

**Victoria Ivashchenko**

Borys Grinchenko Kyiv Metropolitan University  
 18/2 Bulvarno-Kudriavska St., Kyiv, UA-04053  
[v.ivashchenko@kubg.edu.ua](mailto:v.ivashchenko@kubg.edu.ua)

**Oleksandra Hondiul**

Borys Grinchenko Kyiv Metropolitan University  
 18/2 Bulvarno-Kudriavska St., Kyiv, UA-04053  
[o.hondiul@kubg.edu.ua](mailto:o.hondiul@kubg.edu.ua)

## “GAME MEDIA” AND “GAME JOURNALISM”: CORRELATION OF CONCEPTS IN ENGLISH- UKRAINIAN TERMINOLOGICAL EQUIVALENTS

The paper examines the interrelation of the concepts of eng<sup>1</sup> “game(s) media” / “gaming media”<sup>2</sup> (ukr<sup>3</sup> “ігрові медіа”) and eng “gaming journalism” / “game(s) journalism” (ukr “ігрова журналістика”)<sup>4</sup> in the English-Ukrainian terminological equivalents in accordance with the correlation of the concepts of eng “media” (ukr “медіа”) and eng “journalism” (ukr “журналістика”), which are in a relationship of partial coincidence (in terms of logic). The analysis of the use of these concepts in the professional and scientific literature, as well as the interpretation of the definitions on Wikipedia, Law Insider and InfoScipedia (in the absence of fixation in lexicographic sources) is presented. It is evident that the scope of the concept of eng “game(s) / gaming media” (ukr “ігрові медіа”) encompasses a multitude of information carriers and media platforms including those that specialize in the production, posting and distribution of video game content (video hosting, blogs, podcasts, streaming services), as well as those that provide viewers with the opportunity to consume

<sup>1</sup> Language abbreviations in accordance with the ISO 639 Code Tables (ISO 639 Code Tables: 639 Identifier Documentation: eng).

<sup>2</sup> Hereinafter, we refer to the term variants with a slash. The more commonly used version comes first. In cases where in variable terms (word combinations) in some contexts all components are present, and in others some components are absent, but their existence is quite clear in the context, such components are enclosed in square brackets [].

<sup>3</sup> Language abbreviations in accordance with the ISO 639 Code Tables (ISO 639 Code Tables: 639 Identifier Documentation: ukr).

<sup>4</sup> From now on, it's going to be as follows: eng “game(s) / gaming media” (ukr “ігрові медіа”) and eng “gaming / game(s) journalism” (ukr “ігрова журналістика”).

and interact with video game-related content. In contrast, the scope of the concept of eng “gaming / game(s) journalism” (ukr “ігрова журналістика”) encompasses the activities of journalists who specialise in creating content about video games and game culture. This includes, but is not limited to, game reviews, industry news, interviews with developers, analysis and criticism of games, and other video game-related materials. The correlation of the term variants, synonyms, co-hyponyms, hyperonyms and hyponyms are elucidated and recommendations for their lexicographic treatment are provided.

## 1. Introduction

In light of the inherent volatility of social processes at the global level, coupled with the constant flux and transformation that give rise to novel challenges, it is evident that both society and individual institutions are seeking innovative solutions to not only overcome existing problems but also to prevent the emergence of new ones. The media are not exempt from these challenges. It is becoming increasingly challenging to maintain the attention of media consumers, to pique their interest and to engage them in social processes. In light of these developments, media outlets are exploring a range of formats and tools to engage with their audiences.

In order to effectively influence the modern consumer, it is necessary for the media to have access to new tools that will facilitate the formation of certain impressions. Such tools are gaming technologies / game(s) technologies / gametech as a game form of communicative interaction that helps to absorb any information, achieve a certain result through the game<sup>5</sup> and gamification as “human-

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<sup>5</sup> Comparatively, game technologies are understood mainly as a component of pedagogical technologies (Sudaryk 2021), in particular: as a game form of interaction between a teacher and children (Dyëkiv's'ka 2004), as a modifying innovation that improves and complements existing forms of learning (Žukova 2016: 50), “an engine that is used to develop computer-based video games (e.g. Counter Strike) through integrating visual technology, digital technology, simulation technology, intelligent technology, interactive technology, network technology and multi-user operating technology (Guilfoyle 2007)” (Guo, Li, Chan, Skitmore 2012), “a dedicated solution or service that is used to develop a video game (Storemaven), the innovative technologies and tools that drive the growth and monetization of the gaming industry, particularly focusing on enhancing user engagement and optimizing performance marketing strategies” (Gametech. Airbridge), “dedicated solutions and services that are used throughout a game’s lifecycle and are built especially for the purpose of game development” (Gametech.Iron Source).

computer interaction", "as the use of game design elements in non-game contexts" (Deterding, Dixon, Khaled, Nacke 2011: 9–15)<sup>6</sup>.

