

UDC 000:304:070

DOI <https://doi.org/10.32782/2710-4656/2026.3.2/05>

Horchikova A. O.

<https://orcid.org/0000-0002-1587-5358>

Private Higher Education Establishment “Academician Stepan Demianchuk International University of Economics and Humanities”

Smus A. H.

<https://orcid.org/0000-0002-6046-6924>

Private Higher Education Establishment “Academician Stepan Demianchuk International University of Economics and Humanities”

Zubarets A. V.

<https://orcid.org/0000-0003-4529-5749>

Private Higher Education Establishment “Academician Stepan Demianchuk International University of Economics and Humanities”

THEMATIC ORIENTATION OF GLOBAL MEDIA

The article provides a comprehensive analysis of the modern global information agenda for the first two decades of April, taking into account key economic, technological, political and social trends that determine the content and nature of the news content of leading international media. It is established that the information agenda is formed around three dominant directions: economic instability, technological transformation and growing geopolitical tension. It is found that the slowdown in global economic growth, the persistence of high interest rates and the instability of energy markets create an atmosphere of uncertainty that directly affects investment processes and financial markets. In parallel, intensive development of the technological sector is observed, in particular, increased investment in the field of artificial intelligence and increased competition in the production of semiconductors, which is acquiring the characteristics of a strategic resource. Special attention is paid to the climate factor as an important element of modern information discourse. It is proven that extreme weather events and environmental risks are increasingly integrated into economic and political contexts, increasing the overall level of global instability. Political processes in various regions of the world are analyzed, in particular, the growth of social tension in European countries, instability in Latin America and escalating risks in strategically important geopolitical points, such as the Strait of Hormuz and the East Asian region. The study also considers a number of urgent social problems, including the radicalization of youth under the influence of digital communications, the deepening of global economic inequality and the exacerbation of humanitarian crises in war zones. The growing role of social networks as a medium for the spread of extremist ideas is emphasized, as well as the need to revise existing economic models towards a greater social orientation. Special emphasis is placed on the gender aspect of crisis phenomena, in particular, the vulnerability of women during periods of socio-economic instability. It is summarized that the modern information space is characterized by a high level of dynamism, conflict and emotional saturation, which necessitates further research into the mechanisms of media agenda formation and its impact on public consciousness.

Keywords: content, global media, media message topics, information agenda, BBC.

Statement of the problem. In the context of progressive digitalization and the erasure of national information borders, global media have become the dominant tool for forming the world agenda. The modern media space is characterized not only by the speed of content distribution, but also by a deep

transformation of thematic priorities. Research into the thematic orientation of global media is critically important, since it is they who determine the vectors of public discussion on geopolitical conflicts, environmental challenges, pandemics and human rights. In conditions of «information oversaturation»,



an analysis of which topics become priorities and which remain on the periphery of the attention of global media giants allows us to understand the mechanisms of manipulation of public consciousness and the principles of the functioning of the policy of cultural and information dominance.

Analysis of recent research and publications.

The issue of the functioning of global media systems and their influence on world politics has been studied by such scholars as G. Schiller, F. Darling-Wolf [2], M. Castells [3], as well as modern Ukrainian mass communications specialists, in particular V. Rizun, G. Hrydasova, S. Kuznetsov, M. Levchenko, A. Forostyan [1, 4] and others. Today, there is a certain scientific gap in the study of how the traditional thematic hierarchy (the traditional “hard news” agenda) is being supplanted by new global narratives – from climate alarmism to technological protectionism. This necessitates a rethinking of the content structure of messages of global media networks, which in the conditions of a polycentric world cease to be only translators of facts, turning into active subjects of geopolitical confrontation. On the other hand, it is worth understanding that the influence of transnational media is primarily due to the fact that such media reveal global topics that concern universal human problems [4, p. 113]. After all, according to F. Darling-Wolf, the very concept of “global” would not exist, at least not in its current form, without the media. It is the media that become the core where the impression of “global” is formed and discussed [2, p. 13].

Task statement. The aim of the article is a comprehensive analysis of the thematic structure of modern global media, identification of key content paradigms and research of factors that influence the formation of thematic orientation of content in the context of global transformations.

