PROFESSIONAL COMMUNICATION AS A MANIFESTATION OF THE PUNCTUATION CULTURE OF MEDIA WORKERS

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A successful professional portrait of a specialist is formed by linguistic literacy as a manifestation of professional competence; and compliance with the norms of modern literary language is a prerequisite for quality and full-fledged activity of Ukrainian mass media. The insufficient level of linguistic competence of the employees of the printed or electronic publication has a negative effect on the language literacy of the readers. It has been observed that the mega-fast pace of information broadcasting has a harmful effect on the presentation of media texts at the orthographic, grammatical, and stylistic levels. Punctuation errors are a productive, representative, error-prone place in the language presentation of media texts at the spelling, grammar, and stylistic levels. Punctuation mistakes are a productive place for mistakes at the level of spelling. We observe that journalists, during the creation of materials, as well as in the design of texts and their delivery to the audience, often neglect punctuation marks, not putting them in complex subjunctive and complex ordinal constructions, complicated sentences with separate, homogeneous, clarifying members, uses references or parenthesis. Sporadically, extra punctuation is used, sometimes authors interchange one sign with another, resorting to unfounded anomalous.

Media workers must not only present information content in a high-quality and qualified manner, but also take care of the high linguistic culture of the text content of the materials. Exemplary written communication “presupposes strict observance of punctuation norms, that is, the correct use of punctuation marks in the text, which, in order to achieve the goal of communication, make it possible to logically and syntactically divide the statement into separate content elements. In the structure of the professional profile of a media worker, punctuation competence is defined as a sub-competency of professional linguistic and communicative competence. Based on the analyzed journalistic texts of all-Ukrainian and regional online mass media for the years 2019-2023, it was found that the authors use punctuation marks mechanically, without observing the basic rules of separation. The punctuation skills that modern media specialists must possess are outlined: 1) the ability to find content segments that need to be punctuated; 2) the ability to place punctuation marks in accordance with basic language rules; 3) skills of justifying the choice of a punctuation mark; 4) editorial work on correcting errors. Improving the editing process and increasing the communicative effectiveness of the media text should be facilitated by the use of the anti-error device by media workers, which contains data on error-prone places at the punctuation level.

Keywords: professional communication; language culture; punctuation; media worker; mass media; professional competence.

I Introduction

The professional profile of a modern media worker, in addition to professional skills, requires the presence of language and communication skills in terms of observing spelling culture and oral communication in daily activities. A successful professional portrait of a specialist is formed by linguistic literacy as a manifestation of education and erudition, patriotism and respect for the native language. In this regard, L. Doroshenko's opinion is valid that "perfect knowledge of the state language, constant concern for raising its prestige and functioning in all spheres of public life is one of the components of the complex of personal qualities and character traits of a conscious citizen" [4]. Among the necessary requirements that determine the level of professional speech culture as the ability to possess a language, researchers point to the following: purity of speech, free operation of various verbal and expressive means, terms, expressiveness, originality. They are closely related to a person's worldview, culture of thinking and communicative competence of the speaker [10].

In order to perform professional duties at the proper level and to avoid anomalousness in texts and oral communication, a journalist / editor must have linguistic knowledge of phonetics, spelling, vocabulary, stylistics, terminology, syntax, etc. Compliance with the norms of the modern literary language is a mandatory condition for the full-fledged, high-quality activity of mass media workers, since, in addition to informing, the norms also perform educational role; their violation reflects the low level of language competence of a certain edition, which lowers the literacy level of each individual reader and the reading audience (society) as a whole [16].

In connection with the fact that today information is broadcast in mega-fast pace through traditional and non-traditional media, it is necessary to study the culture of written broadcasting of journalistic materials is growing. A cursory review of Internet publications on news sites indicates a low level of language representation of media texts at the spelling, grammar, and stylistic levels. Punctuation mistakes are a productive place for mistakes at the level of spelling. We observe that journalists, during the creation of materials, as well as in the design of texts and their delivery to the audience, often neglect punctuation marks, not putting them in complex subjunctive and complex ordinal constructions, complicated sentences with separate, homogeneous, clarifying members, uses references or parenthesis. Sporadically, extra punctuation is used, sometimes authors interchange one sign with another, resorting to unfounded anomalous.

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Ukrainian editologists differentiate language and speech errors. Language violations of the norm are qualified according to the criterion of correct / incorrect. Speech anomalies are evaluated from the point of view of communicative expediency and are defined as a linguistic oversight, rather than a proper expression. Researcher T. Bondarenko expands the classification system of errors by adding a third group, distinguishes linguistic (orthographic, phonetic, and semantic) violations. Speech culture as a professional standard of a modern specialist forms linguistic literacy as a manifestation of professional communicative competence. Based on the analyzed journalistic texts of all-Ukrainian and regional online mass media for the years 2019-2023, it was found that the authors use punctuation marks mechanically, without observing the basic rules of separation. The punctuation skills that modern media specialists must possess are outlined: 1) the ability to find content segments that need to be punctuated; 2) the ability to place punctuation marks in accordance with basic language rules; 3) skills of justifying the choice of a punctuation mark; 4) editorial work on correcting errors. Improving the editing process and increasing the communicative effectiveness of the media text should be facilitated by the use of the anti-error device by media workers, which contains data on error-prone places at the punctuation level.

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The purpose of the article is to investigate the professional written communication of media workers regarding punctuation literacy, in particular to find out the role of language competence in the professional profile of a modern specialist. On the negative material extracted from journalistic texts, it is attempted to single out and characterize the main error-dangerous zones at the level of punctuation; point out the basic punctuation skills that should be possessed in mass media editorial offices, to propose recommendations for improving the language culture of media workers.

