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**INFORMATION INTERACTION IN THE «MEDIA – AUDIENCE» SYSTEM:   
REGIONAL EDITORS EXPERT SURVEYS RESULTS**

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***Research methodology.*** *The comprehensive approach to the selection of scientific methods used to study the «media – audience» information interaction has been applied. Theoretical methods included analysis, synthesis and systematization of scientific developments in the field of classical sociology, mass communication sociology, social communication, editorial marketing and more, which enabled theoretical analysis and definition of the concept of social surveys and an expert survey, a method to conduct social surveys. Comparative analysis allowed us to compare the theoretical opinions about the situation in the media and the real state of the media market. The systematization of the theoretical and empirical data enabled to draw conclusions about the information interaction. The expert survey method was used as a basic empirical method making it possible to gather information about the media – audience interaction.*

***Results.*** *The expert survey has been conducted to interview regional editors; the data have been statistically processed; the theoretical generalization has been made. The research findings emphasized the importance of conducting studies to research the organized communication between the media and the audience. The study also proved the necessity for analyzing regional practices of establishing interaction with the audience. There were defined the basic concepts that would be used for theoretical and practical generalizations, including but not limited to the social survey and expert survey. There were designed special tools used to conduct the survey including questionnaires, answer sheets. The information was collected revealing the real nature of organized communication between the media and audience. Statistical data allowed to make conclusions about the real state of interaction with the audience. After analyzing statistical data, conclusions have been made about the real state of interaction between the media and audience, thus allowing to offer recommendations how to improve such interaction. The possible use of effective practices by different media have been outlined.*

***Novelty.*** *The research focuses on the regional practice of information interaction between the media and the audience. Tools were developed to conduct the social survey by means of an expert survey. The basic concepts were defined in the journalism context, necessary for theoretical and practical generalization including social surveys and expert surveys. The study of scholarly publications and the expert survey conducted among the regional journalists enabled us to formulate conclusions on each item in the questionnaire, that allowed to deepen the understanding of media audiences.*

***Practical significance*** *of research findings has been proved by several factors. The research findings can be used for teaching courses for students majoring in journalism; for preparing thematically relevant scientific studies; for sharing regional practices in establishing interaction with the audience; for improving the editorial policy aimed at providing efficient organization and attracting information products consumers; for strengthening publication relevancy by upgrading the knowledge about the audience’s needs and ways of cooperating with it.*