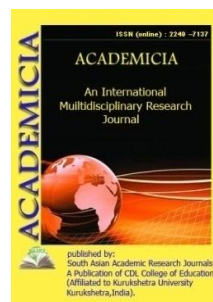


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**DYNAMICS OF JOURNALISTIC CONTENT: CHANGES IN FORM AND  
 CONTENT**

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**ABSTRACT**

*This article analyzes the stages of development of journalistic content, changes in form and content as a result of the influence of social life and the audience. As a result of the revolutionary events of the seventeenth and eighteenth centuries, monopoly power in a number of countries was abolished and replaced by new and more advanced regimes. Not everything is written in detail here, but the traditions of written journalism are highlighted: that is, “nothing has been said to the government about the facts”. A journalist who creates media content should use the same, understandable methods of expression. It should be borne in mind that the modern audience is busy and needs a lot of speed.*

**KEYWORDS:** *Content, Text, Genre, Format, Journalism, Media Convergence, Convergence Editorial, Audience.*

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