

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

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Abstract: The article examines the written professional communication of media workers regarding punctuation literacy. It is noted that a successful portrait of a modern specialist forms 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 culture 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 language presentation of media texts at the orthographic, grammatical, and stylistic levels. Punctuation errors are a productive, representative, error-prone place in journalistic materials. It has been revealed that exemplary written communication involves 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 punctograms 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.

1 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 anormatives in texts and oral communication, a journalist / editor needs 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, the need 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 literary editors during the work on 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, using references or parenthesis. Sporadically, extra punctuation is used, sometimes authors interchange one sign with another, resorting to unfounded anormatives.

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" [17, p. 3]. Taking this into account, the fixation and analysis of linguistic anormatives among punctuation in journalistic texts today requires special attention, which determines the relevance of the presented investigation.

Ukrainian editologists differentiate language and speech errors. language violations of the norm are qualified according to the criterion of correct/incorrect. Speech anormatives 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 (orthopic, accentuation, orthographic, lexical, phraseological, word-forming, syntactic, punctuation, stylistic), speech, and non-speech (logical, factual, aesthetic) violations. She notes that "an error is an anormative, i.e., such a non-normative linguistic formation that arises as a result of an unmotivated violation of a literary norm and is a consequence of incorrect thinking operations" [1].

In the modern scientific paradigm, we find works devoted to the analysis of error-prone zones at different language levels in printed and electronic Ukrainian mass media. T. Bondarenko developed a systematic typology of linguistic norms based on newspaper material [1; 2; 3], proposing such a phenomenon as the "phenomenon of error". The researcher defines punctuation errors of journalists as "a type of communicative noise" [1]. A. Kapelyushnyi comprehensively studied the typological features of journalistic error-dangerous phenomena in stylistic and editorial aspects [7; 8]. Linguistic literacy of print media workers in the context of vocabulary and syntax was investigated by A. Yavorskyi, outlining the degree of linguistic errors of each type during the editing of journalistic messages [21; 22]. Speech culture as a professional standard of a journalist's work is defined by O. Jolos [6], while L. Suprun writes about the normativity of speech as a component of a journalist's linguistic communication [16]. Researches by R. Zinchuk, S. Ostapchuk, I. Kevlyuk (punctuation culture of modern online mass media) are devoted to the study of the peculiarities of professional communication in the punctuation system [23]. One should also note I. Marynenko (violation of norms in magazine broadcasting) [12], O. Tsapok (studies about

punctuation errors in online publications) [18], N. Shulska and R. Zinchuk (observance by the editor of punctuation norms in the language of the media) [14], N. Shulska and T. Shvyrid (editor's work on punctuation errors in print media) [15]. M. Yatsmyrska in the training manual "*Journalist's language culture*" draws attention to the practical aspect of teaching punctuation [20]. The main principles of formation of punctuation literacy were investigated by S. Pomyrcha, establishing that punctuation literacy directly depends on the level of strength of syntax knowledge, because in order to use punctuation marks correctly, one needs to be familiar with the structure of sentences [13]. The components of punctuation competence became the object of analysis in the research of N. Kovalchuk [9].

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 mass 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. Lysyniuk 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 communication, 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 punctograms 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 conditions of the punctuation norm [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 punctogram (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: *Лише дві школи району, які не ремонтувалися десятиліттями _ 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 hryvnias)* ("Vysoky Zamok", November 26, 2020); *Навпаки, тим, хто працює прозоро _ ми висловлюємо довіру (On the contrary, we express our trust to those who work transparently)* ("Vikna", November 12, 2023); *«З приводу фронтового побуту все, про що я мріяв _ це хоча б холодний душ та сухий одяг (Regarding life at the front, all I dreamed about _ it was at least a cold shower and dry clothes)* ("Bukvy", October 25, 2023); *Тож забезпечення, яке надавала частина _ неможливо назвати належним (Therefore, the support provided by division _ cannot be called adequate)* ("Bukvy", October 26, 2023).