The practical demand for these tools outlined by these concepts, intensifies the use of the other concepts of eng "game(s) / gaming media" (ukr "ігрові медіа") and eng "gaming / game(s) journalism" (ukr "ігрова журналістика"). They correlate to some extent with the scopes of the key concepts of eng "media" and eng "journalism". It should be noted that the latter are in a relationship of partial coincidence: journalism as a profession is related to the collection, verification and transmission of information, is one of the components of the media; while the media covers various means and forms of communication and dissemination of information. Accordingly, the scope of concept of eng "game(s) / gaming media" (ukr "ігрові медіа") is broader than the scope of the concept of eng "gaming / game(s) journalism" (ukr "ігрова журналістика"). At the level of the terms that represent these concepts, it is possible to identify lexical and semantic relations of relative synonymy in some contexts, as well as hyper-hyponymy in others.

The functioning of these units in different contexts often results in a conceptual heterogeneity of the meanings of the respective terms that denote them. This can make it challenging to understand, particularly given the existence of term variants and synonyms that have not yet been lexicographically envisaged in academic publications in either English or Ukrainian. The definitions under examination are in active use.

(1) in the educational process (for example, the discipline "Game Media Culture" – University of Wollongong in Dubai, "Game and Media Technology Master's programme" – Utrecht University, "Creative Media and Game Technologies Bachelor's programme" – Saxion University of Applied Sciences, "Media and Games Concept Development Master's programme" – Harz University of Applied Sciences);

(2) on the pages in social networks (YouTube, Facebook, LinkedIn, Instagram);

<sup>6</sup> It should be noted that the concepts eng "gaming technologies / game(s) technologies / *gamlng* technologó / gametech" (ukr «ігрові технології») and eng "gamification" (ukr "гейміфікація / ігрофікація") are not the subject of this study.

(3) in the names of various electronic resources, mainly in English (Gaming-Media.com, Gaming-Media.com, Gaming Media Group Inc., Game Media Inc, Game Media Asia, Gamemedia, etc.);

(4) in the scientific literature, for example: N. Johnson (Perreault and Vos 2020); G. P. Perreault, T. P. Vos (2020); D. B. Nieborg, T. Sihvonen (2009); M. V. Herman (2021), D. B. Nieborg, M. Foxman (2023); O. Yu. B. Nieborg, T. Sihvonen (2009); R. Carlson (2009); K. (Gillen 2004); Y. O. Rozhenko (2020) and others.

The concepts eng “game(s) / gaming media” (ukr “ігрові медіа”) та eng “gaming / game(s) journalism” (ukr “ігрова журналістика”) have not yet been the object of special study in linguistics. A review of the literature revealed no works that specifically address the linguistic aspects of the study of English-Ukrainian terminological equivalents representing these concepts, nor the distinction between synonyms, hyponyms, co-hyponyms, and variants used to denote them. This lack of existing research justifies the need for the proposed study.

## 2. The goal, tasks, methods

The main goal of this paper is to reveal the interrelationship between the concepts of eng “game(s) / gaming media” and eng “gaming / game(s) journalism” through the contextual actualisation of lexical and semantic relations of synonymy, co-hyponymy, hyper-hyponymy between the terms, taking into account the English-Ukrainian equivalents, and to formulate basic definitions for further lexicographic fixation. Therefore, the main tasks are as follows: (1) to conduct a contextual and definitive search for the term variants eng *game(s) media*, *gaming media* (ukr *ігрові медіа*), eng *game(s) journalism*, *gaming journalism* (ukr *ігрова журналістика*), their synonyms, as well as definitions of the relevant concepts in English and Ukrainian scientific works, professional literature, and reference books; (2) to analyse the definitions, to find out the lexical and semantic relations between the terms that represent them. In light of the above, the goal is to establish a set of fundamental definitions that can be employed in the compilation of media dictionaries; (3) to formulate recommendations on the use of the terminological equivalents in Ukrainian.

The following methods were employed in the study: description method; information search; systematization; contextual analysis; definitional analysis; unification of definitions; parallel comparison; lexical-semantic analysis.

The research methodology is based on a synchronous description of lexical equivalents and definitions of the analysed concepts in English and Ukrainian that have emerged concurrently with the advent of new areas of activity and have recently entered professional and scientific usage.

The information search included: (1) clarification of the set of definitions available in English and Ukrainian scientific works, lexicographic sources and professional publications of (a) definitions of the concepts of eng "game(s) / gaming media" (ukr "ігрові медіа") and eng "gaming / game(s) journalism" (ukr "ігрова журналістика"), (b) similar and related concepts, (c) terms that represent their scope and relevant subject areas, (d) synonyms, variants, hyponyms and hyperonyms; (2) extracting this information from information arrays; (3) analysing the information obtained; (4) evaluating the search results.

