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## REVIEW ARTICLE

## THE SYSTEM OF PROMOTING A HEALTHY LIFESTYLE IN THE UKRAINIAN REGIONAL PRINT MEDIA

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Olesia Ya. Medynska<sup>1</sup>, Halyna P. Synorub<sup>1</sup>, Iryna M. Nestayko<sup>1</sup>, Oksana V. Kushnir<sup>1</sup>, Solomiia I. Hnatyshyn<sup>2</sup>, Lesia I. Bilovus<sup>3</sup>, Larysa Ya. Fedoniuk<sup>2</sup>

<sup>1</sup>V.HNATIUK TERNOPIL NATIONAL PEDAGOGICAL UNIVERSITY, TERNOPIL, UKRAINE

<sup>2</sup>I. HORBACHEVSKY TERNOPIL NATIONAL MEDICAL UNIVERSITY, TERNOPIL, UKRAINE

<sup>3</sup>WEST UKRAINIAN NATIONAL UNIVERSITY, TERNOPIL, UKRAINE

### ABSTRACT

**The aim:** To analyze the peculiarities of media reform in the system of promoting a healthy lifestyle of Ukraine, to disclose the foreign experience of denationalization of print media.

**Materials and methods:** The theoretical and methodological basis and materials of the research consist of the scientific works of leading scientists on the issues of promoting a healthy lifestyle of Ukrainian print media and the possibilities of promoting this process in social media in accordance with international practice, information from open registers, and interviews with editorial staff.

**Conclusions:** Having investigated the process of reforming the media, which is designed to promote a healthy lifestyle, we can draw the following conclusions that a significant part of modern Ukrainian media in one way or another reveals the problems of forming the basic principles of a healthy lifestyle for children and youth. The print media not only ensure freedom of speech, the development of democracy, the formation of perfect information society, but also contribute to the promotion of a healthy lifestyle, the ideology of changing the attitude of the individual and society to personal health. According to the results of the survey, 85 % of the media of the Ternopil region were successfully reformed. Taking into account the statistics, we note that the district editions of the Ternopil region, which expressed a desire to reform, were ready to go through all the procedures provided by the legislation of Ukraine.

**KEY WORDS:** Healthy lifestyle, media, medical system, denationalization, perspectives

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### INTRODUCTION

The system of standards in the field of health care consists of state social regulations and industry standards. State social standards in the field of health care are established in accordance with the Law of Ukraine "On State Social Standards and State Social Guarantees". Various tools in certain areas are designed to ensure a certain range of standards. One of the goals of the medical direction is to promote a healthy lifestyle. In the modern world, a healthy lifestyle and its components are aimed at improving and strengthening the human body as a whole, as well as prevention of various types of diseases. Today, when the state of health and standard of living is at a low level, this topic acquires a global character of society. Everyone wants to be healthy, but most people do nothing for it. However, the formation of a self-concept should begin precisely with the correct thinking over. The main role of mass media in a welfare state is to provide positive information that will be demanded by the population. In order to form value orientations and motivations as well as support and strengthen one's own health, it is necessary that positive medical information be broadcast regularly taking into account the characteristics of the audience (interests, age, gender). The effectiveness of the mass media depends on how accessible the information

is and how competently and professionally methods of keeping health are offered.

In the context of European integration processes and globalization challenges, there was an urgent need for a reform of the media in Ukraine aimed to financial, content and editorial independence from state and local self-government authorities. In this regard, the withdrawal of public and communal enterprises from among the founders of the media should have made it impossible for the authorities of different levels to influence the editorial policies of the media. The process of denationalization would contribute to changing the media functioning vector and, in particular, the effective development of professional journalism, media pluralism, raising the level of trust in mass media with high-quality content, and raising the paying audience. It was given three years, from 2016 to 2018 to denationalize print media. Since this process was multi-staged, not all editorial offices were able to complete it by the specified date. This has caused a number of problems such as financial and legal, the main of which was the possibility of losing the certificate of state registration, the status of the official printed publication in the context of the Law on Reform [1].

The process of print media denationalization was the subject of study by media researchers, lawyers and

sociologists. In particular, various aspects of it were disclosed in the writings of M. Bilousenko [2], D. Kuzin [3], L. Prysiashna [4], A. Safarov [5]. A significant contribution to the solution of these problems was made by such Ukrainian scientists as L. Honiukova [6], M. Lohunova [7], M. Piren [8], V. Kniazev [9], A. Kolodiy [10], S. Kurpil [11], I. Lubkovich [12], V. Lugovyi [9], S. Chukut [13], V. Shpak [14], G. Khlystun [15].