Outline of the main material of the study. Transnational media corporations concentrate great economic and political power, and the information they provide has a global impact on humanity” [5, p. 3]. The world information agenda today is formed around three major themes: economic instability, technological transformation, and growing political tension in different regions.

The global economy is experiencing a slowdown in growth. After a period of active recovery, world markets are entering a phase of caution: central banks of leading countries maintain high interest rates, trying to finally curb inflation. This, in turn, is holding back investment activity and lending. The IMF, in its latest assessments, warns that the global economy

remains vulnerable to new shocks – in particular, due to geopolitical risks and instability in energy markets. Fluctuations in oil and commodity prices add to uncertainty, and stock markets demonstrate unstable dynamics, reacting to any signals regarding central bank policies or escalation of conflicts.

In parallel, the rapid development of the technology sector continues, which remains one of the main drivers of the global economy. The boom in artificial intelligence attracts particular attention: large corporations such as Microsoft, Google and OpenAI are actively investing in the development of new models, data center infrastructure and the implementation of AI in business processes. At the same time, competition is growing for the production of microchips – a key resource for the modern digital economy. The geography of semiconductor production is becoming a matter of national security for many states. Against this background, some segments of the technology market are showing signs of overheating or correction: in particular, the electric vehicle market is facing a slowdown in demand due to saturation and increased competition [9].

The climate factor is increasingly influencing the global agenda. Extreme weather events are being recorded in different parts of the world – from large-scale floods in Asia to early heat waves in Europe and the beginning of the forest fire season in several regions simultaneously. The UN stresses the need to accelerate climate action, as the current pace of response does not match the scale of the problem. Environmental risks increasingly affect not only the lives of the population, but also the economy – in particular, through the destruction of infrastructure, supply disruptions and rising costs of restoration [7].

The political situation in the world also remains tense. In Europe, protests are observed in a number of countries related to the increase in the cost of living and socio-economic pressure on the population. Political instability persists in Latin American countries, which in some cases turn into protracted governance crises.

It is worth highlighting the situation with international tensions, which remain one of the key factors of global instability. International media also pay special attention to the situation around the Strait of Hormuz – a key oil transportation route in the world. Due to the increase in tensions, threats to shipping periodically arise, which is already affecting global energy markets and oil prices. This region remains one of the most volatile in the world, and any escalation here has global consequences.

In Asia, the key point of tension is the relationship between China and Taiwan. China continues to

demonstrate military activity near the island, conducting large-scale exercises, while the United States maintains a balance of power in the region. Despite the high tension, the situation currently remains under control, without a transition to a direct military clash, but the risks of escalation remain.

The problem of radicalization of youth has also become an important topic. According to law enforcement agencies, in Southeast Asian countries there is an increase in the number of teenagers who fall under the influence of far-right extremist ideas. The situation in Indonesia, where after an attack on a school in the capital Jakarta, the police began monitoring almost a hundred teenagers who could have been radicalized via the Internet, has caused particular concern. Similar cases have also been recorded in Singapore. Experts note that the spread of extremist ideas occurs mainly through social networks and various messaging services, where closed communities are created that spread violent ideology and calls for aggression [6, 8].

The issue of global economic inequality is being actively discussed in international publications. One of the representatives of the United Nations Organization for the Fight against Poverty stated that the modern economic system is too focused on the interests of the richest people and large corporations. In his opinion, world resources should be used primarily to meet the basic needs of the population, such as the development of social housing, education, medicine and public transport. He also suggested considering new economic approaches, including the introduction of a guaranteed basic income for the population, the creation of job security programs, debt cancellation for poorer countries and the introduction of increased taxation of super-rich.

Another important topic was the humanitarian situation in the Middle East. Representatives of international humanitarian organizations reported a sharp deterioration in the situation due to the escalation of hostilities in the region. As a result of military events in Lebanon, tens of thousands of people were forced to leave their homes, and a significant number of Syrian refugees returned to Syria. In addition, approximately one hundred thousand internally displaced persons are reported in Iran after the start of a new wave of conflict. International organizations call the situation a major humanitarian crisis and emphasize the risk of disease spread due to lack of water, food, and proper sanitation [7, 9].

Separate materials were devoted to the impact of wars, economic difficulties, and social crises on the situation of women in different regions of the world.

