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The role of the discourse of intellectuals in foreign opinion journalism in communicative evolution

Abstract: The article is dedicated to interdisciplinary studies of journalistic creativity in the opinion-forming journalism of world intellectuals, forming the agenda of contemporary international journalism. The most important concepts are identified so as to complement and extend the existing theoretical works in international journalism. The academic interpretation of foreign journalistic discourse, i.e. essays, articles, interviews of journalists, diplomats, scientists, and political philosophers is conducted, opening a new perspective on the current development of journalism, and thereby contributing to solving the problems of upgrading and modernising academic courses in international journalism, which play a leading role in training experts in international journalism. The presence of how an opinion-forming journalistic component enhances new communication chains along the author–reader–protagonist line is investigated.

Keywords: communication, intellectual, international journalism, media, opinion-forming journalism

The structure of the paper comprises three parts. The purpose of the study is elaborated on in the first part, which also reviews the literature that provides the methodological basis for the study and specifies the methods of the study. In the second part, new ideas for modernising academic courses in international journalism are presented. The modernisation of course content involves the introduction of the discourse of modern media intellectuals in foreign opinion-forming journalism into the curriculum. This step reflects innovative communicative evolution. The third part is a logical continuation of the second part, but which also addresses certain aspects of the research. It focuses on the importance of studying civilisational values in the works of media intellectuals. Their works are presented as a part of social communication. The study is concluded with a set of findings.

International journalism, in qualitative terms, reflects the media view of the world. It creates the images of elite leaders and heroes, conveys the principles of government modernisation in a number of countries, formed in place of collapsed empires, and supports the processes of strengthening national identity. International journalism is founded on its information component as a structural part. Representing the interests of a particular state, international journalism creates a favourable information and communication environment, and is involved in the aspect of security policy, exerting an influence.

The works of contemporary, world media intellectuals need to be studied, whose spiritual conscience calls for improving the world of the 21st century. Introducing their works into academic circulation makes the modernisation and upgrading of academic courses in International Journalism more profound. Media intellectuals strive to improve the world with their creativity, they represent the philosophical understanding of its problems and

predict the course of changes in the international world order. Using the instruments of international journalism and academic works in political communication facilitates, for example, media analysis of EU policy towards the Eastern Partnership initiative.

Knowledge of the works of global intellectuals will help journalists to avoid (paraphrasing Loïc Hervouet, French journalist, former rector and vice-rector of the High School of Journalism of Lille) “brilliant nonsensical improvisations,” the “dictatorship of the chased, unsurpassed and superficial comments, eliminating the need to analyze, understand and transfer the proper information” (Аньес, 2013, p. 5) in practice.

The aim of this study is to show the academic perspective of the role of the discourse of intellectuals in foreign opinion-forming journalism in communicative evolution as well as to draw readers' attention to the formation of civilisational values in the works of media intellectuals and to their vanguard role in the socio-cultural realm at the beginning of the 21st century. Another objective is to introduce into academic circulation a number of nonfiction works (opinion-forming journalism articles) by foreign authors and recommend their studying in special academic courses for Ukrainian journalists. The research tasks that arise from the aim of this study concern the upgrading and modernisation of the academic international journalism courses taught at Ukrainian universities.

To achieve this aim, which academic works create the theoretical basis for defining the role of the discourse of intellectuals in foreign opinion-forming journalism in communicative evolution is examined. With this goal in mind, the research of Serhiy Kvit, James Lull, Andrzej Mencwel, John Durham Peters, Everett Mitchell Rogers and Anatoliy Shcherbyna is studied. The conceptualisation of foreign, opinion-forming journalistic discourse in communicative practice is studied. On the basis of the analysis of texts by Umberto Eco, Joschka Fischer and Thomas L. Friedman, the subject-matter of the civilisational values that should be promoted in the public and media environments is defined.

The research methods applied involve system analysis, which is used to provide research on the interaction of opinion journalism and communication in convergent media. The comparative analysis method is used to define similarities of civilisational values in the works of foreign media intellectuals. Hermeneutic analysis is used to determine the nature of certain works of foreign and Ukrainian scholars.