Anormatives 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 волинян _ які страждають від гострої патології насамперед судин серця та головного мозку, з'явилися більше шансів на одужання (Now the Volhynians _ who suffer from acute pathology, primarily of the vessels of the heart and brain, have more chances of recovery)* ("Volyn information portal", February 20, 2023); *Більш того, з тих 72 % _ які знають про УПА, 70 % заявили, що саме Українська повстанська армія заклала традиції спротиву 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)* ("Bukvy", October 28, 2023).

Relatively infrequently, but nevertheless, we observe a tendency not to highlight subjunctive constructions in the texts at all: *Це дає можливість брати участь у житті району і поступово*

реалізувати програми з якими партія йшла на вибори (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); Дійсно відчутно турботу і милосердя до людей _ які там перебувають (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 знав _ на що йду, але на практиці все виявилось, так би мовити, набагато цікавіше (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); Колектив педагогів повинен об'єктивно дбати про малечу, її виховання, а ті хто мають можливість, подбають, аби дітям було комфортно перебувати 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 подякував всім _ хто брав участь у Благодійному аукціоні побачень (At the end of the meeting, Valery Pavlovich thanked everyone _ who participated in the charity auction of dates) ("Tvoje misto", October 21, 2022).

Another group in terms of the number of revealed punctuation anomalies 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 _ питання риторичне, і можна впевнено стверджувати, що назви вулиць у переліку очікувань перше місце не посідали* (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, сам був шокований тим, що його пропозицію сприйняли всерйоз* (True, the speaker _ probably himself was shocked that his proposal was taken seriously) ("Ukrinform", September 3, 2023); *Ось мабуть це найважче розуміти, коли ти приходиш зі сфери, де є завдання, є мета і швидкість та оперативність _ це твій козир* (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 заплановане _ звичайно _ потрібен ресурс і _ передусім _ людський* (In order to implement the planned _ of course _ resource is needed and _ above all _ a human resource) ("Ukrainian Pravda", January 28, 2023); *Знаєте, я звик все життя працювати, працювати фізично, інтелектуально та _ зрештою _ працювати і на політичній ниві* (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 отже _ кількість українців зростає!* (There is a need for kindergartens, and therefore _ the number of Ukrainians is growing!) ("Vikna", February 11, 2019); *Отже _ ви підпадаєте під норму 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 надбання соціальне і приватне _ на жаль, доводиться чистити вулиці, парки та узбіччя від сміття, яке залишають не надто свідомі співгромадяни* (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 знанням мови менше проблем: рівня шкільної і вузівської програми їм вистачить, це не встигли 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, _ перейняти сьогодні у напружений ритм роботи від обласного депутата та головного лікаря такі здорові звички, звичайно ж _ варто* (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 anomalies 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 назустріч таким дітям допоможуть їм швидше адаптуватися 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 Тамири Ковальчук _ це впливові люди* (According to Tamara Kovalchuk _ these are influential people) ("Tribune", October 29, 2021); *За даними синоптиків _ у п'ятницю, 27 жовтня, частину України накриють дощі, місцями _ значні* (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 зуралася службової фальсифікації і навіть банальних ухиленням від слати 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 висловила бажання, щоб такі змагання проводились якомога частіше, а депутати у свою чергу зобов'язалися 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 маю справу з алкоголем, працювала на Тернопільському спиртогорілчаному заводі і на Волині, але _ як бачите _ нормально себе почуваю* (I have been dealing with alcohol for 30 years, I worked at the Ternopil 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 ті, хто живе у власному світі, і часто наша планета є для них доволі далекою і незрозумілою так 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 adverbial 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: *Проаналізувавши роботу влади _ бачимо, що зроблено багато для розвитку та поліпшення 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*

проведених робіт він сказав, що зміни просто вражаючі (After reviewing the results of the work carried out _ he said that the changes are simply impressive) (“Visti”, February 18, 2019); Наші депутати наполегливо працюють в шести постійних комісіях _ відстоюючи права своїх виборців (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 позапартійними 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.

