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# CONTEMPORARY CORPORATE MEDIA: CURRENT STATE, INNOVATIONS AND TRENDS IN UKRAINE

## Abstract

This article presents the results of the research of the current state, tendencies and developments of the modern corporate media and the peculiarities of their use of innovations in communications. The theoretical part is based on the study of the knowledge base through a general review, critical analysis, systematization and generalization. Practical part contains analysis of statistical data and descriptive analysis of samples of corporate media.

The overall state of the industry in corporate publishing in Ukraine is investigated. The data on projects presented during the last five years for the Association of Corporate Media, Ukraine is analyzed. Features and prospects of development of printed and digital communication channels are considered. The innovative approaches used by companies when using corporate media are analyzed, the main trends of their development are formulated.

A statement can be made that innovation significantly transforms the status, content and forms of corporate media. In particular, with the reduction of printed publications, the company's active development of social networking websites, online video, mobile applications, chat bots, other digital channels and communication tools are envisaged. Given the current state of corporate media it is possible to predict their further growth and deeper integration in social and business processes. More and more companies from different industries will use this communication tool to build a comprehensive dialogue with the audience, create an image, promote the market for goods or services, and enhance corporate culture and employee motivation.

**Key words:** corporate publishing, corporate media, corporate communication, public relations

## Introduction

At the beginning of the twentieth century in the United States, a number of scientific papers were dedicated to house magazines – periodicals, which companies specially created for their employees – were published. In particular, Peter O’Shea in a book dated 1920 stressed that the value of a printed word in the organization, training and management of large groups of workers in the industry today is higher than ever before.<sup>1</sup>

It’s been almost 100 years. Since then, understanding of the importance of corporate publications has deepened. The modern scientific community regards them as an effective tool for corporate communications and a means of shaping public opinion in the business environment. The special status of corporate periodicals follows from its definition. So, the British scientist Sam Black calls them non-profit editions that are issued by the organization to maintain contact with employees and the general public outside the organization.<sup>2</sup>

In our opinion, now the term “corporate publishing” requires a broader interpretation. The concept of “corporate media” looks more voluminous and meaningful to define the totality of internal communication tools of companies. It means a special kind of media issued by companies, enterprises, institutions for the purpose of informational support of their main activity by forming a positive image, exchanging information within the organization between employees and spreading it outside, among clients, partners, etc.<sup>3</sup>

The current rapid quantitative and qualitative development of corporate media, which will be analyzed below, is due to a number of objective reasons. The main among them is the transformation of the information environment and the growth of the importance of internal and external business communications. In modern conditions corporate media play the role of a mediator, as well as an active moderator of corporate dialogue between business and society. They help companies create and enhance a friendly, positive image. It is precisely focused, dialogic nature and proximity to the addressee that delivers a long, concentrated impact of corporate media to the audience. In view of this, they should be more actively used in the interests of business development, engaging not only in the production of material goods, but also in harmonizing business and social relations, establishing links between each individual person, the organization in which it operates and the society. These issues are increasingly discussed by modern researchers. For example, Marek Chyliński considers relations between journalism and PR content,<sup>4</sup> John Lloyd and

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<sup>1</sup> P.F. O’Shea, *Employees’ Magazines for Factories, Offices and Business Organizations*, The H.W. Wilson Company, New York 1920.

<sup>2</sup> S. Black, *Public Relations*, Sirin, Moscow 2002, p. 70.

<sup>3</sup> D. Oltarzhevskiy, *Fundamentals and Methods of Modern Corporate Media*, Centr Viljnoji Presy, Kyiv 2013, p. 18.

<sup>4</sup> M. Chyliński, *Dziennikarstwo i public relations. Równowaga sił w ekonomice zainteresowania publiczności*, „Zeszyty Prasoznawcze” 2011, nr 3–4, pp. 28–47.

Laura Toogood analyze why PR needs journalism and journalism is steel dependence on PR in the digital age.<sup>5</sup>

The main scientific problem is the modern corporate communication channels, their functions and prospects for development are still poorly understood. This is especially true in case of corporate media. The main hypothesis of the study is that transformations in the information society and business environment can affect the content and methods of corporate communications, forming certain trends. So the purpose of this study is to determine the current state, trends in the development of modern corporate media, its peculiarities in innovative communications.

