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**WAYS TO ATTRACT THE ATTENTION OF AN ONLINE AUDIENCE**

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***Research methodology.*** *Research into the information online special projects for media audience required comprehensive approach to the selection of research methods. Theoretical methods including analysis, synthesis and systematization of scholarly advances in social communications, marketing, project management and many more allowed the theoretical review that resulted in defining the nature of specifically developed information products. Comparative analysis was used to outline the differences between special projects and related concepts. Classification and systematization of theoretical and empirical data made it possible to determine typological features characteristic of special projects and to describe their functional purpose. Empirical methods included observations to study regional special projects, developed by Cherkassy online publishers; an association method helped to determine the association field for the term «special project».*

***Results.*** *The research resulted in demonstrating one of the most effective ways of organizing and presenting media content. There was offered the meaning of the term «information special project» and related terms including a special topic, thematic package, special rubrics, special issue, special feature, special interview, and special investigative journalism. Based on the analysis of information special projects offered by Cherkassy online publishers, we have identified typological features of special projects according to the wide range of criteria: a thematic focus, dominant content type, layout method, functional purpose, and time frame. The content potential to develop information competence of the media audience was considered.*

***Novelty.*** *The research offered the new interpretation of the term «information special project» proving its necessity and describing its unique potential. The analytical review involves other related concepts focused on developing an information special product. The emphasis is on special projects by the online publishers in Cherkassy region that demonstrate a wide range of different monopolistic features setting them apart from the All-Ukrainian media.*

***The practical significance.*** *The research results encourage the ways of improving organization and formation of other special information offers for media audience. The proposed typology is extremely beneficial for developing professional guidelines to ensure quantity and quality standards improvement when tackling the issue of content in the information area.*