

**University of Alberta**

**Old Communication – New Means:  
The Linguistic Study of Ukrainian Orthodox Church and  
Ukrainian Greek-Catholic Church Websites**

by

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## ABSTRACT

This dissertation is concerned with the communicative potential of websites. The World Wide Web is a relatively new locale for communication on which an increasing number of users rely daily in Canada and in Ukraine. However, up to the present time there has been no unified framework for the analysis of communicative potentials of websites. The present study has developed an integral linguistic model that unifies the analysis under the overarching framework of systemic functional linguistics. Design, content, and navigation are examined within this framework in connection with three linguistic metafunctions: ideational, interpersonal, and textual. This perspective permits viewing websites as texts, albeit complex in structure and multimodal in nature.

The model has been successfully applied to the analysis of four major websites of the Ukrainian Orthodox Church of Canada and in Ukraine and the Ukrainian Greek-Catholic Church in Ukraine. The selection of these sites is explicated by two considerations: first, the necessity to study in depth Web use in the non-profit sector including religious organizations which has been indicated by previous research (e.g. Nelson, 2008; Strickland, 2004; Palmer, 2004); and, second, by the fact that Web use in this context renders communication a central concern.

The research findings suggest that the communicative potentials of the websites under analysis are restricted with respect to all three linguistic metafunctions preventing them from communicating effectively with youth whom the Church seeks to engage. The Greek-Catholic websites, however, have been

shown to be more efficient in terms of dialogic properties than the Orthodox sites.

The theoretical value of the current research lies in developing an integral linguistic model for the analysis of communicative potentials of websites. The model can be used (a) to enhance certain features of the Churches' websites and thereby improve communication with communities via the Web and (b) to inform non-profit and educational institutions (e.g. secondary schools, Universities) how to better establish and maintain an effective dialogue with their respective communities. Thus, the proposed model has both theoretical and practical value and can be useful to religious, educational, and other non-profit organizations.

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## INTRODUCTION

*Go ye therefore, and teach all nations*  
(Matt. 28:19, KJV)

The introduction of the World Wide Web (WWW) has changed the “communicative landscape” of Canada and Ukraine. Connection to the WWW grants users access to the latest news, social networks, forums, educational materials, and other information. An important advantage of the medium for users is that through their computers or mobile devices they may get information fast regardless of their location. The advantage of the medium for organizations lies in its capacity to disseminate information promptly among countless users, and moreover, the cost of launching and maintaining a website is minimal as compared to radio or television broadcasting. Realizing these advantages the commercial sector perceived the Web<sup>1</sup> as a marketing tool to reach consumers (Maynard & Tian, 2004) and has been rapidly augmenting its presence on the Internet ever since. In contrast, the non-commercial sector has been slow in adopting the technology and comparatively little research has been done in the area (e.g. Palmer, 2004; Cadman, 2009; Wymer, 2011; Kanayama, 2003; McLeish, 2011), including use of the WWW by religious organizations (e.g. Burch, 2004; Sturgill, 2004; Nelson, 2008). No empirical studies are currently available for WWW use by Ukrainian religious organizations in Ukraine or Canada. The purpose of the present dissertation is to fill in this gap.

The linguistic nature of the dissertation plays a central role in exploring

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<sup>1</sup> The existing literature does not offer a unified spelling of Web-related terminology. Therefore, in order to provide a consistent spelling of the key terms, the present study will rely on the latest spelling conventions available from the Cambridge dictionary (2013).

the communicative aspect of WWW use rather than the technical one, which is important since the goal of WWW use by religious organizations is to communicate effectively with users. Thus, the current analysis focuses on the communicative aspect of religious websites and in doing so aims to develop *an integral linguistic model* for determining communicative potential of websites. Since WWW use has been studied most extensively within Web architecture and Web usability, the current study relies not only on linguistics, but also on these two fields. Empirical studies in linguistics, Web architecture, and Web usability have identified three aspects of websites that contribute to the overall communicative potential of websites: design, content, and navigation (Vest, Crowson & Pochran, 2005; Jo & Jung, 2005; Kent, Taylor & White, 2003; Halasz, 2001; Hallahan, 2006; Djonov, 2005; 2007; 2008). The available studies tended to focus on only one of these aspects. For instance, Martinec and Van Leeuwen (2009) conducted research on the ideational potential of New Media Design products such as Web pages and focused on the design aspect. Studying multimodality, Knox (2009) concentrated on the content aspect. Interested in online donations and public relations, Web architecture and Web usability scholars Palmer (2004) and Nelson (2008) analyzed the navigation aspect. Relying on the existing body of research in discourse studies (Martinec & Van Leeuwen, 2009; Chovanec, 2003) as well as Web architecture (Palmer, 2003) and Web usability (Nelson, 2008), the current study goes a step further by elaborating a model for the systematic analysis of all three aspects underlying the communicative potential of websites: *design, content, and navigation*. The model is integrated

under the overarching methodological framework of systemic functional linguistics and is applied to the analysis of selected Ukrainian Orthodox and Ukrainian Greek-Catholic websites. The selection of the Ukrainian religious websites is explicated by the fact that WWW use in this context renders communication a major concern.

In an open address to Ukrainian society on June 16, 2010, nine leaders of Ukrainian Christian Churches signed a document which, although brief, clearly defines the role and tasks of the Church:

“[We] declare authoritatively that sermonizing the Gospel, Churches performed, perform, and will perform the function of educators of moral principles because this is the nature of the Church” (UOC-KP, 2010a, para. 7).

Understanding the difficulties that Ukrainian society faces today, including “Propaganda of war, national and religious disagreements, a cult of violence and cruelty, the invasion of pornography” (UOC-KP, 2010a, para. 3), the religious leaders point out that parents “are worried about the future of their own children, their psychological and emotional health when they see the invasion of debauchery [...] in media space including TV programs, advertisements, billboards, and mobile content” (UOC-KP, 2010a, para. 3). The religious leaders see the family as the core institution of a healthy society and youth as the future of society. Therefore, the Churches intend to respond to the challenges confronting Ukrainian society and called the state and the nation to participate in

“applying efforts defending their constitutional rights to live in a democratic community where the moral norms should be protected by the state and the respect to honour and dignity, rights and freedoms of man must become a norm of everyday life” (UOC-KP, 2010a, para. 9).

Among the religious leaders who signed the document were Volodymyr (Sabodan) – Metropolitan of the Ukrainian Orthodox Church [Moscow Patriarchate]<sup>2</sup> (UOC-MP), Filaret (Denysenko), Patriarch of the Ukrainian Orthodox Church – Kyiv Patriarchate (UOC-KP), and Lubomyr Husar, Archbishop of the Ukrainian Greek-Catholic Church (UGCC)<sup>3</sup>. Together, UOC-MP and UOC-KP are supported by more than 50% of the population of Ukraine (Krindatch, 2003<sup>4</sup>; UOC-KP, 2010b; Yelensky, 2010); the Greek-Catholic Church is supported by 14% of Ukrainians in Ukraine (Krindatch, 2003). In addition to this, the Church is the only institution in which the population's trust is invariably high (Shostak, 2010; Yelensky, 2010), unlike, for example, political or defence institutions and agencies. Consequently, the Church can be seen as an important source of the nation's inspiration with one more important feature to consider – potential of bringing changes to Ukrainian society by the means of engaging and educating people, especially youth. As a priest of the UOC-MP remarks,

“Having quit the Soviet period, we have lost a lot in the religious sense. One of the major losses is the absence of the practice of handing down spiritual experience from parents to children. Therefore, I am deeply convinced that today as never before we should endeavour to consolidate the efforts of the Church, the state, and the army in a struggle for the moral wellbeing of our people and first of all *youth*” (Stetsiak, 2011).

This quote not only emphasizes the importance of promoting high moral standards among people and, more specifically, youth, but also expresses concerns in relation to the loss of connections between the Church and society due to the

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<sup>2</sup> The official name of the UOC-MP is the Ukrainian Orthodox Church. However, in order to differentiate between the UOC-KP and the Ukrainian Orthodox Church, the 'MP' is added to the latter. The same taxonomy is consistently used in the current research.

<sup>3</sup> Lubomyr Husar has been the archbishop emeritus since 2011 when Sviatoslav (Shevchuk) became the new archbishop of the UGCC.

<sup>4</sup> The statistic information is based on survey interviews.



historical constraints.

During the Soviet era, the Church was forcibly almost excluded from dialogue with the population due to the atheistic orientation of the regime. When Ukraine obtained independence in 1991, the dialogue of the Church with Ukrainian society was re-established and new hope to communicate with youth emerged as Kononenko points out, “Ukraine today is experiencing a spiritual renaissance” (Kononenko, 2006, p. 46); the Church does not live apart from the society or more locally, community but rather together with both.

Presently, the world lives in the digital era where much information exchange occurs electronically, often through the Internet. The Orthodox Church does not remain immune to this process, neither does the Greek-Catholic Church; they both make efforts to incorporate the World Wide Web into communication with people. The number of Ukrainian Orthodox Church and Greek-Catholic Church websites is steadily growing. However, in the current “digital world” where most organizations and even individuals have their own websites, it is not enough to have a Web presence, this presence must have a purpose and be efficient. The *objective of this study* is to explore how efficiently the Ukrainian Orthodox Church of Canada and in Ukraine as well as the Ukrainian Greek-Catholic Church in Ukraine communicate with youth while implementing the principles that have been put forward. One particular venue of communication is explored – the World Wide Web.

The present dissertation consists of five chapters. Chapter 1 discusses the theoretical background and reviews the literature relevant to the present analysis.

This chapter also formulates the research questions, identifies the corpus for the study and explains the overarching methodological framework within which the study is conducted. Chapter 2 focuses on ideational metafunction and in this connection analyzes the design of the Church websites. Chapter 3 inquires into interpersonal metafunction for the purpose of which website content is studied. Chapter 4 explores textual metafunction and examines navigation tools and properties of the websites explored in this dissertation. The summary of the findings, theoretical and practical implications of the study, as well as limitations and future directions for research are discussed in chapter 5 which concludes the dissertation.