In the theoretical part the knowledge base is studied using such methods as: general review, critical analysis, systematization and generalization. The practical part contains a descriptive analysis of samples of corporate media, presented during the last five years to the annual Association of Corporate Media, Ukraine (ACMU) competition. Also, to find out the state and trends of the industry, the statistics provided by above mentioned organization were analyzed.

## Current state of the industry

According to research data, corporate media have become the second largest in the world after the online advertising industry, the fastest growing communications industry. The user of the customer magazine dedicates reading for about 25 minutes, which is one of the highest indicators in the information sphere. When we compare the cost of such an appeal to the audience in relation to the cost of advertising in the commercial press, it turns out that here corporate media are more effective. Almost 50% of readers are more likely to buy products presented in a corporate newsletter than in other media.<sup>6</sup>

The communication effectiveness of corporate media is also confirmed by the fact that an increasing number of European companies are turning to such services. In Germany, Austria and Switzerland, for example, they annually invest 5.8 billion Euro in corporate publishing. According to Forum Corporate Publishing (FCP), annual revenue growth in corporate publishing is 15%.<sup>7</sup>

The reasons for such transformations are to some extent explained by the results of a survey conducted by Gartner Communications among German communications professionals. 67% of them believe that trust in “classical media” has recently fallen, which is a problem for the success of professional public relations.

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<sup>5</sup> J. Lloyd, L. Toogood, *Journalism and Public Relations: News Media and PR in the Digital Age*, I.B. Tauris & Co., London 2015.

<sup>6</sup> T. Kościelny, *Prasa firmowa skuteczniejsza od komercyjnej*, online source: <https://agape.com.pl/custom-publishing-artykuly/prasa-firmowa-skuteczniejsza-komercyjnej/> [entered: 16.06.2018].

<sup>7</sup> F. Kientzler, *Wie Wandelt Sich Corporate Publishing*, online source: <https://suxeedo.de/corporate-publishing-trends/> [entered: 16.06.2018].

Meanwhile, 68% of respondents indicated that they were responding to these threats by making changes to their communication strategies and their chosen communication tools. 64% of them plan to expand direct interaction with target groups through social networks, and another 48% – through the creation of their own journalistic projects, in particular corporate media.<sup>8</sup>

Ukraine at the present stage adheres to the global trends of corporate media development. According to the Association of Corporate Media, Ukraine (ACMU), about 400 companies here have their own corporate media.<sup>9</sup>

In general, the ACMU started its activities in 2006. This is a public organization that brings together professionals in the field of marketing, PR, journalism, advertising. Its mission is to develop the corporate media market in Ukraine. In order to promote the most successful projects, exchange of professional experience and encourage the promotion of corporate media since 2006, the Association conducts a profile competition “Best Corporate Media of Ukraine” and an annual Business Forum “Innovations in Communications. Trends”. The Association also publishes thematic books summarizing practical information and case studies of contestants. During the period from 2007 to 2018, five monographs were published, in particular on innovations in communications<sup>10</sup> and future trends and ideas.<sup>11</sup>

The Institute of Journalism in Taras Shevchenko National University of Kyiv can be considered as a frontrunner of scientific research of corporate media in Ukraine. This topic is being developed as a direction of applied social and communication technologies since 2008. As a result of the research there were more than 30 scientific publications, a textbook, a monograph, and a doctoral dissertation<sup>12</sup> which was defended in 2014. For the first time theoretical developments formed the basis applied in Ukraine curriculum on discipline – a special course for students. The obtained practical results are used productively in the work of Ukrainian corporate media.

## Statistical indicators

Based on the data gathered last decade, it is possible to analyze certain trends that determine the development of corporate media at the present stage of its development and in the nearest future. First of all, we should note the steady growth of

<sup>8</sup> H. Weinberg, *Studie: Die PR traut den Medien nicht – Fachpresse ausgenommen*, online source: <https://pr-journal.de/lese-tipps/studien/21677-studie-die-pr-traut-den-medien-nicht-fachpresse-ausgenommen.html> [entered: 1.11.2018].