Noticing changes in the media, opinion-forming journalism and communication, we involuntarily come closer to the need to develop a new perspective on the place of journalistic theory in journalism itself. Journalistic practices at the turn of the century abound in innovative aspects, create hybrid projects, combining newspapers, glossy magazines, radio, TV, and websites. This media convergence requires that new theoretical canons be backed up by journalistic theory. For example, the Ukrainian school of journalistic studies has made a significant contribution to the study of opinion-forming journalism in the 20th century. The texts of the 19th century are still being analysed thoroughly. However, some researchers have already stressed a new aspect of knowledge, i.e. opinion-forming journalism as a genre in social communication. The creators of new forms of presentation of information are criticising their own postulates. It is becoming obvious for professional journalism that you cannot live and work in the ‘I’m just observing’ mode. Polemics between authors fill the information and communication space and become

a controversial reflection of current reality. Sometimes, it is a polemic with the world about the identities, national values and philosophical issues.

The *Zeitgeist*, which is constantly changing, brings a rapid development of forms, methods and means of data transfer in journalistic practices. “The ‘information age’, ‘digital revolution’, ‘virtual reality’, ‘society in the network’, ‘cyberspace’ and ‘noosphere’ are phraseological inventions imbued with freshness” (Менцвель, 2012, p. 293), observed Polish historian and literary critic Andrzej Mencwel. He goes on to state that “[t]he fact is that few people, regardless of their philosophical identity, will dare to challenge this thesis – we are in the course of *the communication revolution*, the biggest and strongest in human history. [...] The ‘global’ and ‘planetary’ adjectives today belong to the most frequently used ones in all written languages. The power of this revolution belongs to the total cultural coverage; it covers the whole of human reality and all its branches. As a result, we are dealing with *the communication revolution theory*, because it is probably a specific revolution” (Менцвель, 2012, p. 296).

It is possible to argue with this renowned academic in how to define the communication revolution. In our opinion, it is the rapid development of communication that brings rapid changes, both creative and destructive. However, creative changes prevail, so we perceive the term *communication revolution* as the professor’s emphasis. It should be noted that the author himself sometimes also seeks a different way of looking at it: “[t]he greatest communication revolution in history which was predicted by its supporters and opponents with the same passion, actually finds us technologically overwhelmed and culturally disarmed. That’s why you need to do everything you can to make it an evolution. For us, this means above all to accompany it with critical thought” (Менцвель, 2012, p. 315). Do not fear cyber attacks, loss of privacy, blurring of identity and attacks of viruses. A part of the trouble is caused by our superficial knowledge and insufficient practice.

Taking into account the predictions of outstanding theoreticians of journalism and communication on the decline of newspapers in the age of television, and television and radio in the age of the Internet, we have to doubt them all. After all, newspapers continue to search for niches and upgrading content in convergent projects while finding sources of economic support. In the Ukrainian version, it is the development of the *Den* (The day) newspaper with its current annexes, i.e. glossies, continuous interactive polls, photo contests, TV discussions and speeches by the chief editor, activities of the fund supporting the editor, replenishment of book journalism with journalistic historiosophical content and the submission of media texts to the spiritual and moral mega-goal, i.e. an educational, state-building mission.

With respect to communications, we follow the position of US media researcher and cultural studies expert, Professor Emeritus of Communication Studies at San Jose State University (California, USA), James Lull, who claims that currently in today’s complex world communication is the social core in which the interpersonal relationships and technological discoveries, political and economic activities and cultural aspirations, easy entertainment and serious information, local environment and global impacts, the form and the content, essence and style overlap, interact and mutually affect each other (Лалл, 2002, p. 17).

From the mass of various definitions we select another one, where its author speaks of the diffusion of innovations. American sociologist, writer, and communication re-

searcher Everett Mitchell Rogers wrote: “[c]ommunication is the process in which the participants create and share information with each other to achieve mutual understanding” (Роджерс, 2009, p. 25).

