MEDIALOGY IN MODERN KNOWLEDGE: PROFESSIONAL PERCEPTION AND DEVELOPMENT PROSPECTS

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Summary

The article offers an interdisciplinary analysis of scholarly approaches to understanding media reality, situated at the intersection of humanitarian, social, technological, and communication knowledge. It outlines research domains that may serve as an intellectual foundation for the development of medialogy as an integrative metatheory. Particular attention is given to the reconfiguration of medialogy's core subject area, which entails an expansion of its conceptual framework and categorical apparatus in response to the challenges of the digital age. The theoretical insights are complemented by an empirical component – an online survey of Ukrainian media professionals – whose results revealed both a fragmented understanding of the term medialogy and a clear demand for greater professional awareness in media literacy, media hygiene, media deontology, and media psychology. These findings have informed the author's interpretation of medialogy as a multilevel system of knowledge that unites analytical reflection with practical applicability, functioning simultaneously as a tool for critical media analysis and as a resource for fostering responsible media practices on both global and individual levels.

Key words: media, science, practice, metatheory, media literacy, media deontology, media hygiene, media ethics.

1. Introduction

The relevance of mediology in contemporary scientific discourse is driven by the growing need for a comprehensive understanding of the profound transformations within media reality, unfolding in the context of digital hybridity, post-truth, and information redundancy. As a transdisciplinary scientific construct, mediology emerges at the intersection of humanitarian, social, technological, and communication domains, offering not only tools for analyzing media texts and communicative practices, but also a theoretical framework for modelling the meanings that shape the functioning of today's communication environment. In this regard, mediology is increasingly asserting itself as a metatheoretical paradigm that integrates philosophical, cultural, sociological, linguistic, psychological, economic, legal, and information-communication approaches, providing a holistic and systematic analysis of the transformational dynamics within the modern media landscape. It is precisely this interdisciplinary depth that grants mediology the potential to serve as a new type of intellectual instrument – capable not only of elucidating the complex nature of media as agents of meaning-making, but also of shaping an ethically grounded, critically engaged, and socially responsible media reality.

Another key challenge that underscores the need to establish medialogy as an integrative metatheory is the structural disconnect between the theoretical comprehension of media

processes and their practical application – an imbalance that hinders the effective transfer of academic knowledge into the realm of professional media practice. The prevailing perception of media studies as a domain detached from real-world implementation limits its capacity to offer meaningful methodological support to specialists in digital communications. Within this context, the conceptualization of medialogy aims not only to provide an interdisciplinary understanding of media as institutionalized socio-cultural structures, but also to enhance the applicability of scholarly insights to contemporary media practice. Its integration into the operational field of media activity may foster the development of adaptive strategies for industry growth and enable the cultivation of a new culture of professional reflection – bridging theoretical frameworks with technological challenges that are relevant to both seasoned practitioners and emerging researchers.

To ensure both a deeper theoretical understanding of medialogy and its further conceptualization and integration into the professional environment, it is essential to draw on existing scholarly work in the field. Among the most insightful and promising contributions are those by researchers such as M. Grabe and J. Myrick, P. Dahlgren, S. Davis, K. Lundby, K. Hickethier, A. Hill, and T. Flew. Notably, the study *Informed Citizenship in a Media-Centric Way of Life* by Maria E. Grabe and Jessica G. Myrick highlights the significance of integrating visual knowledge and affective components into the structure of modern media society. The authors argue that the fusion of emotional and cognitive elements in communication practices not only aligns with scientific reasoning but also expands the scope of medialogy as both a theoretical and practical paradigm *(Grabe & Myrick, 2016: 437)*. This approach enables the operationalization of complex phenomena such as informed citizenship, empathetic engagement in social processes, and moral reflection on media content, thereby significantly enhancing the heuristic potential of media studies.

In Ukrainian scientific discourse, the formation of the medialogical core is based on the work of M. Butyrina, O. Volosheniuk, N. Zrazhevska, V. Ivanov, T. Ivanova, L. Naidenova, V. Rizun, O. Semenets, V. Teremko, O. Habiuk, V. Tsymbaliuk, L. Shevchenko and other researchers who have made significant contributions to the study of media literacy, media economics, media law, media linguistics, media psychology, media culture, and media reality. Despite the thematic and methodological diversity, these approaches are united by a shared epistemological orientation: the understanding of media as a complex socio-cultural phenomenon. This unity not only highlights the integrative potential of medialogy as a metatheoretical approach but also affirms its status as an effective analytical and practical framework for reflecting on and improving contemporary media practices.