<sup>9</sup> O. Todorova, *Corporate Publishing on 200%*, SMIL, Odessa 2007, p. 99.

<sup>10</sup> O. Todorova, *Innovations in Communications*, Triada, Kyiv 2015.

<sup>11</sup> O. Todorova, *The Future: Trends and Ideas*, Intercontinental Ukraine, Kyiv 2018.

<sup>12</sup> D. Oltarzhevskiy, *Corporate Media as an Instrument of Social Communication: Dissertation*, Taras Shevchenko National University of Kyiv, Kyiv 2014.

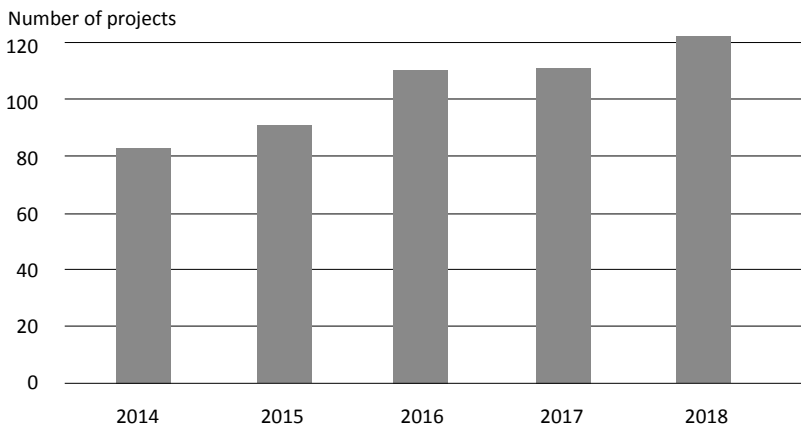
business interest in corporate media. This confirms the number of projects participating in the ACMU competition. As can be seen from the pivot table, their number increases by an average of 10% per year.

**Table 1.** The total number of media projects submitted to the contest ACMU by year

Year	2014	2015	2016	2017	2018
Number of projects	80	88	108	108	119

Source: Research of Association of Corporate Media, Ukraine (ACMU), January 2019.

**Chart 1.** The total number of media projects submitted to the contest ACMU by year



Source: Research of Association of Corporate Media, Ukraine (ACMU), January 2019.

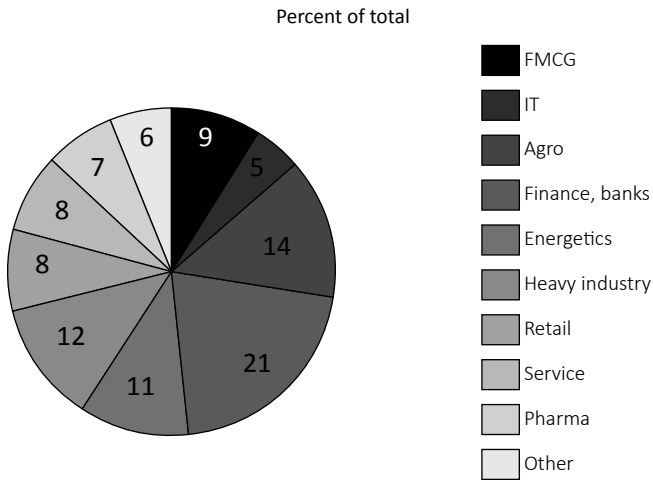
Traditionally, banks and financial companies (21% of the total), as well as industrial companies (12%) and energy (11%) are the most represented in the field of corporate media in Ukraine. At the same time, according to our observations, corporate media of the financial industry are focused mainly on the external audience, the attraction of new customers and the formation of loyalty of the existing clientele. However, publications by industrial and energy companies are aimed at internal audiences for more efficient personnel management.

The agricultural sector should be noted separately as from 2014 to 2018 has showed the largest increase (from 4 to 14% of the total number of corporate media projects). This proves the active development of this industry in Ukraine. Agribusinesses use corporate media to manage and motivate staff as well as to engage with local communities. Stable growth of interest in corporate media is also observed in the FMCG area.