2 Materials and Methods

Journalistic constructions containing erroneous punctuation phenomena were chosen as the research material. Abnormalities were taken from news texts of domestic Ukrainian internet media of both regional and national significance. In order to solve the tasks set in the scientific work, actual journalistic material was selected by the method of reviewing publications for the years 2019-2023. The use of these sources in the research is due to the need to carry out an editorial analysis of journalistic inaccuracies at the level of punctuation. In order to fully cover the chosen topic and analyze the punctuation culture of media texts, the following research methods are used in the article: linguistic description of erroneous speech elements, the method of structural-semantic and transformational analysis, the comparative method, the method of component analysis, as well as the statistical method as a final indicator of the real tendencies of the modern media towards incorrect linguistic operations (in numerical equivalent).

3 Results and Discussion

The modern media space is not only an indicator of public opinion, a factor of influence on the reading and viewing audience, but also an important vector of the formation of the linguistic culture of society. Often, readers with little competence in the field of linguistics take what journalists have written as an example of correctness, because they enter into direct textual contact with them. It is not by chance that the researcher M. Lysynyuk considers the language of mass media as an indicator of the linguistic culture of modern society [11]. With this in mind, media workers should be aware of the degree of considerable responsibility, as they often shape the language literacy of their recipients. Appropriately, L. Suprun writes on this occasion: “A professional journalist must know language norms and adhere to them in the creative process, because namely the quality of speech testifies to his professional training, personal orientation, and the presence of creative search, self-improvement” [16].

An inseparable component of professional broadcasting is its correct organization. In live commentary, this is reflected by emphasis or pause, while in writing - by punctuation, which reproduces the relationship between linguistic elements. Punctuation marks serve not only as a means of division, but also of combination, expression of oral speech in writing, its features and meaning [10]. In linguistics, there are traditionally two punctuation norms: positive (when a punctuation mark is used) and negative (when a punctuation mark is not used). The written communication of media workers testifies to another position, which we can clearly attribute to the negative one: when instead of one sign, another is used. When working with a text, a journalist usually performs the following sequence of punctuation actions: 1) finds a meaningful section and finds out its nature; 2) determines the place of the content segment in the syntactic structure; 3) makes the correct choice of the required punctuation; 4) puts the necessary punctuation mark.

We also observe that the authors use puncograms mechanically, without observing the basic rules of separation. Among the punctuation skills that modern media specialists must possess, the following are necessary: 1) the ability to find content segments that need to be punctuated; 2) the ability to place punctuation marks in accordance with basic language rules; 3) skills of justifying the choice of a punctuation mark; 4) editorial work on correcting errors. L. Hryhoryan believes that in order to correctly use punctuation marks, one must first of all know the signs of syntactic constructions, the punctuation of which is indicated by the rule. It is also necessary to master the techniques with which we recognize sentences, understand and remember the functions of punctuation marks [5, p. 46]. Structuring the punctuation competence of a modern specialist, N. Kovalchuk differentiates it into three varieties: 1) knowledge of the system of punctuation marks and the rules of their use; 2) basic punctuation skills; 3) the ability to construct and correctly punctuate statements in oral and written form [9]. Punctuation competence as a sub-competency of professional linguistic and communicative competence in the structure of the professional profile of a media worker is one of the characteristics of a specialist.

Negative linguistic material extracted from news texts of Ukrainian online media allows differentiation of the three most common error-prone zones at the level of punctuation.

Errors related to the omission of the necessary puncogram (65 %)

A characteristic negative phenomenon in the professional communication of media workers is the omission of punctuation marks, mainly in compound sentences (32 % of all punctuation errors of this type). We observe a clear tendency to highlight the subjunctive part with a comma only at the beginning, while the following punctuation mark is missing. Лисьє одні школи району, відомі не розмиттю результатами, отримали більше 1,5 мільйона гривень (Only two schools of the district, which have not been repaired for decades _ received more than 1.5 million hryvnia) (“Вуоксу Замок”, November 26, 2020); Навпаки, так, що працює прощо _ висловлює відповідь (On the contrary, we express our trust to those who work transparently) (“Вікна”, November 12, 2023); з приводу _ it was at least a cold shower and dry clothes) (“Буквы”, October 25, 2023); Тож санаторій _ неможливо назвати лікарем (Therefore, the support provided by division _ cannot be called adequate) (“Буквы”, October 26, 2023).

Anomalous related to the absence of a punctuation mark before a subordinating conjunction or a connecting word in sentences with a subordinating part in the middle of the main clause occur sporadically: Тепер у волинця _ ці стратегія від гострої патології навіть серед глуших сіл та головного мозку, а звідси більше шанші на лікування (Now the Volhynians _ who suffer from acute pathology, primarily of the vessels of the heart and brain, have more chances of recovery) (“Волинь information portal”, February 20, 2023); Близько того, з тих 72 % _ знаїти про УПА, 70 % заявив, що саме Українська повстанська армія закликала трідцять третю агресору (Moreover, of those 72 % _ who know about the UPA, 70% said that it was the Ukrainian Insurgent Army that established the tradition of resistance to the aggressor) (“Буквы”, October 28, 2023).