## **Chapter 1 THEORETICAL BACKGROUND AND LITERATURE REVIEW**

This chapter provides the theoretical foundation for the present research. It consists of five sections. The first section presents basic facts concerning WWW communication (1.1) and a literature review. The research questions for the study are formulated in section 1.2 which is followed by a section defining the corpus for the current analysis (1.3). The methodological framework is presented in section 1.4; and in which the application of the framework to the analysis of the Ukrainian Orthodox Church websites is explained. The current chapter concludes with the summary of the findings on WWW communication which are pertinent to the Ukrainian Orthodox Church and the structure of the present research (1.5).

### **1.1 WWW communication**

The role of varied media in communicating with various publics in different contexts including trade, politics, journalism, and the non-commercial sector has been discussed by many scholars (e.g. Dahlgren, 2009; Jo & Jung, 2005; Kelleher, 2007; Kent, Taylor & White 2003; Kent & Taylor, 1998; Knox, 2009; Knox, Patpong & Piriyaasilpa, 2010). Regardless of the activity involved, whether common political ideology or shared religious values, the fact of the matter is that the engagement of society is often achieved via media among which the WWW is becoming increasingly popular with people of different ages and cultural backgrounds.

The uniqueness of Web-mediated communication lies in its potential to

establish short-term or long-term relations with users across space (users can access websites regardless of how far they are from the physical Church) and time (users can access materials published on a website regardless of the time of their publication using the site's archive section). Another important feature of the WWW is that like TV and radio, the WWW has the potential to reach many people at the same time: information posted on a website becomes immediately accessible to all the users of the Web. The number of WWW users has been steadily growing over the last two decades. This growth has been accompanied by the change of function of the Web. Whereas two decades ago it used to be a source of narrowly specific, often scientific or scholarly information, now it is not only a source of information, but also a place for various social activities such as education (e.g. university courses online, Wikipedia), entertainment (e.g. YouTube, Netflix) and, more recently, religious involvement.

The popularity and multifunctionality of the Web has led to a greater informational dependence of people on the WWW. More and more people turn to it when they need certain information, which is available on millions of Web portals or through numerous library websites (e.g. Edmonton Public Library, University of Alberta Library, American Library of Congress) and databases (e.g. Ebrary, EBSCO, ProQuest). Based on their common interests, people can also organize groups around their professional and/or personal interests and become members of such groups. For example, through the popular social network, LinkedIn, users can become a member of such groups as “Systemic Functional Linguistics, Text Analysis, Stylistics”, “University of Alberta Alumni” or

“Canadian Intercultural, Cross-Cultural and Diversity Professionals Network”. As members of these groups, people may not only passively get information, but also actively participate in social activities, for example, by posting comments, starting discussions, or advertising events. The websites that users visit and the groups of which they are members have the potential if not to change their worldview, at least to educate them. If what Anthelme Brillat-Savarin said and Ludwig Feuerbach later reiterated is true, that: “We are what we eat”, it is in no less true that in the age of IT “*We are what we browse*”.

The Ukrainian Orthodox Churches and the Ukrainian Greek-Catholic Church have clearly stated that their purpose is to educate people in order to bring about democratic and Christian moral change in society (UOC-KP, 2010); moreover, the leaders of the Churches see the WWW as one way to engage people. The current research arises in the juxtaposition of the growing potential of the WWW and the interest of the Ukrainian Orthodox Church in WWW communication as a means of bringing change into society. The objective of this research is to explore how efficiently the Church communicates with youth while implementing the principles that have been put forward.

The following four subsections discuss the historic development of the WWW (1.1.1), the previous studies on WWW communication (1.1.2), the current situation of WWW communication and Internet use in Canada and Ukraine (1.1.3), and the potential of WWW communication for the Ukrainian Orthodox Church (1.1.4).

### **1.1.1 The historical development of the WWW**

The detailed historical analysis of the WWW revolution is beyond the scope of this study and so this section contains only a brief review of the development of the WWW in order to better understand the current situation with the WWW in Canada and Ukraine. This subsection also contains an explanation of the distinction between the Internet and the WWW, the two notions of computer-mediated communication that are sometimes used interchangeably. This distinction helps to clarify what is meant by a focus specifically on the WWW rather than any possible type of communication via the Internet.

The theoretical basis for creation of the WWW was developed by American scientist and computer engineer Leonard Kleinrock who pioneered several publications on packet switching theory, describing the possibility of transferring information via packets rather than circuits. This was an important theoretical contribution since the transfer of the modern Web is based on packets.

The next milestone in the historical development of WWW was the creation of the first computer network known as ARPANET. It was launched by ARPA (Advanced Research Projects Agency) in 1969. ARPANET became the prototype of the modern Internet. Developed by scientists in collaboration with engineers, the ARPANET connected four US institutions: the University of California, Los Angeles; the Stanford Research Institute; the University of California, Santa Barbara; and the University of Utah. The important contribution of this innovative technology was that it allowed for the exchange of

information<sup>5</sup> between the four institutions situated a considerable distance apart from each other and avoided the use of conventional means of communication such as telephone, radio, or television.

The ARPANET, thus, heralded the appearance of the Internet. The word “Internet” was coined and officially used for the first time in 1982. By this time, the number of organizations and individual computer hosts connected to one another through the global network had grown considerably. For the uninterrupted work of this network the Transmission Control Protocol (TCP) and Internet Protocol (IP) were designed and became standard in 1982-1983 (Strickland, 2004; CBC, 2007). At this point, the Internet was mostly used by higher education establishments because the communication through the Internet was mainly realized via plain verbal texts (which may seem almost unthinkable to a present day user of the Web).

In 1989, Tim Berners-Lee was actively engaged in a project he called “WorldWideWeb” and which then became known as the *World Wide Web* or the *Web*. At the core of the WWW notion is the idea of marrying the Internet with the hypertext. In order to make this possible, Berners-Lee and his team developed three technologies:

- the Hypertext Transfer Protocol (HTTP) – the coding language for creating hypertext documents;
- the Hypertext Markup Language (HTML) – is a coding standard

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5 The first message sent through the ARPANET was supposed to be “login”; however, when the student who was performing the operation under the supervision of Kleinrock typed two letters: “l” and “o”, there was a disruption in the transfer and the actual message sent was quite bumpy, if not prophetic, “lo” (CBC, 2007).

used to create Web pages and other information that can be displayed in Web browsers; and

- the Uniform Resource Locator (URL) – the address of a particular resource.

The introduction of the HTTP, HTML, and URL systematized the available theoretical and compiled practical knowledge regarding the work of the global network and provided practical tools to craft the WWW as it is known today.

The introduction of the WWW considerably expanded the communicative potential of the Internet allowing users not only to browse and read texts, but also to view images, listen to sound files, watch videos or to navigate between them via a system of interconnected hyperlinks (also known as links). The variety of content and practically unlimited navigational possibilities stirred users' interest and transformed the Internet forever from a tool used mostly by universities and colleges or other institutions into a social instrument and a place for social activities (for example, through one of the social network websites such as Twitter, Facebook, LinkedIn, etc.).

The public interest in the WWW was reflected in the statistical data on Internet use before and after the introduction of the Web. According to official statistical data, the number of Internet hosts in 1989 (the year when the WWW was first introduced) was 100,000 (CBC, 2007). Four years later, in 1993, there were already 15 million users worldwide (CBC, 2007). The Web was growing at a speed of 120% a year, or, as a CBC representative reported, it was “growing like an embryonic brain at a rate of 10 per cent a month” (CBC, 2007).



The further development of the WWW was marked by the introduction of specifically designed software allowing users to access the Web<sup>6</sup>, improvements of computer hardware and software accelerating the speed of access to various Web resources, and the advance to more affordable Internet. Speaking of the historical development of the WWW, it is also important to mention the most recent tendencies such as the saturation of the market with portable (e.g. laptops and netbooks), mobile (e.g. smartphones and iPads), and other devices (e.g. PlayStation3 and Wii) allowing users to access the Web.

All these developments have led to the further growth of Web popularity among users. These tendencies (and especially the increasing number of Web users) were noticed by companies and organizations in both commercial and non-profit sectors that began viewing the Web as a means to reach people and elicit either purchases of goods and services (the commercial sector) or memberships and support (the non-profit sector). WWW communication in the commercial and non-profit sectors is discussed in more detail in 1.1.2.

Before continuing the discussion regarding WWW communication, it is important to differentiate between the Internet and the WWW because the focus of the current research will be on the latter. The WWW and the Internet are sometimes assumed to be synonymous. In fact, the WWW is related to the Internet in hyponymic-type relationships, in other words the WWW is a part of the Internet. In order to clarify these two terms, it is necessary to define them. The

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<sup>6</sup> In order to access the Web it is necessary to use special software called an “Internet browser”. The first browser with visual, user-friendly interface was Mosaic. The introduction of Mosaic is credited with popularizing the WWW among general public. Such browsers as Google Chrome, Internet Explorer, Mozilla Firefox and others were created later, but were also using the same, i.e. visual, principle of interface organization.

*Internet* can be defined as:

“The vast interconnected networks that are connected using the TCP/IP protocols [...] it connects tens of thousands of independent networks into a vast global internet” (Enzer, 2011).

The *WWW* is defined as:

a system of hypertext documents connected among one another and accessed via the Internet.

From the communicative perspective, the Internet allows communication mostly via plain text through, for example, email systems, Telnet, Internet Relay Chat (IRC), and File Transfer Protocol (FTP) (Strickland, 2004). The WWW, in contrast, is increasingly visual in nature and allows communication through websites which accommodate different kinds of information including music, pictures, and videos which are interconnected with other similar resources and websites on the Web. This research focuses specifically on WWW communication rather than on the Internet in general and will explore websites as a potential venue of communication for the Ukrainian Orthodox Church.