The information search was conducted with a specific focus on identifying key terms that could effectively delineate the analysed concepts and their scope. This involved an extensive review of electronic resources from media organisations, lexicographic resources, educational institutions, and professional literature, with a particular emphasis on materials that were not primarily scientific in nature. The requested search terms in English and Ukrainian were not recorded in other sources.

The subsequent phase of the process entailed the creation of parallel lists in English and Ukrainian, which were not translations: (1) definitions of the concepts eng "game(s) / gaming media" (ukr "ігрові медіа") and eng "gaming / gaming journalism" (ukr "ігрова журналістика") that were identified (see Table 1); (2) contextual and definitional terms that represent the scope of these concepts, which only enter into synonymy, hyper-hyponymy and co-hyponymy relations with the analysed key terms (see Table 2 and Table 3).

The data obtained from the information search is presented in tabular form.

Table 1. Definitions of concepts of eng “game(s) / gaming media” (ukr “ігрові медіа”) and eng “gaming / game(s) journalism” (ukr “ігрова журналістика”) in the original language

<p>eng “<b>game media</b>”:</p> <p>“Game Media means floppy disks, CDS or other medium containing the Licensed Games in a format that can be downloaded for use on the applicable Nintendo System” (Game Media definition. Law Insider);</p> <p>“Game media is an [umbrella term] that encompasses the diverse and multiple elements of the game’s industry global success” (What is Game Media? Studocu)</p>	<p>eng “<b>gaming journalism</b>”:</p> <p>“inherent contradictions shared by gamers and game criticism that have shaped and still shape the cultural perception and position of their beloved medium” (Foxman, Nieborg 2016)</p> <p>eng “<b>game journalism</b>”:</p> <p>“the genre of institutional journalism” (Nieborg, Foxman 2023);</p> <p>“Game journalism refers to the reporting and coverage of the gaming industry. It encompasses news stories, features, interviews, event coverage, and more. Its primary goal is to convey information, whether about upcoming game releases, industry trends, or profiles of key figures in the gaming world” (Game Journalism vs Game Criticism 2023)</p>
<p>ukr “<b>ігрові / геймінгові медіа</b>”:</p> <p>“платформи для інформування, обговорення та спілкування між геймерами, технологічними ентузіастами та професіоналами галузі. (...) відстежують та публікують новини про важливі події в геймінгу та технологіях, проводять огляди ігор, надають поради та рекомендації, діляться ексклюзивним контентом та сприяють розвитку геймінгової культури. (...) популяризують (...) розробників ігор та технологічних компаній. (...) висвітлюють досягнення (...) геймдевелоперів, розповідають про нові проєкти та технологічні інновації, що впливають на галузь. (...) аналізують тренди галузі та проводять інтерв’ю з ключовими фігурами в геймінгу. (...) сприяють формуванню спільноти геймерів (...), впливають на розвиток індустрії ігор (...), створюють простір для презентації та реклами (...) ігор та технологічних рішень, (...) залучають увагу інвесторів (...)” (Peка 2023: 22–24)</p>	<p>ukr “<b>ігрова / відеоігрова журналістика</b>”:</p> <p>“сегмент журналістики, (...) є достатньо розгалуженим, адже включає до себе різноманітні жанри: від комерційних анонсів нових ігор, рецензій та критичних аналізів до відеозаписів проходжень ігор та журналістики, що займається виключно кіберспортивною стороною індустрії” (Herman 2021: 17);</p> <p>“вид журналістики, націлений на опис та обговорення відеоігор. Основу цього виду журналістики становлять матеріали: анонс, рецензія, прев’ю, огляд та проходження. Відеоігрова журналістика має свою специфічну аудиторію – геймерів (люди, які полюбляють відеоігри)” (Videogrova novinarstva. Wikipedija);</p> <p>“тематичний напрямок, який має власні особливості та специфіку, та може знайти свого читача серед українських геймерів” (Zadorožnij 2023: 7)</p>

The contextual and definitional analysis considered the author's definitions of the analysed concepts. It has been demonstrated that in disparate contexts, the concepts in question are compatible and mutually reinforcing, thereby exemplifying the method of harmonious reading. However, not all definitions are classical genus- species. Out of nine definitions, only three that refer to the concept of eng "game journalism" (ukr "ігрова / відеоігрова журналістика") use the key term eng *journalism* (ukr *журналістика*) as a hyperonym.

The subsequent stage is the unification of the definitions. In light of the findings of the contextual definitions, it was proposed to unify them for further lexicographic fixation. The wording of these definitions is presented in the conclusions as a proposal for the introduction of the analysed concepts in a new formulation.

