of military equipment elements to the Armed Forces of Ukraine. The scandal involving the State Intelligence Service is a hint to the aggressor on how to reduce the level of combat readiness of the Ukrainian Air Force. The removal of several klystrons is a hole in the airspace several hundred kilometers wide for more than a day.

A kind of confirmation of the author’s concern about the actions of the State Intelligence Service was additional materials on this scandalous case, which appeared on January 12, 2022 on the information portal of the Myrotvorets Center: ‘Investigators knew for sure that the acquisition of klystrons was the result of a successful special operation by our special services, and it was impossible to acquire them in any way except with the involvement of intelligence agencies, since our air defense systems are mainly from Soviet times and the manufacturer of spare parts for them is the Russian aggressor... As a result of the actions of the State Intelligence Service investigators, the numbers of electronic devices were ‘illuminated’, which allowed the FSB of the Russian aggressor to quickly calculate and arrest the agent network of our special services involved in the supply of klystrons to Ukraine. The channel for receiving klystrons for our air defense systems was destroyed by the actions of the State Security Service’<sup>21</sup>. Continues the theme of the fight against enemy agents O. Romanchuk in the article ‘Stories with many unknowns’<sup>22</sup>.

O. Romanchuk also came to the attention of the painful topic of protecting Ukrainian territory from enemy air raids, in particular, from shaheeds. Familiar with the Soviet air defense system, the author shares his thoughts: ‘In 1960, the USSR adopted the 23-mm paired anti-aircraft gun ZU-23-2, which was widely used during the war in Afghanistan, in civil conflicts in Libya and Syria. These guns are still successfully used by the Armed Forces of Ukraine at the front. The S-125-2D anti-aircraft missile system is designed to destroy small-sized targets at low altitudes in conditions of various radio interference. Its modernized version of the S-125M «Pechora» with the 5V27D-M2 guided missile (hit zone height 25 km, range – 40 km) was developed by the domestic company ‘Radionics’ and the state design bureau ‘Luch’.

<sup>20</sup> Romanchuk, O. (2020), «Stavsyu vytik informaciyi derzhavnoyi vahy». URL: <https://universum.lviv.ua/news/our-news/26.07.2020/vyt-inf.html>

<sup>21</sup> Kravchenko, V. (2022), “Yim samym skladno pobachyty, de prohnylo”. URL: <https://myrotvorets.news/yim-samym-skladno-pobachyty-de-prohnylo/>

<sup>22</sup> Romanchuk, O. (2022), “Istoriyi z bahatma nevidomymy”. URL: <https://universum.lviv.ua/news/our-news/10.07.2022/ist-bah-nev.html>

The Soviet KS-19 anti-aircraft gun (caliber 100 mm) was in service with more than 20 countries. There, this anti-aircraft gun continues to be successfully modernized. Of course, it cannot withstand modern high-speed aircraft, but it is quite suitable for destroying helicopters and unmanned aerial vehicles. Kyiv 'Arsenal' has modernized the Soviet S-60 anti-aircraft artillery system (57 mm caliber gun). Although the probability of a projectile (its speed is about 1000 m/s) hitting an aircraft directly is extremely small, a series of fired projectiles can create an effective barrier of shrapnel in front of it, or completely destroy a low-speed drone.

It can be assumed that the warehouses of the Ministry of Defense of Ukraine store not only the anti-aircraft systems listed above, but also extremely effective Soviet self-propelled installations 'Shilka' and 'Tunguska' equipped with radars. Their analogue is the famous German 'Cheetah'<sup>23</sup>.

The author suggests using various methods of countering air attacks, using alternative types of weapons – powerful machine guns, anti-aircraft installations capable of shooting down or eliminating kamikaze drones and other types of UAVs in the air.

These proposals by O. Romanchuk are confirmed in the comments of Yuriy Ignat, the spokesman for the Air Force Command of the Armed Forces of Ukraine: drones can be shot down by various air defense means and even small arms, but anti-aircraft guns, as well as the Ukrainian 'Shilka' or the German 'Cheetah', are best suited for this<sup>24</sup>.

In 2024, the General Staff of the Armed Forces of Ukraine reported on the effective use of the anti-aircraft missile and gun complex 2K22 'Tunguska'<sup>25</sup>.