**Table 2.** The ratio of business sectors that presented their media projects to the ACMU contest in 2018

Industries	FMCG	IT	Agro	Finance, banks	Energetics	Heavy industry	Retail	Service	Pharma	Other
Number of projects	11	6	17	25	13	14	9	9	8	7
Percent of total	9%	5%	14%	21%	11%	12%	8%	8%	7%	6%

Source: Research of Association of Corporate Media, Ukraine (ACMU), January 2019.

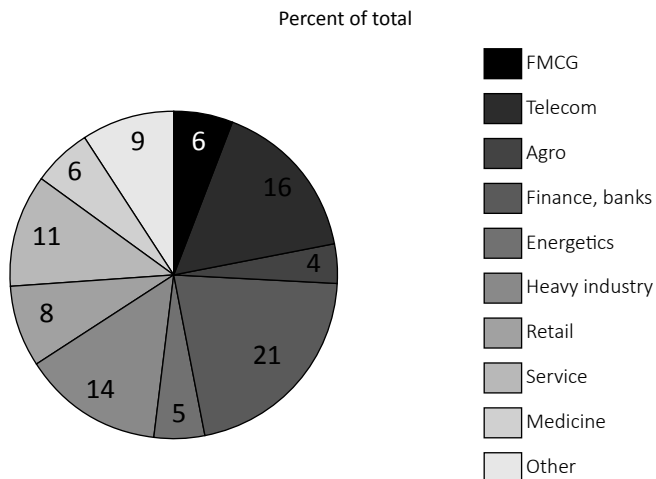
**Chart 2.** The ratio of business sectors that presented their media projects to the ACMU contest in 2018

Source: Research of Association of Corporate Media, Ukraine (ACMU), January 2019.

**Table 3.** The ratio of business sectors that presented their media projects to the ACMU contest in 2014

Industries	FMCG	Telecom	Agro	Finance, banks	Energetics	Heavy industry	Retail	Service	Medicine	Other
Number of projects	5	13	3	17	4	11	6	9	5	7
Percent of total	6%	16%	4%	21%	5%	14%	8%	11%	6%	9%

Chart 3



Source: Research of Association of Corporate Media, Ukraine (ACMU), January 2019.

## Communication channels

Traditionally, there are two large groups of media: digital and printed. These categories are also divided into media for internal (personnel) and external audience (clients, partners). As the analysis of samples of corporate media shows, next to printed newspapers and magazines, digital media (sites, social networking pages, blogs) are now one of the most dynamically growing channels of communication. From our point of view, this is dictated by the aspiration of business to expand its information field, make it more interactive, provide a two-way contact with consumers, client, partners and staff.

This thesis comes out with results of our previous observations. If the printed media business model proves to be inadequate due to the transition of the majority of the audience to the consumption of information from the Internet, companies also have to share the largest part of information with the use of the Internet. Moreover, not only and not so much on the company's network (which is, in the field of a corporate site), but where our target audience is presented, where audience feels interested and comfortable. The asymmetric model of information flow must be transformed into a two-way symmetric one. Only then we will be able to engage people, form brand advocates, and create a desire to cooperate.<sup>13</sup>

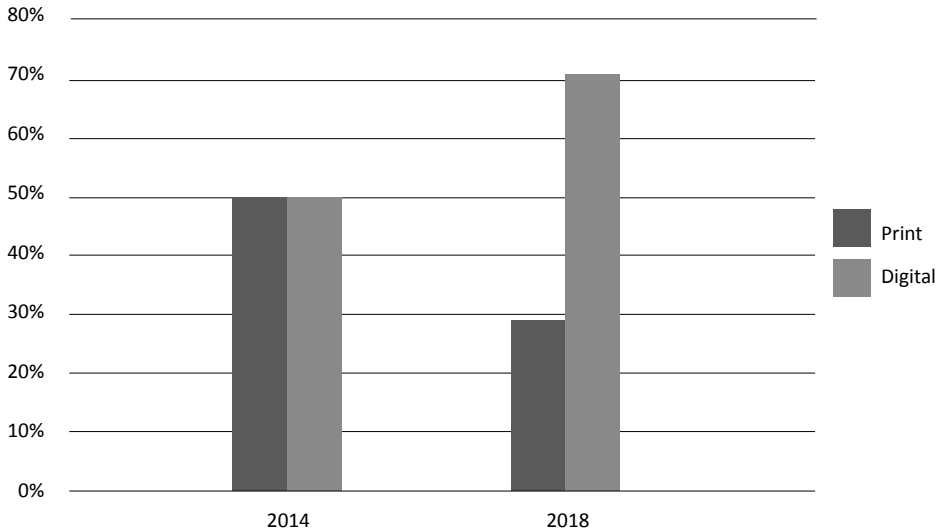
This opinion is supported by the Polish researcher Maja Biernacka. Analyzing the trends in internal communications, she notes that employers are increasingly

