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**RECONFIGURATION OF MEDIA RESOURCES IN THE PROCESS
OF ESTABLISHING MOBILE RADIO JOURNALISM**

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***Research Methodology.*** *Obtaining the reliable results of the study was made possible by the use of theoretical and theoretical-empirical methods, including the historical, method of monitoring, analysis (genetic and causal, retrospective). Particularly valuable results are the ones obtained on the basis of the use of the prognostic method of the method of analysis.*

***Results.*** *The article analyses the use of mobile technologies during radio journalists’ performance of their duties. The experience of Ukrainian and foreign scientists in studying the potential of mobile journalism has been considered, and the notion of “Mojo” (“mobile journalism”) has been studied in the context of historical stages of development.*

***Novelty.*** *The transformation of broadcasting in the context of mobile multiscreen journalism is categorically represented through the expansion of the line of devices, the evolution of the genre paradigm, the enrichment of the communicative potential of the radio station, the increased possibilities of positioning information by radio journalists, the implementation of amateur journalistic radio initiatives, the inclusion of the function of reproducing the radio stream in applications, the creation of a variety of programs focused on providing users access to audio information of various types, etc.*

***Practical Significance.*** *The potential has been revealed for the development of broadcast through devices that offer users the ability to play selected files later in time, as well as the potential of audio blogs, audio-books, radio shows.*