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## SUBSTANTIVE APPROACH TO UNDERSTANDING CONTEMPORARY JOURNALISM

*The article proposes to make the methodology of the contemporary journalism state and prospects analyzing wider and more relevant. Currently, a relational approach is more popular, which is focused on the relationship of journalism with external environments and partners. The substantive approach allows taking into account the properties of journalism as a holistic phenomenon that maintains its own essence while changing the conditions and forms of existence.*

**Keywords:** contemporary journalism, methodology of analyzing, relational approach, substantive approach.

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