In the context of the theoretical framework developed by researchers across various fields, medialogy also emerges as a necessary foundation for the formation of responsible media practice. Given the growing role of consumers in shaping media reality, it is essential to reconsider the professional responsibility of media actors within the digital environment. Participants in the modern media process are not merely citizens of nation-states, but fully-fledged *media citizens* actively engaged in constructing digital space, supporting democratic initiatives, and fostering cultural interaction *(Hartley, 1996: 78)*. Under these conditions, media professionals should not only deepen their expertise through media studies, but also take a leading role in promoting the principles of media literacy, ethics, and information hygiene – efforts that, in turn, will enhance both the quality of professional activity and the overall health of the media environment.

Thus, to substantiate medialogy as a full-fledged scientific discipline with distinct applied potential, it is essential to undertake a thorough analysis of its subject core – an effort that will

make it possible to clearly define its methodological boundaries and functional role within the structure of modern media communication.

2. Reconfiguration of the subject core of medialogy

The reconfiguration of the subject core of medialogy arises from large-scale transformations in communication processes, which permeate all spheres of social life and define the key parameters of media society. It is important to highlight that these changes are not solely driven by the activities of traditional social elites, but also by the active involvement of creative communities, intellectuals, alternative cultural environments, and even marginalized groups, whose influence on the formation of cultural narratives continues to grow. This results in content that may not always align with established criteria of relevance, yet gains legitimacy in the public sphere. The reconfiguration of symbolic influence challenges classical models of media production, necessitating a comprehensive analysis of media systems in a globalized communication environment. In this context, medialogy emerges as a multidimensional metatheory that transcends classical concepts, particularly those articulated by R. Debray in *Introduction à la médiologie*, where media were primarily seen as channels of meaning transmission *(Debray, 2000: 29)*. Today, however, media are regarded as active agents in socio-cultural processes, capable of constructing social narratives, transmitting social codes, shaping collective perceptions, and directing public opinion. This shift underscores the importance of «communication» – a fundamental component of the medialogical approach.

Communication, deriving from the Latin *commūnicō* («to make common», «to unite»), has historically functioned as the primary mechanism of social interaction aimed at creating a shared semantic space *(Melnychuk, 1985: 48)*. Over time, its conceptual meaning has evolved significantly: from a simple exchange of messages to the recognition of communication as a complex symbolic activity. In this process, not only the transmission of information but also the collective creation of meaning through sign and semiotic systems has become pivotal. The work of C. Cooley, who emphasized communication as the foundation of social integration *(Cooley, 1953: 158),* and J. Habermas, who viewed it as essential to civil society *(Habermas, 1985: 67),* illustrates that communication is not merely a technical process of data transmission, but rather a profound social practice that structures patterns of interaction between individuals and communities. Today, the understanding of communication encompasses a multilayered network of interpersonal, cultural, institutional, and global processes through which ideas, meanings, and norms circulate, reflecting the intricate dynamics of technological progress and social evolution. Its scientific examination draws on diverse disciplines – philosophy, linguistics, psychology, sociology, and cultural studies – which collectively provide a comprehensive theoretical framework for this phenomenon. From ancient rhetorical traditions to the study of digital communications, communication has consistently been the focus of profound intellectual analysis. However, in the contemporary context, its core characteristics are increasingly intertwined with the concept of media. Technological advancements not only alter the channels through which messages are transmitted, but also reshape the very nature of information exchange, giving rise to new ways of constructing social reality within the media environment – an environment that has become a central space in contemporary socio-cultural existence.