Relatively infrequently, but nevertheless, we observe a tendency not to highlight subjunctive constructions in the texts at all: Це незвичайна, але на жаль, у зв'язку з екзотичною ситуацією и поступово
реализуют программы, в которых партии пытаются выиграть (This gives an opportunity to participate in the life of the district and gradually implement the programs, with which the party went to the elections) ("Tribune", March 03, 2021); Дипломы школы и вуза дают людям, поставленным на путь, по которому они переходят (One can really feel the care and mercy towards the people who are there) ("Konkurent", October 8, 2019). There are much fewer recorded cases of a part being allocated only at the end of the subjunctive: Я знала, что в итоге, а не на практике все зависит, как бы вам, набическая никакая (I knew what I was going for, but in practice everything turned out to be, so to speak, much more interesting) ("Den", April 7, 2020); Колекции педагогов понятны детьми про магию, их восприятия, а ми _ что моему мнению, подобают, або дітями велося колективно перемогати у дитсадку (The team of teachers must take care of children and their upbringing, and those who have the opportunity will make sure that the children are comfortable in kindergarten) ("Bug", January 21, 2021). Насамкінець зустрічі Валерій Павлович підкреслив всім _ що брах участі у Газітному аукціоні побачив (At the end of the meeting, Valery Pavlovich thanked everyone who participated in the charity auction of dates) ("Tvoe mesto", October 21, 2022).

Another group in terms of the number of revealed punctuation anormatives is the types of sentences in which punctuation marks are omitted when selecting interjection words and interjection structures (21%). The most frequent error-prone phenomenon is related to the functioning of an interjection мабуть (apparently): Мабуть _ пам'ять рішуче, і можна впевнено сформулювати, що наці вузил у перехід очікуєши перше місце не посидала (Apparently _ the question is rhetorical, and it can be confidently asserted that street names did not occupy the first place in the list of expectations) ("UNIAN", September 3, 2022); Щоправда, доповідач мабуть саме до своєї невуланії відноситься, що його пропоновi сприйняли всерйоз (True, the speaker _ probably himself was shocked that his proposal was taken seriously) ("Ukrinform", September 3, 2023); Ось _ мабуть, це найбільше розуміти, хто та придумає зі схем, де _ є завдання, є мета і ніякщо та оперативність _ це майбю кізір (This _ probably _ is the most difficult thing to understand when you come from a field where there is a task, there is a goal, and speed and efficiency are your trump cards) ("TSN", February 11, 2022).

The editors of the Ukrainian mass media also do not always highlight other interjections: Для того, аби реалізувати заплановано _ значимо _ потрібен ресурс і _ перешкоди _ людські (In order to implement the planned _ of course _ resources and _ obstacles _ human) ("Ukrainian Pravda", January 28, 2023); Знайте, я знаю все життя працювати, працювати фізично, інтелектуально та _ грозито _ працювати і на політичний навіть (You know, I’ve been used to working all my life, working physically, intellectually and _ eventually _ working in the political field as well) ("Vysoky Zamok", November 26, 2020); Є потреба в дитсадках, а також _ хлібництва українців зростає (There is a need for kindergartens, and therefore _ the number of Ukrainians is growing) ("Vikna", February 11, 2019); Отже _ я підпісала під номор ст. 34 ЖК України (So _ you fall under the norm of Art. 34 of the Housing Code of Ukraine) ("Bukvy", March 31, 2021, etc). Sporadically, such components are singled out only from one side: Але, зважаючи на те, що особиста культура _ це надзвичайно сім'яне і приятне _ на жаль, домовлються чисті атмосфери, пари та увага від смирення, які залишають неодно впливають спогадами (But, taking into account the fact that personal culture _ is a social and private property _ unfortunately, we have to clean the streets, parks and roadsides from garbage left by not too conscious fellow citizens) ("Hromadske", March 31, 2022) (not only a violation of the punctuation of the inserted word was detected, but also the omission of a dash). У молодих людей _ скажімо, зі знань ми менше проблем: рівня шкільної і вузької програми вони вищі, ще їх встига забути (Young people _ let’s say, have fewer problems with knowledge of the language: the level of the school and university curriculum is enough for them, they have not yet had time to forget) ("Volyn-nova", January 14, 2021); Тож _ перепишти слово гідно у напружений ритм роботи від обласного депутата та сознавати, що це важливо _ жартом (Therefore _ to adopt such healthy habits from the regional deputy and the chief doctor today in the busy rhythm of work, of course _ is worth) ("TSN", January 14, 2020) (in addition to the punctuation error with the interjection, an extra punctuation mark was also used at the beginning).

Media workers admit the same types of punctuation anormatives at the level of interjections with an indication of the source of the message. For example, if the norm provides for the separation of the component indicating the source of the message on both sides, then in journalistic texts it is usually not separated by punctuation at all: На думку організаторів _ кроки наступні такий дітей дозволяє інши адмініструвати у дорослому житті (According to the organizers, steps towards such children will help them adapt faster in adult life) ("Vikna", March 31, 2019); За словами Гаврила Коновалова _ це впливові люди (According to Tamara Kovalchuk _ these are influential people) ("Tribune", October 29, 2021); За даними дослідники _ у п'ятницю, 27 жовтня, частину України захопив сильний, місія заліза _ наприкінці (According to forecasters _ on Friday, October 27, part of Ukraine will be covered by rains, in some places _ heavy rains) ("Bukvy", October 27, 2023).