In summary, this subsection has dealt with the historical development of the WWW and distinguished the notions of the Internet and the WWW. The following subsection (1.1.2) will further focus on the WWW and will specifically discuss WWW communication in commercial (1.1.2.1) and non-profit (1.1.2.2) contexts.

### **1.1.2 Previous studies on WWW communication**

Studies on WWW communication and more specifically, the WWW use by organizations can be roughly divided into commercial (for-profit) and non-

commercial (non-profit) sectors. Despite obvious differences between the commercial and the non-profit sectors (e.g. aims, interests, production of goods and services, usage of media and other resources), they are not altogether dissimilar. For example, the non-profit sector needs a sustainable budget to run its programs as like as any commercial organization; additionally, organizations of both types need to keep their public informed as to the latest news and planned activities. This means that both need to consider the amount of money they spend on communications and both have a necessity to maintain effective public relations, and one way to do so is to have an effective website.

With respect to Web communication, there are important differences between commercial and non-commercial sectors. The former often has more resources than the latter to establish and maintain efficient communication with their public via the WWW. As a rule, big commercial organizations have sufficient funds to employ whole groups of researchers to conduct research on the efficiency and effectiveness of their Web portals, while the possibilities of non-profit organizations are often limited in this respect. This means that the commercial sector may have valuable experience to share with non-profit organizations. Access to this experience is possible through a review of scholarly publications on commercial websites (1.1.2.1). The findings may benefit non-profit organizations such as the Ukrainian Orthodox Church (the focus of this study). However, caution is needed in order not to overgeneralize or extrapolate the findings related to the commercial sector to the non-profit sector without proper consideration since the Web communication of non-profit organizations

will have different objectives. For example, the ultimate goal of commercial organizations is often to sell goods or services at a profit while the goal of a non-profit organization may be to educate, to elicit membership, to introduce a new way of doing something and/or otherwise improving conditions of life. WWW communication in the non-profit sector is explored in subsection 1.1.2.2.

### **1.1.2.1 WWW communication in the commercial sector**

*A Web site that speedily circulates information through the organizational system and its environment is a definite advantage*  
(Kamat, 2002, p. 2)

As Kamat observes, having a website is an advantage for an organization at least because it allows for the quick spread of information in an unlimited physical space. Advertising due to its informative character is considered to be “an engine of commerce”, so is an effective website. The commercial sector having declared the WWW as “the most exciting marketing innovation in history” to reach its consumers (Maynard & Tian, 2004) is constantly augmenting its presence on the Internet. The growing presence of different organizations on the Web is paired with the tendency of ever-increasing numbers of users reported in practically all the countries around the globe (World Bank, 2011).

With the arrival of the Web, commercial organizations have faced an important question – how to manage their businesses more efficiently and effectively. A number of studies have been conducted examining efficiency and effectiveness of commercial organizations’ websites. The studies that are most pertinent to the current analysis are briefly reviewed below.

In the study conducted by Vividence, a company that performs usability assessments of web portals, 69 websites of big commercial firms were assessed (Halasz, 2001, Gordon, 2001). The pool of users in this study consisted of 13,000 people who received a \$10 certificate from Amazon.com for participating in the study. Vividence found that the commercial sites under examination were not communicating effectively because of Web flaws in design and navigation. According to the study, these flaws could be easily fixed without considerable investment of time or money. The flaws were as follows: home pages of 27% of the websites being extremely cluttered; inconsistent navigation on 13% of websites; search results not being effective on more than a half of the tested sites (53%) due to the excessive suggestions returned, irrelevant search hints, and improperly ranked search items. When users do not receive appropriate search results, they are likely to navigate away from a website and try another one instead. This tells negatively not only on the effectiveness of communication on a given website, but may also lead to a loss of clientèle, which is undesirable for a commercial organization. In addition to flaws in design and navigation, the organization of the content was found to be poor on 32% of the sites (Gordon, 2001). The labels used on 25% of all the participating websites were confusing; 15% asked for unnecessary information which deterred the users.

In another study of 50 general public websites, Nielsen and Tahrir (2002) examined specifically the home pages as the main entry points and the 'gatekeepers' of the site. The home pages were analyzed according to the following parameters: the percentage of the page that was not utilized, whether

the title of a page was short enough to fit in a bookmark list, and the time the home page takes to download. The study revealed that the space on the Web pages was not utilized efficiently. Only 14 websites out of 50 downloaded in less than ten seconds which was a disincentive for potential visitors who probably navigate away before the home page had downloaded completely. Even if users remained on the home page till it had downloaded, they were still quite likely to leave the website presuming that the rest of the site would be equally slow for navigation. With respect to navigation tools, the home pages were shown to use various resources, but often poorly. For example, 24 home pages out of 50 contained a link to the site map, but the websites were not using it effectively and caused confusion rather than effective navigation for visitors. The analysis of the content showed that 15 home pages used animation, but this was often included because website designers knew how to make things move rather than how to make animations convey relevant information (Nielsen & Tahrir, 2002).

The mismatch between an organization's goal of establishing relationships with potential or actual consumers and the flaws in design, organization of content, and navigation on their websites as demonstrated by Vividence and Nielsen and Tahrir's (2002) studies are not exceptions in the commercial sector. Similar flaws were identified in another study which examined even more sites than these two studies. A survey conducted by a research team at Brown University examined 1,506 municipal government websites<sup>7</sup> (West, 2001). The

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<sup>7</sup> Municipal organizations are not entirely 'commercial' since their goal is not solely an increase of revenues. However, one of the functions that municipal websites is to collect money for certain services, thus, these websites are similar in this sense to commercial organizations and, therefore, considered in this section.

study examined services provided online, a foreign language version of a site available, security and privacy of visitors, and access for people with disabilities. It was found that although a variety of government services require payment, only a few of the municipal government websites accepted online payments. Only 4% of the total number accepted credit cards online and only 0.2% allowed a digital signature for a transaction. A mere 30 websites out of the general pool permitted payment of parking or traffic tickets online. Even fewer (namely 11) accepted payment of utility bills and only 9 allowed tax payments. The websites contained relatively little advertising (less than 1% of the websites), but 67% had links to nongovernmental websites. In terms of design and other content-related properties, the websites under analysis contained predominantly textual information. Only a few included multimedia: audio (1%) and video (3%) information (West, 2001). Multimedia is not necessarily a goal of such websites, but its ability to help in attracting new and retaining already existing visitors has been overlooked. In terms of privacy, only 14% of the government websites contained some form of privacy regulations: for instance, only 9% prohibited explicitly sharing of personal data; 2% did not use cookies. Language and disability functions were underused: only 7% of the websites had foreign language options and 11% incorporated disability access. 6% provided text versions of Web pages while 4% listed TeleTYpewriter/Telecommunications Device for the hearing impaired users (West, 2001).

It can be seen from the studies reviewed above that there are a variety of website flaws that pose constraints to efficient and effective communication with

users. These constraints, whether they are an inefficient presentation of information on the home page (e.g. the cluttered home page or ineffective and insufficient use of multimedia features), the lack of information or functionality (e.g. online payments) or the lack of certain navigation tools (e.g. an accessible site map or an efficient search engine), can be divided into three groups:

- 1) connected to Web design,
- 2) connected to website content, and
- 3) connected to navigation properties of a website.

In other words, there are three basic areas of websites responsible for the efficiency and effectiveness of Web communication: design, content, and navigation.

In summary, the available literature on Web communication in the commercial sector indicates that although organizations are interested in establishing efficient and effective communication with their publics via the Web, there are a number of flaws on the organizations' websites preventing them from communicating effectively. In order to maximize communicative efficiency and effectiveness of websites, it is necessary to attend simultaneously to three aspects of a website: Web design, Web content, and Web navigation.

#### **1.1.2.2 WWW communication in the non-profit sector**

*Through the development of the Internet,  
I have come to see that the computer is  
one means by which I can “feed the  
flock” as pastor (Burch, 2004, p. 1)*

In this subsection WWW communication in the non-profit sector is discussed. The discussion includes WWW communication in the context of



religious organizations complementing the subsection dealing with the commercial sector and leading to the subsections dealing specifically with WWW communication pertinent to the Canadian and Ukrainian contexts (1.1.3).

With the “digitalization” of everyday life, more and more non-profit organizations are looking to the WWW as a means to communicate more effectively with publics. Although the research on WWW communication in the non-profit sector is not as abundant as that in the commercial sector, it is nonetheless steadily growing (Palmer, 2004; Strickland, 2004; Nelson, 2008; Djonov, 2005; Hallahan, 2006; Kanayama, 2003).

In his study on non-profit organizations, Palmer (2004) admits that empirical knowledge about the use of Web pages by non-profit organizations is scant: “There are few academic studies of how NPOs<sup>8</sup> use the Web [...]. Since researchers have not performed rigorous studies, many questions about NPO use [such as] Do NPO websites meet the standard of good design? Do NPO pages fulfil the stated goals?” remain unanswered (Palmer 2004, p. 1). Overall, the purpose of the scholar in his study has been “to gain measurable information about the 100 largest (...) NPOs” and their websites (Palmer 2004, p.1). Using theoretical frameworks which draw largely on the available research in the commercial sector, the scholar bridges the gap between commercial and non-commercial use of the WWW. Palmer concludes that unlike the commercial sector, non-profit websites are considerably underdeveloped, being of lower design quality, with insufficient amount of content, and inadequate navigation tools.

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8 “NPO” is the acronym for a “non-profit organization”.