The concept of «media», derived from the Latin *medium*, has evolved from a simple description of channels for information transmission to a complex mechanism of social communication that ensures the preservation, dissemination of knowledge, and the formation of public discourse. From the earliest forms of meaning transmission – such as sign language

and cave paintings –to contemporary digital platforms, the development of media has consistently mirrored society's need to create a shared information space. Today, the media integrate various forms of communication – verbal, non-verbal, visual, and symbolic – and serve as key agents of global interaction, transcending geographical and cultural barriers. In this context, as R. Jensen observes in his concept of the «society of the imagination», modern media not only address informational needs but also prioritize emotional and symbolic meanings that shape collective perceptions, values, and identities within communities *(Jensen, 2001: 97)*. Simultaneously, under current Ukrainian legislation, the media are defined as means of disseminating mass information in any form, periodically or regularly published under editorial control and a permanent name *(Law of Ukraine «On Media»)*. This definition highlights the organised, institutional nature of the media as a crucial component of the information environment. Thus, the concept of media in modern conditions combines both the historical and cultural process of their evolution and clear legal regulation that ensures a balance between freedom of information and responsibility for its content.

Information, therefore, also becomes a fundamental element of the medialogical core, as it shapes the content of communication processes within the context of social interaction. In the classical model of C. Shannon and W. Weaver, information is understood as the reduction of uncertainty in message transmission, a concept that remains relevant for the technical analysis of communication systems *(Shannon, Weaver, 1949: 75)*. However, from a broader perspective, information is viewed as both the process and the outcome of transforming knowledge, signals, and messages into meaningful units that resonate with individual and collective consciousness. In this regard, information is not merely a neutral transmitter of facts, but a dynamic mechanism for socializing knowledge and creating meanings that influence social norms, values, and identities. In particular, M. Castells highlights that in the information society, information itself becomes the primary resource for production, power, and cultural construction *(Castells, 1996: 325)*. In the medialogical context, information's role extends beyond simply organizing data transmission; it also defines the discursive framework for public discourse, establishes hierarchies of knowledge, and influences the structuring of social narratives. Therefore, the analysis of information within medialogy should encompass not only the technical parameters of its circulation, but also the processes of semiotic interpretation, social consolidation, and political instrumentalization. It is through information that meaning-making occurs, shaping the contours of contemporary socio-cultural space.

Another crucial component of the substantive core of medialogy is the meanings that shape the processes of forming individual and collective consciousness. In contemporary humanities, these meanings are regarded as fundamental structural elements of cultural and social reality, guiding perception, interpretation, and action. P. Ricoeur, in his theory of narrative identity, emphasized that meanings organize our understanding of the world by integrating events into coherent narratives that construct both personal and group identities *(Ricoeur, 1984: 96)*. In the context of a media society, meanings are shaped through the interaction of media technologies, communication strategies, and social expectations, with cultural codes and audience contexts playing a pivotal role in the interpretation process. The media are not merely a means of transmitting information; they are also a mechanism for crystallizing meanings within the public sphere, transforming these meanings into an active arena for struggles over interpretation, legitimation, and the hegemony of knowledge. In today's information environment, meanings are the primary resource for creating social reality, determining which interpretations of events gain social legitimacy, which identities are embedded in collective memory, and which semantic horizons open up for the further development of society.

The reconfiguration of the subject core of media studies is crucial in the context of contemporary media production, as it enables a more precise understanding of the interaction between media, information, communication, and meanings as active agents in shaping social reality. In applied media practice, this process involves expanding professional consciousness, as a deeper understanding of the underlying mechanisms of media influence on society enhances the quality of content, accountability in meaning-making, and the capacity to engage with diverse audiences. The involvement of media practitioners in the development of medialogy is essential, as their direct experience in creating and distributing media products allows them to refine theoretical approaches in alignment with the real dynamics of communication. Such collaboration will not only enrich media theory but also strengthen the social role of media as agents in the development of civil society.

3. Medialogy in the system of professional knowledge: awareness, significance, prospects

To assess media professionals' awareness of the metatheory of medialogy and its core components, a detailed online survey was conducted using the Computer Assisted Web Interviewing (CAWI) method, hosted on the website of the Ukrainian Media Institute. The questionnaire, developed using Alchemer software, was distributed via the link https://s.polls.team/s3/medialogy, allowing each respondent to complete the survey only once. The use of unique access codes ensured precise tracking and reinforced the reliability of the data collected. The sample was drawn based on statistical data from the National Council of Ukraine on Television and Radio Broadcasting regarding the number of registered media outlets. In total, 131 individuals participated in the survey, resulting in a maximum margin of error of 10%. The statistical error ranged from 1.6% to 8.0%, indicating a high degree of data accuracy. To further ensure the reliability and validity of responses, Cint software was employed to monitor key parameters such as completion time, IP addresses, and other criteria, enhancing both the quality of the data collected and the precision of the results.