Sometimes, the author of the publication singles out an insert of this type with a comma only on one side: Вона _ за результатами розслідування, не цуралася службової фальсифікації і навіть базових ухиленнях від сплати прибуткового характеру в розмірі 681 тисячу гривень (According to the results of the investigation, she did not shy away from official falsification and even banal evasion of payments of a profitable nature in the amount of 681 thousand hryvnias) ("Glavkom", February 4, 2019). We also detect violations in the separation of insert structures of other types: Молодь насвігла бажання, щоб такі зміни проводились якомога частіше, а депутати _ у свою чергу _ зобігнулися _ підтримувати її (Youth expressed a desire that such competitions be held as often as possible, and deputies _ in turn _ pledged to support it) ("Konkurent", September 1, 2021); 30 років тому справу з алкоголем, працювали на Тернопільському спиртогідному заводі і на Волині, але _ як бачите _ нормально себе почуваю (I have been dealing with alcohol for 30 years, I worked at the Terenopil distillery and in Volyn, but _ as you can see _ I feel fine) ("Volyn-nova", November 12, 2021); До слова _ серед вболівальників були депутати обласної ради (By the way _ among the fans, there were deputies of the regional council) ("Vysoky Zamok", May 3, 2021), and others.

A violation of the punctuation norm is characterized by inserted constructions used to introduce a certain additional message into the main sentence: А також ми, то же в усього сені, і часто наша планета є для них доволі далекою і непознаною та називають дітей з раннім дитячим аутизмом (And also those who live in their own world, and often our planet is quite distant and incomprehensible for them _ this is what children with early childhood autism are called) ("Bug", November 3, 2022) (it is advisable to highlight the inserted structure with brackets).

In the written communication of media workers, errors regarding the punctuation of isolated circumstances are attested (16% of the total number of abnormal punctuation). Most often, during the output of the text, they make a mistake in separating the circumstances expressed by adversative inflections. If the norm obliges to separate it from both sides, then in the texts of the Internet media they may not be separated at all: Проявляючи роботу влади _ бачимо, що зроблено багато для розвитку та позитивного добробуту в районі (After analyzing the work of the authorities _ we see that a lot has been done to develop and improve welfare in the area) ("Konkurent", January 21, 2021); Оглянувши результати
Sometime, in such constructions we can trace the use of a comma only once — before an adversative Inflection: Але він, показавши спріянність хист господаря за два роки зробив новосіль у новій полісії, згодом, у хутором, і терапевтичному корпусах (But he, showing the real flair of the owner in two years made a housewarming in the new polyclinic, later in the surgical and therapeutic buildings) (“Bug”, January 14, 2020), or after it: Сьогодні відмітили День людей похилого віку, як показує продуктивний підхід до всіх підписаних принципів (Today we marked the Day of the Elderly, as shown by the productive approach to all the principles) (“Bug”, November 17, 2019), etc.

c) Appendices beginning with the words крім (окріме), окрім, за винятком, включаючи з (besides from, apart from), contrary to, instead of, with the exception of, including, etc.: Українські преса-спілка України окрім інших вимог — заявила, наполягаючи на тому, щоб у підставах законодавчої зорноти зіставити високий рівень соціального захисту, протопаганда в КЗпП (The Federation of Trade Unions of Ukraine in addition to other demands has always insisted that the new legislation preserve the high level of social protection prescribed in the Labor Code) (“Visti”, May 19, 2021); Окрім «Букви» було зареєстровано ще 18 онлайн-видань (In addition to “Bukvy” 18 more online editions were registered) (“Bukvy”, October 27, 2023); Крім того, наше задоволення від роботи не дійшло до оцінок. Всі, як відомо, не має іншого вибору, але як відомо, він сказав, що зміни просто вражають (In addition, I get great satisfaction from working around the house, in the garden, in the garden) (“Tvoje mesto”, November 26, 2021), etc.

d) Clarifying members of the sentence: Будь-якому відому Юлійові з Івано-Франківська некою Рожнявці (After all, Volodymyr Yuriiyovych is from the village of Rozhin in the Ivanо-Франков region) (“TSN”, January 14, 2021); Наші депутати наполегливо працюють в шести постійних комісіях, що відображає нашу позицію (Our deputies work hard in six permanent commissions defending the rights of their constituents) (“Bukvy”, October 12, 2019); Спілкуючись з людьми, я зрозумів, що є багато громадян, які, будучи незнатними, завданнями підтримують наш курс (Talking to people, I realized that there are many citizens who, being non-partisan, support our course) (“Volyn24”, October 3, 2019) (in addition, a punctuation error in a complex sentence was noted), etc.

In a separate group, we allocate punctuation anamorphoses associated with the absence of appropriate punctuation marks for other separated members of the sentence (11% of all fixed cases of the type):

a) Agreed-upon definitions expressed by an adjectival Inflection: Про це Д. В. Вотяков розповів в своєму інтерв’ю райдержеті “Городський вісник” опублікованому на початку року (D. V. Voityak told about this in his interview with the district newspaper “Horokhivsky Visnyk”, published at the beginning of the year) (“Bug”, October 27, 2023); Національна рада з питань медіа згідно з приписами Закону України “Про медіа” (Today, October 26 the National Council for Television and Radio Broadcasting registered “Bukvy” as an online media in accordance with the provisions of the Law of Ukraine “On Media”) (“Bukvy”, October 27, 2023).

e) Applications, mostly common: Протягом зустрічі Крішна, якість міністерського повір’я (This meeting was conducted by Svyatolav Kravchuk — an activist of the Lithu youth center) (“Volyn24”, August 18, 2021); Чимало Андріїв — членів партії — плідно працюють на благо сільської громади (Many Andriys — members of the party are fruitfully working for the benefit of the city community) (“Volyn-na”, February 18, 2020).