The Ukrainian researcher, Anatoliy Shcherbyna, provides a more advanced definition, “The ambiguity of the term ‘communication’ leads to the existence of various ways of understanding it, the meaning of which varies from a ‘technocratic’ display of the totality of means for the transfer of social information and their functions, which are the basis of forming the material base of the ‘information society’, to existential personalistic interpretations, where communication is treated as a means of movement of individuals for empathy, sympathy, intellectual mutual understanding” (Щербина, 2013, p. 101–102).

We are interested in these definitions due to their relation to the media, since, according to Everett Mitchell Rogers, mass media communication channels make it possible to reach a large audience (Роджерс, 2009, p. 233). Raising awareness in society, the media satisfy consumer/intellectual needs. Ukrainian society is fragmented: one person needs information, the next person – entertainment products, another one needs food for thought. The vulgar time of consumption (as defined by Belarusian writer, opinion-forming journalist Svetlana Alexievich) uses mass culture and, in particular, its expression as tabloids, pseudo-glossies and specific entertainment media. However, smart consumers, whose number is up to ten percent in different societies, as estimated by a range of social structures, demand high-quality media. Their journalistic content leads to the understanding of social phenomena and exercises a certain background impact on decision-making by such consumers.

A special look at communication by John Durham Peters gives us the right to debate and disagree, especially in the realm of ‘otherness’ in relation to a person. He also believes that “[i]n ‘communication’ the bodies cease to be carriers of definitive evidence of identity and personality. Our faces, actions, voices, opinions and relations have moved into the realm of media, wherefrom these signs of our ‘I’ can dissipate without our permission. [...] The modern media have changed the meaning of anthropomorphism forever. A large social significance of the media heavily debated in the 20th century consists not so much in the traditional social anxiety (effect on children, representation of women, policy transformation, mass culture dissemination), but in the transformations brought about by the media in our individual and social bodily existence” (Питерс, 2004, p. 239).

The multiplicity of definitions in the field of media and communications, opinion-forming journalism and literary journalism provides a basis for the thorough analysis and academic separation of its essence. The shift in accents partly adds to the confusion. In general, it encourages caution in determining what, say, is out of date for ideological reasons, for example in definitions of opinion-forming journalism (see the studies by professor Serhiy Kvit) (Квіт, 2008, p. 206). Standing on the threshold of a new academic discovery, the highly relevant remarks of Andrzej Mencwel on the current hazards of the mechanics of technological elimination, i.e. the mechanical replacement of the old with the new, must be remembered (Менцвель, 2012, p. 34–35).

Every new thing arises on the basis of a visible or hidden past. With these rich excursions to various neighbouring branches of journalistic studies we wanted to show their educational proximity to journalism itself through communication as obtaining knowledge, as education. Obviously, journalists as suppliers of information are interested in the

acquisition of versatile knowledge and broadening their own intellectual space. That this is feasible is confirmed by the appearance of new students in the classrooms of those universities which offer journalistic education each year, as well as the interest of working professionals in academic grants and short courses on the improvement of professional standards.

Examining the range of modern, foreign journalistic works of world intellectuals, not printed in separate articles, but in books, we are surprised at the variety of topics they tackle, the intensity of market impact, and the pace of their translation from foreign languages in some countries, particularly in Poland and Russia. On the contrary, Ukrainian achievements in these areas are modest and inconspicuous in the book market. As regards translation, the lag here is rather big. The state has formed its attitude to intellectual products in a very sparing legislative and fiscal regime. The institutions that are meant to stimulate the appearance of the books with opinion-forming journalistic texts written by world intellectuals are in their infancy. The society is reading less and less, partially due to poverty, partially due to lower educational levels. Media owners are chasing profits, trying to provide favourable political services, and do not seek to reproduce or add to intellectual products.

If you look at the various stages of Ukrainian state development, you will see that periods of a general social atmosphere of the promotion of development, of the acquisition and operation of wise thoughts have been too short. Even so, every century and every generation has delivered the luminaries of mind and spirit. Today, too, despite the condition of public opinion, the state and nation, young professionals have to decide whether to become employees of the few high-quality media outlets or to dispose of their talent and diploma otherwise.