Experts emphasize that it is women who often suffer the greatest social and economic losses during periods of instability. At the same time, international studies note gradual progress in the field of equal rights for women and men. Some companies and organizations continue to implement policies of equal opportunities and support for women in professional activities.

A somewhat different thematic coloration is given to blocks of news reports about events within specific states. For a more objective analysis of this link, we present a detailed review of BBC News content dedicated to the USA and Canada. During the first half of April, the BBC News news feed, dedicated to events in the United States and Canada, demonstrates a high level of intensity and clear thematic structure. The content of this period is characterized by the dominance of crisis and resonant events, which allows us to speak about the formation of a negatively oriented information agenda. According to generalized estimates, about 65% of the news is related to crime and emergencies, about 20–25% – politics and economics, and only 10–15% is for reports, social stories and “lighter content”. The most saturated is the block of crime news and emergency events in the USA. In particular, a significant resonance was caused by the tragedy in the state of Pennsylvania, where a 34-year-old woman and her six children died as a result of an explosion in a residential building, probably due to a gas leak. Another large-scale tragedy occurred in Louisiana: a man opened fire on his own family, killing seven of his children and another child of relatives, after which he was shot by police. Both events were actively covered through emotional details – eyewitness accounts, descriptions of events and family context, which enhances the effect of empathy. Smaller, but illustrative incidents also fall into this category.

For example, in the state of Nebraska, a woman kidnapped a three-year-old boy from a supermarket, threatening him with a knife, after which she was shot by the police – the child was saved. Another case is the death of a man on the Colorado River, who jumped into the water, trying to get a hat, which emphasizes the theme of neglecting basic safety rules. Such news forms an idea of a wide range of threats – from everyday to accidental. A separate subgroup is criminal cases with elements of sensationalism.

Thus, in California, three men were convicted of fraud: they staged a «bear attack» on expensive cars, using a costume to obtain insurance payments. Also causing considerable resonance was the case of singer D4vd, who was detained on suspicion of

murdering a teenager – the girl’s body was found in a car connected to him, which is currently under investigation. Such stories combine criminal issues with elements of publicity and attract increased attention of the audience. The political news block is the second largest and shows a high level of conflict. The central figure is Donald Trump, whose policies are the subject of constant debate. In particular, the US Senate failed to adopt a decision to limit military action against Iran, which indicates a lack of political consensus [6].

Conclusions. In conclusion, we can say that the modern world is in a state of complex equilibrium: economic challenges, technological changes and geopolitical risks mutually reinforce each other. This creates an atmosphere of uncertainty in which any event – from a political decision to a natural cataclysm – can have a wide international resonance. The slowdown of the world economy, the persistence of high interest rates and the instability of energy markets create an atmosphere of uncertainty that directly affects investment activity and financial processes. At the same time, climate change and extreme weather events increase economic and social risks, integrating into the general global discourse. In parallel, there is an active development of the technological sector, in particular the areas of artificial intelligence and semiconductor

production, which are gaining strategic importance for states. At the same time, the international political situation is worsening: social tensions are growing in different regions of the world, the risks of conflict escalation remain, and the struggle for influence in key geopolitical points is intensifying. This creates a complex environment of global instability and increased risks. Important components of the information agenda are social problems, in particular the radicalization of youth under the influence of digital communications, the growth of economic inequality and the deepening of humanitarian crises in conflict zones. Special attention is paid to the vulnerability of the population, especially women, during periods of socio-economic instability, as well as the need to transform existing economic models towards greater social justice. Analysis of the content of BBC News shows the dominance of negatively colored news, primarily criminal events and emergencies, which create a sense of constant tension in the information environment. At the same time, the use of emotional elements and the presence of lighter plots allow the media to maintain balance and maintain the interest of the audience. In general, the modern information space is characterized by high dynamism, conflict and emotional saturation, which determines the specifics of the perception of news by modern society.