Sometimes, in such constructions we can trace the use of a comma only once – before an adverbial inflection: Але він, показавши справжній хист господаря _ за два роки зробив новосілля у новій поліклініці, згодом, у хірургічному 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 _ відзначаючи День людей похилого віку, ми повинні пам'ятати про їхні турботи не тільки в дні _ визначені офіційним указом (Today _ celebrating the Day of the Elderly, we must remember their concerns not only on the days _ defined by official decree) (“Vysoky Zamok”, October 8, 2022) (in addition, an error in the adverbial inflection is indicated); Далі _ підсумовавши результати торгів, учасник аукціону вирушили до Волинського обласного центру соціально-психологічної реабілітації дітей сиріт (Then _ after summarizing the results of the auction, the auction participant went to the Volyn Regional Center for Social and Psychological Rehabilitation of Orphaned Children) (“Volyn News”, September 1, 2019), etc. However, it should be noted that if the complete lack of selection of the adverbial inflection is a danger-prone place for the professional speech of media professionals, then the selection of such a structure on the one side is fragmentary in nature.

In a separate group, we allocate punctuation anomalies 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 adjective inflection: Про це Д. В. Войтук розповів в своєму інтерв'ю районній газеті «Горохівський вісник» _ опублікованому на початку року (D.V. Voytyuk told about this in his interview with the district newspaper “Horokhivsky Visnyk” _ published at the beginning of the year) (“Volyn-nova”, November 10, 2019); Це програма _ створена за кращим європейським зразком (This program _ was created according to the best European model) (“Konkurent”, September 24, 2023); Натомість кожному було вручено подарунок від членів комісії «Сонце любові» виготовлений власноруч (Instead, everyone was given a gift from the members of the “Sun of Love” commission _ made with their own hands) (“Tribune”, November 3, 2020); Командна робота має особливу цінність _ однаково прийнятну та всіх (Team work has a special value _ equally acceptable and everyone) (“Vysoky Zamok”, May 26, 2021).

b) Circumstances (except those expressed by adverbial inflections): Діятимемо швидко _ з огляду на обставини (We will act quickly _ given the circumstances) (“Konkurent”, September 22, 2022); Тоді Маруся _ всупереч волі батька _ самостійно вступила до університету (Then Marusya _ contrary to her father's will _ independently entered the university) (“Bukvy”, February 11, 2021); Ще один дуже цікавий пілотний проект готуємо до реалізації у Нововолинську, що _ залежно від попиту _ матиме власні масштаби виробництва (We are preparing another very interesting pilot project for implementation in Novovolynsk, which _ depending on demand _ will have its own scale of production) (“Bug”, March 17, 2021), etc. In this subgroup, circumstantial constructions with a prepositional compound незважаючи на (in spite of) are dominant among anormativity:

Незважаючи на труднощі ці люди вистояли, проявили силу волі, терпіння, йшли до людей і знаходили в них велику підтримку і розуміння (Despite the difficulties _ these people persevered, showed willpower, patience, went to people and found great support and understanding in them) (“Tabloid Volyn”, December 18, 2019); Незважаючи на складну життєву ситуацію _ ця жінка зберегла в собі мудрість і доброту (Despite the difficult life situation _ this woman retained her wisdom and kindness) (“Tvoje misto”, October 19, 2023).

c) Appendices beginning with the words крім (окрім), опріч, замість, за винятком, включно з (besides (apart from), contrary to, instead of, with the exception of, including), etc.: Федерація профспілок України окрім інших вимог завжди наполягала на тому, щоб у новому законодавстві зберегти високий рівень соціального захисту, прописаного 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 «Букв» було зареєстровано ще 18 онлайн-видань (In addition to “Bukvy” 18 more online editions were registered) (“Bukvy”, October 27, 2023); Крім того _ велике задоволення отримую від роботи по дому, в саду, городі (In addition, _ I get great satisfaction from working around the house, in the garden, in the garden) (“Tvoje misto” November 26, 2021), etc.;