Conceptual opinion-forming journalistic discourse in communication

Enjoying the speed of compilation and broadcasting of the news, the 21st century, with its unexpected challenges and geopolitical shifts, happily goes back to opinion-forming journalism, which has undergone transformations in its thematic and genre forms. A new introduction to global journalism in the academic schools of several countries that emerged after the collapse of the USSR, without the political emphasis and communist structure, is being formed. Ukrainian journalistic studies, developing the traditions of researchers Yosyp Los, Ihor Mykhailyn, Volodymyr Rizun, Volodymyr Shklyar, Volodymyr Zdroveha and Marian Zhytariuk, address the problems of development of high-quality opinion-forming journalism with a global scope.

The contemporary researcher into Russian journalism, Grigoriy Pruttkov, believes that “opinion journalism is a kind of a stepping stone between journalism and literature; the highest form of journalism originated in ancient Greece, along with an audience which was able to think independently and needed to discuss the urgent problems of society and government” (Прутков, 2003, p. 4).

In our view, the most relevant, albeit lengthy, definition of “the phenomenon of the pinnacle of journalism” can be found in the words of Professor Ihor Mykhailyn: “[o]pinion journalism is a unique type of art, the object of which is the actual events and impor-

tant issues of the current social life, and the method of development is characterised by a combination of logic, abstract and specific imaginative thinking, thus creating a new spiritual and intellectual value (a journalistic work of opinion), aimed at research into, the connection and explanation of the phenomena of life, in order to influence public opinion and the public conscience” (Михайлин, 2011, p. 347).

The study of the conceptualisation of foreign journalistic discourse in communicative practice requires new methodological approaches. The problem lies in the fact that in the late 20th and early 21st century, the informational journalistic forms markedly dominated the media. In 2011 several reputable international media managers expressed the need to find new forms for the submission of analysis against a background of upgraded news. Often, high-quality foreign analytical journalism is concentrated in the works of the columnist, in opinion journalism articles and commentaries by writers, humanities scholars and political scientists. Ukrainian researchers of foreign opinion journalism mainly focus on the study of the works of columnists in the printed and electronic media. The articles and comments of other authors are studied very superficially, e.g. during the study of the works of foreign authors. In practice, Ukrainian journalism uses reprints of and references to the works of foreign political scientists, scholars, and refers to their authors in a too selective and limited scope as if the number of famous foreign media intellectuals today was very small.

The overall loss of interest of national journalism in the in-depth analysis of international events is remarkable, and there is no need to interpret the state of Ukraine in a European context. The experts explain this state by the proliferation of a marginalised, simplified approach to solving professional tasks. It is also relevant to note that practical journalism in a good/poor information model reveals unexpected or hidden aspects of the true intentions replicated by the media against a background of the main frame. A simplified understanding of this model is replicated in small media, blogs, and even in social networks, such as Facebook, Twitter, and so on.

In a narrow circle of experts there is an activation of a certain segment of knowledge about the state and development of foreign opinion journalism of the 21st century. In discussions, value is given to the dissenting opinion produced by a specialised experienced journalist, writer, a moral authority of the nation, academic, or political analyst. For example, after one academic conference in autumn 2011, the thesis of American professor Bohdan Futey on the importance of dissenting opinion, drawing attention to the acute problems of modernity, resisting the “natural desire for consensus” and being a “society corrector” because “silence deprives the society of very important information, so the one who expresses the dissenting opinion and opposes the pressure performs a vital function” (Сюндюков, 2011) became widespread. Though Futey’s comments mostly referred to legal practice, it is also transformed into the medium of practical journalism.

The modernisation of theory under the social impact of communication has stimulated journalistic studies to show an interest in conceptualising the discourse on opinion-forming journalism. The crisis of capitalism (according to *Economichna Pravda* [Economic Truth], a Ukrainian online newspaper, protests against corporate greed took place in 80 countries) (*Протести проти жадібності*, 2011), the devaluation of democracy, the moral collapse in Rupert Murdoch’s media corporation, resulting in the work of British journalist Nick Davies, *Flat Earth News* (Дейвіс, 2011, p. 28–32), provides the background to a new humanistic turn, not only in the system of high-quality opin-