## THE AIM

The purpose of the research is to analyze the process of denationalization of regional print media on the example of district newspapers of Ternopil region. The purpose of the study involves the following tasks:

- 1) to study the peculiarities of media reform in Ukraine;
- 2) to disclose the foreign experience of denationalization of print media;
- 3) to focus attention on the main problems of reforming Ukrainian media;
- 4) to analyze the process of denationalization of regional, printed mass media from 2016 to 2018.

## MATERIALS AND METHODS

The theoretical and methodological basis and materials of the research consist of the scientific works of leading scientists on the issues of promoting a healthy lifestyle of Ukrainian print media and the possibilities of promoting this process in social media in accordance with international practice, information from open registers, and interviews with editorial staff.

In the process of scientific research methods of comparison and generalization were applied. The method of comparison allowed to compare and contrast the peculiarities of the phased reformation of the state and communal printed mass media from 2016 to 2018. The application of the generalization method made it possible to bring together the leading moments inherent not only in the declared research, but also in all work in general. This method was useful in systematizing individual facts, which were obtained in the course of working out the appropriate source base, as well as in the result of empirical research. The survey (mail questionnaire) identified difficulties in the process of reforming, possible innovations in district media, features of funding and mechanisms for the functioning of denationalized newspapers. On the basis of the questionnaire, the received data were analyzed.

The use of the analysis method proved to be appropriate, since it allowed to clearly separate various components of the investigated phenomenon, to find out what situation prevails in the field of scientific knowledge of the given topic, to focus on the dynamics of the reform of state and communal media in Ternopil region. The synthesis method was useful when systematizing the data obtained through analysis.

The inductive method provided an opportunity for the individual elements of the investigated issue to compose the

general picture inherent in the current state of promoting a healthy lifestyle, to demonstrate the interdependence of existing legislative documents with the results of empirical research. Using deductive method, conclusions were made, specific data were derived from the general data set and the prospects and risks associated with the privatization of print media were formulated.

## REVIEW AND DISCUSSION

In 2014, the Government of Ukraine launched a large-scale local government reform, which, in particular, provides the transfer of more powers of regional significance from the central government to local governments, expanding their resource base and finance, etc. During the first phase of the reform (2015-2018) 876 joint territorial communities were created whose budgets have increased by an average of 5-7 times. The local budget's revenues increased by UAH 165.4 billion. (from UAH 68.6 billion in 2014 to UAH 234 billion in 2018). It should be considered that state support for the development of regions and communities has increased 39 times (from UAH 0.5 billion in 2014 to UAH 19.37 billion in 2018). The question about the financing of the state and municipal press in Ukraine is arising. The liquidation of districts creates specific problems for journalists, as it requires both legal re-registration and restructuring of editorial work to cover the life of communities in the new territorial boundaries.

The formation of a healthy lifestyle should be the main direction of social policy in the field of health care. Comprehensive health promotion and prevention programs should not be reduced to separate measures for the organization of medical care, it is necessary that they include measures of hygienic education, combating alcoholism, drug addiction, smoking and other risk factors, activation of physical culture, measures to formation of a healthy lifestyle.

Among the printed publications preferred by modern people, periodicals turned out to be quite common (70% of respondents said that they often read them). Entertainment and informational magazines (38%) and newspapers (36%) take first place here, while 16% said they read newspapers daily, 33% - two or three times a week, 20% - once a week, 24% - only by chance. And only 6% practically do not read at all. Reading newspapers and magazines turned out to be one of the most favorite forms of spending free time, as indicated by 48% of all respondents.

Among the sports and health topics in the printed media, such sections as "Family Space", "Body Builders", "Healthy Look" and "TheSport", etc. can be distinguished.

