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**GAME AS A MEDIA MARKETING TOOL**

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***Research methodology.*** *The implementation of the objectives of the study led to the use of both theoretical and empirical research methods: induction (generalization and structuring of interim reports), analytical (analysis works on the problems of the games in the online media), content analysis (analysis of the conditions of the game conduction by the editorials).*

***Results.*** *We could not find a lot of researchers and publications that have raised the topic of games in the newspapers. Among domestic it is Maryna Dorosh, who deals with games for online media. It was not possible to find works, where games were seen as a tool of media marketing. Therefore, to cite examples of successful games use by the newspapers, we have studied the activity of the two leading publications in Lviv for 16 years – «Vysokyi Zamok» and «Express».*

***Novelty.*** *For the first time we have addressed the games that were placed and held by the newspapers as a marketing tool. Examples of successful experience of the games organization by editors of such newspapers as «Vysokyi Zamok» and «Express» have been shown.*

***The practical significance.*** *The topic of games in newspapers will be interesting for scientists who study marketing and media management. But it is more needed to editors of newspapers, because during the economic crisis there is a problem before each media: how to survive and keep their audience. The article «Game as a Media Marketing Tool» is the first attempt to show that the games lead to sales increase of copies of newspapers.*