On December 31, 2023, 'Universum' published an article by O. Romanchuk 'Is everything in Ukraine for the front? Is everything in Ukraine for victory?'<sup>26</sup>. The author reflects on whether everything is done in Ukraine for the sake of victory and reminded that 'when mortal danger loomed over the long-remembered USSR, communist functionaries, well understanding the importance and effectiveness of visualizing the propaganda mechanism as an ideological factor, put posters with patriotic plots and slogans on the conveyor belt. Millions of copies of various propaganda materials created by talented poster artists properly performed their mobilizing function'. O. Romanchuk poses a valid question: why did the Ukrainian government not use the experience of not only Soviet, but also American or English propaganda during World War II.

Two years later, on September 9, 2025, an exhibition project of a patriotic poster was launched at the Lviv Museum of the History of Religion. Its organizers wrote: 'A poster is a weapon that can influence the course of history. From the German 'flying sheets' of the 16th century to the posters of the era of the liberation struggles of the UNR and ZUNR – this genre served as agitation and a call to action. Modern artists came to the defense of the country not only directly on the battlefield, but also with their creativity. <...> These posters are another front of the struggle in the War for Independence of Ukraine'.

<sup>23</sup> Romanchuk, O. (2022), "Yak zakryty nebo vid droniv-kamikadze", *Universum*, № 9–10, s. 42–43.

<sup>24</sup> Horbachova, A. (2022), "U ZSU rozpovily, chym ukrayinski zakhysnyky mozhut zbyvaty iranski «podarunki» Rosiyiyi". URL: <https://www.unian.ua/weapons/viyyna-v-ukrajini-2022-u-zsu-rozpovali-chim-mozhna-zbivati-iranski-podarunki-ru-11986068.html>

<sup>25</sup> Vorozhi «shahedy» rozsypayutsya, koly pracyuye nasha «Tunhuska». URL: <https://armyinform.com.ua/2024/06/23/vorozhi-shahedy-rozsypayutsya-koly-pracyuye-nasha-tunguska/>

<sup>26</sup> Romanchuk, O. (2023), "Chy vse v Ukrayini dlya frontu? Chy vse v Ukrayini dlya peremohy?". URL: <https://universum.lviv.ua/news/our-news/31.12.2023/omel-perem-front.html>

However, as O. Romanchuk notes<sup>27</sup>, the issue of replicating a military-patriotic poster in millions of copies remains open – the posters are available for viewing only in electronic format. ‘Who will take on this important state matter? Who should take care of the formation of patriotic consciousness among Ukrainians, especially among young people, and the raising of morale?’.

‘When will the UN get rid of Russia?’ – this is the topic of the legality of the Russian Federation’s presence in the UN, which O. Romanchuk raised back in 2019. With the beginning of large-scale Russian aggression against Ukraine, the author once again reminds us of the existing problem: ‘Lawyers are well aware of the dubious existence of international legal grounds for the Russian Federation’s membership in this organization. In particular, the UN Charter does not provide for the possibility of membership in this international organization on the basis of legal succession. Even from a formal point of view, the Russian Federation is absent from the aforementioned Charter. The Union of Soviet Socialist Republics is still represented in it... It should be noted that the legal grounds for such a procedure exist. However, it is extremely difficult to do this – the aggressor country has the right to veto decisions of the Security Council. But, despite the legal casuistry and various political and legal conflicts, Ukrainian diplomats need to raise the already overdue issue of Russia’s presence in the UN Security Council, and therefore in the organization itself, which, however, has long been in need of radical reorganization’<sup>28</sup>. The magazine ‘Universum’ has repeatedly drawn attention to the existing problem of corruption in Ukraine in its publications (from Latin corruption - corruptio – means corruption, bribery). In many materials on corruption, the publication noted that corruption in Ukraine is not even abuse, not a by-product, but the ugly architecture of the state, its foundation, a kind of glue that keeps the masses in submission, turning from an instrument of control into an instrument of destruction.

It must be admitted that corruption is the formula for the catastrophe of the state. Corruption leads to a political crisis, to a crisis of public administration – the accountability mechanism stops working. No one passes the truth up, no one takes responsibility, no one risks making decisions on their own, and the state turns into a car that drives without a driver. Such a system inevitably suffers a catastrophe.

Elites are primarily afraid of chaos and responsibility. Realizing that chaos is inevitable, they begin to save themselves. Not the state system.

The Analytical Center ‘Business Capital’ together with New image group presented the results of a recent sociological study – conducted on an online survey of 1,200 respondents throughout Ukraine (except for temporarily occupied territories) from December 2 to December 7, 2025, the margin of error is 2.89%<sup>29</sup>.