The next step was the lexical-semantic analysis, which entailed determining whether the terms eng *game(s) / gaming media* (ukr *ігрові медіа*), eng *gaming / gaming journalism* (ukr *ігрова журналістика*) in English and Ukrainian have synonyms, hyperonyms, hyponyms and co-hyponyms, as shown in Tables 2 and 3.

Table 2. Hyperonyms and co-hyponyms for the terms eng *game(s) / gaming media* (ukr *ігрові медіа*) in English and Ukrainian<sup>7</sup>

eng <i>game(s) / gaming media</i>	ukr <i>ігрові медіа</i>
* <i>media</i> (hyperonym)	* <i>медіа</i> (hyperonym)
'medium containing the games', 'elements of the game's industry global success' (generic features of contextual definitions of the concept "game media", which do not have the hyperonym media)	платформа (contextual hyperonym)
* <i>new media</i> , ** <i>digital media</i> (co-hyponyms)	* <i>нові медіа</i> , ** <i>цифрові медіа</i> (co-hyponyms)

Table 3. Synonyms, hyperonyms, hyponyms, and co-hyponyms for the terms of eng *gaming / game(s) journalism* (ukr *ігрова журналістика*)<sup>7</sup>

<sup>7</sup> Tables 2 and 3 do not represent the existence or absence of equivalents to the terms, rather, they present the results of contextual and definitional information searches. The possibility of using these terms as equivalents is marked with asterisks (\*, \*\*).

eng <b><i>gaming journalism</i></b>	ukr <b><i>ігрова</i></b> / <b>нереком. <i>геймінгова</i></b> <b><i>журналістика</i></b>
* <i>journalism</i> (hyperonym)	* <i>журналістика</i> (hyperonym)
* <i>cultural journalism</i> , ** <i>lifestyle journalism</i> (contextual hyperonyms)	* <i>культурна журналістика</i> , ** <i>журналістика</i> <i>стилю життя</i> (contextual hyperonyms)
* <i>video game journalism</i> (synonym)	* <i>відеоігрова журналістика</i> , <i>нова відеоігрова</i> <i>журналістика</i> , <i>журналістика комп'ютерних</i> <i>відеоігор</i> (contextual synonyms)
<i>gaming / video game criticism</i> (contextual co-hyponym)	
	<i>цифрова ігрова журналістика</i> (hyponym)
eng <b><i>game(s) journalism</i></b>	
<i>institutional journalism</i> (contextual hyperonym)	
* <i>gaming press</i> , <i>game criticism</i> (contextual co-hyponyms)	* <i>[відео]ігрова преса</i> (contextual co-hyponyms)
<i>game writing</i> , <i>enthusiast gaming press</i> , <i>game fandom</i> , <i>evaluative journalism</i> , <i>service journalism</i> , <i>new games journalism</i> (contextual synonyms)	

A parallel comparison of the generated lists of terms facilitated the identification of both coincidences and discrepancies in the terminological representation of the analysed scope of concepts in English and Ukrainian. This method has demonstrated that the existence of, for example, grammatical variants of a term in English does not mean the existence of grammatical variants of the same term in Ukrainian (and vice versa). The grammatical variation of a term in one language may correspond to lexical variation in the format of contextual substitution of the same term in the other. Among the Ukrainian equivalents of an English term, several variants can function in parallel: (1) a lexical equivalent recommended for use and an unrecommended transliterated equivalent; (2) a lexical equivalent and a variant of the term with a contextual substitution of one of the components (in the case of word combinations); (3) a lexical equivalent and term variants in which one of the components varies phonetically.



### 3. The concept of eng "game(s) / gaming media" (ukr "ігрові медіа")

The term variants eng *game(s) / gaming media* in Ukrainian have only one normative equivalent – ukr *ігрові медіа*.

The term eng *game media* is employed by media professionals (mainly in English-language sources) to refer to the following realities: "Game Media means floppy disks, CDS or other medium containing the Licensed Games in a format that can be downloaded for use on the applicable Nintendo System" (Game Media definition. Law Insider); "Game media is an [umbrella term] that encompasses the diverse and multiple elements of the game's industry global success" (What is Game Media? Studocu).

Despite extensive research, the precise meaning of the term eng *gaming media* could not be ascertained. It is primarily utilised on social networks, including GamingMedia.com, Gaming-Media.com, Gaming Media Group Inc., as well as in English-language scientific literature and lexicographic sources. This evidence corroborates the dominance of the term eng *gaming media*.