Individually, in the analyzed editions, media workers do not separate appeals. Amongst the narrated cases, we fix only 0.4% of such falsely dangerous places: I miss not me, други мої не спокусяються — курі я не здатні кинути курити на першу вимогу, а отже, попиту не можуть бути вільними (And nevertheless, my friends do not be tempted — smokers are not able to quit smoking at the first request, and therefore cannot be completely free) (“Tvoje mesto”, September 3, 2021).

The main members of a simple two-syllabic sentence often become a point of error in the punctuation system. Close to the trend is the violation of the norm of punctuation agreement between the subject and the predicate expressed by the noun (9%). In constructions where there should normally be a dash, editors often omit it due to carelessness or ignorance: Наталя
Вальчук  мама 4-х дітей, де Богдан – наймолодший (Natálya Válchuk _ mother of 4 children, where Bohdan is the youngest) (“Ukrinform”, September 24, 2023). Візары береозового сік навчали _ досягні кількість завдань, що наважають (Collecting birch sap in the spring _ a rather troublesome activity that requires special skills”) (“Bug”, April 7, 2020); Домтячий будинок у Київцях _ специфічний дизайнерський звід, де виховують дітей від двох до восьми років, у яких є психологічні патології (Children’s house in Kiyevtsi _ a special pre-school institution where children from two to eight years old, who have psychoneurological pathologies are raised) (Volyn- nova, May 19, 2022) (an error was additionally noted in the construction of the subjective part); Тамара Мілентіївна Ковальчук _ добре знала і вшановувала монітор (Tamara Milentiiiva Kovalchuk _ a well-known and respected person) (“Vísti”, November 3, 2019).

A single dash is not used in constructions with an indicative participle before a predicate-noun: Митись і клоїть _ це не те місце, де можна домовитись і порозумітись (Meetings and squares _ not the place where it is possible to come to an agreement and understanding)” (“Tribune”, November 11, 2019); Є людина з різними східнослов’янськими уподобаннями, але раціональність та конструктивність _ це те, що їх об’єднує (There are people with different worldviews preferences, but rationality and constructivism are what unite them)” (“UNIAN”, November 12, 2020). Забезпечення позитивного просування робочим місяця _ це не сонний позитивний шифр діяльності заводу у селі (Providing jobs to the unemployed population _ not the positive aspect of the plant’s activity in the village)” (“Bug”, November 3, 2019). Пunctuation (hyphen) is not observed in those journalistic texts in which there is no punctuation mark between the subject and the predicate expressed by infinitives: Свогочасні завдання нашої організації _ це розчитати свою першусть та продовжити творити започатковані ініціативи (Today, the task of our organization _ to once again confirm its primacy and continue to implement the initiated initiatives)” (“Volyn- nova”, September 1, 2020); Нам відкрито повіріти, а наша завдання _ виробити її доверію (The voters believed in us, and our task _ to justify their trust)” (“Bukvy”, November 12, 2019), etc.

Unreasonably, journalists and editors use a dash before a predicate expressed by a verb: Діяльність великої молодіжної організації _ вріважка (The activity of the Volyn youth organization _ impressive)” (“VÍSTÍ” _ information portal) (“June 18, 2022). Sporadically optional dashes are used in simple constructions between the subject and the predicate: Історія міста Луцька _ середня та висока (The history of the city of Lutsk _ ancient and majestic)” (“Volyn News”, August 20, 2020); Волинський _ замок в краєвиді (The Volyn landscape _ unique and inevitable)” (“Konkurent”, August 20, 2020); Каналізація _ не смітник: у стічних водах багатоповерхівок Луцька виявлено критичний рівень шкідливих речовин (Sewerage _ not a garbage dump: a critical level of harmful substances was found in the wastewater of high-rise buildings in Lutsk)” (“Under the gun”, March 25, 2022).

Punctuation presented in complex constructions (complex sentences, sentences without conjunctions, as well as sentences with different types of syntactic connection (7%)) show a relatively lower frequency. There are cases when a comma is missing between equal parts of complex sentences (both two-syllable and one-syllable), connected by the conjunctions and і або та (and): Масовість у хвилях значно ширші _ і ті засоби, які вони мали, дозволяють забезпечувати критичні рівні виховання та освіти (The opportunities for educators are much wider _ and the means we have allow ensuring a high-quality level of upbringing and education)” (“Víkna”, October 3, 2022); Ми переконали організаторів заходу _ і всі їхні ідеї ще раз підтвердили свої першість та респонсібність (We must use it efficiently _ resultively) (“Ukrinform”, September 24, 2020) , etc.

We rarely observe incorrect punctuation in a sentence without a conjunction. Its appearance is most often associated with the omission of a dash between the predicateative parts of a non-conjunctive sentence, when the first part of the sentence expresses the condition of the action, which is referred to in the second: Не намагайтеся шукати _ сперва сам (If you can’t find something _ create it yourself)” (“Homadske”, May 26, 2022); Ми поступали _ нам відкрили (We knocked _ they opened to us)” (“Ukrainian Pravda”, September 24, 2020), etc. The probable is appearance of a punctuation anormative associated with the absence of a comma in an infinitive sentence: Після завершення пароди посідаємо новий зачатті учні _ вони столисяся якомога швидкою водою та поміряли залучення деревсяних корінців (After the meeting, the official answered the students’ questions _ they related to the quality of drinking water and the need to attract state funds)” (“Ukrinform”, January 21, 2021). Це є не тільки тому повідомилися і нам, дорогим (These are really strong children _ they have a lot to learn from us adults too)” (“TSН”, November 3, 2021).