Bibliography:

1. Гридасова Г. О. Інформаційні транснаціональні корпорації у світовій політиці, Дисертація (канд. політ. наук), Київський національний університет імені Тараса Шевченка, Київ, 2017. 191 с. URL: <http://nauka.kiev.ua> (дата звернення 28.03 2026).
2. Кастельс М. Інтернет-Галактика. міркування щодо інтернету, бізнесу і суспільства / Мануель Кастельс; пер. з англ. Е. Г. Ганиш, А. Б. Волкова. Київ: ТОВ «Ваклер», 2007. 304 с.
3. Кузнецов С. В., Левченко М. Г., Форостян, А. Ф. Транснаціональні медіа та глобалізація: взаємозв’язок культур та інформаційних технологій. URL: <https://almanac.npu.kiev.ua/index.php/almanac/article/view/257> (дата звернення 05.04 2026).
4. Малінін В. Медіакорпорації в Україні: сучасні реалії розвитку. *Інституту журналістики*. 2020. Вип. 1. С. 3–5. URL: <http://journalib.univ.kiev.ua/index.php?act=article&article=1234> (дата звернення 11.04 2026).
5. Darling-Wolf F. Imagining the global: transnational media and popular culture beyond East and West. Ann Arbor: University of Michigan Press, URL: <https://library.oapen.org/bitstream/handle/20.500.12657/24033/1006100.pdf?sequence=1&isAllowed=y> (останній перегляд 29.03 2026).
6. Home – BBC News. BBC News. URL: <https://www.bbc.com/news> (дата звернення: 21.04.2026).
7. CNN. URL: <https://edition.cnn.com/> (дата звернення: 06.03.2026).
8. Xinhua. URL: <http://www.xinhuanet.com/> (дата звернення: 18.03.2026).
9. Reuters. URL: <https://www.reuters.com/> (дата звернення: 03.04.2026).

Горчикова А. О., Смуць А. Г., Зубарець А. В. ТЕМАТИЧНА СПРЯМОВАНІСТЬ ГЛОБАЛЬНИХ МЕДІА

У статті здійснено комплексний аналіз сучасного глобального інформаційного порядку денного за період перших двох декад квітня з урахуванням ключових економічних, технологічних, політичних та соціальних тенденцій, що визначають зміст і характер новинного контенту провідних міжнародних медіа.

Встановлено, що інформаційна повістка формується навколо трьох домінуючих напрямів: економічної нестабільності, технологічної трансформації та зростання геополітичної напруги. З'ясовано, що уповільнення темпів світового економічного зростання, збереження високих процентних ставок та нестабільність енергетичних ринків формують атмосферу невизначеності, яка безпосередньо впливає на інвестиційні процеси й фінансові ринки. Паралельно простежується інтенсивний розвиток технологічного сектору, зокрема активізація інвестицій у сферу штучного інтелекту та загострення конкуренції у виробництві напівпровідників, що набуває ознак стратегічного ресурсу.

Окрему увагу приділено кліматичному чиннику як важливому елементу сучасного інформаційного дискурсу. Доведено, що екстремальні погодні явища та екологічні ризики дедалі частіше інтегруються в економічний і політичний контексти, посилюючи загальний рівень глобальної нестабільності. Проаналізовано політичні процеси в різних регіонах світу, зокрема зростання соціального напруження в європейських країнах, нестабільність у Латинській Америці та ескалаційні ризики у стратегічно важливих геополітичних точках, таких як Ормузька протока та регіон Східної Азії.

У дослідженні також розглянуто низку актуальних соціальних проблем, серед яких радикалізація молоді під впливом цифрових комунікацій, поглиблення глобальної економічної нерівності та загострення гуманітарних криз у зонах воєнних конфліктів. Наголошено на зростанні ролі соціальних мереж як середовища поширення екстремістських ідей, а також на необхідності перегляду існуючих економічних моделей у напрямі більшої соціальної орієнтованості. Окремо акцентовано на гендерному аспекті кризових явищ, зокрема на вразливості жінок у періоди соціально-економічної нестабільності.

Узагальнено, що сучасний інформаційний простір характеризується високим рівнем динамічності, конфліктності та емоційної насиченості, що зумовлює необхідність подальших досліджень механізмів формування медіапорядку денного та його впливу на суспільну свідомість.

Ключові слова: контент, глобальні медіа, тематика медіаповідомлень, інформаційний порядок денний, BBC.

Дата першого надходження статті до видання: 24.04.2026
Дата прийняття статті до друку після рецензування: 11.05.2026
Дата публікації (оприлюднення) статті: 30.05.2026