The equivalent of the term ukr *ігрові медіа* to the term variants eng *game(s) / gaming media* is still less common, it is also absent in lexicographic sources, it is not in the names of electronic resources, pages on social networks, but it is used in scientific and educational discourse. In a variant form of the copy term as a literal translation to ukr *геймінгові медіа*<sup>8</sup>, which, in our opinion, is unjustified. This name is used to refer to "platforms for information, discussion, and communication between gamers, technology enthusiasts, and industry professionals" (Peka 2023: 22), which "monitor and publish news about important developments in gaming and technology"; "conduct game reviews, provide advice and recommendations"; "share exclusive content and promote the development of gaming culture"; "promote (...) game developers and technology companies"; "highlight the achievements of (...) of game developers, talk about new projects and technological innovations"; "analyse industry trends and conduct interviews with key figures in gaming"; "promote the formation of a community of gamers"; "influence the development of the gaming industry"; "create a space for the

<sup>8</sup> Cf. also the use in Ukrainian of the copy term ukr *геймінгові видання* (eng gaming publications).

presentation and advertising of (...) games and technological solutions”; “attract the attention of investors”. Such media resources include websites, blogs, forums, social networks, podcasts, and other communication channels (Peka 2023: 23–24).

Game media is defined by four distinct levels: hardware, software, content, and promotion (What is Game Media? Studocu). Accordingly, the concept of eng “game media” in different English contexts has different sets of specific features, for example. For the hardware level (physical and material components) – ‘video game consoles’, ‘computers’, ‘controllers’, ‘chips’, ‘internet servers’, ‘cloud storage’; for the software level – ‘codes’, ‘applications’, ‘platforms’, ‘programs’; for the content level – ‘visual design’, ‘sound design’, ‘character design’, ‘level design’, ‘embedded narrative’, ‘world building’.

It thus follows that a contextual actualisation of the definition of eng “game(s) / gaming media” (ukr “ігрові медіа”) is required, which was only able to be found in three sources (*Game Media* definition. Law Insider; What is Game Media? Studocu; Peka 2023: 23–24), shows that there is no closest generic concept represented by the hyperonym. Outside of definitions, the term eng *media* is used in practice. For ukr *ігрові медіа*, the definitional hyperonym ukr *платформа* was found to be synonymous with ukr *медіа*. Among the co-hyponyms are eng *new media* (ukr *нові медіа*), eng *digital media* (ukr *цифрові медіа*). No contextual synonyms or hyponyms were found.

#### 4. The concept of eng “gaming journalism” / “game(s) journalism” (ukr “ігрова журналістика”)

In the field of English-language literature, the term eng *gaming journalism* (ukr *ігрова журналістика*) is the most commonly used, and it is in a hyperhyponymic relationship with the term eng *cultural journalism* (ukr *культурна журналістика*). Both terms are currently employed in the context of English-language academic discourse. However, we have not been able to find a clear meaning of the term eng *gaming journalism* in scientific works. In particular,

G. P. Perreault and T. P. Vos connect gaming journalism<sup>9</sup> with Video Game Journalism (Perreault, Vos 2020: 8) (ukr *відеоігрова журналістика*) as lifestyle journalism (Hanusch 2012) (ukr *журналістика стилю життя*), which is market-oriented, aimed at advice, criticism and entertainment. Gaming journalism is defined as having “inherent contradictions shared by gamers and game critics that have shaped and still shape the cultural perception and position of their favourite medium” (Foxman and Nieborg 2016). Nevertheless, the opinions of D. B. Nieborg and T. Sihvonen are endorsed by researchers, who posit that “Among journalists who write about gaming, the use of the word *journalism* has been uncomfortable when applied to the gaming press” (Nieborg and Sihvonen 2009).

The term variant *eng game journalism* (ukr *ігрова журналістика*) is also used in academic works, in particular to refer to: the genre of institutional journalism, which has a certain set of prescriptive, provocative and desirable solutions (Nieborg, Foxman 2023); “a segment of journalism” that “is quite diverse, as it includes a variety of genres: from commercial announcements of new games, reviews and critical analyses to videos of game play and journalism dealing exclusively with the e-sports side of the industry” (Herman 2021: 17).

D. B. Nieborg and T. Sihvonen link the history of game journalism, which has been going on for almost thirty years, to the evolution of the gaming press, which covers the development of game culture from the geek subculture to the modern mass video game industry. In Ukrainian-language sources, we also come across the term *eng video game press* (ukr *відеоігрова преса*), used in the sense of both “printed publications that were dedicated exclusively to video games” and “specialised websites and multimedia media platforms that hold their own exhibitions, award ceremonies, and have printed publications, YouTube channels, podcasts, and live broadcasts” (Zadorožnij 2023: 19).

The field of game journalism is still considered to be in its infancy. The field of game journalism has been criticised for its specific use of language, inconsistent style and inability to contextualise individual games in different environments, for its focus on reviews, for the lack of criticism and its commercial connections, for not following the basic principles of journalism. These observations

<sup>9</sup> According to N. Johnson (Perreault and Vos 2020), this type of journalism was launched by the American magazine *Electronic Games* in 1981.

are particularly pertinent to the field of game journalism in continental Europe. (Nieborg and Sihvonon 2009).