<sup>13</sup> O. Todorova, *PR in the Digital Era: The Art of Communication*, Huss, Kyiv 2012, p. 17.

using digital communication channels, including social media and mobile applications. However, this does not mean that printed media has finally lost its position.<sup>14</sup>

So, how does the landscape of corporate media develops? Over the past 5 years, the number of submitted ACMU printed projects has declined significantly in favor of digital ones. If in 2014, printed corporate media accounted for 71% of the total, then in 2018 – only 50%.

**Chart 4.** The ratio of types of corporate media: print and digital in 2014 and 2018



Source: Research of Association of Corporate Media, Ukraine (ACMU), January 2019.

A set of channels that are used in the company's communication practices are fairly well-established. These are printed and digital newspapers and magazines for clients and employees, corporate website, corporate blog, corporate souvenir, book (digest), annual report, corporate movie, corporate calendar, mobile application. The list of channels most often coincides with the type of used by international practices. So, the Content Marketing Awards defines winners in the following categories: a printed newspaper and a magazine, a digital journal, a corporate book, a website, a social networking page, a movie, a mobile application, etc. True, the organizers of this competition have already identified a separate category – cross-media – due to technological convergence and the combination of various types media (press, radio, television, web, mobile communications).<sup>15</sup>

<sup>14</sup> M. Biernacka, *Trendy w komunikacji wewnętrznej w 2018 roku*, online source: <http://beedifferent.pl/blog/trendy-w-komunikacji-wewnetrznej-w-2018-roku> [entered: 3.01.2018].

<sup>15</sup> T. Dillmann, B. Honnef, *Content Marketing Awards 2018: Die Würfel sind vergeben*, online source: <https://pr-journal.de/lese-tipps/preise-und-awards/20945-content-marketing-awards-2018-die-wuerfel-sind-vergeben.html> [entered: 29.12.2018].



The competition “Konkurs Biuletynów Firmowych”, which is held in Poland, defines the best projects in the following categories: company newsletter, digital project (portal, blog), multimedia project (video). In 2018 there were new nominations: portal / intranet for employees, portal / extranet for clients and partners, thematic blog.<sup>16</sup>

The variety of corporate media categories suggests their adaptation to the new information space requirements. And this concerns not only the communication platform, but also the formation of text and visual content. Similarly, communication channels are transformed according to the demands of the audience and innovative technological capabilities.

This opinion is confirmed by the statistics of distribution of Ukrainian corporate media by types of information carriers, presented in the tables below.

**Table 6.** The ratio of kinds of corporate media in 2018

Media types	Printed newspaper, magazine	Printed calendar	Printed book	Corporate souvenir	Annual report	Digital newspaper, magazine	Web-site	Page on social network	Video	Mobile app
Number of projects	33	8	6	8	5	9	10	20	17	3
Percent of total	28%	7%	5%	7%	4%	8%	8%	17%	14%	3%

**Table 7.** The ratio of kinds of corporate media in 2014

Media types	Printed newspaper, magazine	Printed calendar	Printed book	Corporate souvenir	Annual report	Digital newspaper, magazine	Web-site	Page on social network	Video	Mobile app
Number of projects	29	9	8	7	4	4	9	6	4	0
Percent of total	36%	11%	10%	9%	5%	5%	11%	8%	5%	0%

<sup>16</sup> *Konkurs Biuletynów Firmowych 2018 – znamy nagrodzonych*, online source: <http://www.proto.pl/aktualnosci/konkurs-biuletynow-firmowych-2018-znamy-nagrodzonych> [entered: 20.12.2019].