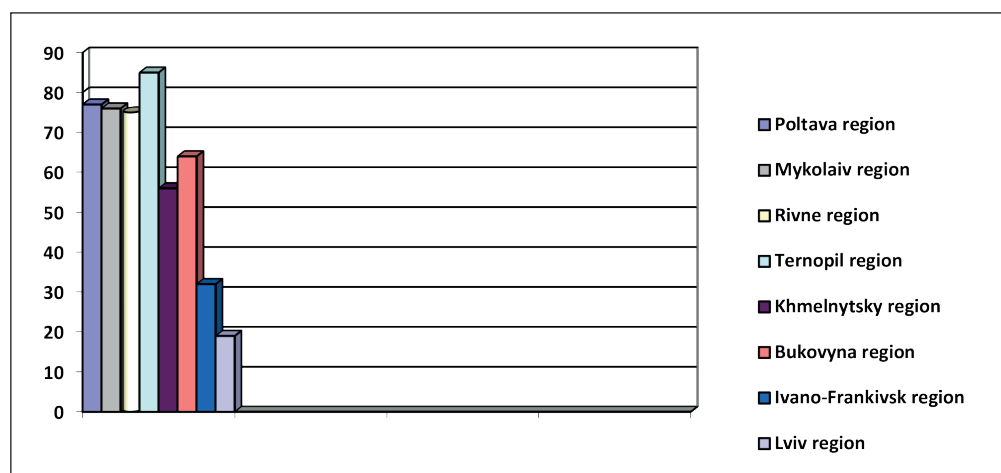
In most cases, the current purpose of mass publications and TV channels is not to promote the improvement of working, recreation, and living conditions, but to lead a healthy lifestyle, keep and strengthen health.

It can be seen from this table I. that a considerable percentage of the population in Ukraine trusts mass media. Meanwhile, the press is the leader in the level of trust among the means of mass communication as 71%



**Table I.** The level of trust of the population of Ukraine in printed media (% of the total number of respondents)

Mass media	I trust completely	I'd rather trust than not	More likely I don't trust it	I don't trust it completely	Difficult to answer
Press	25	46	15	8	6
TV	10	32	40	10	8
Internet	8	35	31	12	14

**Fig.1.** The dynamics of reforming the press

of respondents trust it. The second place is taken by the Internet - 43%; 42% of the respondents trust television. As you can see, the press is trusted more than other means of mass communication.

The independence of the press from public institutions is the basis for functioning of democracy and high-quality informing of society.

State support for the media is always an intervention in the market, so it must be coherent and justified by a worthy goal. According to Robert Picard, a media business economist, when it comes to newspapers, we are dealing with two markets simultaneously: the market of ideas and information on the one hand, and the market of things (advertising, paper, delivery, etc.) on the other. R. Picard argues that tax benefits or financial assistance of the same size for all publications distorts competition and does not create incentives for publications to optimize the publishing process. At the same time, selective assistance to individual publications, for example, with more of their content, stimulates competition and, as a result, quality in both markets. The scientist emphasizes that state intervention in the functioning of these markets should be minimal and not cause negative effects on any of them [15].

On January 1, 2016, the Law of Ukraine «On the Reform of State and Communal Printed Media» came into force. The reason for the adoption of the Law was to release Ukrainian media from the influence of state or local authorities, which would promote the creation of independent media, which will become an instrument for the establishment of democratic values and a component of civil society. On November 23, 2016, the Cabinet of Ministers of Ukraine approved the resolution No. 848 «On approval of the list of printed mass media and editors reformed in the first stage». The approval of the list of state and municipal

print media and editorial offices was a prerequisite for the start of the first phase of denationalization, stipulated by the above mentioned Law of Ukraine.

The first reading of the Law was characterized by significant gaps in the current legislation, for the overcoming of which were developed 3 bills: draft law No. 6560 dated 06/08/2017. During September 2017 additional problems were identified that could not be resolved within the framework of the current legislation on reform: there was no procedure for the transformation of state and communal media into official publications (Article 10 of the current Law); the status of the labour collective as a participant in legal relations related to the establishment of mass media and legal entities is not defined; there is a conflict between the requirements of Articles 5 and 9 of the Law on preserving the title of the print media and legislation on decommunization, etc.

Analyzing the current Law on Press Reform, we emphasize the following destructive issues: there is no clear definition of the jurisdiction of reform cases, there is no procedure for drafting editorial boards, the possibility of creating official print media, the lack of effective tools to protect the rights of the staff and to influence the inaction of the founders.

According to the Law, the reform of print media should take place in two stages: the first in 2016 and the second in 2017–2018. The first stage involves the implementation of certain legal procedures: the submission by the labour collective of a proposal for denationalization and the decision to reform the founder, its order (stage I or II) and its method. On the basis of these decisions, the State Committee for Television and Radio Broadcasting creates two lists - a consolidated one, which includes information on all state and municipal media to be reformed, as well as a separate

list of print media that are undergoing reform at the first pilot stage. This list, with a half-year delay, was approved by the Cabinet of Ministers of Ukraine. At the second stage (by the end of 2018), print mass media and editorial boards that have not undergone denationalization on the first are to be reformed (part 5 of Article 2 of the Law).