According to some experts, it is the differences in the ideologies of traditional and game journalism that lead to the use of the following close or related concepts instead of eng “game journalism”: eng “game writing” (ukr “написання ігор”); eng “enthusiast gaming press” (ukr “ігрова преса для ентузіастів”) or eng “game fandom” (Carlson 2009) (ukr “ігровий фандом / фендом / ігрове фанатство”); eng “evaluative journalism” (Gemser, Oostrum, Leenders 2007) (ukr “оцінювальна журналістика”); eng “service journalism” (Eide, Knight 1999) (ukr “сервісна журналістика”); eng “new games journalism” (Gillen 2004) (ukr “нова ігрова журналістика”) (Herman 2021: 19), which is preferred because it is broader and more neutral.

Game journalism is sometimes conflated with game criticism, but media professionals distinguish between the two: “Game journalism and game criticism (...) serve different purposes, have different methodologies, and play different roles in shaping the gaming industry and culture. (...) Game journalism refers to the reporting and coverage of the gaming industry. It encompasses news stories, features, interviews, event coverage, and more. Its primary goal is to convey information, whether about upcoming game releases, industry trends, or profiles of key figures in the gaming world. (...) Game criticism, on the other hand, is not about reporting facts but analyzing and interpreting them. (...) In essence, game criticism is a form of cultural criticism, akin to film criticism or literary criticism. It requires both a deep knowledge of games and a broad understanding of cultural and artistic trends. (...) While game journalism and game criticism are distinct roles, they often intersect. (...) Game journalism and game criticism are both integral to the gaming industry” (Game Journalism vs Game Criticism 2023).

The term eng *new games journalism* (ukr *нова ігрова журналістика*) is mostly used when referring to reviews of computer games or reviews of computer games, which are a separate type of media. In this aspect, games journalism is seen as a genre of modern journalism, a separate type of analytical genre in journalism (Herman 2021: 17), which has its own style of news writing, which produces the concept of eng “New Games Journalism” (ukr “нова ігрова журналістика”), used to mean “style of news writing” (Bitmob 2009). Accord-

ing to K. Gillen, who introduced this concept in 2004 in his famous manifesto, "New Games Journalism exists to try and explain and transfer the sensations allowed by videogaming (...)" (Gillen 2004). It is "creative, narrative-driven games journalism" (Bitmob 2009). S. Parkin noted in one of his podcasts that K. Gillen called for a "new mode of first-person, subjective writing about video games that he dubbed *New Games Journalism*" (Parkin, Gillen 2023).

The concept of eng "new games journalism" (ukr "нова ігрова журналістика") represents a new concept of journalism: "journalists do not aim to work as watchdogs of the establishment, but rather as mediators of the value statements that deliver game capital" (Nieborg and Sihvonen 2009). Therefore, D. B. Nieborg and T. Sihvonen believe that "New Games Journalism (NGJ) is a derivative of "New Journalism" applied to game journalism, and its focus is not on the critical review of games but rather on the reflection on the subjective experiences of the person playing the game. In NGJ, contextual information, references to other media, creative writing, and personal anecdotes are used to explore game design and play (...)" (Nieborg, Sihvonen 2009). In this sense, the term eng *new games journalism* (ukr *нова ігрова журналістика*) correlates with the terms: eng *video game journalism* (ukr *відеоігрова журналістика*), which means "A form of news reporting focused on gaming that tends to be lifestyle oriented, with emphasis on developing an enthusiastic audience" (What is Video Game Journalism. InfoScipedia); eng *video game journalism*, or eng *video game criticism* (ukr *відеоігрова журналістика*, or *відеоігрова критика*) to means "a branch of journalism concerned with the reporting and discussion of video games, typically based on a core 'reveal – preview – review' cycle" (Video game journalism. Wikipedia).

In view of the transformation of the video game press towards digitalisation, the term ukr *діджитальна ігрова журналістика* (recommended ukr *цифрова ігрова журналістика*) (eng *digital game journalism*) is emerging in Ukrainian-language professional communication, which has no English equivalent attested in scientific works to refer to "new online publications that from their first issues were available only online and did not have a printed version" (Zadorožnij 2023: 15). However, this term has not yet entered the professional circulation at the level of usage.