The results of the survey revealed that 53% of the 131 respondents reported being familiar with the term *medialogy*, acknowledging its relevance within the context of contemporary communication research. Conversely, 47% indicated they were unfamiliar with the concept, suggesting a certain gap in awareness among media professionals regarding the core dimensions of medialogy (Figure 1).
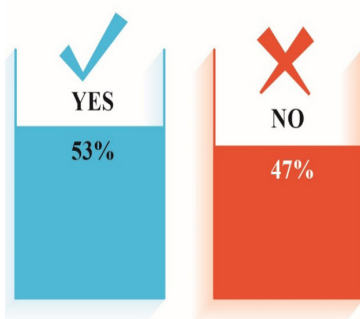

Figure 1. Knowledge of the concept of «medialogy»
(source: https://s.polls.team/s3/Quota-page-medialogiya)

The results of the survey indicated that, although medialogy is partially recognised as a distinct academic discipline, a considerable number of respondents (62 in total) demonstrated a limited understanding of its theoretical depth, heuristic potential, and interdisciplinary character. This points to a broader unawareness of medialogy as a metatheoretical paradigm that synthesises philosophical, cultural, communicative, and cognitive approaches to the study of media reality. Such a level of understanding significantly constrains the reflexive capacities of media professionals, narrows the scope for critical analysis of media processes, impedes the recognition of latent mechanisms of media influence on public consciousness, and ultimately weakens the quality of strategic communication as a vehicle for responsible public discourse. To clarify respondents' perceptions of *medialogy*, those unfamiliar with the concept were invited to respond to an open-ended question. Analysis of their answers revealed a prevailing tendency to interpret medialogy primarily as a form of academic knowledge, overlooking its conceptual function as an intellectual instrument for structuring, transmitting, and representing media messages – an instrument capable of integrating both universal and national values within today's complex media culture (Figure 2).
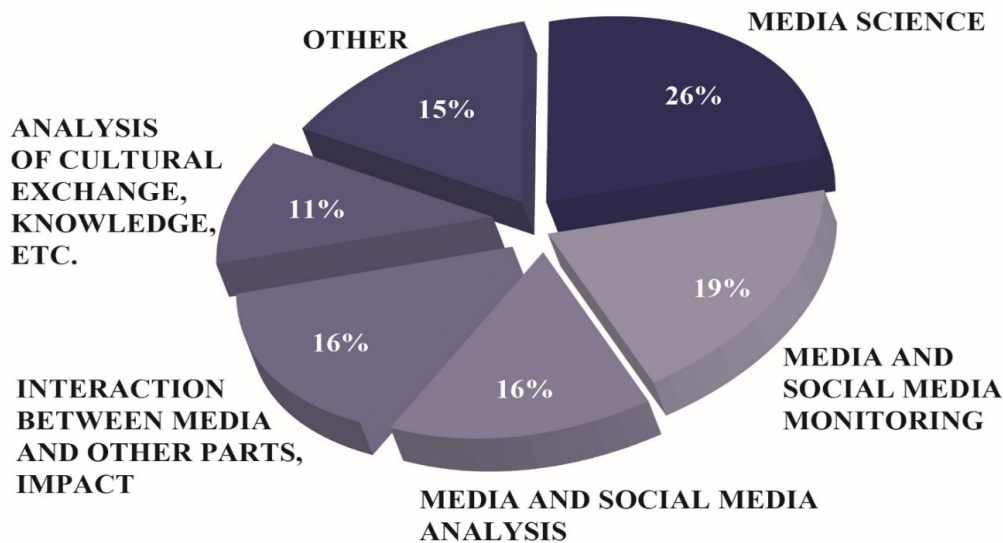

Figure 2. What exactly does mediation mean (answers of 62 respondents out of 131 who answered 'yes' to the question about the concept of «medialogy»)
(source: https://s.polls.team/s3/Quota-page-medialogiya)

