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**Olena Afanasieva. Culture of Public Media Communication in the Digital Age: Identification and Analysis of Anomalous Phenomena**

Abstract

The article provides a comprehensive analysis of the culture of modern public media communication in the conditions of a digitalized information space and martial law, when public sensitivity to the quality of news content is growing. The research material was the broadcast of the telemarathon "United News" and the First Channel Suspilne for 2026. Violation of the reliability standard was observed in the use of video materials from anonymous or hostile Telegram channels without proper verification, as well as in the use of pseudo-links or generalized formulations that do not allow identifying the source. Violation of the information accuracy was manifested in cases of inconsistency between the verbal and visual components of the message, which complicates its correct perception. Separately, systemic manifestations of incomplete information, implemented through fragmentary or generalized messages without proper context, were identified. Violation of the accessibility standard is associated with excessive use of specialized terminology, foreign language borrowings, abbreviations, and neologisms of the digital environment, which, without explanation, reduce the level of intelligibility of news for a wide audience. Such linguistic units, although reflecting recent trends in the development of media language, at the same time complicate the communicative effectiveness of messages. Emotional-evaluative and stylistic norms are systematized, in particular, the active use of metaphors, epithets, hyperbolized constructions, and inserted evaluative elements by presenters. Such means, without expanding the actual content, form subjective semantic accents and shift the balance between fact and comment. At the same time, in the context of military discourse, individual evaluative elements can acquire a pragmatically justified character, performing the function of emotional consolidation of the audience. Excessive authorization markers and means of emphasis that violate the principle of neutrality of news presentation, as well as unfounded generalizations, assumptions, and inappropriate personal comments during live transmission are also identified. It is generalized that the anomalous elements of modern public media communication arise due to the influence of digital environment, the high speed of information dissemination, competition for audience attention, and the growing role of emotional component in the news. Their systematization makes it possible to outline the main risks of the media space transformation and determine the prospects for improving the quality of information broadcasting through consistent adherence to professional standards, language, and ethical norms.

**Keywords:** *media communication, public broadcasting, information standards, language culture, journalistic ethics, digitalization*