The law provides four ways of reforming the print media, whose founders are state authorities and local self-government:

- «the withdrawal of state authorities, other state bodies and local self-government bodies from the founders (co-founders) of the printed media and editorial staff;
- the withdrawal of state authorities, other state bodies and local self-government bodies from the founders (co-founders) of the printed mass media and editorial staff with transformation into a reforming economic entity;
- the output of state authorities, other state bodies and local governments from the founders (co-founders) of the printed mass media and editors with the subsequent privatization of property of the editorial staff;
- transformation of the publication into the official printed publication».

Covering the processes of denationalization of print media in Ukraine, it is advisable to analyze the experience of European countries in which media privatization has come to an end. It should be noted that in most states there is a proper regulatory framework for reforming the press. Novelty of the legislation is aimed at protecting the media from attempts to concentrate and nationalize property by establishing a requirement to scatter property. The current legislation regulates the plurality and diversity of the media, protects the media markets from monopolization by limiting the share of foreign investments in one company by at most 33 percent, so that no investor is allowed to own more than one third of any company.

Media reform took place over a long period of time. For example, in Moldova, it began in the early 1990's and lasted until 2005, in Estonia, until 1996, although a small proportion of specialized and children's publications were under state control even till 1997.

The process of denationalization of the Estonian press was characterized by the commercialization of activities (the creation of its own commercial departments) and increased political pressure, which resulted in a number of newspapers being privatized by editors or journalists. In general, in the process of reforming the media in Estonia, two main schemes were used: 1) the transfer of the print media to the media workforce («Postimees», «Paevaleht»); 2) competitive privatization. Under the first scheme only one edition was privatized, all other Estonian media were planned to be suspended on the terms of the competition.

The denationalization of the press in Latvia took place in two main stages: through the so-called «spontaneous privatization» by mass media teams («Lauku Avize», «Cina») and privatization in general, in accordance with the privatization law («Diena»). The first stage of denationalization was rather rapid and took place under conditions of legislative uncertainty. The second stage of the privatization

of the media began in 1992 after the adoption of the Law on privatization of state property. As of the end of 1992, almost all state publications were privately owned. Over the next few years, privatization of adjacent segments of the market such as the publishing industry and distribution network took place.

In contrast to Latvia, in Lithuania, the process of denationalization of print media from the very beginning was within the legal framework. Members of the editorial board set up a business society, which, under competitive conditions, redeemed the property of the state media, after which each founder of the company could freely dispose of its share in the authorized capital. As a result of the privatization of 1991–1992, virtually all state and communal press was transferred to the ownership of labour collectives in the above-mentioned scheme, but in the mid-1990s, most founders of new business partners sold their shares to foreign and most powerful national companies, which subsequently led to a significant concentration of media ownership on print media – today the entire market of print advertising is actually divided between five publishers of newspapers and magazines.

In Hungary, deregulation took place under a scheme similar to that of the Latvian, the labour collective of the mass media created business associations, entered into negotiations with foreign investors, founded printed publications with names similar to those which were issued in previous years and re-profiled media to investors' needs and market economy.

In Poland, the process of media reform took place in two stages. The first was the denationalization of the publishing and printing association Press-Book-Movement, which included news agencies, periodicals and distribution companies, and the second, publishing houses and the distribution network were privatized. In 1990, the Sejm adopted the Law «On the Elimination of the Workers' Publishing Cooperative 'Press-Book-Movement'». A special liquidation commission was created, whose mandate was to resolve such issues as: the free transfer of property of print media to labour collectives, sale of printed media to private owners, ensuring the accounting of balances of non-privatized property and its transfer to the control of the state treasury. Only the property of those newspapers that had sufficient circulation and, in the opinion of the commission, could survive in market conditions, were transferred to the labour collectives. The rest of the media that did not meet the criteria were sold to all those who offered the highest price. The privatization of the media by the labour collective was carried out under the following conditions: 1) «the liquidation commission made a decision on the possibility of transferring the property of the media to the labour collective; 2) not less than 50% of the members of the labour collective of the mass media should have formed a limited liability company and to contribute to its authorized capital share in the amount not less than three minimum wages; 3) the commission had to decide on the transfer of all media assets to the balance of the newly formed economic partnership» [16].