We also come across isolated cases in journalistic texts, when a dash is used between the first and second predicateative parts of non-conjunctive constructions instead of a colon justified by the norm: Ми не повинні забувати _ кожен мусить спрацьовувати свої здатності на боротьбу з ворогом і спільну перемогу (We must not forget - everyone must direct their efforts to fight the enemy and win together)” (“Konkurent”, August 20, 2023).

We note the punctuation of complex syntactic constructions as an error-prone place. For example, in the sentence Скільки радість було, коли Миокола дочекалася _ і своє паретство розпочався (How many joys were there when Mykola finally came _ and the holiday finally began)” (“Víkna” _ Zamosk”, December 20, 2021), three predicators can be distinguished, which are combined by the subordinating conjunction (Скільки радість було, коли _ (How many joys were there when _ ) and the relative clause (Миокола дочекалася _ і своє паретство почався (Mykola finally came _ and the holiday finally began)). If the subordinate part is designed correctly, then the boundaries between the second and third blocks are not highlighted.

Analyzing the professional speech of media workers, we witness a significant number of errors in the design of direct speech (4.6%). Almost all of them are connected with the absence of a comma after the direct speech and before the author’s words: “Хоч я представлю взагалі іншу політичну силу, але в нас багато стільки ж підгань, хоча не вийшло так, як вийшло і дитиші намагаються зберегти, а вийшло так, як вийшло” – каже нами Hamassa (“But I don’t complain, she wanted the best, she tried to save my life and the child’s, but it turned out the way it turned out, what was done” – says Mrs. Natalya)” (“TSН”, September 24, 2021). We also come across the systematic use of a hyphen after direct speech instead of a normative dash as a manifestation of violations of the technical rules of typing texts.

The identified punctuation anormatives make it possible to single out the missing punctuation marks in the case of homogenous clauses in a separate group (3%): _ але коли і нані _ одна працівниця утримувала одне неврякодатне, то це матиме великий психологічний вплив і для одного _ і для іншого (_... but in the future one working person keeps one disabled person, it will look quite miserable for both one _ and the other)” (“Tribune”, November 12, 2020); Ми попитали ефективно _ результативно його використовувати (We must use it efficiently _ resultively)
As a result of a punctuation study related to the lack of proper punctuation, the most productive error-prone places in the written speech of journalists were determined. These are primarily the most frequent anormatives in a complex sentence, with adverbial inflection, interjections and constructions, separated clauses. Ignoring punctuation norms also causes cases of the absence of a punctuation mark in direct speech, homogenous clauses, in non-conjunctive and complex sentences, complex syntactic constructions.

Abnormalities reflecting the presence of an extra punctuation mark (24 %)

The online media used to investigate punctuation culture indicate the dominance of several main types of redundant punctuation. A tendency in written communication is the selection of the complex conjunction adже (after all), mistakenly used by the authors as an interjection. It should be noted that this is a error-prone place for many journalistic materials: Адже, щоранку у будь-яку пору він запускається в холодну кутіль подвійки (After all, every morning at any time he plunges into a cold pool of water) (“UNIAN”, January 14, 2022); До речі, настанню морозних днів раді і хірургії, адже, в мороз менше розвиваються вільних мікроорганізмів (By the way, surgeons are also happy about the onset of frosty days, because in the cold, all kinds of skin microorganisms develop less) (“Tvoje misto”, February 4, 2019); Адже, станом на сьогодні, за кілька сотень гравень солдати повноцінно забезпечують життєдіяльність своїх військових частин, працюючи “різноманітними” (After all, as of today, for a few hundred hryvnias - people fully provide for the livelihood of their military units, working as “handymen”) (“Bukvy”, October 26, 2023).

When working with texts of various genres, journalists resort to frequency separation of those tokens that are never inserted. For example: неподільно (recently): Неподільно, натиснувши рік перебування голови районної ради на свій посад (The chairman of the district council recently completed one year in office) (“Konkurent”, November 10, 2019); Неподільно, в умовах сьогодення, оплата строковикам, які не беруть участі у боївних діях, зводиться до посілкового охиду, що скорочує від 350 до 700 гр – за звичай від середнього розміру (In today's conditions, the payment of conscripts who do not take part in hostilities is reduced to the official salary, which is from 250 to 700 hryvnias - depending on the tariff class) (“Bukvy”, October 26, 2023); Також, зараз, головне звернення строковиків полягає в тому, аби їм надали надлежне фінансове забезпечення та відповідні права стосовно звільнення (Therefore, now, the main appeal of conscripts is to provide them with adequate financial support and the corresponding rights regarding dismissals) (“Bukvy”), October 26, 2023); Насамперед, розкажіть про свої шляхи до війська (First of all, tell about your path to the army) (“Bukvy”), October 26, 2023).

We also fix the non-normative between the subject and the predicate: Олександр Кірпичок, звернувшись до учасників урочистих зборів із щирим вітанням (Oleksandr Kurylyuk, addressed the participants of the solemn meeting with sincere congratulations) (“Bug”, November 12, 2020); А ще, порушуючи законодавство (And this, is a violation of legislation) (“Ukrinform”, April 7, 2022); Ці люди, будь-якою ціною намагались отримати при владі (These people tried to stay in power at any cost) (“TSN”, September 3, 2021); Попередні спроби ввести нульову промисловість із кризи, не мали системності і не доводили до логічного завершення (Previous attempts to bring the coal industry out of the crisis were not systematic and did not come to a logical conclusion) (“Tvoje misto”, September 3, 2021).

