

Editorial column as self-promotion for publishers

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Abstract – Freedom of thought and style, which came to replace the prescriptive monoideological press, predominant communicative function of journalism, market conditions, freedom of thoughts expression, appearance of authorial journalism – these new tendencies of modern Ukrainian journalism cause the interest to the author of the Media whose point of view has the authority and interest on its own, and it resulted in appearance of new genre form – editorial column.

Key words – Editorial column, marketing, promotion, journalism.

I. Introduction

Demand for the authorial journalism led to the emergence of such type of column, where the author is significant and authoritative for the audience. Editorial column is a separate genre of authorial journalism, in which editor says that he is concerned about as the head of the publication. With the help of this genre director of the newspaper enters into a communicative dialogue with the supporters.

The purpose of editorial column is not only to establish a dialogue with readers and making them interested in giving answers on topical questions but also to promote newspaper advertising and its marketing. Editorial column as a genre has its own subject, objectives, and research methods. Subject of the research of editorial column is the author's attitude to the facts, events, and things related to Publishing Director, his thoughts and feelings.

In a competitive environment effective dissemination of the newspaper publication as well as getting the most revenues and profits is possible only with direct participation of Editor in creating textual content not only as a head manager, but also as the author of the newspaper. Chief Editor has authority among readers; his name as well as his words attracts attention. Hence, the Media has a possibility to advertise itself without wasting money on advertising and to attract the reader's attention in order to promote the publication on the market of periodicals. However, in modern socio-political newspaper the editor column is not used very often, although it is applied to promote advertising of publication and is one of the tools of the Media marketing.

As a special genre editorial column has following tasks: it is not merely an expression of the newspaper director opinion but it also promotes the publication through authoritative name of the editor for marketing purpose - to promote the publication on the market of periodicals. Editorial column has its own method of cognition and reproduction, which has such characteristics as combination of analysis, facts, events and things related to the media, their assessment to clarify the reasons, consequences and publicistic factual imagery

argumentation (with the help of publicistic images, paintings, portraits) – it is writing by author-editor his own original attitude.

In some current social and political publications of Ukraine on the first, sometimes on the second page there is a permanent heading "Editorial column", in which editor highlights the position of the head of the newspaper edition, talks about the problems of the edition, consults with readers, asks support or analyzes pressing problems of society, promotes the publication and urges to recommend it to friends ("Rural News", "New Time", "Ukraine is the Center"). Under the heading "Editorial column" in modern Ukrainian media not only editorial column is published, but also editorial articles, editorials, commentaries, essays, advertising and political articles etc.

Under the marketing conditions editorial column is a genre that has to meet the interests of readers, promote and modify the model of publication, strengthen its position on the Media market.

II. Background studies

There are small amount of works devoted to the study of editorial column. Researcher V.M. Galych in the article "Column as a genre," writes: "Journalists are using increasingly such varieties of editorial article as column of an editor or editorial column". V.O.Karpenko in his article "'Editorial genre" writes that editor uses genre of editorial column when it is necessary to convey editorial position to the readers. Y.A. Gordeev identifying genre characteristics of columns of printed media has shown that column as a genre as well as a column as heading may exist in parallel. However, no-one mention the editorial column as a way of self-promotion and marketing of publication.

III. Research question

In modern Ukrainian political newspapers text of editorial column is often a monologue or an appeal to readers with a specific problem or an explanation of the publisher position. Recognition of editorial column on the newspaper pages as a rule promotes its permanent location and a content (the newspaper "New Era" in the first place has a heading "editorial column" and in the edition "Ukraine-Center" on the fourth place of the editor appears under the heading "Explorer's Diary"). Editors of modern Ukrainian newspapers appear as the authors of editorial column with different purposes. Editorial columns contribute most effectively to the spread of publication, if it serves as communicative function of the press; establish a dialogue with readers, draw attention to the issues of the newspaper, thus causing a necessity to read the newspaper, encourage their audience to think, make a dialogue etc.