ion-forming journalism, but also in the study of its manifestations in communication. Since this process begins smoothly with the birth of a mega-idea, perhaps with a futuristic flavour, the starting point for the emergence of modern discourse should be found at the end of the 20th century. The texts by Umberto Eco, Francis Fukuyama, Jürgen Habermas, Leszek Kołakowski and Czesław Miłosz were and still are vanguard against the backdrop of the time. It makes sense to turn to the article by Umberto Eco, *The Vision of Europe*. The idea and theme was initiated by Jürgen Habermas, who was asked, together with Italian and French philosopher Jacques Derrida, another Italian philosopher and politician Gianni Vattimo, Swiss writer and professor of literature, Adolf Muschg, and US philosopher Richard Rorty, to express their opinion on the pages of influential editions so that “the world public learned and assessed the attitudes of some Europeans to the current situation in the European Union” (Эко, 2007, p. 65). The forecast made by Umberto Eco in 2003 still remains valid, and has partly come true. Then he wrote: “[w]hen America shifts its increased attention to the Middle East and the huge Pacific, Europe will lose its relevance in the world” (Эко, 2007, p. 72). As a result of the new format of the world, Europe should not break up but become the third pole. For that purpose “Europe has consolidated the customs and currency, and now its needs to consolidate the foreign policy and defence” (Эко, 2007, p. 73). In the conclusion of his article, Umberto Eco emphasises the communicative aspect of the discourse, for the special scenarios for Europe are “provided by the prominent Europeans to the governments of the continent where they were born and in which they would like to end their existence quietly, proud of their place of residence” (Эко, 2007, p. 74).

Intellectual communication, as the initiative of intellectuals, is effective where there are educated, professional and moral government officials. Claiming this, we try to clarify the opinion expressed by the classic. Therefore, we pay attention to the position of the Ukrainian scientist Mykola Ryabchuk about who should raise the opinion-forming journalistic discourse to the level of communication in extremely important situations. “Intellectual communication (or, better to say, the communication of intellectuals) differs from the other communications not so much by topics but rather by the level of thinking and way of discussion,” said Mykola Ryabchuk. He also stressed that “public intellectuals are interested primarily in truth, no matter how useful it is for one or another party, nation or to them personally. That is, ideally, they should be as objective, impartial, and non-partisan as possible.” In this Mykola Ryabchuk sees one of the main differences between intellectuals and the intelligentsia: “all intellectuals are the intelligentsia in a sense. But not the whole intelligentsia has this ability to self-reflect and self-control, to objectify their knowledge and adjust their own, natural prejudices, bias and particulars” (На полях, 2010). Significant figures with a high national and religious conscience are always one step ahead of the event and lead national movements.

Czesław Miłosz, in the texts of *Milosz's Alphabet*, expressed the need for a nation to have its intellectual luminaries, “maybe humanity needs names-abbreviations, names-signs...” (Мілош, 2010, p. 283). However debatable, it is worth noting that *Milosz's Alphabet* is an example of innovative communication due to the opinion-forming journalistic aura of each article. We would like to add this definition to the existing emotional “mental encyclopedia,” “chronologically distorted autobiography,” “subjective textbook” and so on.

Encouraging knowledge of contemporary foreign opinion-forming journalism is axiomatically biased, and the above examples show that the discourse of foreign opinion-forming journalism should be studied. However, some concerns emerge in the academic world that this could actually sometimes stir non-academic tensions about the principles of the selection of texts for study and emphasis on certain names. This is justified fairly well in a number of academic debates about the change of the nature of journalism and its modernisation. Although modern journalism feels comfortable with the philosophical foundations expressed by Czesław Miłosz, saying that “[t]he creative impulse journeys from country to country are a top secret, and because of the lack of expressive reasons we learned to say *Zeitgeist*, the spirit of the time. In the 21st century the “creative impulse journeys,” the impulse of the creative thought often combines East and West with a tendency to ideological concentration of uniting ideas.