Although relatively recent, the use of the Web by religious organizations is gradually coming to the attention of scholars who pose a variety of research questions in relation to this topic. Strickland (2004), for example, explores the question of how exactly one of the local congregation of South Carolina First Baptist Church<sup>9</sup> uses the WWW on a daily basis and how this contributes to the Church-community communication in the given area. Being a pastor himself, Strickland has practical interests in using the Internet for improving communication with the people of the local congregation. Three principal questions that interest this scholar are (1) “Do they [the local congregation] see the Internet as making difference in their personal spiritual journey?”, (2) What do the people do when they use the Web (“is it nothing more than email and a little research [...]. If it is ‘something more’, what is it and how can I, as a pastor, respond in a helpful and constructive way?”), and (3) “Concerning the issue of community: Do they see the Internet changing their relationships and relationships with the Church?” (Strickland, 2004, pp. 12-13). Using sociological questionnaires and focus group responses (videotaped and transcribed), this researcher draws the conclusion that the local congregation uses the Internet not only for viewing emails as has been previously expected, but also for a variety of religious purposes such as reading information on the events organized in the Church, the Church schedule of services, and reading the latest news. He notes, however, that not all the members of the community use the Web for religious purposes on a regular basis; however, the extent to which the Web expands

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<sup>9</sup> The First Baptist Church is a Protestant Christian Church situated in Mauldin, SC. The congregation consists of approx. 2,000 members (Strickland, 2004).

pastoral opportunities is still quite considerable and includes: a) preaching; b) administration; c) pastor's accessibility to the questions and concerns of the members of the congregation (Strickland, 2004). The important conclusion that Strickland draws is that the Internet has potential for the Church-community dialogue serving as an extension of real life face-to-face communication; efficient websites are seen as one of the avenues for improving this dialogue: “[i]n the future, if churches are going to make a positive impression on those they seek to include in their congregation, they must give attention to the website” (Strickland, 2004, p. 122). This quote emphasizes the growing importance of Church websites in setting and maintaining an effective dialogue with people via the Web.

Unlike Strickland (2004), Nelson (2008) who explores Web use by religious organizations uses quantitative methods (Strickland (2004) relies on qualitative methods). Nelson (2008) is interested in working out a theoretical framework for exploring Web use efficiency by evangelical organizations. She asks not only what activities people perform while using a religious website, but also what kind of content is necessary to build dialogic relationships. Nelson demonstrates that throughout history, the Church has used different methods to reach communities and points out that

“religion and its use of media have been prevalent throughout the history of mass media. With the emergence of new technologies every day, religious organizations are having and needing to understand how to use and incorporate these new forms of technology” (Nelson, 2008, p. 2).

Using a mixed method of questionnaires and content analysis, Nelson develops a framework for the content analysis of non-profit Evangelic organizations' websites in terms of how user-friendly their content is and how this contributes to

the efficiency of website navigation. In addition to this theoretical aspect of developing a framework for content and navigation analysis, Nelson also seeks to “inform religious public relations practitioners and other congregation leaders about the importance of the information and Web tools being placed on their Web sites” which she manages to achieve through “the use of public relations models” and description of the “overall function of the Web sites in religious public relations” (Nelson, 2008, p. 3). The findings of Nelson's study (2008) suggest that the use of WWW resources by evangelical Churches though potentially promising is not necessarily efficient and effective in reality: “the majority of the local religious congregations are not utilizing their Web sites to their maximum potential” (Nelson, 2008, p. 59). According to Nelson, further research would be useful in other non-US, non-English language contexts and/or in connection with other religious organizations. Thus, the present study contributes to this line of research by exploring WWW use in the Canadian and Ukrainian contexts. The research is on Ukrainian, Russian, and English language Church websites.

In summary, the existing body of research on WWW use in the non-profit sector and specifically by religious organizations confirms the findings in the commercial sector according to which three aspects are held accountable for efficient and effective communication: (1) Web design (2) Web content, and (3) Web navigation (Palmer, 2004; Nelson, 2008; Kent & Taylor, 1998; Sowards, 1997). Importantly, the previous research suggests that it is not enough to merely attend to these three aspects of a website and to make them functional, the ultimate goal of a website should be to create dialogic relationships with users

(Nelson, 2008). In this respect, religious websites that have been examined in the US context (Palmer, 2004; Burch, 2004; Nelson, 2008) are shown to communicate ineffectually with their publics, and more research is needed in other non-US, non-English language and/or other religious contexts (Nelson, 2008). The present study sets out to fill in this gap. The following subsection explores WWW use in the Canadian (1.1.3.1) and Ukrainian (1.1.3.2) contexts.

### **1.1.3 WWW communication in Canada and Ukraine**

This subsection discusses the situation of WWW communication in Canada and in Ukraine. Access to the WWW is made possible through the Internet, therefore in discussing the situation of WWW communication in these respective countries, the study will attend by necessity to the situation with Internet access in Canada and in Ukraine, which should help to better assess the potential of WWW communication for the Ukrainian Orthodox Church as a medium for communication between the Ukrainian Orthodox Church and the community that congregates around the Church and potential members of the community including youth.

Both Canada and Ukraine are countries where the rights and freedoms are guaranteed by the state, “including freedom of the press and other media of communication” (Canadian Charter of Rights and Freedoms, 1982 [Part I]; Constitution of Ukraine, 1996 [art. 34]) such as the WWW. This statement written in the constitutional documents shows that the two countries assign importance to this essential freedom thereby creating favourable conditions for the development

of the WWW as a medium of communication that is protected by the law. However, due to the socio-economic and historical circumstances of the two countries, the situation with WWW communication is not identical in Canada (1.1.3.1) and Ukraine (1.1.3.2).

### **1.1.3.1 The WWW and the current situation with Internet use in Canada**

In Canada the present-day situation with WWW communication has been considerably influenced by the fact that Canada was one of the first countries in the world where the Internet was introduced. Due to the geographic proximity to the USA (where the ARPANET was established for the first time in history) and favourable economic conditions (stable growth over the last several decades in which the development of the WWW occurs), the Internet in general and the WWW became popular with the average user at quite an early stage of its development and continued to grow in popularity with users.

The latest available data on Internet use in Canada relied on in the current study pertains to 2009 and 2010. According to Statistics Canada, the percentage of Internet users in Canada was 27.3 million people in 2009 (Statistics Canada, 2010) and 27.8 million people in 2010 (Statistics Canada, 2011). The total population of Canada is 34 million people (Internet World Stats, 2011) which means that the penetration<sup>10</sup> of the Internet during these years was 80.3% and 82% respectively (Table 1.1).

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<sup>10</sup> Penetration is defined as the correlation between the number of users and overall population of the country.

<b>Year</b>	<b>Users, mln</b>	<b>Penetration, %</b>	<b>Growth of the number of users, mln</b>	<b>Penetration growth, %</b>
2009	27.3	80.3	0.5	1.7
2010	27.8	82 <sup>11</sup>		

Table 1.1: *Internet usage and Internet penetration in Canada*

The statistical data show a growth of about 0.5 million or 1.7% Internet users over the year. This growth is relatively moderate which may be attributed to the already high rate of the Internet penetration in the population. In comparison, the average Internet penetration in the world constitutes only 34.3%. Thus, Canada's Internet penetration is more than double the world average. On the one hand, this explains the moderate rate of the Internet penetration growth in the country, and on the other hand this suggests that the potential of the WWW communication in Canada is outstanding since there are more people on the Internet in Canada than in most other countries in the world. This popularity of the Internet in general and the WWW in particular creates good preconditions for reaching people via the WWW and potential for communicating efficiently and effectively through this medium.

In conclusion, this subsection has dealt with the current situation of Internet use in Canada. It has been found that in a one-year period prior to the present research there was a growth of 0.5 million users in Canada. At the same time, the overall Internet penetration in the country remains one of the highest in the world which creates considerable potential for the Ukrainian Orthodox Church of Canada (UOCC) to reach youth and other people via the Web. The following subsection (1.1.3.2) explores the current situation with Internet use in Ukraine.

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<sup>11</sup> This information was obtained from the 2010 Canadian Internet Use Survey and reflects internet penetration among individuals living in census metropolitan areas or census agglomerations. The survey was based on a sample of approximately 22,600 individuals aged 16 years and showed "[s]ignificant differences in use rates exist based on age, income, location and other factors" (Statistics Canada, 2011).

### **1.1.3.2 The WWW and the current situation with Internet use in Ukraine**

Unlike Canada, where the Internet appeared at an early stage of its development, Ukraine introduced the Internet as a mass media relatively late due to the historical and socioeconomic factors considered below.

Since 1991, when Ukraine acquired its independence, the climate in the country began to change, not only politically, but also in terms of available media. More radio stations and TV channels appeared. The quality of the media was rapidly changing along with the quantity. For example, such topics as the Church and politics – which had once been taboo – began to emerge. The Internet came to Ukraine when people were already used to media diversity: different newspapers, different topics, and different types of media had become available. In spite of this, the pace of growth of the Internet penetration was delayed because of economic reasons. A household needed to consider both the price of the hardware (a modem) and the cost of access to the Internet, both of which were relatively high. However, lately, the situation in Ukraine has changed: the price of Internet access is becoming more affordable, resulting in more people installing the necessary hardware and getting access to the Internet.

According to KP Media ([www.kpmedia.com.ua](http://www.kpmedia.com.ua)), the number of the Internet users in Ukraine is steadily growing. The statistics published by KP Media on its related company's website, Bigmir-Internet, show that in 2009 there were 15.8 million Internet users in Ukraine (Bigmir Net, 2010). According to the same source, the number of Internet users in 2010 reached over 21 million people (Bigmir Net, 2011). The population of Ukraine is a little over 45.4 million people



(World Bank, 2011) which means that approximately a third of the population (34.8%) in 2009 and about a half of the population (46.3%) in 2010 had regular access to the Internet (Table 1.2).