In Slovakia, the denationalization of the media was carried out through their sale on competitive terms. Some media outlets were redeemed by foreign investors (newspaper "Novyi Vremya"), while others were economic partnerships, founded by members of media labour collectives (newspaper "Pravda").

Unlike a number of other European countries, in Slovenia, privatization took place on the basis of a special law passed in the early 1990's. For Slovenia, the following model of privatization was typical: «The share of state property in the media was transferred to the management of three social public funds – the Pension (10% of the state share in the authorized capital of each media), the Compensation Fund (10%) and the Development Fund (20%). Subsequently, these shares were transferred to authorized investment agencies that carried out their free sale. After the completion of this phase of the privatization process, the second was a shares buyout in the authorized capital by the members of the staff of the media. The buyout was permitted if the decision was supported by at least one-third of the members of the labour collective. When buying shares, members of the labour collective were given a discount – they could buy a property with a 25% discount from its real value. The buyout itself, according to the law, could have been carried out during four years, each year the labour collective had to buy at least 1/4 of the shares that could be transferred to the labour collective; during this 4-year period, the enterprise whose founders were members of the labour collective did not have the right to receive loans and issue bonds» [15].

Having described the process of denationalizing print media in European countries, we will highlight the main issues of reforming process in the Ukrainian media.

According to the statistical data, on the initial stage of the reform 244 out of all-Ukrainian print media were prepared for change, which was 33.3% of the total number of editorial offices. It should be noted that by the end of 2016 no print media had completed its reform process. This is due to the delayed decision of the Cabinet of Ministers of Ukraine No. 848, the complicated procedure of the reform algorithm, and the imperfection of the original Law.

According to the studies by the Center for Democracy and Rule of Law, «as of June 30, 2017 only 62 print media were re-registered, which is approximately 25%.» It is worth mentioning that, as of December 1, 2018, 759 publications were subject to privatization.

As a result of the monitoring of Dezhkomtelradio, as of December 18, 2018, 53% of the total number of editorial boards that are actually functioning has been reformed in Ukraine.

A recent survey among Ukrainian newsrooms (196 surveyed newsrooms) carried out by the Ukrainian Media Business Association in December 2017 has identified the following obstacles:

- 45 % (87 editions) indicate the absence of problems during the reform;
- 18 % (37 editions) have not yet experienced difficulties, as they have only just begun to reform;

- 16 % (31 editions) stated difficulties while concluding a contract on coverage of government activities and 16% have problems with the preparation of documents. However, 52% of editors have already stated that they have concluded agreements with state bodies;
- 13 % (25 editions) complain about obstacles on the part of the founders in carrying out privatization, i.e., the absence of decisions or delay in adopting the decision;
- 11 % (22 editions) claim a violation of the right to preferential rent of property, which is guaranteed by the law. Only 50% of the respondents received it;
- 5 % (10 editions) declare the pressure of the founders on the team or the same conflict situations in the team;
- 4 % (8 editions) indicate the impossibility to implement the reform following the law.

According to the experts of the State Committee for Television and Broadcasting, an important prerequisite for a low level of reform is the irresponsibility of the authorities and labour collectives (of print media from major cities of Ukraine) to the process. The reason is the constant postponement of the registration process of the object until the re-registration.

The leader in the process of denationalization is Ternopil region. As Angela Cardinal, co-chairman of the coalition of public organizations "Ternopil Center for Reforms", said that 85 percent of it was from Ternopil region, and this was the largest among all regions. For comparison, in Poltava region this number is 75.

Mykolayiv region – 76, and Rivne region – 75 percent. With other neighboring regions, the gap in favour of Ternopil region is much larger. Thus, in Khmelnytskyi region 56 percent of communal newspapers were reformed, 64 in Bukovyna, 32 in Ivano-Frankivsk region, and only 19 in Lviv region (Fig.1.).

As a whole, the reform indicator of communal newspapers in the Ternopil region was completely obstructed by the fact that, according to information of the department of state registration of printed mass media and public formations of the Main Territorial Department of Justice in the Ternopil region, editorial boards of two editions – «Halytskyi Visnyk» (Borschiv) and «Rada» (Regional Municipal Enterprise "Publishing House Rada") did not apply at all. And the editors of another two – «Chortkiv Visnyk» and the regional newspaper «Svoboda» did not have time to complete the reform process.