d) Clarifying members of the sentence: Адже родом Володимир Юрійович з Івано-Франківщини _ села Рожнів (After all, Volodymyr Yuriyovych is from the village of Rozhniv in the Ivano-Frankivsk region) (“TSN”, January 14, 2021); Наталія Остапюк _ заступник голови шкільної ради реалізує свої сили в організації (Nataliia Ostariuk _ deputy head of the school board realizes her strengths in the organization) (“UNIAN”, March 24, 2019); Діагноз Володі Вязовцева _ учня 11-го класу НВК № 13 _ звучав як вирок – кератококус IV ступеня правого ока (The diagnosis of Volodya Vyazovtsev _ a student of the 11th grade of the NVK No. 13 _ sounded like a sentence - keratoconus of the IV degree of the right eye) (“Vikna”, February 4, 2019) (it should be noted that there is a dash before the explanatory, supplementary part of кератококус IV ступеня правого ока (keratoconus of the IV degree of the right eye), while the norm provides for a colon here). Sometimes, the clarifying article is separated from only one side: Сьогодні, 26 жовтня _ Національна рада з питань телебачення та радіомовлення зареєструвала «Букви» як онлайн-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: Цю зустріч проводив Святослав Кравчук _ активіст луцького молодіжного осередку (This meeting was conducted by Svyatoslav Kravchuk _ an activist of the Lutsk youth center) (“Volyn24”, August 18, 2021); Чимало Андріїв – членів партії _ плідно працюють на благо міської громади (Many Andriys – members of the party _ are fruitfully working for the benefit of the city community) (“Volyn-nova”, February 18, 2020).

Individually, in the analyzed editions, media workers do not separate appeals. Among the recorded cases, we fix only 0.4% of such falsely dangerous places: I тим не менше, друзі мої _ не спокушайтесь – курці не здатні кинути курити на першу вимогу, а отже, повністю не можуть бути вільні (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 misto”, 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: Наталія

Вальчук мама 4-х дітей, де Богдан – наймолодший (Natalya Valchuk – mother of 4 children, where Bohdan is the youngest) (“Ukrinform”, September 24, 2023); Збирати березовий сік навесні – досить клопітке заняття, що вимагає спеціальних навичок (Collecting birch sap in the spring – a rather troublesome activity that requires special skills) (“Bug”, April 7, 2020); Дитячий будинок у Ківерцях – спеціальний дошкільний заклад, де виховують діток від двох до восьми років у яких є психоневрологічні патології (Children's house in Kivertsy – 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 subjunctive part); Тамара Мілентіївна Ковальчук добре знає і шанована людина (Tamara Milentiivna Kovalchuk – a well-known and respected person) (“Visti”, November 3, 2019). A single dash is not used in constructions with an indicative participle before a predicate-noun: Мітинги і площі – 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 12, 2019); Є люди з різними світоглядними уподобаннями, але раціональність та конструктивізм – це те, що їх об'єднує (There are people with different worldview preferences, but rationality and constructivism – are what unite them) (“UNIAN”, November 12, 2020); Забезпечення незайнятого населення робочими місцями – це не єдиний позитивний аспект діяльності заводу у селі (Providing jobs to the unemployed population – not the only positive aspect of the plant's activity in the village) (“Bug”, November 3, 2019). Punctuation (hyphen) is not observed in those journalistic texts in which there is no punctuation mark between the subject and the predicate expressed by infinitives: Сьогодні завдання нашої організації – це раз підтвердити свою першість та продовжити втілювати 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 виборці повірили, а наше завдання – виправдати їхню довіру (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 волинської молодіжної організації – вражає (The activity of the Volyn youth organization –impressive) (“Volyn information portal”, June 18, 2022). Sporadically optional dashes are used in simple constructions between the subject and the predicate: Історія міста Луцька – древня та велична (The history of the city of Lutsk –ancient and majestic) (“Volyn News”, August 20, 2020); Волинський краєвид – унікальний та неповторний (The Volyn landscape – unique and inimitable) (“Konkurent”, August 20, 2020); Каналізація – не смітник: у стічних водах багатопроверхівки Луцька виявили 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, 2021).