The data obtained indicate that public sentiment in Ukraine has approached a certain critical threshold, demonstrating a significant level of skepticism regarding the vector of state development. The leader of the anti-rating was corruption, which was named the main

<sup>27</sup> Romanchuk, O. (2025), “Чи стає збройну плакат?”. URL: <https://universum.lviv.ua/news/our-news/18.09.2025/rom-zb-plak.html>

<sup>28</sup> Romanchuk, O. (2022), “Кою ООН позбудетса Росії”, *Universum*, № 3–4, s. 55.

<sup>29</sup> Denysenko, V. (2025), “Як Мінічхейт впливув на настрої українців. Ставлення до боротьби з корупцією”. URL: [https://www.dsnews.ua/ukr/politics/yak-minichgeyt-vplinuv-na-nastroji-ukrajinciv-stavlenya-do-borotbi-z-korupciyeyu-12122025-447244#google\\_vignette](https://www.dsnews.ua/ukr/politics/yak-minichgeyt-vplinuv-na-nastroji-ukrajinciv-stavlenya-do-borotbi-z-korupciyeyu-12122025-447244#google_vignette)

problem by 73% of respondents. In second place is the pace of military aid, which worries 60% of citizens. The destruction of infrastructure is a challenge for 56% of respondents.

It is worth citing several fragments of publications in 'Universum' on the topic of corruption, which can serve as clear examples of constructive journalism.

'On April 28, 2022, Dutch journalist Mariëlle Tweebeeke of the NOS Nieuwsuur project said in a conversation with Volodymyr Zelensky that 'corruption still exists in Ukraine, and the war has not changed this'. Zelensky did not hide his indignation: 'My question: did you live here, in Ukraine? No. How can you say that there is corruption in Ukraine now? How is that possible?'<sup>30</sup>.

On August 28, 2023 journalist Natalia Moseychuk asked Volodymyr Zelensky: 'Will you, Mr. President, declare war on corruption? Do you have enough strength to wage two wars at once?'. In response: 'Should I find more time to fight corruption? Yes. Will we do it? Exactly. But I don't have much time to deal with the details. <...> There are fundamental solutions. I pay attention to them. For example, corruption. I have set a task for the legislation. And the legislator of Ukraine will be offered my proposals on equating corruption to state treason in wartime'<sup>31</sup>.

In another article 'How to overcome corruption in Ukraine'<sup>32</sup> O. Romanchuk recalls that on November 17, 2022, during an address to the Bloomberg organized economic forum, Zelensky stated that there is no corruption in Ukraine now, because we are all united. 'Many corrupt people left with their money, and we will do everything to ensure that they stay where they are'. However, during a press conference in Kyiv on September 5, 2023, Lithuanian President Gitanas Nausėda emphasized that corruption in Ukraine influences Western partners when making decisions about arms supplies.

In November 2025, a corruption scandal erupted in Ukraine, shocking its partners and sympathizers around the world. The details of multi-billion dollar deals in the energy and defense sectors are impressive. The world press was filled with comments and questions about the corruption scandal in Ukraine: Is President Zelensky involved in the embezzlement? Does the Ukrainian government understand the consequences of the scandal? What to do with the Ukrainian government? Does the US have compromising material on the Ukrainian president? Is Zelensky an independent figure?

'Universum's' warnings were not taken into account. Inna Vedernikova, a journalist for the publication 'Dzerkalo Tyzhnia', states: 'The entire system needs to be cleaned. Completely. Not only from thieves, but also from fools and assistants of the 'swindlers'. The president knows perfectly well how it works, because he created it himself'<sup>33</sup>.

**Conclusions.** Constructive journalism is a promising direction for the development of modern media. It is a response to the drastic challenges of modernity, especially the war era, ensuring a balance between critical analysis of problems and the search for their solutions. The Ukrainian context has its own characteristics – a large-scale war and the socio-economic contradictions associated with it. Therefore, it is important to highlight

<sup>30</sup> Romanchuk, O. (2023), "Yak vy mozhete hovoryty pro te, shcho zaraz v Ukrayini korupciya", *Universum*, № 1–2, s. 17.

<sup>31</sup> Romanchuk, O. (2023), "Poboroty korupciyu", *Universum*, № 7–8, s. 46.

<sup>32</sup> Romanchuk, O. (2023), "Yak zdolaty Korupciyu v Ukrayini", *Universum*, № 9–10, s. 11.