A synthesis of respondents' answers indicates that the professional perception of medialogy within the Ukrainian media landscape remains fragmented and insufficiently structured. Many media professionals equate it with media studies as a distinct academic discipline, often reducing the concept to the systematic analysis of media processes. Others interpret medialogy primarily as an instrumental tool – for monitoring the information space, conducting content analysis, or performing operational analytics. Some respondents acknowledge its potential for exploring the interaction between media and broader social, political, and economic structures. However, the humanistic dimension of medialogy – as a metatheoretical framework for understanding media as carriers of cultural meanings, forms of knowledge, and value systems – largely

remains at the margins of professional consciousness. Accordingly, a dedicated section of the survey addressed respondents' perceptions of which components medialogy should encompass as a coherent theoretical construct, and which aspects deserve greater emphasis in its ongoing conceptual development (Figure 3).
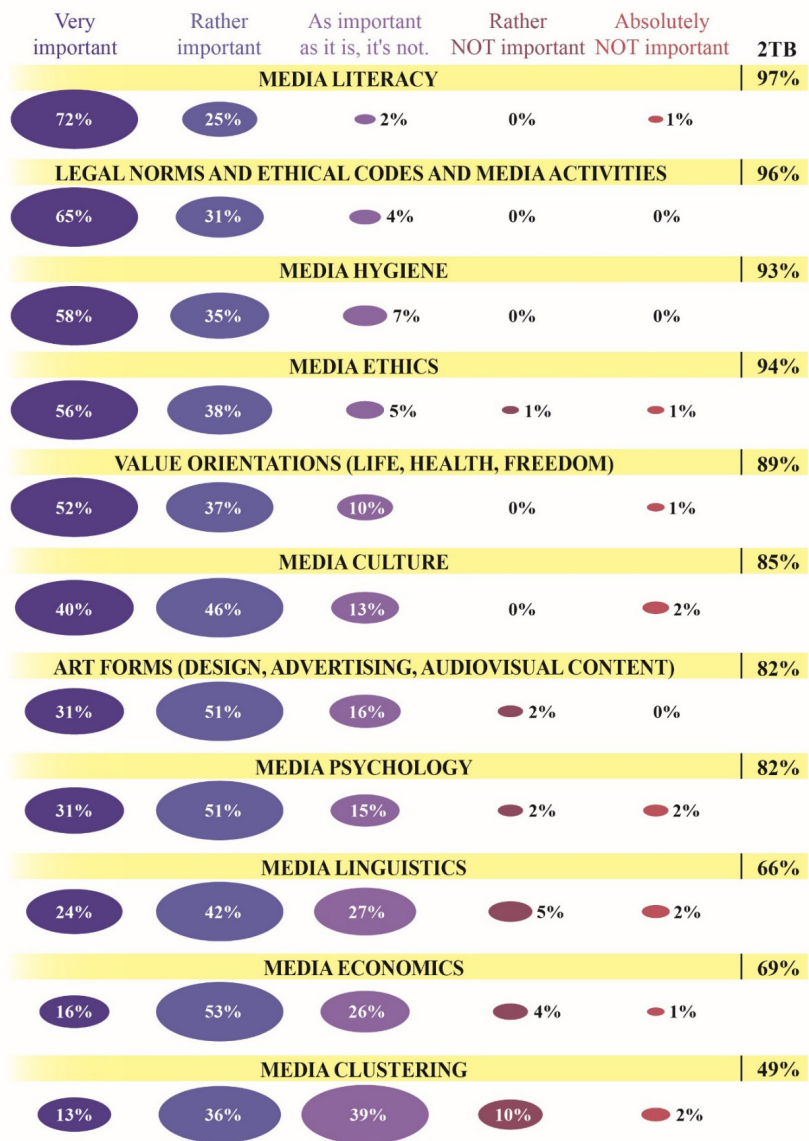

Figure 3. The importance of competence knowledge in the concept of «medialogy» (according to 131 respondents)
(source: https://s.polls.team/s3/Quota-page-medialogiya)

The responses indicate that media practitioners place particular emphasis on categories such as media literacy, legal frameworks, media hygiene, and media ethics, viewing them

as essential principles for fostering a responsible approach to information consumption and production. The strong support for these elements reflects a growing recognition of the need for ethical standards, critical thinking, and resilience against manipulative practices in today's communication landscape. Notably, respondents also highlighted the importance of values, cultural context, and psychological dimensions of perception, suggesting a movement toward integrating humanistic and cognitive perspectives within the metatheory of medialogy. By contrast, economic and linguistic components – despite their structural significance – were considered less central, which may point to a disconnect between the analytical understanding of the media environment and the practical realities of its operation.