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* or *та* (and): Можливості у вихователів значно ширші – і ті засоби, які ми маємо, дозволяють забезпечувати якісний рівень 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) (“Vikna”, October 3, 2022); Ми переконано організаторів заходу – і всі їхні задуми будуть втілені (We will convince the organizers of the event – and all their ideas will be implemented) (“Bukvy”, October 18, 2022); Це важливий крок у роботі нашої організації – і потрібно до змін потрібно надзвичайно відповідально (This is an important step in the work of our

institution_ and it is necessary to approach changes extremely responsibly) (“TSN”, March 3, 2020).

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 predicative 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 можеш чогось знайти – створи сам (If you can't find something – create it yourself) (“Hromadske”, May 26, 2022); Ми постукали – 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 наради посадовець відповів на запитання учнів – вони стосувалися якості питної води та потреби залучення державних коштів (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 справді сильні діти – у них є чому повчитися і нам, дорослим (These are really strong children – they have a lot to learn from us adults too) (“TSN”, November 3, 2021).

We also come across isolated cases in journalistic texts, when a dash is used between the first and second predicative parts of non-conjunctive constructions instead of a colon justified by the norm: Ми не повинні забувати – кожен мусить спрямовувати свої зусилля 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 радощів було, коли Миколая дочекався – і свято нарешті розпочалося* (How many joys were there when Mykolai finally came – and the holiday finally began) (“Vysoky Zamok”, December 20, 2021), three predicative parts can be distinguished, which are combined by the subordinating conjunction (*Скільки радощів було, коли ...* (How many joys were there when ...)) and the relative clause (*Миколая дочекався – і свято нарешті почалося* (Mykolai 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 представляю зараз іншу політичну силу, але в нас багато спільного і подібна також мета, а відтак ми орієнтовані на співпрацю» – звернувся до присутніх доповідач* (“Although I represent a different political force now, we have a lot in common and a similar goal, so we are oriented towards cooperation” – the speakers addressed those present) (“Vikna”, October 29, 2019); *«Але я не нарікаю, вона ж хотіла як краще, життя мені і дитині намагалася зберегти, а вийшло так, як вийшло, що зробили» – каже пані Наталя* (“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) (“TSN”, 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 homogeneous clauses in a separate group (3%): *... але коли і надалі один працюючий утримуватиме одного непрацездатного, то це матиме доволі жалюгідний вигляд і для одного – і для іншого (... but when 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 повинні ефективно – результативно його використовувати* (We must use it efficiently – resultively)

(“Vysoky Zamok”, February 11, 2021); *Попри те, що багато і свідків _ і учасників _ і жертв Другої світової війни уже не поруч з нами, вони залишаються живими доти, доки живе пам'ять про них* (Despite the fact that many witnesses _ and participants _ and victims of the Second World War are no longer with us, they remain alive as long as their memory lives on) (“Bug”, May 12, 2019).

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, homogeneous 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 *адже* (after all), mistakenly used by the authors as an interjection. It should be noted that this is an error-prone place for many journalistic materials: *Адже, щоранку у будь-яку пору він занурюється в холодну купіль водою* (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 хірурги, адже, в мороз менше розвивається всіляких шкірних 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 гривень солдати повноцінно забезпечують життєдіяльність своїх військових частин, працюючи “різноробочими”* (After all, as of today, for a few hundred hryvnias, soldiers 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: *нещодавно* (recently): *Нещодавно, виповнився рік перебування голови районної ради на своїй посаді* (The chairman of the district council recently completed one year in office) (“Konkurent”, November 10, 2019); *Нещодавно, в урочистій атмосфері вручили подарунки талановитим школярам* (Recently, in a solemn atmosphere, gifts were presented to talented schoolchildren) (“Vikna”, November 10, 2019); *Ми, нещодавно, наполегливо працювали, аби перемогти в змаганнях* (Recently, we worked hard to win competitions) (“TSN”, September 24, 2022); *також* (also): *Учасники заходу, також, виступили з ініціативами зобов'язати громадян укладати договори на оплачуване вивезення побутових відходів* (The participants of the event also took initiatives to oblige citizens to sign contracts for the paid removal of household waste) (“Glavkom”, October 6, 2022); *Також, вони вручили великі букети червоних троянд своїм вчителям-ветеранам та запросили їх на шкільний вальс* (Also, they handed large bouquets of red roses to their veteran teachers and invited them to the school waltz) (“Vysoky Zamok”, October 6, 2022); *Ми вважаємо за доцільне, також, скасування ряду пунктів у правилах торгів* (We also consider it expedient to cancel a number of items in the bidding rules) (“Visti”, November 28, 2020); *поступово* (gradually): *Поступово, розбудова нашого навчального осередку перейшла в нове русло* (Gradually, the development of our educational center moved in a new direction) (“Under the gun”, September 3, 2020); *невдовзі* (soon): *Невдовзі, роботи із завершенням будівництва дороги до села Мильці будуть припинені* (Soon, work on the completion of the construction of the road to the village of Miltsi will be stopped) (“Visti”, September 3, 2019); *Невдовзі, кожен отримає обіцяну допомогу* (Soon, everyone will receive the promised help)