There are imprecise punctuation marks for homogeneous clauses and generalized words, when authors resort to an extra colon or comma. For example: “В у мовах сьогодення, оплата строковикам, які не беруть участі у боївних діях, зводиться до посілкового охиду, що скорочує від 350 до 700 гр – за звичай від середнього розміру (In today’s conditions, the payment of conscripts who do not take part in hostilities is reduced to the official salary, which is from 250 to 700 hryvnias - depending on the tariff class) (“Bukvy”, October 26, 2023); Також, зараз, головне звернення строковиків полягає в тому, аби їм надали надлежне фінансове забезпечення та відповідні права стосовно звільнення (Therefore, now, the main appeal of conscripts is to provide them with adequate financial support and the corresponding rights regarding dismissals) (“Bukvy”), October 26, 2023);

“we also consider...”

There are examples of words that are not connected by a single conjunction (and, …): ми вважаємо за доцільне, також, розкажіть про свої шляхи до війська (We also consider...); “нещодавно...”

More than once in journalistic texts, we found contrived clarifying constructions, erroneously separated by commas: Основним відомим для це тривалий період, можна вивести розбудову нашої організації (The development of our organization can be considered the main achievement, during this period) (“Викна”, October 3, 2019); А після штурмового угору, записав на свій бойовий рахунок ще один танк та зазнав ушанови (And after the assault, he added one more tank and an anti-aircraft gun to his combat account) (“Konkurent”, September 3, 2019); Іноді, в посвяченій метушні, люди забувають про справжні цінності (Sometimes, in the hustle and bustle of everyday life, people forget about real values) (“Vysoky Zamok”, November 3, 2020); В умовах сьогодення, оплата строковикам, які не беруть участі у боївних діях, зводиться до посілкового охиду, що скорочує від 350 до 700 гр – за звичай від середнього розміру (In today’s conditions, the payment of conscripts who do not take part in hostilities is reduced to the official salary, which is from 250 to 700 hryvnias - depending on the tariff class) (“Bukvy”, October 26, 2023); Також, зараз, головне звернення строковиків полягає в тому, аби їм надали надлежне фінансове забезпечення та відповідні права стосовно звільнення (Therefore, now, the main appeal of conscripts is to provide them with adequate financial support and the corresponding rights regarding dismissals) (“Bukvy”), October 26, 2023); Насамперед, розкажіть про свої шляхи до війська (First of all, tell about your path to the army) (“Bukvy”), October 26, 2023).

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безпеки із міграційними обротами, і нічого не сплатаючи до бюджету (…who organized a branched business with a million turnover, and did not pay anything to the budgets) (“Bukvy”, November 12, 2019); Миттєвий прес, широкі плечі, і стопа – саме так може виглядати хлопці (Steel abs, broad shoulders, and backs – that's how one can describe guys) (“Visti”, May 19, 2021).

Another punctuation anormative is the unmotivated selection of the application with the component а (а), when it does not have a shade of reason: Як керівник обласної організації, я відповідально заявляю, що ми зробили все для того, щоб вибори відбувалися чесно і прозоро (As the head of the regional organization, I responsibly declare, that we will do everything, to ensure that the elections are held honestly and transparently) (“Under the gun”, October 6, 2019); Як провідні політиків цілком складно, це партия іде на вибори з чіткою передвиборною програмою (As the country's leading political force, this party is going to the elections with a clear pre-election program) (“Under the gun”, September 1, 2019).

The hyphen is superfluous in the sentence Директор районної ДЮСШ – Світлана Михалик розповіла про заходи (The director of the district children and youth sports school – Svitolina Mykhayl told about the measures) (“Volyn-nova”, November 3, 2020).

Sporadically, media professionals admit the use of an extra comma between the parts of a complex sentence, connected by a single connecting conjunction, in the presence of an article common to both predicative parts of the sentence: Протягом останніх двох змін вважається, що позначено метою впевненість (During the last days, winter took revenge, and the thermometer mark confidently dropped to -20) (“Konkurent”, February 4, 2021); В інтерв'ю Єдуард діяється власним досвідом стрічкової служби, тим, про що читані на лінії фронту, а за то першочергово бореться зараз (In the interview, Eduard shares his own experience of military service, what he dreamed of on the front line, and what he is primarily fighting for now) (“Bukvy”, October 26, 2023).

A comma is also unmotivated in an interrogative complex sentence: Хто опікувався безпосередньо вашим забезпеченням, і чи належним воно було? (Who took care of your provision directly, and was it proper?) (“Bukvy”, October 26, 2023).

Occasionally, punctuation inaccuracies were found when using direct language: «Дружба і відродження спорту» (Friendship and a thirst for sports recreation!) said the trip leader (“Твоє місто”, March 17, 2023). Extra punctuation marks, which are not regulated by the punctuation standard and were added by the authors, are also found: І контурували вона, недешево (And it was, not cheap) (“Bukvy”, February 4, 2022); Це безхатна перелічка громадянських життєвих процесів, а також праця Державна інспекція установ (This is a free transfer of housing to citizens, this is how the State Mortgage Institution works) (“Vysoky Zamok”, November 12, 2019).