As the a section of competitive works shows, over the past 5 years, printed corporate newspapers and magazines have lost their positions from 36% of the total to 28%. However, their digital newspapers and magazines have increased their presence from 5% to 8%. The pages of companies and brands on Facebook and other social networks become even more popular. This category has shown almost double growth from 8% to 17%. The main competitive advantages of such communication platform is its availability, mass and relatively low investment at the stage of project launch. Social networks are able to provide a daily “live” dialogue with the audience and can be effective in terms of socio-demographic targeting. A number of scholars have explored this tool and the methods of its influence on the audience (for example: Asha Kaul and Vidhi Chaudhri,<sup>17</sup> Michael Etter, Davide Ravasi and Elanor Colleoni,<sup>18</sup> Malwina Popiolek<sup>19</sup> etc.).

It is worth noting that this trend was formed during not less than a decade. In January 2013, the ACMU conducted an online survey among 215 domestic companies. According to him, the respondents called the corporate web site and page on Facebook the most popular electronic channels of communication (respectively, 100% and 83% of respondents indicated them as priority).<sup>20</sup> As you can see, today the popularity of corporate pages in social networks continues to grow, and corporate sites went down. This may indicate greater interactivity and accessibility of social networks.

However, the highest percentages among other communication channels (almost 3 times) show corporate video. In our opinion, its active development, on the one hand, is due to the attractiveness of multimedia content for the audience. On the other hand, these are the consequences of simplifying and reducing the cost of video production caused by the development of digital technologies. Other researchers also see this trend. According to Maja Biernacka, the video segment dominates and continues to actively develop in the external communications segment. Therefore, in internal communication, we must also monitor it and try to use it more actively.<sup>21</sup>

A separate attention to be dedicated to the rapid development of communication technologies, scientists do not always have time to reach a consensus on the definition of some media carriers. For example, can a bank payment card be considered? Some practitioners are convinced that, despite its small physical size, it can

<sup>17</sup> A. Kaul, V. Chaudhri, *Corporate Communication through Social Media: Strategies for Managing Reputation*, SAGE Publications, Thousand Oaks 2017.

<sup>18</sup> M. Etter, D. Ravasi, E. Colleoni, *Social Media and the Formation of Organizational Reputation*, “Academy of Management Review” 2019, no. 44(1), pp. 28–52.

<sup>19</sup> M. Popiołek, *The Role of Facebook in the Process of Acquiring Information. Own Research Study*, “The Journal of Education, Culture, and Society” 2015, no. 1, pp. 75–85.

<sup>20</sup> *Survey of Ukrainian Corporate Media Market Players*, online source: <http://www.acmu.com.ua/presscenter/events/33/> [entered: 22.12.2018].

<sup>21</sup> M. Biernacka, *Trendy w komunikacji wewnętrznej w 2018 roku*, online source: <http://beediferent.pl/blog/trendy-w-komunikacji-wewnetrznej-w-2018-roku> [entered: 3.01.2018].

be used as an unconventional communications channel in the banking sector. It can accommodate not only texts and images, but also QR-codes, integrating the project with online resources. In this case, the media will be quite effective, as the cards are used by millions of people every day. Thus, we can say that another important trend in corporate media is interpenetration and the mutual integration of communication platforms, the emergence of new communication formats.

## Innovative approaches

Innovation has always been cornerstone of corporate communications. At the previous stage, they were built on printing capabilities (carving, varnishing, relief printing, design cardboard), tactile, visual effects (including the use of glasses for 3D image) and even the effects of smell. For example, the company's corporate calendar for the Plaske company, presented to the ACMU in 2013, was printed on special paper that sparked different scents at the touch. This wow-effect had to focus on the innovation of the company and its international specialization in the field of tourism.

In fact, the use of the calendar itself as corporate media can also be seen as a manifestation of innovation. Thanks to modern technologies and creative solutions, calendars lost the initial function of the reference edition and became the bearer of corporate information and image imperatives.