Media intellectuals, saturating debates with concepts of high morality and spirituality, direct the attention of the consumer world to the segment of the meaningful perception of the realities of the globalised modern world. So, there is a prospect for further research into this topic. The implementation of new technologies for fast communication of news has led to non-academic debates about the disappearance of newspapers, the convergence of media and the collapse of analytical opinion-forming journalism. As in the Soviet times, the access of Ukrainian scholars of journalism to foreign academic developments in the field of journalism was limited, the philosophical comprehension of common problems is still slower. Discussing the pamphlets by Daniel Defoe or Jonathan Swift, we should more thoroughly learn the ways of implementation of foreign communication tools and their resources. In our view, it is promising to research contemporary foreign opinion-forming journalism that will conceptually unite the philosophical aspects of the issues and their importance for high-quality intellectual communication, as well as in applied reproduction and perception.

In the chorus of those who deny the further development of high-quality foreign opinion-forming journalism there are rare soloists voicing a different view, which can also be called dissenting, to protect texts written for those able to think and to make decisions. Thus, the US founder and CEO of the startup Subject-Based Social Network Sulia, Jonathan Glick is optimistic about the situation: “[a]nalytical journalism will survive, giving up the fast food news. This business model can be a way out for authors. Over the next ten years the analytical journalists will have to learn to ignore the fact that the actual information they teach might have already been consumed by readers in real time elsewhere. In these circumstances, their articles will be valuable, containing rationale, conclusions and comments” (Glick, 2011).

The harmonisation of further academic investigations of the designated topics will require new concepts in the theoretical part of journalistic studies. Sharing the opinion of the investigator of the communication theory and communication technologies, Georgiy Pocheptsov that “now there is a choice between the unregulated greed which does not make free any one of us, and a responsible, effective leadership that will protect our freedom” (Почепцов, 2010, p. 304), we venture to say that the ‘creators’ and ‘partners’ of effective leaders will require new concepts from the sources of foreign opinion-forming journalistic discourse.

The topics of civilisational values in the works of media intellectuals

The systemic analysis of civilisational values present in the works of Umberto Eco provides reasons to believe that the special value of his essays is the presence of a clearly formed thematic and contextual agenda for the consumers of his thoughts, i.e. his readers. He expresses his opinion, contrary to the current trends, correctly and carefully. For example, in his opinion, after Operation Desert Storm and during the Kosovo conflict, the world media always responded to the criticism of some European journalists and humanitarians of the actions of the American side in international conflicts. Some of these messages carried an emotional charge, expected to evoke equally strong emotions in response.

Umberto Eco finds a balanced platform for his opinions about the moral aspect of the behaviour of a large country in war. "Loving American tradition, the American people, American culture, respect for a country that has earned the title of the strongest state in the world. Empathizing with the pain of the people, mourning for the tragedy of 2001, but not fearing to convince the Americans that their government is wrong. On our side, it's not a treason, but an expression of disagreement. If you can not express it, so the right of the people and nations to disagree is infringed," he said, recalling here that this position is opposite to the lesson "we received in 1945, after the Nazi dictatorship, from the American liberators" (Эко, 2007, p. 63).

In the book *Turning Back the Clock: Hot Wars and Media Populism, The Chronicles of Despotism*, there is a section with essays reflecting the state of political communication in Italy and containing criticisms of the 'spoil system', i.e. the division of spoils by the party that won the election, and nostalgia for 'fair play'. At the first glance, the nature of the essays *Kunigunda Pasta* and *Chronicles of the Last Period of the Empire* seems comical and even playful. However, they contain a truly aphoristic morality, such as in La Fontaine or Phaedrus, only without the subtext.

The writer and academic gives sometimes metaphorical, but clear definitions, whether speaking about political debate, dysfunctional democracy or super-dictatorship in the essay *Was It Better When It Was Worse?* According to the writer, there are *a priori* conflict situations, "... they have their special rules of the game according to which to spare the feelings of the other party is illegal but to criticize, argue, raise one's voice, even wince and say something too unpleasant is legal. This situation is a political debate" (Эко, 2007, p. 309).