Year	Users, mln	Penetration, %	Growth of the number of users, mln	Penetration growth, %
2009	15.8	34.8	5.2	11.5
2010	21	46.3		

Table 1.2: *Internet usage and Internet penetration in Ukraine*

The growth of about 5.2 million users or 11.5% in one year suggests that interest in the medium is on the rise in Ukraine and more people can afford access to the Internet.

In conclusion, the statistical data show that during a period of one year, there has been a considerable growth of Internet users in Ukraine: 5.2 million people which means the penetration rates currently reach 11.5% a year. This implies considerable potential for the Ukrainian Orthodox Churches in Ukraine to establish successful communication with its publics. This potential is further explored in subsection 1.1.4.

#### **1.1.4 The Ukrainian Orthodox Church and the WWW**

The Ukrainian Orthodox Church does not remain aside from the global tendency of “digitalization” and adapts to the currently existing conditions by establishing Web presence. The research shows that there exists a considerable potential for the Church to develop dialogic relationships with youth and other users via the Web. However, along with the potential of the WWW for the Church, it is also necessary to consider challenges associated with WWW use by

the Ukrainian Orthodox Church. Both prospects for developing dialogue with youth via the Web (1.1.4.1) as well as challenges and potentials of WWW use in the context of the Church (1.1.4.1) are further considered in the current subsection.

#### **1.1.4.1 Youth as the “object of particular care” of the Ukrainian Orthodox Church**

In the article entitled “The Internet should serve the good” Patriarch of Kyiv and all Rus', Filaret notes that

“The Internet can be both positive and negative depending on what it is filled with. If it is filled with positive and kind content, then one should make use of this good” (UOC-KP, 2012, para. 1).

Although conservative in its views, the Patriarch's position confirms that the Church does not reject the Internet in general and the WWW in particular as a way to reach people with “positive and kind content”. At the same time it is not clear from this quote, whom or how exactly the Church intends to use this technology.

Patriarch of Moscow and all Rus' Kirill, in turn, speaks in favour of the WWW in general terms and also specifies *whom* and *how* the Orthodox Church should be trying to reach through the WWW:

“The object of our [the Church's] particular care will become youth who especially sharply need spiritual leadership. In the epoch of moral relativism, when propaganda of violence and debauchery steals souls of young people, we cannot patiently wait until youth turn to Christ – we have to go towards young people...” (UOC-MP, 2011, para. 1).

This quote shows the Patriarch's position and the position of the Church that he represents concerning youth. It expresses the concerns that the Church has in

relation to the situation in modern society and young people in this connection; importantly it puts forward the task for the Church to “go towards young people” by seeking ways to reach them rather than “patiently wait until youth turn to Christ”. Taking into consideration the overall favourable position of the Patriarch and the Church to new technologies, the WWW can be seen as one of the ways to reach youth.

The position expressed above may be seen as natural a reaction of the Church to the tendency of decreasing numbers of youth attending Ukrainian Orthodox Churches<sup>12</sup>. The situation in Ukraine is aggravated by the historical circumstances: during the Soviet era the Church was forcibly almost removed from communication with Ukrainian society. As a result, the Orthodox Church is looking for an efficient and effective way to re-establish and maintain communication with people, especially youth who is seen as the most active segment of the population and potentially bearers of the Orthodox tradition.

The interest in establishing and maintaining dialogic relationships with youth expressed by the leaders of the Churches is also focal for the people who work on creating and maintaining websites for the Ukrainian Orthodox Church. For example, the Web master of Zaporizhzhya Eparchy (UOC-KP) website wrote about the newly reconstructed UOC website:

“[I] would love to see first of all youth visiting the website which is reflected in the design of the website, but the greater part of it has somewhat different interests” (Golubtsov, 2011, para. 1).

This position suggests two important implications. First, the Ukrainian Orthodox

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<sup>12</sup> The available studies do not provide any statistics about membership by age group in the Churches; however, based on private conversations with practitioners, it is assumed that the number of youth in the Churches is declining.

Church is actively seeking to reach people using new technologies such as the WWW. Second, the WWW is used by the Church as a means to engage youth. The use of the WWW by the Ukrainian Orthodox Church in communicating with youth poses certain challenges, though. These challenges and the potential of the WWW for the Church are discussed in subsection 1.1.4.2.

#### **1.1.4.2 Challenges and potential of the WWW for the Ukrainian Orthodox Church**

*Sermonizing is the most important mission of the Church and informational technologies offer new ways of bringing the word of God to people (from the interview with the chief editor of the UOC-MP website)*

New technologies such as the WWW are viewed by the Ukrainian Orthodox Church both in Canada and Ukraine as a way to reach the public including young people. However, using the WWW not only opens new possibilities to reach people, but also involves certain challenges. This subsection deals with challenges and the potential of the WWW for the Ukrainian Orthodox Church.

The challenges and potential of the WWW communication for the Church are related to three factors:

- (1) the possibility to reach the public,
- (2) the availability of Web resources to communicate with the public,
- (3) the performance of Church websites.

In relation to the possibility of reaching publics via the Web, Nelson (2008) notes

that “[n]ot all of the publics are reachable on the WWW or by posting information on the Web site” (p. 15). Presently, Internet penetration rates in Canada and in Ukraine are 82% and 46.3% respectively as compared to the average of 34.3% in the world (Table 1.3).

<b>Region</b>	<b>Canada</b>	<b>Ukraine</b>	<b>World</b>
<b>Penetration, %</b>	82	46.3	34.3

Table 1.3: *Internet penetration rates in Canada, Ukraine, and the world*

This means that 18% of the population in Canada and 53.7% in Ukraine have either very limited or no access to the WWW. Kanayama (2003) terms this phenomenon the “digital divide”. The “digital divide” refers to the impossibility of some people accessing the WWW. Although the “digital divide” is more notable in Ukraine, it is not limited to the Ukrainian reality only. Cameron, Wilcox, Reber and Shin (2007) point out that even in North America where more people can afford access to the WWW, there exists a “digital divide” between “those who have an abundance of information technologies and the many more who would have none” (p. 269). The “digital divide”, can thus be seen as a challenge for the Ukrainian Orthodox Church that is trying to reach people via the WWW because not everyone is reachable through this medium.

Youth is a special audience that the Church is interested in reaching. The “digital divide” should be considered in relation to youth and in the context of the general tendencies of Internet penetration. First, it should be noted that the “digital divide” has somewhat less importance when it comes to youth because the greater majority of young people either study or work and consequently rely on the WWW on a regular basis in those contexts, unlike older people who may

have no need to use the WWW. Second, the statistics indicate a considerable growth of Internet users in Canada as well as Ukraine. In Ukraine, there was an 11.5% growth of Internet users, from 2009 to 2010. Moreover, as Table 1.3 above suggests, Internet penetration rates both in Canada and Ukraine are higher than the world average; together with the fact that Internet penetration in Canada and in Ukraine continues to grow, this renders the WWW potentially an outstanding medium to reach people, particularly youth.

With respect to the availability of Web resources to communicate with the public, it is necessary to remark that the Ukrainian Orthodox Church has only recently adopted the strategy of reaching people via the Web. Moreover, in the conditions of limited financial resources, there may be a limited number of UOC websites on the Web. Consequently, users, including young people, may not be able to find a UOC website and although they are connected to the Web, will be thus excluded from the dialogue with the Church. This poses another challenge of the WWW for the Church.

However, this challenge is already being addressed by the Church in three ways. First, new Church or parish websites are created on a regular basis. Second, in the UOCC, the parishes that cannot afford their own websites cooperate with other parishes in sharing a website. Finally, both UOCC and UOC-MP have main websites which users may use regardless of their location since these websites provide information of general interest. Therefore, the question concerning availability of WWW resources is currently being addressed by the Church through sharing websites, creating new ones, and maintaining main Web portals

that users can always refer to regardless of the availability of a website in their own parish.

With respect to website performance, the literature review in subsection 1.1.2 has suggested three main aspects responsible for website performance: (1) design, (2) content, and (3) navigation. Users' dissatisfaction with any of these aspects may lead to an “unhappy” experience with a website. Since users may abandon visiting a website as a result of negative experience, attention to these matters is critical.

In addressing these matters, the Ukrainian Orthodox Church may, on the contrary, increase the communicative potential of their websites and establish a dialogue with youth and other users. An example of successful website performance is the recently renovated website of the UOC-KP, Zaporizhzhya Eparchy. A visitor to the website left the following comment in the guest book:

“[...] Your site is the best available in Ukraine. Fill it with kind and beautiful stories from the lives of common people. Keep on avoiding political articles and disputes. The [Web] administrator is doing a great job, I wish you wisdom, health, and success” (UOC-KP, Zaporizhzhya Eparchy, 2012).

The comment of this visitor shows that she is happy with her experience and the performance of the website by writing that the “site is the best available in Ukraine”; and she encourages the Web master to keep the website content positive: “Fill it with kind and beautiful stories from the lives of common people. Keep on avoiding political articles and disputes”. Although website performance may be a challenge for the Ukrainian Orthodox Church in its desire to communicate via the Web, if website performance is adequate, it will increase the

likelihood of successful dialogue with users on the WWW.

To recapitulate, three factors play an important role in WWW communication: the possibility to reach the public, the availability of Web resources to communicate with the public, and the performance of Church websites. These factors are associated with certain challenges for the Ukrainian Orthodox Church communicating via the Web. These challenges include the “digital divide”, insufficient number of Web resources, and unsatisfactory performance of websites. However, these challenges do not outweigh the communicative potential of the Web. The “digital divide” has a somewhat lesser relevance in terms of youth who constantly use the Web for studies and work; moreover, the “digital divide” has a tendency to shrink both in Canada and in Ukraine. Furthermore, in order to make more Web resources available to users via the Web, some UOC parishes share a website; new websites become available regularly in addition to the main portals which contain information of broad interest. Finally, adequate website performance can attract more users to UOC websites and help to establish a dialogue with users. The three aspects responsible for website performance are design, content, and navigation. These three aspects are further explored in this research.