Thus, in the text communication of modern mass media workers, cases of using an extra punctuation mark are less frequent than the absence of necessary punctuation marks. Among the punctuation abnormalities associated with the use of an extra comma, errors in the allocation of imaginary interjections and clarifying constructions dominate. Extra punctuation marks between the subject and the predicate have a lower frequency, with homogeneous clauses. Single examples represent non-normative punctuation formations when separating the adjectives, between parts of a complex sentence. Sometimes, such errors are not regulated by the rules.

Abnormalities reflecting the replacement of some signs by others (11 %)

This group of punctuation violations is small compared to the two previous groups. Among the errors characterizing the replacement of one punctuation mark by another, several groups can be distinguished, regulated by a certain punctuation norm. Forming a direct language, the media admit the abnormal use of punctuation marks: Але коли мені доводиться на різних рівнях презентувати нашу область, описуючи потенціал краю, я кажу – «На Волині є все. Напити шахти!» (But when I have to present our region at different levels, describing the potential of the region, I say – “Volyn has everything. Even the mines!”) (“Volyn-nova”, September 3, 2021) (the norm is colon instead of a dash).

We also fix the erroneous replacement of punctuation marks in the unconjugated construction, when the second disseminates the information of the first: Відповідно до змін законів України «Про охорону культурної спадщини» та «Про охорону архітектурної спадщини» проведено роботу щодо впорядкування об’єктів культурної спадщини Володимир-Волинського району – зараз після обліку вони перебувають 234 (In accordance with the amendments to the Laws of Ukraine “On the Protection of Cultural Heritage” and “On the Protection of Archaeological Heritage”, work was carried out on the arrangement of cultural heritage objects of the Volodymyr-Volyn district - now on, 234 of them are registered) (“Bug”, October 15, 2022) (the norm is colon instead of a dash); Всі це раз нагадують – якщо ви обмежуєте своє зносимість – кадити курти (Scientists remind once again - if you care about your appearance - quit smoking) (“Vysoky Zamok”, October 29, 2020) (the norm is colon instead of a dash). Norms have not been observed in the use of commas in the interjection construction, which indicates the source of the message: Втім, як уже казав заголовок висновку молодіжки – життєві процеси є природними та невідворотними (However, as the founder of the Volyn youth group already said - life processes are natural and inevitable) (“Volyn News”, November 24, 2022). За словами організаторів – поряд із прибранням території кона … (According to the organizers, - along with cleaning the territory, she ...) (“Bug”, March 31, 2022).

Most of the unmotivated violations of this group are recorded in complex constructions. Journalists mistakenly put another punctuation mark instead of a normative comma – a dash or a colon: У цій категорії перемог Григорік Дмитро – який нікотин 90 к (In the second category: Denis Horshklov won – who lifted 90 kg) (“Твоє місто”, September 22, 2023) (the norm is a comma instead of a dash).

We detect punctuation errors regarding the use of dashes between the subject and the predicate: А позав пан Краєцьк, частий гость у місті шахтарі, тож під час розмови – “Волинь має все. Є навіть шахти!” (As a famous guest in the city coal miner, therefore during the interview, “Volyn has everything. Even the mines!”)

As we can see, the phenomenon of replacing one punctuation mark by another in the written communication of journalists is fragmentary and is indicated by single examples of punctuation errors in a complex sentence (of different types), in direct speech, between the subject and the predicate in a simple sentence, separate articles, etc. However, the defined punctuation groups of anormatives (according to the classification of researchers) do not exhaust all fixed errors of medium speech. In several cases, the punctuation mark was placed in an unusual position. The most productive and error-prone place is the use of a dash after the particle це (is), and not before it, as required by the norm of punctuation of the connection between the subject and the predicate: Якщо базових організацій це – наши переваги кінів: людьми з принципами і переконаннями (The core of basic organizations is - our proven personnel: people with principles and convictions) (“Glavkom”,...
October 8, 2021. A non-normative position is occupied by a comma in other journalistic constructions: Я дуже вдячний, усім хто вболівав за спільну справу (I am very grateful to everyone, who cheered for the common cause) (“Vikna”, October 8, 2021) (rightfully: Я дуже вдячний, усім хто вболівав за спільну справу (I am very grateful to everyone who cheered for the common cause)). Нумерацію починають страшно бурхливим, що вирізається те, в присутньому середнім місці, а не в розбійному стисненому, а також шанується примітка у вказівці дв (The insides begin to rebel terribly, in stool disorders, or suddenly the stomach refuses to accept favorite food)” (“Твоє місто”, September 3, 2020).

Figure 1 shows general distribution of varieties of punctuation anormatives in the professional communication of media workers.

![Figure 1. Distribution of varieties of punctuation anormatives in the professional communication of media workers](image)

**4 Conclusions**

Thus, having studied the written professional communication of media workers based on the news texts of Ukrainian online media, we single out three negative error zones at the punctuation level: 1) errors associated with the omission of the necessary punctuation (65 %); 2) anormatives reflecting the presence of an extra punctuation mark (24 %); 3) violations indicating the replacement of some signs by others (11 %). Quantitative analysis of erroneous punctuation phenomena revealed that most often media workers miss the necessary punctuation mark. Relatively less often they resort to unnecessary punctuation or non-normative replacement of some punctuation marks by others. Improving the editing process and increasing the communicative effectiveness of the media text should be facilitated by the use of the anti-error device by media workers, which contains data on error-prone places at the punctuation level. Undoubtedly, every employee of the editorial board is obliged to perfectly master the norms of the modern Ukrainian language, to be aware of all changes and additions, in order to continue to ensure a decent level for their media. When

**Literature:**


**Primary Paper Section:** A

**Secondary Paper Section:** AI, AJ