(“Vysoky Zamok”, June 25, 2021); *хоча* (although): *Хоча, створення Рожищенської районної організації супроводжувалося невдоволенням тодішньої владою верхівки* (Although, the creation of the Rozhyshchen district organization was accompanied by dissatisfaction of the then ruling elite) (“Bukvy”, September 3, 2019); *варто* (worth): *Варто, коротко згадати про механізм розвитку залежності до місії чи іншої хімічної сполуки* (It is worth briefly mentioning the mechanism of the development of addiction to one or another chemical compound) (“Tribune”, September 3, 2019); *всього* (total): *Всього, з початку року субсидію на оплату житлово-комунальних послуг отримали більше 21 тисячі сімей* (In total, since the beginning of the year, more than 21,000 families have received subsidies for housing and communal services) (“Under the gun”, December 21, 2020).

More than once in journalistic texts, we found contrived clarifying constructions, erroneously separated by commas: *Основним здобутком, за цей період, можна вважати розбудову нашої організації* (The development of our organization can be considered the main achievement, during this period) (“Vikna”, October 3, 2019); *А після штурмового удару, записав на свій бойовий рахунок ще й один танк на зенітну установку* (And after the assault, he added one more tank and an anti-aircraft gun to his combat account) (“Konkurent”, September 3, 2019); *Іноді, в повсякденній 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 бойових діях, зводиться до посадового окладу, що складає від 350 до 700 грн – залежно від тарифного розряду* (In today's conditions, the payment of conscripts who do not take part in hostilities is reduced to the official salary, which is from 350 to 700 hryvnias - depending on the tariff class) (“Bukvy”, October 26, 2023); *Тож, зараз, головне звернення строковиків полягає в тому, аби їм надали належне фінансове забезпечення та відповідні права стосовно звільненя* (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 свій шлях 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 Курилюк, звернувся до учасників урочистих зборів із щирим вітанням* (Oleksandr Kyrylyuk, addressed the participants of the solemn meeting with sincere congratulations) (“Bug”, November 12, 2020); *А це, є порушенням законодавства* (And this, is a violation of legislation) (“Ukrinform”, April 7, 2022); *Ці люди, будь-якою ціною намагалися втриматися при владі* (These people tried to stay in power at any cost) (“TSN”, September 3, 2021); *Попередні спроби вивести вугільну промисловість із кризи, не мали системності і не доводились 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 dash. In the construction *Для участі в роботі пленуму були запрошені: члени президії, члени Ради організації, голови первинних організацій міста і району...* (To participate in the work of the plenum, the following were invited: members of the presidium, members of the Council of the organization, heads of primary organizations of the city and district...) (“Hromadske”, March 31, 2021) two extra punctuation marks were used – a dash and a colon, because the token *запрошені* (invited) is not generalizing when listing guests.

