UDC 94: 351 (47783/86) “18/19”

**GETTING READERS’ FEEDBACK AS MEDIA STRATEGY TOOL (ILLUSTRATED AT THE EXAMPLE OF RADICAL PARTY JOURNAL «NAROD» (1890–1895))**

**O. Н. Makarchuk**

*National University «Lviv Polytechnic»,  
3, Kniazia Romana St., Lviv, 79000, Ukraine  
olena.makarchuk@gmail.com*

***Research methodology.*** *The analysis of the editorial correspondence is carried out based on the media content of the Rus-Ukrainian Radical Party – Narod. The correspondence is considered as a valuable source of information and means of expanding readership.*

***Results.*** *The social role of the XIXth century Ukrainian press in Western Ukraine has been analysed. At the example of the section «Correspondence with the Editorial Office» of the RURP journal «Narod» we can see the strategies which were applied in order to fix the relevant social issues by means of readers’ feedback.*

***Novelty.*** *The factual material published on the pages of the journal in the XIXth century has been introduced into scientific circulation.*

***Practical significance.*** *Getting the reader’s (viewers’, listeners’) feedback is by far the best way to gain popularity of the target audience and establishing its loyalty. The experience of the first RURP journal «Narod» in this area is worth consideration. Certain techniques, such as polemic with other editions, discussing controversial issues, appealing at the same time to the readers’ opinions may be used by modern editorial management.*