The Ukrainian version of Wikipedia also contains two terms: ukr *відеоігрова (ігрова) журналістика* (eng *video game journalism*) (1) and ukr *Нова Відеоігрова Журналістика* (in this particular spelling) (eng *New Games Journalism* (NGJ)) (2). The term (1) is used to refer to: “a type of journalism aimed at describing and discussing video games. The basis of this type of journalism is made up of the following materials: announcement, review, preview, overview and walkthrough. Video game journalism has its own specific audience – gamers (people who like video games)” (Videoigrova novinarstva. Wikipedija); “a thematic area that has its own peculiarities and specifics and can find its reader among Ukrainian gamers” (Zadorožnij 2023: 7). The term (2) is defined as “a term of video game journalism coined by journalist Kieron Gillen (...) in 2004, in which personal anecdotes, references to other media, and creative analysis are used to explore game design, play, and culture. It is a model of new journalism applied to video game journalism” (Videoigrova novinarstva. Wikipedija).

The term ukr *[відео]ігрова журналістика* (eng *[video] game journalism*) in the Ukrainian-speaking space also correlates with the term ukr *журналістика комп'ютерних відеоігор* (eng *computer video game journalism*) (Roženko 2020), which is mostly used as a synonym to refer to “a type of journalism that announces and reviews computer video games. The job of journalists in this field is not only to write good articles about video games, but also to play games themselves, make streams and game reviews” (Roženko 2020: 8).

Thus, the term eng *gaming journalism* in the English-language scientific discourse is part of the following lexical and semantic relations: hyper-hyponymy with the terms eng *cultural journalism*; co-hyponymy with the term eng *gaming criticism*, which is sometimes synonymous with the term eng *video game criticism*; synonymy with the term eng *video game journalism*, which is in hyper-hyponymic relations with the term eng *lifestyle journalism*.

Not all of the equivalents of these English-language terms have been identified in the Ukrainian-language scientific discourse. While the terms ukr *культурна журналістика* (eng *cultural journalism*), ukr *журналістика стилю життя* (eng *lifestyle journalism*), ukr *ігрова журналістика* (rarely ukr *геймінгова журналістика*) (eng *game journalism*) are used in media and educational and scientific discourses (when teaching relevant disciplines and writing bachelor's and master's theses) despite their lexicographic fixation, the terms ukr *ігрова*

/ *відеоігрова критика* (eng *game/video game criticism*) are virtually absent in any discourse. The term ukr *відеоігрова журналістика* (eng *video game journalism*) is the sole term in the Ukrainian version of Wikipedia that has been lexicographically envisaged.

The term eng *game(s) journalism* in the English-language scientific discourse is part of the following lexical and semantic relations: hyper-hyponymy with the terms eng *institutional journalism*; co-hyponymy with the terms eng *gaming press*, *game criticism*; contextual synonymy with the terms: eng *enthusiast gaming press*, *game fandom*, *evaluative journalism*, *service journalism*, *new games journalism*.

## 5. Conclusion

The implementation of gaming technologies into the media sphere, and one of its branches – journalism – leads to the emergence of a large number of new terms and concepts that are not yet recorded by professional and academic lexicographic sources. These concepts also include (1) eng “game(s) / gaming media” (ukr “ігрові медіа”) and (2) eng “gaming / game(s) journalism” (ukr “ігрова журналістика”). Using an information search, it was able to find only 2 definitions of the term eng “game media”, 1 – укр. “ігрові / not recommended. геймінгові медіа”; 1 – eng “gaming journalism”, 2 – eng “game journalism”, 3 – укр. “ігрова / відеоігрова журналістика”.

The terms representing these concepts are different. The analysed sources do not contain the key term eng *media* (ukr *медіа*) in the definitions of eng “game(s) media” (ukr “ігрові медіа”) (we did not find any definitions of eng ‘gaming media’) in the status of hyperonym. The key term eng *journalism* (ukr *журналістика*) is found in the definitions of the concept of eng “gaming / game(s) journalism” (ukr “ігрова журналістика”) in three out of six cases.

The field of use of the concept (1) is currently in a state of development. We put forth the following basic definition of this concept using the hyperonym eng *media*, in view of its further lexicographic fixation: “a type of media intended for communicative interaction in a game form, as well as through which game content is transmitted, stored or reproduced”. The field of use of the concept



(2) is significantly developed today. Most of the terms produced in this area are in lexical and semantic relations of relative synonymy with the eng *gaming / game(s) journalism*, which focuses, on the one hand, on various aspects of the game journalism itself, the creativity of specialists who use these terms; on the other hand, on the need to eliminate extensive contextual terminological synonymy and its arrangement. We propose the following the basic definition of the concept (2) using the hyperonym eng *journalism* (ukr *журналістика*), or more precisely eng *cultural journalism* (ukr *культурна журналістика*), in view of its further lexicographic fixation, can be formulated as follows: “a type of cultural journalism that provides information to all subjects of public life about various aspects of the gaming industry”.