An example of the innovative trend of merging media formats can be the "Modno" – printed magazine of cosmetics and perfumes boutique network, Jan Niche Concept, which released its own multimedia version for the iPad. This example may also indicate the beginning of the active use of mobile applications as an additional channel for broadcasting corporate information.

Such a mobile application has one of the leaders of the agro-industrial sector of Ukraine – the MHP company. Thanks to the installed on the smartphone program, employees can track exchange rates, weather forecast, register guests at the reception desk, order corporate transport, find out the menu in the dining room and watch online, whether there is now a queue, chat with colleagues on various topics, etc.

Another example is the mobile portal for employees of DTEK energy company. It has a news feed that updates every day. With the help of the program became more accessible internal services of the company. In addition to official information, employees of all departments can see and download photos from holidays, competitions of professional skill, corporate events.

A separate innovation direction in corporate communications is the use of chat bots. With the help of artificial intelligence, they can recognize words, answer telephone calls, chat, which allows you to unload call centers and increase the speed of interaction with customers. Background information, FAQs – all this is a field in which chat bots can be useful both for the external audience (consumers) and for the staff. Already, employees of the MHP company, thanks to the corporate chat

booth, have access to operational information and can receive answers to important questions.

Innovative approaches affect not only communication channels, but also content. From this point of view, attention is drawn to two corporate media projects. The first one is the Kyiv-Mohyla Business School project, a periodic collection of essays on business topics written by reputable experts. The second is a business digest of the Kyivstar telecommunication company, which contains an overview of the best books on management and marketing. Both projects are based on the concept of added intellectual value. It is a concentrated professional knowledge, valuable for business owners, top managers, marketers. And this knowledge is presented under the auspices and in the context of the corporate goals and objectives of the company that initiates this media project.

The most progressive companies are looking for the possibility of using content-innovations, approaching the standards of “big media”. In a situation where, in order to capture the attention and affection of the reader have to make more and more effort, you need not only offer him useful content, but also entertain, give emotions. It is these approaches that help to establish effective communication with the target audience and increase its loyalty.

As for content innovations in B2C publications, leading companies are moving away from direct advertising. On the contrary, they tend to shuffle the names of their brands, harmoniously integrate them into the information space, trying to give their corporate media a more respectable look. Examples include corporate magazines for Brocard and Jan Niche Concept (perfumery and cosmetics sales), FitCurves (sports services), Gulliver (shopping and entertainment center), and more. Similar formats may be of interest to airlines, travel agencies, banks and other organizations that work with the mass consumer.

An analysis of the content of corporate media indicates a gradual increase in the quality of information submission. This is manifested in the use of non-template writing techniques, bright headlines and other creative solutions. Not only it is possible to bring the corporate edition closer to the needs of the audience, thanks to a good choice of topics, the tone of publications, but also genres, lexicon, language-linguistic means. Overall, improving content quality suggests that companies are beginning to better understand the importance of the role of corporate media in shaping the communication strategy, and recognize the impact of their influence on public opinion.

## Development trends

The genesis of corporate media will be influenced by the development of communication technologies and related changes in the communication behavior of the audience. Based on the analyzed materials and general trends in the transformation of

the information space, we have identified five main trends, which, in our opinion, should be taken into account during further research.

**1. Communication channels become more accessible.** Previously, companies could tell about their achievements only in three ways. The first one – with the help of paid exposures by traditional advertising media (TV, Internet, radio, press, outdoor). The second one – media can use interesting press releases from companies when preparing their publications. Thus, the media receives news and the company gets media coverage. The third is the distribution of corporate messages through its own channels (external web site, internal portal, corporate newspaper, newsletter, etc.). Today the situation has changed. The monopoly of publishers and broadcasters is broken. With the development of social networks and other free online platforms, any company can communicate with its audience without intermediaries, without spending a lot of money on the creation and maintenance of communication channels. Access and management are simplified, and competition moves to the quality of content.

