# AWARENESS OF JOURNALISTS' PROFESSIONAL MISSION AS AN ELEMENT OF MEDIA SPECIALIST TRAINING IN UKRAINE

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# INFORMATION FATIGUE

Information Fatigue as a Window of Opportunities: Recommendations by the Media Development Foundation, 2025 (Information Fatigue as a Window of Opportunities: A Chance for Regional Media During the War and Beyond - MEDIA DEVELOPMENT FOUNDATION)

1. Since the primary reasons for avoiding news are anxiety, emotional exhaustion, and overload from negative information, newsrooms need to consciously adjust their content strategies. Complement essential reports about dangers and threats with stories that evoke positive emotions. It is important to note that respondents who avoid war-related news still report feelings of pride (65.4%) in the Ukrainian resistance and hope (63.5%) inspired by the successes of the Ukrainian military.

# INFORMATION FATIGUE AS A WINDOW OF OPPORTUNITIES

**2. Integrate Entertainment Content**

In the context of war fatigue, audiences, especially women, tend to prefer entertainment-oriented content. Local media outlets can create "compensatory" content, such as light-hearted local stories, community event reviews, or cultural features.

**3. Monitor the Volume of News Coverage**

More than half of respondents believe they receive more war-related news than they can effectively process. Avoid duplicating national news coverage; instead, focus on its local implications, interpretation, and impact on the community.



# • DEVELOP A STRATEGY FOR YOUNG AUDIENCES

**4. Develop a Strategy for Young Audiences**

The highest tendency to avoid news is observed among young people aged **18-24**. This requires a dedicated engagement strategy.

Adapt content for **YouTube and Telegram**, as young audiences in this age group are less likely to follow local news on a regular basis but still express a strong interest in staying informed.

Make greater use of **infographics, short-form videos, and direct, less formal communication formats** to increase engagement and accessibility.




# THREE AREAS OF DEVELOPMENT

1. Engaging students in international conferences, presentations, and creative projects.
2. Involving students in the organization of press conferences, presentations, and exhibitions.
3. Encouraging students to produce their own works and projects dedicated to the war.





# “MY COLORS OF RESILIENCE”: AN INTERACTIVE EVENT CONDUCTED IN COLLABORATION WITH STUDENTS.



# ДЯКУЮ ЗА УВАГУ