The definitions of concepts (1) and (2) **provide only a brief and concise overview** of the relevant subject areas, each of which is characterised by a specific terminology pertinent to this field of enquiry. **The following key terms in situational contexts** will be relevant to actualise the scope of concept and the subject area (1), in particular: eng *new media* (ukr *нові медіа*), eng *computer games* (ukr *комп'ютерні ігри*), eng *video games* (ukr *відеоігри*), eng *gaming streaming* (ukr *ігровий стрімінг*), eng *gaming portal* (ukr *ігровий портал*), eng *game [video] content* (ukr *ігровий [відео]контент*), eng *[game] media platform* (ukr *[ігрова] медіаплатформа*), etc. In order to update the scope of the concept and the relevant subject area (2), it is necessary to utilise key terms: eng *reviews* (ukr *огляди*) [of games, gameplay, graphics, plots, game sound, game passing, technological news and gadgets for gamers, trends in the gaming industry], eng *references* (ukr *рецензії*) [of games], eng *previews* (ukr *прев'ю*) [of games]; eng *[gaming] news* (ukr *[ігрові] новини*) [on games, video game industry – about the industry, trends, changes in production companies, development trends, current events and activities in the game industry], eng *announcements* (ukr *анонси*) [of new games], eng *interviews* (ukr *інтерв'ю*) [with video game developers about their impressions, motivation, development process and other aspects of game creation], eng *analytics* (ukr *аналітика*), eng *criticism* (ukr *критика*) [trends, statistics, influence, other aspects of the gaming industry], eng *feedback* (ukr *відгуки*) [about game accessories, equipment], etc.

The English-Ukrainian terminological equivalents with the components of eng *gaming*, *[video] game(s)* (ukr *[відео]ігровий*) as key to understanding the field



of "gaming / game(s) journalism" also require lexicographic study, namely: eng *gaming press* (ukr *ігрова преса*); eng *new games journalism* (NGJ) (ukr *нова ігрова журналістика*), syn. eng *video game journalism* (ukr *відеоігрова журналістика*); eng *game criticism* (ukr *ігрова критика*); eng *video game criticism* (ukr *відеоігрова критика*).

The prospect of further research to distinguish between new terms that appear in these two areas of activity is to study the content of the concepts of eng "game(s) technologies / gaming technology [in media]" (ukr "ігрові технології [в медіа]") and eng "media gamification" / "gamification [in media]" (ukr "ігрофікація / nerekom. гейміфікація [[в] медіа]"), which are not found in dictionaries. Furthermore, these terms necessitate linguistic comprehension, as well as the clarification of the specific correlations between each other and, in fact, with the concept of eng "game(s) media" / "gaming media" (ukr "ігрові медіа").

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## **„Igrači mediji” i „igraće novinarstvo”: korelacija pojmova u englesko-ukrajinskim terminološkim ekvivalentima**

### *Sažetak*

Rad proučava međusobni odnos pojmova eng. „game(s) media” / „gaming media” (ukr. „ігрові медіа”) i eng. „gaming journalism” / „game(s) journalism” (ukr. „ігрова журналістика”) u englesko-ukrajinskim terminološkim ekvivalentima, sukladno korelaciji pojmova eng. „media” (ukr. „медіа”) i eng. „journalism” (ukr. „журналістика”), koji su u odnosu djelomičnog podudaranja (s logičkog aspekta). Prikazana je analiza uporabe ovih pojmova u stručnoj i znanstvenoj literaturi, kao i tumačenje njihovih definicija na platformama kao što su Wikipedia, Law Insider i InfoScipedia (uz izostanak fiksacije u leksikografskim izvorima).

Uočeno je da obuhvat pojma eng. „game(s) / gaming media” (ukr. „ігрові медіа”) uključuje mnoštvo informacijskih nositelja i medijskih platformi, uključujući one specijalizirane za proizvodnju, objavu i distribuciju sadržaja o videoigrama (video-hosting, blogove, podcaste, streaming servise), kao i platforme koje korisnicima omogućuju konzumaciju i interakciju sa sadržajem povezanim s videoigrama. Nasuprot tome, obuhvat pojma eng. „gaming / game(s) journalism” (ukr. „ігрова журналістика”) uključuje aktivnosti novinara specijaliziranih za stvaranje sadržaja o videoigrama i kulturi igara. To uključuje, ali nije ograničeno na, recenzije igara, industrijske vijesti, intervjue s razvojnim timovima, analize i kritike igara te druge materijale vezane uz videoigre.

Elaborirana je korelacija varijanti termina, sinonima, kohiponima, hiperonima i hiponima te su pružene preporuke za njihovu leksikografsku obradu.

**Keywords:** game(s) media / gaming media, gaming journalism / game(s) journalism, term, concept, synonym, variant.

**Ključne riječi:** igrači mediji / gaming mediji, igraće novinarstvo / gaming novinarstvo, termin, pojam, sinonim, varijanta.