In summary, the current section has dealt with some of the most important aspects of WWW communication as pertinent to the current research. Namely, the following aspects has been highlighted: the historical development of the WWW from the ARPANET to the modern WWW; the previous studies on WWW communication, including both commercial and non-commercial contexts; the



present situation with WWW communication and Internet use in Canada and Ukraine; the objective of the Church to reach youth via the Web; and the challenges and potential of the WWW for the Ukrainian Orthodox Church. Based on the research interests of the current study and the literature review, the following section (1.2) will formulate the research questions of the dissertation.

## **1.2 Research questions**

The research question of the present study arises in connection with the gap in existing studies completed in the non-commercial sector (Palmer, 2004; Strickland, 2004; Nelson, 2008). This dissertation attempts to add to the scant empirical knowledge on WWW use by religious organizations. Unlike previous research, the present study explores not only English-language websites, but also websites in Ukrainian and Russian, and in doing so looks beyond the US context examined in most studies. Specifically, the interest of this research project lies in studying how the communicative potential of UOC websites is realized in relation to a young targeted audience. The *communicative potential* of a website is defined as the capacity of a website to communicate efficiently and effectively to reach its goals and to establish a dialogue with users. Therefore, the current study starts with one principal research question:

*How does the Ukrainian Orthodox Church use the WWW to communicate with youth while pursuing its general goal of educating people?*

The literature review on WWW communication in commercial and non-profit sectors has indicated that three website aspects are responsible for the communicative potential of a website: design, content, and navigation. Palmer

(2004) points out that the efficiency of a website should be assessed against the background of its content. The content, in turn, relies on design which establishes communicative contact with users (Vest, Crowson & Pochran, 2005); both design and content depend on navigation to function efficiently (Smith & Associates, Inc, 2000). In analyzing how effectively the UOC uses the potential of the WWW to communicate with and educate its users the UOC websites will be studied with respect to the following three aspects:

I. *Design*. In this study, design is understood as the visual organization of content or the way in which content is presented through visual, audio, verbal means or their combination. Since the first impression of a website is likely to be the most lasting one (Nelson, 2008), this study investigates how exactly the Web design of the Ukrainian Orthodox Church websites contributes to or detracts from communication with youth.

II. *Content*. As far as the question of Web users' experiences with a website is concerned, there is hardly anything as relevant in terms of building dialogic relationships as content (Palmer, 2004; Nelson, 2008; McLeish, 2011). Accordingly, this study will examine the content available on Ukrainian Orthodox Church and Ukrainian Greek-Catholic websites and how it contributes to the Church's communicative goals.

III. *Navigation*. Finally combining Web architecture and Web usability tools (Palmer, 2004; Nelson, 2008), this study will explore the navigation tools and properties of the Orthodox websites and their ability to facilitate access to various materials on the websites by young users as well as the

potential of the sites to establish dialogic relationships with users.

Based on these three website aspects – design, content, and navigation – the research questions are asked as follows:

A. How is Design used to communicate with users:

1) What design solutions are used to present the content?

- the content can be presented verbally, visually, with the help of audio files or through any combination of thereof; this question seeks to answer in which way exactly design is used to present the content.

2) How is the website organized semantically?

- the aim of this question is to discover the underlying semantic structure of the websites available through its home page, its “main terminal” and how it works to produce the intended communicative effect.

B. How is Content used to communicate with users:

3) What are the main vehicles of communication on the Church websites?

- the objective of this research question is to explore the major website sections providing content for youth and other users.

4) How is communicative potential of content used to engage users?

- on the one hand, content should consist of factual information in order to be a reliable source of information for users which means creating distance between the institutionalized author and the reader; on the other hand, content needs to relate to users in order to make the content interesting to read and follow. This question explores how these two tendencies are combined to present content on the websites under analysis.

C. How is Navigation used to communicate with users:

5) What tools are employed to facilitate navigation on the websites?

- this question examines the availability of certain navigation tools and properties which function to provide access to the website content.

6) How navigation options are used to make browsing on the websites more engaging?

- this question explores how exactly navigation options make navigation more engaging.

7) How navigation options are used to establish dialogic relationships with users.

- this question explores how navigation options contribute to dialogic properties of the sites.

D. How is the overall organization of the Ukrainian Orthodox Church websites used to communicate with youth?

8) How are design, content, and navigation used in combination to communicate with youth and other users of the websites?

- the purpose of this research question is to find out how exactly the three website aspects combine in order to contribute to the overall communicative potential of the websites.

### **1.3 Definition of the corpus**

In addition to smaller eparchy websites, both UOCC and UOC-MP have one main portal intended for all the users in Canada and in Ukraine

correspondingly. This research focuses on these portals: the Ukrainian Orthodox Church of Canada (1) and the Ukrainian Orthodox Church – Moscow Patriarchate (2). In addition to this, the supervisory committee who supervise the present research have suggested that two more Church websites should be added in order to allow better comparison of the communicative potentials of the aforementioned websites. Consequently, two Ukrainian Greek-Catholic Church Web portals have been added to the corpus: the UGCC main website (3) and the Ukrainian Greek-Catholic Church in Odesa (UGCC-OD) website (4). The decision to include these websites has been made because they are assumed to be efficient religious news sites and may have certain features to communicate more efficiently with youth than other sites.

The Web addresses of the websites under consideration are:

- 1) UOCC: <http://uocc.ca/>
- 2) UOC-MP: <http://orthodox.org.ua/>
- 3) UGCC: <http://www.ugcc.org.ua/>
- 4) UGCC-OD: <http://www.cerkva.od.ua/>

The preliminary examination of these websites indicates that most of the content on the UOCC website is available in English while on the UOC-MP and UGCC websites it is available in Ukrainian. Most of the content on the UGCC-OD website is available in Russian. Therefore, for the UOCC, the English-language version of the site is analyzed, while for the UOC-MP and UGCC sites the Ukrainian-language versions are analyzed. The Russian-language version of the site is analyzed for the UGCC-OD site.

The analysis of the websites is done in connection with their home pages (HPs). The HPs are considered because of their important role in the website structure: they contain the condensed outline of the content available on the website and help to orient users. Moreover HPs often perform the function of the “port of entry” for a website that is, they typically contain the shortest URL as compared to all other pages and, thus, they are the likeliest entry gates for users. In addition to the home pages, all the pages located within one click from them are also included in the analysis in order to verify whether the available links and buttons function correctly connecting to the sections and pages to which they are intended to connect.

The HPs and the pages within one link have been saved on the hard drive of the computer in order to ensure stability of the data for the analysis. Three types of software have been used for data collection and analysis: 1) *Screenshoter*, 2) *HTTrack Website Copier*, and 3) *MAXQDA v. 11*. *Screenshoter* allows screenshots of particular areas of the screen or the whole Web page and has been applied in the current study as the main tool for the formation of the corpus of the study. *HTTrack Website Copier* allows downloading websites and having access to them in the offline mode; however, after multiple attempts this software proved to be inadequate due to the large size of the websites under consideration. Finally, *MAXQDA v.11* software allows coding of screenshots with the help of labels and commentary boxes and was used in the present research to identify and label various areas of home pages (Appendix A). The total number of files collected for the present analysis is 1,180; the overall size of the corpus exceeds

### 2.3 GB.

The data for the present analysis has been collected over six months<sup>13</sup> within the following data collection sessions:

- (1) December 20-22, 2011;
- (2) January 20-22, 2012;
- (3) February 20-22, 2012;
- (4) March 20-22, 2012;
- (5) April 20-22, 2012;
- (6) May 20-22, 2012.

This time frame extends over two calendar years; it includes St. Nicholas Day, Orthodox Christmas, Lent, and the most important Orthodox Church feast of the year – Easter; thus, the data collection sessions cover one of the most important periods in the calendar of the Ukrainian Orthodox Church.

In addition to the information collected from the websites, four semi-structured interviews were conducted with the chief editors of the websites. Since this stage of research involves human beings, approval had been obtained from the University of Alberta Research Ethics office. It is worth mentioning that since the original design of the study did not include the UGCC and UGCC-OD websites, separate approval was obtained for these websites. The notifications of approval from the University of Alberta Research Ethics office and the questions used to conduct the interviews can be found in Appendix B. The purpose of the

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<sup>13</sup> Since the UGCC and UGCC-OD websites were added to the corpus later, the data from them was also collected at a later period on a daily basis and during one month (April 17 – May 17, 2013). Consequently, the data collection sessions corresponding to those for the UOCC and UOC-MP websites are 1) 16.05.2013; 2) 11.05.2013; 3) 06.05.2013; 4) 01.05.2013; 5) 26.04.2013; 6) 21.04.2013.

interviews was to explore the specific goals of the websites and other website-related issues. The interviews were conducted using software for communications over distance – Skype.

In summary, the present section has defined the corpus analyzed in the current study and strategies for its collection. The corpus for the present research consists of the UOCC, UOC-MP, UGCC, and UGCC-OD website home pages and all the pages within one click from the home pages. Three major types of software were used to collect the corpus: Screenshoter, HTTrack Website Copier, and MAXQDA v. 11. The corpus has been formed over six months. The main corpus of the study is supplemented with four semi-structured interviews with the chief editors of the websites under consideration. The following section deals with the methodological framework used for the analysis of the corpus in the current research.

#### **1.4 General methodological framework: Systemic functional linguistics**

The overarching methodological framework for the present study is systemic functional linguistics (SFL) (Djonov, 2005; 2007; Economou, 2009; Martin & Rose, 2007; Martin, 2005). Central to SFL is a perspective on language which holds discourse<sup>14</sup> to be a communicatively functional act: discourse is directed towards doing concrete things in the real world. In order to do something effectively, a certain register is used.

