



## HOW TO CREATE THE EFFECT OF SUBJECTIVITY AND OBJECTIVITY IN SOCIAL MEDIA DISCOURSE

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**Research purpose.** In social media discourse, subjective and objective language principles are used practically in the press or social media. The language used by public relations professionals and influencers daily is mostly subjective. It is used to discuss personal values or encourage readers or listeners to change their opinion. The research aims to identify how the press and social media influencers could use language to express subjectivity and objectivity. To achieve this aim the objectives were set: 1) to theoretically define subjectivity and objectivity in press media; 2) to reveal the features of the actual use of the linguistic ways of creating the effect of subjectivity and objectivity applied in social media influencing.

**Keywords:** influencer, listener, opinion, public relations, reader, social media, subjectivity, value

**Research Methodology.** At the start of the practical part of the research, it was important to find many theoretical sources that could help deliver information related to the topic. It was obligatory to find much information to cover the effects of subjectivity and objectivity in press media. 11 examples were found in social media platforms like *Facebook, Instagram, TikTok and YouTube*. The discovered methods of producing the effect of objectivity in press media were providing true and verified facts, and applying your ideas, which is mostly used in press releases. The known methods for creating the impact of subjectivity were applying personal values, influencing stores and ideas, and the influencer might use his thoughts for reviewing a product or service. Examples were required to understand the overall impacts and to analyse how the effects of objectivity and subjectivity are created in social media discourse.

**Results / Findings.** Having performed the analysis of theoretical sources and practical analysis of creating the effect of subjectivity and objectivity in social media discourse, the following conclusions were drawn: (1) PR specialists must follow a code of ethics and remain objective; (2) Objectivity in press media is a challenge, and it can be difficult to find good press release you can rely on.; (3) Subjective language let's influencer to feel free and get more in-depth into their reviews; (4) Subjective and objective effects in social media is created by speaker or influencer; (5) Main goal of objectivity effect in press media remains true; (6) PR specialist or influencer can say anything they want, without checking facts. Subjectivity allows us to express our feelings and emotions.

**Originality / Practical implications.** The analysis is relevant to students interested in press media or social media. Nowadays, social media take over half of a person's life. It's easy to can find anything on social media. Most young people are dreaming of becoming famous influencers.