His popular explanation of the difference between the types of despotism, dictatorial and media, is interesting. The reasons for using media despotism are shown using the example of the interaction of the Italian government and the media. The government controls the majority of the popular media. Umberto Eco observes that "[f]or fifty years it is all clear that in any other country, except perhaps some very underdeveloped corners of the planet, no tanks in the streets are required to shift the government. It is enough to take control of the radio and television stations" (Эко, 2007, p. 254). In his view, it is fairly easy to impose "media despotism with a decent face" on society. The essence is not that the "dictatorial bondmen" will cut or ban something. "...In the media despotism regime the TV is always armed with a rhetorical trick called 'concession' (*concessio*)" (Эко, 2007, p. 256). Thus, the "loyalists complete the discussion" in one hundred of cases out of a hundred, when it addresses an important issue for the government.

In his essays, besides creating abundant neologisms to denote specific socio-political and media events, Umberto Eco very carefully and accurately describes human actions and events. His profound erudition in many areas and encyclopaedic knowledge allow him to specify and modernise certain definitions easily, such as in the essay *Poor Birds*, where he explains who is a modern “conservative”, “reactionary”, “fascist” and “populist”. In his newspaper essays, Umberto Eco acts as a communicative and opinion-forming journalist. According to the definition of Professor Volodymyr Rizun, opinion-forming journalists are people who “live the interests and problems of society, able to set aside their own interests and give priority to social issues. Publicists always speak on the rise, convincingly, with arguments...” (Різун, 2008, p. 3).

Among the leading topics of opinion-forming journalism among media intellectuals is the call for environmental conservation on Earth. Clean energy production, water conservation, and analysis of the consequences of damaging human activities, harming the surrounding world of nature are the topics discussed by Thomas L. Friedman in his book *Hot, Flat, and Crowded: Why We Need a Green Revolution – And How It Can Renew America*. His axiological approach to the semantic meaning of the narrative makes this opinion-forming journalistic book extremely rich with facts, events, and comments. The subject is defined almost from the first page: “[t]he era which we enter will be an era of tremendous social, political and economic changes caused mainly by higher forces, the Mother Nature. If we do not want changes, that is if we want to maintain our technological, economic and moral superiority, if we want to preserve a viable planet with rich flora and fauna, with leopards and lions, with sustainable development of human society, we must change ourselves, and change quickly” (Фридман, 2011, p. 13). The key message of “we have to change ourselves” pervades the entire work.

The opinion-forming journalistic component in media discourse in the early 21st century has specified the new challenges. Thomas L. Friedman writes clearly and convincingly that humanity has reached a stage of development where “the impact of our lifestyle on the environment and biodiversity can no longer be ignored or limited” (Фридман, 2011, p. 211). He also analyses the not always correct position of the media as to climate change, shedding light on issues which are not resolved because “they arose in the energy-climatic era, the era of imbalances in supply and demand, oil dictatorships...” (Фридман, 2011, p. 211).

His reflections are perceived as a warning, a call to reflect on the future by everyone who reads his sharp analytical articles, in which an appeal to save the environment for our ancestors sounds with a new force. The appeal to six billion people to come together around the environmental problems of the planet sounds a bit snobbish, but maybe the “hot, flat and crowded world” will take the challenge and try to implement the already known methods of saving the earth.

The communicative expectations based on media processes in the modern world are increasingly reflected in the articles of various politicians. Let us focus on the book by the activist of the ‘green’, Joschka Fischer, a former minister in one German government. He provides an analytical view of *Europe, America and the Future of Transatlantic* after the tragic events of September 11, 2001. The articles reveal what may be the issues of a new world order in the 21st century international politics. He believes that “the European-American relationship over the North Atlantic determines not only a military or po-

litical alliance, but actually a transatlantic alliance based in its deep layers on the shared civilisations” (Фишер, 2013, p. 341). Since the policy on both sides of the Atlantic is changing, the author proposes to begin the comprehensive reform of transatlantic relations, thus relying most on the “institutional development of political and civil-cultural elements in the transatlantic relationship, while still remembering the military alliance” (Фишер, 2013, p. 342).

The political opinion-forming journalism (or, in other words, political writing) of Joschka Fischer is based on the estimates and forecasts of the future role of the United States, Europe and the UN in the globally integrated world. His conclusions are optimistic, when showing that states are more and more dependent on growing economies, limited ecosystems and population growth. Because of this dependence they will be forced to accept the new cooperative framework.