The «Ternopil Press Club» (that enters the Coalition of Civic Organizations "Ternopil Center for Reforms") provided essential assistance to the editorial boards during the process of denationalization and at the beginning of their independent activity during all stages of the reform. Within the framework of the project «Comprehensive support for communal media in their preparations for denationalization», with the assistance of the Ukrainian Media Project (U-Media), implemented by Internews in Ukraine and funded by the United States Agency for International Development (USAID), the Ternopil Press Club provided Complete basic information about the process of denationalization. For this purpose, the best specialists of Ukraine were attracted to familiarize themselves with the

basics of media business, with the experience of successful media companies, options for monetization of content, new opportunities for newspapers after reforming. 30 training and experience exchange seminars were conducted, more than 500 telephone and written legal consultations were provided, three practical manuals were issued, 10 TV and video workshops were organized between the regions, a model of the new Charter for the editorial boards, that became limited liability companies, was developed. And about 300 publications were published covering the print media reform. The permanent and professional legal support of the project helped the directors and labour collectives of the regional newspapers of Ternopil region to correctly pass the initial stage of denationalization and be prepared for the following stage, to protect themselves from errors and unnecessary risks, and also helped to resolve the problems that arose. Significant help to reformed editorial offices was provided by the regional organization of the National Union of Journalists of Ukraine.

These included educational and training events, legal counseling, and personal involvement of the manager and lawyer of the organization in solving local conflicts and problems. Joint efforts, undoubtedly, have become a decisive precondition for the leadership of Ternopil region in implementing one of the most important social reforms [17].

The financial support of municipal district newspapers in the process of privatization by the authorities, according to the Ternopil Regional State Administration, was provided in the following way. The sum of UAH 200,000 was allocated to *Zborivska Dzvinutsia* in accordance with the district media support program. Funding for the *Chortkiv Voice of the People* is UAH 50,000 for six months. The Ternopil District Council allocated UAH 500,000 in support of *Podil'ske Slovo*, and the Shumskiy District Council allocated UAH 50,000 to the *Shumshchyna News*.

In order to study the media reform in the Ternopil region, a poll was conducted – a mail questionnaire. The object of the survey was the editorial staff. Of the 20 regional newspapers in Ternopil region, every third editorial office of all communal newspapers subjected to reform provided information for this study.

According to the poll in 2017 nine district newspapers were reformed, the rest were reformed in 2018. The first one to go through all the necessary procedures was the newspaper «Ternopil Vechirniy», the last one was «Zborivska dzvinutsia». All reformed editions (except for «Ternopil Vechirniy», which chose the status of a private enterprise) became limited liability companies.

According to the results of our survey among the representatives of the editorial offices of the district newspapers “Novyny Shymshchyny”, “Zborivska dzvinutsia”, “Novyi Den”, “Podil'ske slovo”, “Visnyk Nadzbruchchya”, “Holos Narody”, we received the following results:

1. 100% of the publications are printed newspapers, of which 80% are in the form of online newspapers.
2. 99% have a local distribution.
3. The average circulation of editions that have been reformed is 3000 copies (“Visnyk Nadzbruchchya” – 2830,

“Novyny Shymshchyny” – 3980, “Zborivska dzvinutsia” – 3000, “Novyi Den” – 3200, “Podil'ske slovo” – 2000, “Holos Narody” – 2500).

4. Frequency of publications: once a week – 100%.
5. In 20% of the editions there were changes in the number of employees, in 80% of the media changes in staffing did not take place. For example, in “Visnyk Nadzbruchchya” out of 8 employees that worked before the reform process only 3 left in the reorganized newspaper, the staff of “Zborivska dzvinutsia” decreased by 1 person.
6. The process of privatization in regional newspapers of Ternopil region was held according the following model: meeting of the labour collective – determination the way of privatization – decision to withdraw public authorities and local governments as the go-founders – public announcement of the decision through the media – a property inventory – transfer documents to derzhkomtelradio – inclusion to a consolidated list of reforming entrepreneurs – state registration – meeting of labour collective – choosing the form of management – reform of the editorial board – approval of the charter – the transfer of documents to state registrar and to the department of justice – receiving a certificate of state registration – informing social institutions about the changes in functioning the print media – petition to the state committee to be included in the register of publishers – concluding agreements with former contributors on enlightening their activities in the media.
7. The main obstacles in the reform process (2016–2018). 40 % state that there are no significant obstacles, 18 % of editorial boards had problems with signing a contract to cover the activity of public authorities, 20 % of editorial boards complained about the difficulties involved in preparing documents for reformation process, 15 % of editorial boards stated that co-founders prevented them from carrying out reforms, in particular, they failed to take a decision or delayed with its approval, 5 % of editorial boards indicate the pressure from the founders on the members of the labour collective or the conflict within the staff itself, 2 % of the editors stated the impossibility to be formed in accordance with the current Law.
8. The main financial costs are on printing the newspaper – 35, salaries and taxes – 45 %, room maintenance – 10 %, promotions related to the publication advertising – 5 %, computer hardware and stationery – 5 %.
9. The lion's share of financing independent newspapers depends on advertisers, that place their advertisements of commercial, political and social character.
10. 87 % of editorial boards state that they check the compliance of advertising with the requirements of the Law “On Advertising”. Only 65% distinguish ads and private ads. Fewer editorial boards duly fulfill the requirements for marking advertisements – their number is about 60 %.
11. 92 % of editorial boards declare that they are checking defamation risks when placing materials.
12. For the purpose of obtaining information, 85 % of editors use the Law of Ukraine “On access to public information”, 82 % – the Law on Citizens' Appeal.