*Register* is defined in SFL terms as “manner of speaking or writing specific to a certain function that is characteristic of a certain domain of

---

14 Discourse is understood in the current research as language in use (Renkema, 2009).



communication (or of an institution)” (Bussmann, 1998, p. 994), for example the language of a priest speaking to the congregation; a boss to her secretary, a university professor to her student. Register unfolds within certain sociocultural (macro) and linguistic (micro) contexts and is made observable due to its three functional constituents: field, tenor, and mode. *Field* is defined as “nature of social activity” (Martin & Rose, 2007, p. 306-307); *tenor* is understood as status and relationships between the participants (Martin & Rose, 2007, p. 303); and *mode* is explained as a channel of communication (Martin & Rose, 2007, p. 297). Each of these three register functions correspond to a linguistic metafunction (Halliday, 2004; Matthiessen and Halliday, 2004):

- (1) field corresponds to *ideational metafunction* – discourse as a representation of experience;
- (2) tenor corresponds to *interpersonal metafunction* – writer's/speaker's engagement with her utterances and his/her relationships with the potential or actual reader/listener; and
- (3) mode corresponds to *textual metafunction* – what makes the discourse coherent (Figure 1.1).

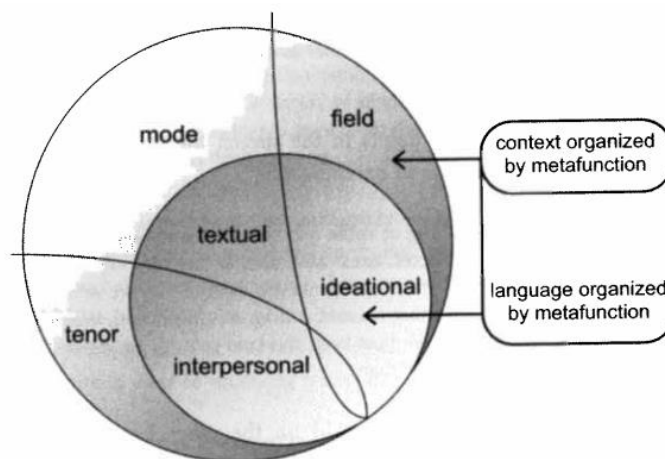


Figure 1.1: *The SFL functional perspective on discourse* (Martin & Rose, 2007,

p. 297)

Figure 1.1 illustrates the SFL functional perspective on discourse as explained above. Another important notion for the present research is a text. According to Fairclough (1996), “A text is a product, rather than a process” (p. 24), which distinguishes it from discourse. Being a product, a text is only a part of the whole process of communication. This process also includes the process of production, “of which the text is a product” and the process of interpretation/consumption, “for which the text is a resource” (Fairclough, 1996, p. 24). Texts often come in the form of verbal products; however, audio and visual texts are gaining more and more popularity with the development of modern technologies, among which is the WWW.

The websites that are the object of analysis in the current research can also be viewed as texts because “new media work is based on the way language works and indeed the way other semiotic systems, such as gestures, images and music work, too” (Martinec & Van Leeuwen, 2009, p. 4). The peculiarity of websites as texts is that they normally combine several textual forms such as verbal, audio, and visual and can thus be considered as *multimodal texts*.

As the literature review suggests, there are three aspects of websites that impact their communicative potential: design, content, and navigation. Design is crafted in a way which considers and relies on users' experiences with other websites and can thus be said to perform an ideational function. Content, which comes in the form of articles and other materials published on a website, is intended to bring the author's ideas to the potential or actual reader and in this way

can be said to perform an interpersonal metafunction. Finally, navigation works to allow access to different sections and pages of a website representing it as a whole (rather than a series of disconnected pages) and therefore, performs a textual metafunction.

In order to analyze three different aspects of the websites, the following methodologies will be used in combination: *New Media Design* (Martinec & Van Leeuwen, 2009) focusing on spatial/hierarchical salience and visual arrangement of the home page layouts; *Involvement* (Chovanec, 2003) concentrating on images and linguistic means used in article headlines; and *Web architecture* (Palmer, 2004) and *Web usability* (Nelson, 2008) focusing on the dialogic potential of navigation tools and properties. Table 1.4 summarizes the methodological framework used in this study for the analysis of the UOCC and UOC-MP websites.

SFL FRAMEWORK FOR WWW				
Register	Linguistic metafunctions	Method	Focus of analysis	Object of analysis
Field →	Ideational	<u>Design</u> New Media Design (Martinec & Van Leeuwen, 2009)	Spatial/hierarchical salience	Home page layout
Tenor →	Interpersonal	<u>Content</u> Involvement (Chovanec, 2003)	Verbal, structural, audio-visual modes	Article headlines
Mode →	Textual	<u>Navigation</u> Web architecture (Palmer, 2004) & Web usability (Nelson, 2008)	Dialogic potential of navigation	Navigation tools and properties

Table 1.4: *Methodological framework overview*

Table 1.4 shows the subdivision of register into field, tenor, and mode and

illustrates how these relate to three linguistic metafunctions. Moreover, the table positions the three website aspects within the overall framework of the study and outlines methodologies used for the analysis of each of these aspects. The methodologies and the website aspects with the help of which they are studied are further explored in the corresponding chapters of the dissertation. The following section (1.5) draws conclusions of the discussion in this chapter.

### **1.5 Conclusions**

This chapter has briefly discussed the historical development of the WWW and has reviewed literature available on WWW communication both in commercial and non-profit sectors. Based on the recent studies of WWW communication, this review has helped to identify three aspects that play an important role in communication via the Web. These aspects are design, content, and navigation.

Furthermore, this chapter examined the current situation with WWW communication in Canada and Ukraine. According to the latest available statistics, Internet penetration in both countries is considerably above average in the world and is growing steadily. These tendencies suggest that there exists a potential for the Ukrainian Orthodox Church to reach publics, including young people, via the Web. However, the WWW also poses some challenges associated with reaching users, the availability of Web resources to communicate with the public, and the performance of Church websites. At the same time it has been shown that some of these issues may have less importance in connection with youth who is one of the

most active users of the WWW, or can be addressed through creating new websites, sharing them with other parishes, maintaining the existing national UOCC and UOC-MP Web portals and attending to all the key aspects of the websites that already function.

This chapter has also outlined the research questions that the present study sets out to answer. The corpus of the study has been defined as UOCC, UOC-MP, UGCC, and UGCC-OD home pages and all the pages within one click from them. Three types of software have been applied in the process of collecting the data: Screenshoter, HTTrack Website Copier, and MAXQDA v. 11; however, only Screenshoter and MAXQDA v. 11 have turned out to be useful tools and with their help the corpus for the present research has been created over six months.

To recapitulate, this chapter discussed the general framework for the current study. The framework is developed within the overarching umbrella of SFL and includes three different methodologies which are applied for the analysis of three website aspects further in this study: New Media Design (Martinec & Van Leeuwen, 2009) – design (chapter 2); Involvement (Chovanec, 2003) – content (chapter 3); and Web architecture (Palmer, 2004) and Web usability (Nelson, 2008) – navigation (chapter 4).

## **Chapter 2 IDEATIONAL METAFUNCTION: DESIGN**

Chapter 2 deals with the realization of ideational metafunction on the UOCC, UOC-MP, UGCC, and UGCC-OD websites. Ideational metafunction is concerned with representation of experience, “how our experience of ‘reality’, material and symbolic, is construed in discourse” (Martin & Rose, 2007, p.66). The peculiar feature of WWW communication is the graphical representation of reality. Therefore, a considerable part of information that users get from a website, they get through the visual channel. Even in the case when a website is oriented towards aural communication (e.g. audio sermons) users still rely on the visual interface to make use of any available information (first, it is necessary to comprehend how the website is organized). Thus, any communicative experience with a website is made possible through the visual interface reflected in the website design. Therefore, for the analysis of the ideational meaning, the present chapter will concentrate on the design of the websites under consideration.

The present chapter consists of six sections. First, the theoretical foundation of the present design analysis is presented (2.1). Then the designs of the UOCC (2.2), UOC-MP (2.3), UGCC (2.4), and UGCC-OD (2.5) websites are examined. The comparison of the analysis results and the implications of the study (2.6) conclude this chapter.

### **2.1 Theoretical foundation**

As noted above, one of the peculiar features of websites is the integrity of their graphic design which means that websites communicate not only verbally,

but also visually. The inclusion of several modes characterizes website design as multimodal. From the usage perspective, the multimodal character of website design may facilitate communication by allowing information to be found faster (through the graphic interface of the website design) and by communicating ideas more efficiently (e.g. users may not only read about certain events, but can also see a photo of the events described verbally). From the analytic perspective, however, the multimodal character of website design makes it more challenging to conduct analysis since the analysis needs to study all the modes that are enacted to produce the overall communicative effect. Moreover, for the analysis results to be accurate, it is also necessary to consider not only all the modes involved, but also the interplay between them since the cumulative communicative effect is not simply equal the sum of individual communicative effects of each mode.

Therefore, in order to thoroughly address the communicative potential of the design of the websites under analysis including the interplay between different modes, the present research will use a semantic approach. The rationale for using a semantic approach is justified by the possibility to explore the communicative potential of website design across different modes simultaneously as well as interplay of the modes in place. Since the scope of the current analysis is the ideational meaning, the New Media Design framework (Martinec & Van Leeuwen, 2009) will be applied. Besides being totally semantically-based, and thus allowing exploring different modes simultaneously, this framework has been devised specifically for the analysis of electronic discourse which corresponds to the research interests of the present study.

The present section first discusses the basic notions of the New Media Design framework (2.1.1) and then explains the advantages and challenges associated with the application of the framework to the analysis of the websites in question (2.1.2). Finally, this section suggests improvements for the framework and draws conclusions regarding the theoretical foundation of the analysis (2.1.3).