<sup>33</sup> Vedernikova, I. (2025), "Operciya «Midas». Shlyah absolutoyi vlady zavdovzhky v dolar". URL: <https://zn.ua/ukr/anticorruption/operatsija-midas-shljakh-do-absolutnoji-vladi-dovzhinoju-v-dolar.html>

the needs for the implementation of innovative ideas in the military sphere, in the economy, education and medicine, as well as support for various volunteer initiatives.

This is confirmed by about two dozen analytical and journalistic texts of constructive journalism published over the past ten years in the columns of the magazine 'Universum'. This is socially responsible, high-quality journalism, aimed both at a deep understanding of important theoretical and practical problems, and at finding ways to solve them.

These publications deal with all the spheres of the life of society under the war conditions. The constructiveness of proposals is combined with appropriate reasoning. The sharp, and sometimes even provocative materials, definitely need an appropriate reaction from the side of the State institutions.

There is a need to study the features of constructive journalism related to the creation of analytical materials suitable for solving state-level problems. The government and society must not only know and understand that changes are possible, but also see models for how to implement them. And constructive journalism can contribute to this.

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## **ОСОБЛИВОСТІ КОНСТРУКТИВНОЇ ЖУРНАЛІСТИКИ НА ПРИКЛАДІ ПУБЛІКАЦІЙ ЧАСОПИСУ «УНІВЕРСУМ» (2014-2025 рр.)**

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У статті досліджено приклади застосування конструктивного підходу при розв'язанні важливих проблем, пов'язаних з військовою тематикою. Осмислюється сенс поняття «конструктивна журналістика» (Constructive Journalism). Традиційні медіа наразі перебувають на етапі адаптації до нового напряму журналістики. Порушується питання доцільності підтримки, розвитку і впровадження перспективної медіапрактики в український інформаційний простір.

Конструктивна журналістика – перспективний напрям розвитку сучасних медій. Вона є відповіддю на драстичні виклики сучасності, а надто воєнної доби, забезпечуючи баланс між критичним аналізом проблем та пошуком їх розв'язків. Український контекст має свої особливості – широкомасштабна війна і соціально-економічні суперечності, пов'язані з нею. Тому важливим є висвітлення потреб втілення інноваційних ідей у воєнній сфері, у сфері економіки, освіти та медицини, а також підтримки різноманітних волонтерських ініціатив.

Публіцист з конструктивним мисленням перетворюється на оборонця держави не лише на інформаційному фронті, але й на реальному фізичному полі бою. Думки автора, втілені у словесну оболонку, часто прибирають конструктивних форм, наповнених цікавими пропозиціями-проектами-ідеями, які можуть бути втілені у конкретні вироби, потрібні Збройним силам України, або ж придатися для реалізації важливих політичних і дипломатичних проектів, застосування нових підходів і стратегій для досягнення перемоги.

Ця тенденція в сучасній українській публіцистиці, яку в багатьох випадках можна назвати конструктивною, добре помітна на прикладі низки матеріалів, оприлюднених на шпальтах журналу «Універсум» упродовж воєнного десятиліття – 2014-2025 рр.

Багатьом публікаціям видання притаманний добре аргументований конструктивізм, спроможний привернути увагу військових фахівців, політиків, дипломатів до ви-

вчення тієї чи іншої проблеми. У текстах містяться альтернативні шляхи її розв'язання на основі системного підходу, ретельного аналізу емпіричних даних та використання вевріфікованих джерел. Інакше кажучи, маємо конкретні приклади журналістики рішень.

Підтвердженням цьому є оприлюднені упродовж останніх десяти років на шпальтах журналу «Універсум» близько двох десятків аналітично-публіцистичних текстів конструктивної журналістики. Це соціально відповідальна, якісна журналістика, спрямована як на глибоке осмислення важливих теоретичних і практичних проблем, так і на пошук шляхів їх розв'язання

Ці публікації стосуються різних сфер життєдіяльності суспільства в умовах війни. Конструктивність пропозицій поєднується з належною аргументацією. Гострі, часом дражливі матеріали, безумовно, потребують належної реакції державних чинників.

Існує потреба дослідження особливостей конструктивної журналістики, пов'язаних зі створенням аналітичних матеріалів, придатних для розв'язання проблем державного рівня. Влада і суспільство мають не лише знати і розуміти, що зміни можливі, але й бачити моделі того, як їх здійснити. І конструктивна публіцистика може цьому посприяти.

*Ключові слова:* конструктивна журналістика, інформаційне суспільство, конструктивний підхід, публіцистика, медіа, війна.

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