13. Innovation related to reform: the creation of converged media, that place materials on various information platforms, which contributes to increasing the audience, and hence potential subscribers.
14. Risks: the liquidation of the media, which did not begin the reform in time; financial crisis; unpreparedness of subscribers to subscribe to newspapers; complicated relations with state authorities that can offer biased reports; conflict of interests of certain groups in which the media will act as a mediocre arbitrator; unsystematic investment.
15. The prospects of denationalization will be in effective development of professional journalism, media pluralism, raising the level of trust to the media with high-quality content, the growth of paying audiences, community-building based on the cultural and historical features of the region, and integration into the local cultural environment.

According to the analysis of risk factors for health, the active growth of all bad habits occurs during the adolescence period.

Actually, in the period of adolescence the interest of schoolchildren in the events of collective life is especially noticeable, the exchange of opinions between them on various issues increases, and relations between people become the object of attention.

As a result of the formation of a collective opinion in the class, relatively independent from the opinion of adults, as it happens in the younger classes in relation to the teacher, teenagers begin to realize the advantages and disadvantages of the situation in the family. Thanks to the communication of teenagers, one family influences another family, the relationships within it.

This problem is covered more often and to some extent more thoroughly in the press and in periodicals. Analysis of periodicals for the last quarter of 2020 showed that nowadays there are very few Ukrainian publications which could be interesting for young people. Russian magazines were the most popular among them.

In the course of the analysis, Ternopil printed mass media became the object of attention. The printed material can be thematically divided into the following blocks:

- explanation of the harmfulness of smoking, alcohol and drug use - in "Halytsky Visnik", "Pidgayetska Zemlia", "Medical Academy";
- description of physical exercises - in "Chortkivsky Visnyk", "Svoboda", "Medical Academy", "University Hospital";
- advice from psychologists, medical specialists - in "Nova Ternopil'ska Gazeta", "Free Life", "Medical Academy", "University Hospital";
- folk medicine prescriptions - in "Svoboda", "Medical Academy", "University Hospital";
- problems of sex education - in "Nova Ternopil'ska Gazeta", "Free Life", "Medical Academy", "University Hospital".

Thus, the analysis of the content of the listed magazines shows that in most of them the topic of a healthy lifestyle is covered irregularly and rather superficially. Among

the newspapers, the "Medical Academy" and "University Hospital" newspapers can be positively noted where the promotion of a healthy lifestyle among the residents of Ternopil is the dominant topic of a significant number of publications. The newspaper also introduced special sections "Young people - about a healthy lifestyle" and "Be fit from your youth", which contain quite meaningful recommendations for young people. In their articles, newspaper correspondents consider such topics as children's health, healthy nutrition, suicide, alcohol and drug use, etc.