In conclusion, we can state that the presence of a journalistic component in the examined texts enhances the perception of the pictures of the social environment of specific countries, images of people experiencing the same, processes in the world against the background of globalisation, thus creating the new communication circuits along the author-reader-protagonist line.

Writing this paper has resulted in a variety of theoretical and applied conclusions. The latest communication technologies (online-publishing, Facebook pages, Twitter accounts) accelerate the delivery of texts to the readers. The feeling of *Zeitgeist* makes academics look for innovative ways to update academic courses on international journalism. A powerful circle of world media intellectuals, including journalists, writers, academics and philosophers is able to provide a qualitative communicative evolution through opinion-forming journalism.

The fundamental subject of this paper is based on the highly reputable role of the thinking and the words of world intellectuals. The Ukrainian magazine *Крытика* [Critique] published a letter from world intellectuals in support of the political developments in Ukraine in 2004. The main idea is the struggle for global democracy that is also being fought in Ukraine. In 2014, the Internet newspaper *Ukrainska Pravda* [Ukrainian Truth] in its section *Life* (*Світова інтелектуальна еліта*, 2014) published a letter from intellectuals warning against European indifference towards the aggression of Russia in Ukraine. In our opinion, the activity of the intellectuals who are the representatives of world public opinion is decisive and forward. This concerns not only Ukrainian events. In the articles by Umberto Eco analysed, for example, we draw attention to his assessment of the moral aspects of the behaviour of a large country in a state of war, the state of political communication in Italy, the difference between dictatorship and the despotism of the media. These accents make it possible in the future to return to studying these issues, comparing them to Ukrainian reality, to broaden the scope of the study of the discourse of foreign opinion-forming journalism by media intellectuals compared to Ukrainian discourse.

The civilisational values that form the basis of the books by Joschka Fischer and Thomas L. Friedman are conceptually similar. The difference lies in the authors' realisation of the global topics of today. Their authors' positions require additional studies of the philosophical aspects of high-quality intellectual communication.

The new ideas presented in this paper concern the fact that, for the first time in Ukrainian journalism studies at a theoretical level, it is proposed to modernise academic

courses on international journalism through studying the discourse of modern foreign opinion-forming journalism. Also the conceptualisation of opinion-forming journalistic discourse in communication was emphasised. The practically applied outcome of the author's vision of the problem defined in this paper is the need for the development of a special academic course using the up to date works and profiles of international journalists. The implementation of the aim of this paper convinces us of the correctness of the choice of the study topic, since the development of smart strategies will enable in-depth analytical articles to be written soon.

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Rola dyskursu dziennikarskiego zagranicznych intelektualistów w ewolucji komunikacyjnej

Streszczenie

Prezentowany artykuł jest poświęcony organizacji badań interdyscyplinarnych i dorobkowi międzynarodowych kręgów intelektualnych, które w ostatnich latach wyznaczają standardy dla współczesnego dziennikarstwa. W artykule prześlędzone konkretne parametry, które są niezbędne w procesie uzupełnienia i wzbogacenia istniejących teorii międzynarodowego dziennikarstwa. Tekst jest interpretacją wielostronnego dyskursu dziennikarskiego – esejów, artykułów, a także wywiadów z dziennikarzami, dyplomatami, uczonymi i działaczami politycznymi. Tego rodzaju badania prowadzą do konkluzji, że rozwój współczesnego dziennikarstwa jest generowany poprzez różnorodne czynniki, a w dłuższej perspektywie służy badaniu procesów modernizacji. Całe spektrum tych działań sprzyja rozwojowi specjalistów w dziedzinie dziennikarstwa o charakterze międzynarodowym. Przedstawiony tekst dość szczegółowo określa w jaki sposób istnienie komponentu publicystycznego wzmacnia nowe komunikacyjne relacje na linii: autor–czytelnik–bohater.

Słowa kluczowe: komunikacja, intelektualista, dziennikarstwo międzynarodowe, media, dziennikarstwo