However, an extra comma is more often recorded with two homogeneous members of the sentence, which are connected by a single conjunction *і* (and): *... які організували розгалужений*

бізнес із мільйонними оборотами, і нічого не сплачували до бюджетів (...who organized a branched business with a million turnover, and did not pay anything to the budgets) ("Bukvy", November 12, 2019); *Сталевий прес, широкі плечі, і спину – саме так можна описати хлопців (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 *як* (*as*), when it does not have a shade of reason: *Як керівник обласної організації, я відповідально заявляю, що ми все зробимо для того, щоб вибори відбулися 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 провідна політична сила країни, ця партія йде на вибори з чіткою передвиборчою 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 Михалук розповіла про заходи (The director of the district children and youth sports school – Svitlana Mykhalyk 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 днів зима взяла реванш, і позначка термометра впевнено опустилась до –20 (During the last days, winter took revenge, and the thermometer mark confidently dropped to –20)* ("Konkurent", February 4, 2021); *В інтерв'ю Едуард ділиться власним досвідом строкової служби, тим, про що мріяв на лінії фронту, та за що 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 жага спортивного відпочинку!», – сказав керівник поїздки (Friendship and a thirst for sports recreation!» said the trip leader)* ("Tvoje misto", March 17, 2023). Extra punctuation marks, which are not regulated by the punctuation standard and were obviously added by the authors due to oversight, are also found: *І коштувала вона, недешево (And it was, not cheap)* ("Bukvy", February 4, 2022); *Це безоплатна передача громадянам житла, так працює Державна іпотечна установа (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 adjuncts, 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. Навіть 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 археологічної спадщини» проведено роботу щодо впорядкування об'єктів культурної спадщини Володимир-Волинського району – зараз на обліку їх перебуває 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); *Вчені ще раз нагадують – якщо ви обсте про свою зовнішність – кидайте курити (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 засновник волинської 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 прибиранням території вона ... (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 другій категорії переміг Горшкалов Денис – який підняв 90 кг (In the second category, Denys Horshkalov won – who lifted 90 kg)* ("Tvoje misto", 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 позаяк пан Кравчук, частий гість у місті шахтарів, тож під час розмови запитали про цей населений пункт (And since Mr. Kravchuk, is a frequent visitor to the city of miners, during the conversation they asked about this settlement)* ("Bug", September 24, 2020) (the norm is a dash instead of a comma). There are confusions of punctuation marks in separate parts of the sentence: *Окрім скандального ремонту Київського райсуду за 106 млн грн та Театру юного глядача за понад 30 млн – є багато інших витрат, які є недоречними під час воєнного стану (In addition to the scandalous renovation of the Kyiv District Court for UAH 106 million and the Young Spectator Theater for more than UAH 30 million, there are many other expenses that are inappropriate during martial law)* ("Bukvy", October 25, 2023) (norm is a comma instead of a dash).

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 media 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* (*it*), and not before it, as required by the norm of punctuation of the connection between the subject and the predicate: *Ядро базових організацій це – нашу перевірені кадри: люди 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)*); *Нутроці починають страшно бунтувати, що виражається то, в прискореному серцебитті то, в розладах стільця, а то раптом шлунок відмовляється приймати улюблену їжу (The insides begin to rebel terribly, which is expressed either in an accelerated heartbeat, in stool disorders, or suddenly the stomach refuses to accept favorite food)* ("Tvoje misto", September 3, 2020).

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

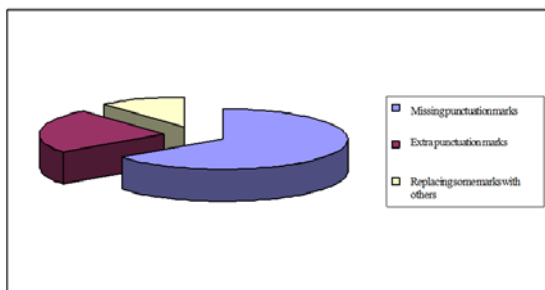


Figure 1. Distribution of varieties of punctuation anormatives in the professional communication of media workers

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 the slightest doubts arise, the editor should turn to authoritative linguistic sources to make sure of the correctness/incorrectness of his reasoning. So, the main characteristics of a highly qualified media worker are education, a high level of language culture, as well as deep knowledge in the field of editing, in order to eliminate any inaccuracies that arise during the creation of journalistic materials at all stages of text editing.

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