The respondents identified media clustering as the least significant component, which likely reflects either limited awareness of its conceptual substance or the absence of a clearly articulated methodological framework for understanding its role in contemporary media reality. This, in turn, highlights the need for further theoretical development and refinement. Overall, the findings align with the proposed conceptual framework of medialogy, yet they call for deeper elaboration and clarification. While medialogy encompasses a substantial body of applied knowledge, its analytical efficacy depends on a robust theoretical foundation capable of offering a systematic understanding of the complex dynamics of modern media processes.

4. Integrative approach in medialogy: an interdisciplinary metatheory

In the context of the rapidly evolving communication landscape, it is especially important to understand medialogy as a comprehensive metatheory that synthesises insights from the humanities, social sciences, and communication and technology studies into a coherent analytical framework capable of explaining the dynamics of media functioning in contemporary society. Such a holistic approach not only opens new avenues for the academic exploration of complex information and communication processes, but also underscores the need for a clear conceptual articulation of medialogy as a scientific category. This, in turn, provides the basis for formulating an original definition that captures its structural and functional complexity, as well as its applied relevance. Thus, *medialogy* may be defined as an interdisciplinary metatheory that integrates knowledge from a range of academic fields to analyse, optimise, and advance media practices. It encompasses media culture, media psychology, media linguistics, media education, and media semiotics, alongside technological, managerial, economic, and marketing dimensions. Medialogy examines the functioning of media systems at macro, meso, and micro levels, serving as both a theoretical and practical foundation for the effective operation of media institutions and the professional activity of media practitioners (Figure 4).

Figure 4. Author's approach to structuring the metatheory of medialogy

The understanding of *medialogy* as an interdisciplinary metatheory necessitates the integration of diverse scientific approaches, without which it is impossible to fully grasp the complex nature of contemporary media processes. Since media function simultaneously as cultural artefacts, psychological triggers, linguistic constructs, ethical practices, and economic mechanisms, their study requires a synthesis of relevant disciplinary perspectives. For example, the media-cultural approach enables us to trace how media shape social perceptions, transmit values, and codify national identity within specific cultural contexts. These contexts, in turn, directly influence the reception of media messages – an area explored within media psychology, which focuses on the cognitive processes and emotional responses of audiences. The linguistic framing of media content is analysed through media linguistics, which investigates how the media represent social meanings and sustain dominant narratives through discursive structures and semantic patterns. These meanings, in turn, are subject to critical re-evaluation within the framework of *media education*, which cultivates the public's capacity for informed and conscious information consumption. The ethical boundaries and norms of professional responsibility within which media activity takes place are delineated by *media deontology*, while *media semiotics* enables the interpretation of media as sign systems operating within complex interrelations with political, social, and cultural structures. Within this interdisciplinary context, *medialogy* also incorporates economic and technological dimensions, examining the infrastructure of the media industry, its funding principles, marketing models, and targeting mechanisms. In this light, *media management* emerges as a practical component oriented towards optimising organisational processes, strategic planning, and effective resource allocation in a dynamic and competitive environment. It is this integrative logic that enables *medialogy* not only to grasp media phenomena in both theoretical depth and practical application, but also to provide a solid foundation for the regulation and development of media processes across all levels, in particular:

