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MEANS OF CREATING A CROSS-MEDIA PLATFORM FOR PROMOTING THE CULTURAL HERITAGE OF THE UKRAINIAN DIASPORA

The activities of the Ukrainian diaspora have always been accompanied by scientific and cultural heritage. The Ukrainian diaspora in Western Europe has done a lot for developing and preserving national culture, raising the positive image of Ukraine in the international community. This heritage is unique and needs to be studied and popularized.

In the conditions of the Russian full-scale invasion and military aggression on the territory of Ukraine, there is a growing need for the restoration of historical memory, the formation of national consciousness, and the study of the life history of Ukrainians living in the countries of the world, their social activities, assets in the field of science, culture, art, literature, and education.

Therefore, the study and popularization of the cultural heritage of the Ukrainian diaspora among young people with the help of media platforms in the conditions of the formation of a digital society become especially relevant [1].

The purpose of the work is to review the means of creating a cross-media platform for popularizing the cultural heritage of the Ukrainian diaspora.

In order to analyze the means of implementing a cross-media platform for popularizing the cultural heritage of the Ukrainian diaspora, let's first consider what “cross-media” is. The definition of “cross-media” refers to the ability to disseminate information in a persuasive, useful, and visually appealing way using various means of communication. The word “media” means “way of communication”, that is, the process of transmitting information [2]. Using cross-media, the sender of the message is not limited by the specificity of only one medium, the message can be transmitted through multimedia channels that relay the same content in different forms. Cross-media invites the user (reader, viewer, etc.) to turn from one medium to another. Consider the term “platform”. A platform is an environment in which a certain activity (scientific, educational, artistic, entertainment, etc.) takes place. Harvard Business School professor A. Hagiu interprets multi-sided platforms (multi-sided platforms – MSP) as technologies, products or services that create value, primarily by providing direct interaction between two or more groups of customers or participants [3]. M. Uenlue cites the following types of multilateral digital platforms: communication, social, information and media, search, service, sharing, transactional, product, operational, etc. [4].

Based on the analysis of scientific sources, the means of creating a cross-media platform for popularizing the cultural heritage of the Ukrainian diaspora are proposed:

— a virtual exhibition implemented with the help of Wix – an international cloud platform for creating and developing Internet projects, which allows you to build professional websites and their mobile versions on HTML5 using drag-and-drop tools.

— Social networks like Facebook and Instagram. Facebook is a social networking site that allows users to join a virtual community and communicate with other users with shared interests. Instagram is a social network for sharing photos and videos. A study by communications agency PlusOne in 2022 showed that Instagram users are up to 33 years old. From the age of 34, users prefer Facebook. Thus, on the basis of the research results, a strategy of polarization among different age groups in social networks will be built.

— Twitter is a social microblogging network that allows users to send short text messages of up to 280 characters using SMS, an instant messaging service. Also, Twitter is popular in the world among all categories of the population. Hashtags used on Instagram will also bring views through Twitter, as hashtags on this network are common.

— Tumblr is a microblogging service and social network that allows users to post text, images, videos, links, quotes, and audio to their blog. To popularize our cross-media project outside of Ukraine, this microblogging service has great potential among a young audience.

— Telegram is a multi-platform messenger for exchanging information of various kinds between users. One of the main advantages of creating a Telegram channel is its cross-media, which we consider in the context of multimedia, which is represented by the possibility of group exchange of text, video, voice messages, and files of various formats and the possibility of long-term thematic dialogue.

Conclusions. Thus, cross-media projects can be used to popularize the cultural heritage of the Ukrainian diaspora, including a cross-media platform based on the Wix cloud platform, social networks Facebook and Instagram, the network of microblogs Twitter and Tumblr, as well as the Telegram messenger.

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