**2. Further “digitalization”.** As we have noticed during the research, corporate communications are moving online. The dynamic development of new technologies stimulates the use of ever new means: from the creation of digital media to their own video channels, chat bots. The need to always be online 24/7 forces the business to fill out digital representation across all social networks. The growing popularity of smartphones pushes for the need to develop corporate mobile applications for staff with the ability to have instant communication with each employee at any time. On the other hand, the excessive intensity and noise of communications caused the need for their optimization. For this company will actively use chat bots, which open new horizons for communication with the audience. According to our forecasts, by 2020 most of the communication processes between business and clients that can be described by the algorithm will be automated. And what happens to offline communications? Under pressure from the digital techs, they will continue to shrink, but will retain 25–30% of the information space. The audience will retain interest in printed publications, corporate books, calendars, souvenirs, which are designed for slow or prolonged perception and have emotional and psychological significance for a person.

**3. Strengthening of convergence.** Interpenetration of communication technologies, development of multimedia products – these are the signs for the global information space tendencies and also in the evolution of corporate media. Speaking of convergence and integration, we first of all mean the interaction of communication channels and the content through which they are distributed. Today, according to our estimates, companies use an average of 3 to 12 different corporate channels of communication, covering both external and internal audiences. Therefore, in the future, you will have to think about the correct distribution of information flows, the interaction of different types of media. All communication tools should sound in unison, provide an interactive and effective trusted dialogue with the target audience, promote the improvement of production and business processes.

**4. Value growth of crowdsourcing.** In today's corporate media, one more actual trend is being clearly seen – involving a wide range of people and different representatives of the target audience in creating an information product. Therefore, in the future, companies will more actively motivate their own staff to interact, fill common communication areas with original text and visual content. Such cooperation will also engage loyal consumers more actively, stimulating them to discuss, comment and re-post corporate news in social networks, etc. As a result, crowdsourcing will develop the corporate media industry through the effects of shared expression, communication and information interaction.

**5. The need for quality and reliable content.** In recent decades, the availability of communication channels has created a new problem – excess of content and its low quality. If the “big media” professional editors and journalists to some extent “filter” the relevance, objectivity and readability of the material, then, for example, in social networks, there is no such opportunity. Here they write anything about everything, mostly free and not always professional. Loss of expertise, and the number of publications superseded the quality. Also, the Internet is full of fake messages that are fast spreading. On the other hand, the excess of messages causes informative fatigue, apathy and relevant protective reflexes by the audience. Therefore, in order to convey corporate information through their own channels, the company should create powerful information drives that would resonate with the life of society, generate high-quality content. Also, using *storytelling*, companies must take into account the social “sincerity interest”. This means that the stories must be close to real life, not saturated with excessive corporate pathos. The fictitious and insincere story of brands are not to be trusted, they become objects for trolling. Therefore, now and in the future, the audience will expect from companies interesting, heart-felt publications filled with emotions. And for creating of such stories, the corporate media industry will require qualified content managers, copywriters, photographers and online video producers.

## Conclusions

Corporate communications is a reflection of the thinking system of each company's team and the principles of interaction with the world. Communication tools are being modernized and refined every year. Thanks to digital technology, it makes it easier for companies to communicate in a two-way format, to create diverse content that reflects the philosophy of the brand.

From the research conducted, it can be concluded that innovations largely transform the state, content and forms of corporate media activity. In particular, new types of digital communication channels appeared and strengthened against the backdrop of a decline in the number of printed publications. In the near future, in our opinion, company pages in social networks will continue to actively develop as well as online video, mobile applications, chat bots.

It is clear that new socio-economic realities require changes in approaches to managing corporate media, taking into account most actual trends. Dynamism, interactivity, authenticity, open dialog style of communication with the audience, wide opportunities for assessing the effectiveness of communications through sociological online methods, as well as saving resources on the communication channels – all this will promote the release of digital corporate media to a new level.

Taking into account the current state of corporate media, it is possible to predict their further active development and integration into social and business processes. More and more companies from different industries will use this versatile communication tool to build a stable reputation, interact with the society, implement marketing strategies, increase employee motivation, strengthen corporate culture, and build loyalty of business partners and customers. At the same time, a significant rise of corporate media will only be possible if a new quality level is reached, primarily due to a deeper study of their practical applications.

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