– at the macro-level, *medialogy* examines systemic communication processes that shape the global information landscape and define strategic trajectories of transnational influence through media instruments. Here, the circulation of symbolic capital, the establishment of ideological paradigms, and the legitimation of geopolitical narratives within international discourse become central. Global media corporations, such as *Al Jazeera, China Global Television Network, and Reuters*, function not only as information providers but also as agents of influence, shaping perceptions of political events, social conflicts, or cultural divisions from the perspective of specific media centres. For example, the portrayal of migration processes in European or American media can vary significantly depending on editorial policies, creating alternative images of the "other" as a threat, an object of humanitarian aid, or a subject of integration. Such practices highlight the media's ability to indirectly influence political decision-making, exacerbate interstate tensions, or, conversely, initiate cultural diplomacy mechanisms. Thus, the macro-level of analysis allows us to identify not only the structural characteristics of the global media field but also the mechanisms through which power, identities, and global hierarchies are represented in the dynamics of media production and consumption;

– at the meso-level, *medialogy* focuses on the dynamics of interaction between media structures and collective actors such as regional communities, professional groups, local authorities, or culturally distinct audiences. In this context, it examines not only the structure of information dissemination at the intermediate level but also the processes of media mediation through which localized identities, group narratives, and political subjectivity are shaped. In particular, local TV companies, independent online resources, or regional press outlets often function as structural media intermediaries between the national information field

and the specificities of the regional context. For example, during natural disasters, epidemiological threats, or regional conflicts, local media serve as a crucial source of information, tailored to the specific social circumstances. Additionally, professional publications, such as trade journals for healthcare professionals, educators, or agricultural producers, help consolidate expert communities, facilitating the circulation of specialized knowledge and professional ethics. The meso-level analysis also encompasses the role of media within the structure of civil society, for instance, in the activities of trade unions, student associations, or municipal initiatives, where media communication acts as a pivotal tool for horizontal mobilization and the articulation of interests of particular social segments;

– at the micro-level, *medialogy* focuses on the study of personal media consumption practices, exploring how individuals interact with information and how media content affects their daily lives. This includes analyzing user behavior on social media platforms such as Instagram or YouTube, where individuals form emotional responses through liking, commenting, and sharing content. For instance, studying how users react to news through Instagram Stories or TikTok helps to understand the mechanisms of emotional manipulation and social identification that occur within digital platforms. In addition, influencers and bloggers, particularly those creating content in niches like health, technology, or eco-activism, can significantly influence their followers by constructing ideas and values through individualized narratives and personal stories that are subsequently transformed into collective social practices. Analyzing these individual media practices enables us to identify the mechanisms by which media alter personal perceptions, shape worldviews, and facilitate socialization within specific media ecosystems.

Thus, the integrative nature of *medialogy* opens up the possibility of a holistic, multi-level analysis of contemporary media processes, covering both global communication shifts and localized media practices, as well as individual ways of interacting with information content. This approach enables a systematic study of the structure, dynamics, and influence of media at different levels – from transnational information flows to personal communication strategies. Therefore, taking these interrelationships into account will not only allow for a deeper understanding of the functioning of the modern media space, but also foster the development of scientifically grounded approaches to its regulation and advancement.

5. Conclusions

The theoretical understanding of *medialogy* as a transdisciplinary metatheory has enabled a clear definition of its subject core – a complex analytical framework that integrates knowledge from the humanities, social sciences, and technology for a comprehensive understanding of media processes in modern society. This approach allows us to view the media not only as communication channels, but also as fully-fledged agents of meaning-making that shape the formation of cultural narratives, identities, and social perceptions. The gradual development of this conceptual framework has raised the question of its perception within the professional environment: how deeply do media specialists understand the content, potential, and functional role of *medialogy* as a scientific and practical category? This question naturally led the research towards the empirical dimension – conducting a survey that allowed us to gather genuine responses from representatives of the professional community, assess the level of understanding of key ideas, and identify the gaps that remain unaddressed in everyday media practice.

Thus, the theoretical substantiation of the subject field of *medialogy* has become not only a methodological prerequisite for formulating the author's definition of this concept, but also a conceptual tool for identifying its structural and functional parameters, which are manifested

in the ability to integrate humanitarian, social, technological, and communication approaches. Such an analytical framework enables us to capture the complex dynamics of modern media processes and explain the patterns of their functioning at various levels – from global strategies of information influence to localized practices of media consumption. Accordingly, this multi-level perspective not only ensures the methodological integrity of the study but also serves as a foundation for developing effective models for the development of media institutions within a transformational social context.

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