The primary task of the editorial column is to attract and hold the reader's attention and for that you need to know your audience. Editorial column also may help to study the newspaper audience. Newspaper editor may ask readers to help him to the study audiences in order to meet the readers' interests better. For example, conduct a

survey of readers "Who are you, our readers ". And on the same page publish a small questionnaire to form an idea of the real newspaper audience. One of the following columns could be written on the base of readers' responses to the questionnaire.

Especially valuable is a questionnaire for psychographic audience analysis. According to researcher S.M. Gurevych: "Lifestyle of people, especially their psychology, customs and traditions have a very strong influence on the formation of their information needs. Information about family traditions, relationships between generations, men and women, confessions to which the residents of the region belong to, etc. used to determine the type and the character of the publication, themes and publication style, peculiarities of the organization work of the newspaper» [1]. Using the hint of S.M.Gurevych questionnaires titled "Family customs", " Family Traditions ", " The relationship between parents, children and grandchildren ", " The relationship between men and women ", " Religion that I profess " can be published. In the column editor can offer his readers a correspondence to these topics and prepare new speeches in the editorial column based on readers' answers.

In some Ukrainian press, this rubric may appear when the newspaper is published at the first or last time, the structure of the newspaper changes, the anniversary number of the newspaper, financial problems appeared, the editor or the owner of the publication changes.

Editions of most famous socio-political newspapers don't have the editorial column. Presumably, this is due to the fact that the leaders of popular publications are busy by organizing activities and don't have the opportunity to write up to the publication. Some are unable to write up to the publication, while others believe they do not need to keep the editorial column, not realizing that the performance of editor has a special meaning for the audience because he seemed to represent the edition, which he is head of. Editorial speech in the newspaper is not considered by audience as a personal opinion of the author, but as a position of the whole edition. In the conditions of communication editorial column must perform communicative function, conduct a dialogue with the reader, to be written in a colloquial style.

Editorial column in the newspapers "New Era" and "Sivershchyna" is considered as a rubric for different genres, such as comment, open letter, review, article, essay, notes, correspondence and announcement.

Analyzing the editorial column in social and political press of Ukraine it was founded that editors use it with a dual purpose: to highlight editorial positions to social events, problems and as a means to promote the publication.

Themes of editorial column in social and political press can be selected that should be used for self-promotion and marketing of publications: greetings readers with happy

holidays and different events, expressing gratitude for the support, describing topical events or phenomena; the desire to attract and encourage readers to communication; political advertising; answers to questions of readers; appeals to subscribe or buy publication, etc.
Having systematized omissions

IV. Recommendations

Having systematized omissions of publications in editorial columns, we can summarize:

- Variability of editorial column in time and locations, as well as it is used only once or for a short time in socio-political newspapers.
- The author of the editorial column should be only a newspaper editor, and not the other journalist, even more respected. Newspaper editor has to find time to talk with the readers of his newspaper.
- Editorial column should always have one location and one streak - the first one, in order to attract attention.
- Editors can use the editorial column to inform readers about editorial position on urgent social problems and events that relate to the editor and the publisher. In the column of the editor other interesting and skillfully written materials of journalists should be promoted.
- Editorial column contributes to marketing when contains analysis of questionnaires on topics that are interesting to readers.

Conclusions

Editorial column performs many functions:

- it is a means to self-promotion – it advertises publications and encourages its readers to buy and pay for the newspaper constantly;
- contributes to communication of dialogue editor with the readers;
- editorial column is not a navigation aid, but the preview that directs readers to the certain material of the publication;
- it is a means to advertise and preview the newspaper. The editor has to take care of advertising farsightedly as well as about marketing of publication.
- Editorial column should regularly appear in the press, that creates a sense of psychological contact, indifference and usefulness among the newspaper supporters. Also the authority of the editor is a means of promoting the publication. Editorial column enables to contact with readers asking them to subscribe and support the edition in difficult times. Speeches of the editor on the newspaper pages provide uniqueness of the newspaper.

References

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