## CONCLUSIONS

Having investigated the process of reforming the media, we can draw the following conclusions:

1. From the above-mentioned material, it can be concluded that a significant part of modern Ukrainian media in one way or another reveals the problems of forming the basic principles of a healthy lifestyle for children and youth.
2. The denationalization of print media is a significant step in ensuring freedom of speech, the development of democracy, the formation of a perfect information society.
3. Analyzing the experience of media privatization in European countries, we note that the free transfer of publications to members of labour collectives as the owners in practice did not lead to the expected consequences – the "socialization" of the media ended with the alienation of members of the labour collective of their share in the authorized capital in favour of third parties; in most countries, media privatization was concluded on a competitive basis; the process of denationalization of print media was not accompanied by the budget support in the first stages after the completion of privatization; a great number of the reformed media has been absorbed by multinational companies or have ceased to exist.
4. Denationalization of the press was uneven in different regions of Ukraine. In fact, at the first stage no editorial staff completed the reform due to the imperfection of the current legislation, the lack of legal awareness of editors, the problem of document legalization and the systemic obstacles of local authorities that did not understand the importance of the process created various barriers to denationalization. However, despite significant difficulties, 53 % of state and communal media have been reformed.
5. The most common way of denationalization is the exit of state authorities, other state bodies and local governments from the founders (co-founders) of the print mass media with the transformation of the editorial staff into a business entity preserving the name, purpose, language and thematic focus of the print media.
6. According to the results of the survey, 85 % of the media of the Ternopil region were successfully reformed. Taking into account the statistics, we note that the district editions of the Ternopil region, which expressed a desire

Kliniki Pallas specjalizują się w okulistyce i medycynie estetycznej. Zatrudniamy ponad 350 pracowników w 18 lokalizacjach i jesteśmy jednym z wiodących świadczeniodawców w Szwajcarii. Poprzez innowacje stale rozwijamy naszą ofertę usług w tych dziedzinach. Czy to poprzez nowe metody leczenia, sprzęt, dodatkowe lokalizacje i współpracę, a może poprzez współpracę z Państwem w najbliższej przyszłości?

W celu uzupełnienia istniejącego zespołu w naszej grupie w lokalizacjach **Olten, Aarau i Solothurn** poszukujemy osoby z inicjatywą i niezależną osobowością na stanowisko

## specjalista oftalmologii (k/m/i) 60–100%

### Główne obowiązki

Specjalista oftalmologii w naszych placówkach w Olten, Aarau lub Solothurn zapewnia profesjonalną obsługę medycznych konsultacji zachowawczych. Osoba ta będzie kompetentnie wykorzystywać swoje umiejętności we współpracy z obecnymi lekarzami specjalistami. Do jej obowiązków będzie należało zapewnienie naszym pacjentom optymalnej opieki. Wraz ze zgranym zespołem będzie świadczyć usługi medyczne na najwyższym poziomie. Będzie korzystać z szerokiej sieci wybitnych lekarzy, ciągłych szkoleń wewnętrznych i zewnętrznych oraz nowoczesnego środowiska pracy.

### Profil kandydata

- Specjalizacja w dziedzinie oftalmologii
- Kilkuletnie doświadczenie w dziedzinie oftalmologii
- Przedsiębiorcze myślenie i działanie zorientowane na sukces i cel, z wysokim zrozumieniem jakości i obsługi
- Wysoka inteligencja emocjonalna i odporność w kontaktach z pacjentami, pracownikami oraz innymi partnerami wewnętrznymi i zewnętrznymi
- Umiejętność szybkiego rozpoznawania problemów i samodzielnego opracowywania rozwiązań
- Wybitne kompetencje doradcze w języku niemieckim, wyrażane w mowie i piśmie w sposób zrozumiały i adekwatny do adresata

### Nasza oferta

W ramach udzielania konsultacji udostępniamy nowoczesną infrastrukturę, w której można profesjonalnie leczyć pacjentów, zarówno ambulatoryjnie, jak i stacjonarnie. Zapewniamy optymalne i jak najlepsze wsparcie podczas pracy. Oprócz uregulowanych godzin pracy (brak dyżurów nocnych i niedzielnych), które pozwalają na spędzanie czasu z rodziną i czas wolny, oferujemy także możliwości szkoleń wewnętrznych i zewnętrznych. Chętnie udzielimy dodatkowego wsparcia podczas stawiania pierwszych kroków w Szwajcarii.

Wykorzystując swoje wieloletnie doświadczenie, innowacyjność, a przede wszystkim umiejętność aktywnego słuchania, mogą Państwo naszym pacjentom pozwolić odczuć wyraźną różnicę.

Szukają Państwo wszechstronnej i ciekawej pracy w rodzinnej grupie przedsiębiorstw? Prosimy o przesłanie swojej aplikacji.

Dodatkowych informacji udziela pan Melvin Fankhauser, HR Recruiter/doradca HR ds. lekarzy, tel. +41 58 335 31 84 lub e-mail: [melvin.fankhauser@pallas-kliniken.ch](mailto:melvin.fankhauser@pallas-kliniken.ch)