### **2.1.1 The New Media Design framework**

Central to New Media Design framework is the semantic perspective on New Media Design products. Unlike printed media, New Media Design products have no physical limitations such as space; this signifies that they may be organized in many different forms including audio and video content. Applying a semantic approach to New Media Design products allows analysis of a variety of content based on their meaning rather than form of their representation (e.g. verbal, visual, kinetic, or audio content).

In addition to the New Media Design approach being totally semantically based, its other distinguishing feature is the non-linear view of information. In accordance with this perspective, New Media Design products can be transformed into simple semantic structures – *non-linear models*. Non-linear models are defined as “diagrams that can be used to map out the conceptual structure of texts or domains and that make explicit how such texts or domains are generally understood” (Martinec & Van Leeuwen, 2009, p. 15). Visually, non-linear models are represented as diagrammatic schemas.

The objective of transforming New Media Design products into non-linear



models is to determine whether a product is organized semantically and if so, how effective the organization (the design) is. The effectiveness of the information organization can be assessed through examining the available units that make up a Web page and the semantic relations they form: congruent and coherent structures increase the overall communicative potential of a text, while incongruent models, on the contrary, decrease it. Depending on the semantic relations that form among the units, six basic structures underlying a New Media Design product can be outlined: (1) *the star*, (2) *the matrix (the table)*, (3) *the tree*, (4) *the network*, (5) *the Given-New structure*, and (6) *the Ideal-Real structure* (Martinec & Van Leeuwen, 2009).

In the *star* or *Nucleus–Satellites*, or *Centre–Periphery* structure (Figure 2.1), the information is built around the most important concept, the nucleus, and the chunks of information adjoining it connect to it based on attributive and/or identifying relations and are called the satellites.

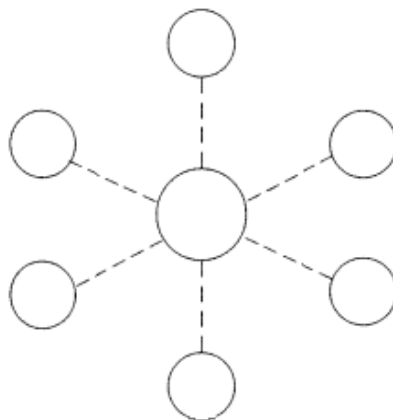


Figure 2.1: *The star semantic structure* (Martinec & Van Leeuwen, 2009, p.25)

In the *matrix* or *table* structure (Figure 2.2), information is organized in a way that allows comparison between variables according to a number of predefined parameters. For these relations to be realized it is necessary that the

units should be comparable. For example, two word-processing programs can be compared according to their price, the number/quality of functions they have, and the speed of work; however, matrix relations will not form between a word-processing program (e.g. Open Office Writer) and an operating system (e.g. Linux).

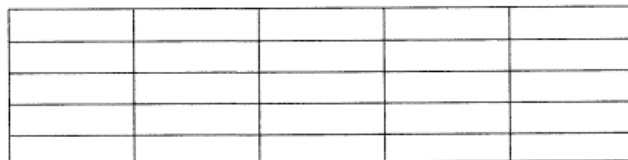


Figure 2.2: *The matrix semantic structure (Martinec & Van Leeuwen, 2009, p. 37)*

In the *tree* or *taxonomy* structure (Figure 2.3), the information is organized according to a certain hierarchy with new “branches” of data being semantically derived from the substratum. The tree can be of two types: (1) classificatory and (2) componential. The classificatory relations develop when one semantic unit is related to another as a class to a subclass; for example, word processing software category contains such subcategories as MS Word and Open Office. Componential relations realize when one semantic unit relates to another unit as apart to the whole for example, a screen and a keyboard are parts of a computer.

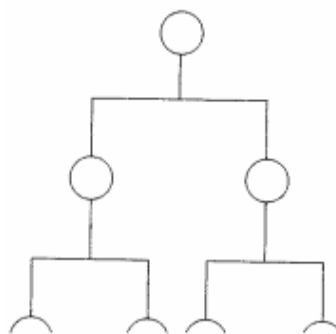


Figure 2.3: *The tree semantic structure (Martinec & Van Leeuwen, 2009, p. 30)*

The *network* or *web* structure (Figure 2.4) is defined as “a loose

conglomerate of information topics or areas related by many different kinds of semantic relations” (Martinec & Van Leeuwen, 2009, p. 11-12). In the *network* structure, chunks of information are semantically independent from each other and have no core as the star or no outstanding hierarchical relations as the tree; the system is coherent due to the links between nodes (the chunks of information). A characteristic feature of this structure is that the nodes in one and the same network can interconnect based on a variety of relationships:

- unit *a* is like unit *b*;
- unit *a* combines with unit *b*;
- unit *a* does something to unit *b*; and/or
- units *a* and *b* co-occur with unit *c* (Martinec & Van Leeuwen, 2009).

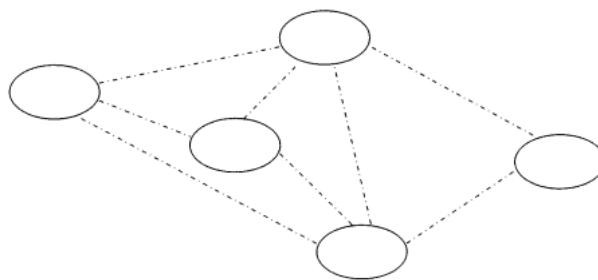


Figure 2.4: *The network semantic structure*  
(Martinec & Van Leeuwen, 2009, p. 39)

In the *Given-New* structure (Figure 2.5), information is divided into two halves or “poles” contrasting with each other in one way or another. Visually this contrast can be represented by placing the given information in a verbal text or an image on the left and the new information on the right.

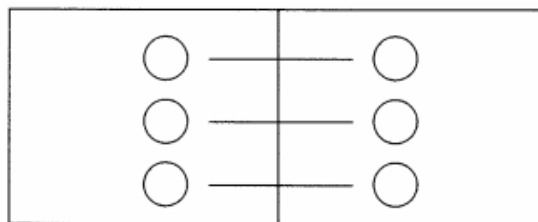


Figure 2.5: *The Given-New semantic structure*  
(Martinec & Van Leeuwen, 2009, p. 16)

Finally, the *Ideal-Real* structure (Figure 2.6) is in a way similar to the Given-New structure. Similarly to Given-New structure, the information in the Ideal-Real structure is divided into two halves which are contrasted with each other; however, the meaning and the form of realization of the two models is different: “the Ideal-Real pattern divides information into the more general, or idealized, essence of the information (Ideal), and complementary details, or documentary evidence, down-to-earth practical realities (Real)” (Martinec & Van Leeuwen, 2009, p. 20).

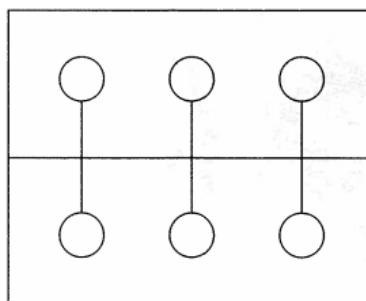


Figure 2.6: *The Ideal-Real semantic structure*  
(Martinec & Van Leeuwen, 2009, p. 21)

The six structures discussed above (*the star, the matrix, the tree, the network, the Given-New structure, and the Ideal-Real structure*) are autonomous and can function independently or combined. A combination of two or more structures is termed as a *complex underlying semantic structure*.

Extracting the product’s non-linear model and determining its semantic

structure are important steps in exploring the communicative potential of a New Media Design product. However, it is also important to correlate the available underlying semantic structure with the *strategies* (i.e. objectives) of the site. Extracting the product's non-linear model and determining its semantic structure allow examination of the efficiency of information organization. Correlating the underlying semantic structure with the website strategies allows us to reveal any design issues in connection with specific goals of the New Media Design product. In order to find out the strategies interviews will be conducted with the Web masters and/or chief editors of the sites. Thus, the communicative potential of the website designs under discussion will be determined relying on both underlying semantics and strategies of these sites.

In summary, this subsection has discussed the New Media Design framework. Central to this framework is the semantic principle of information organization that allows analyzing texts regardless of the form of their expression (including verbal and audio-visual materials). The communicative potential of New Media Design products, such as website designs, can be determined by extracting the non-linear model, determining their underlying semantic structure, and, finally, correlating the existing design with the strategies of the site. Underlying semantic structures which are congruent, coherent, and which meet the objectives of the website would realize their communicate potential in full. The following subsection (2.1.2) will further discuss the advantages of the New Media Design framework as well as the challenges associated with its application for the analysis of the UOCC, UOC-MP, UGCC, and UGCC-OD website designs.

Possible solutions for addressing these challenges are also discussed in this subsection.

### **2.1.2 Advantages and challenges associated with the implementation of the New Media Design framework for the analysis of website designs**

The present subsection discusses the advantages which the New Media Design framework may offer to the current analysis, addresses the challenges that ensue in connection with its application and suggests the solutions that allow upgrading the framework and using it effectively for the analysis of Web designs undertaken in this chapter.

As has been mentioned, an important reason why the New Media Design framework has been considered for the analysis of the website designs is because it allows examining multimodal texts regardless of the modes involved, including images and other visual objects. This is made possible due to the semantic approach that underlies the framework. Notably, the semantic approach allows the analysis to abandon the paradigm of “visual grammar” (Kress & Van Leeuwen, 2006) with its excessive attention to the rules “governing” image creation. The need for abandoning the “grammar” approach in visual design is expressed by Machin (2007) who points out that

“when asking whether viewers use volumes and vectors as visual grammar to read images, we find these (inconsistencies): (1) it is hard to see how images can be naturally divided into individual components; (2) any part of an image can set off a number of semiotic rules all at once or not at all; (3) We can verbalize what is going on in an image but this is an arbitrary process; (4) in visual communication the codes do not operate at the first layer of meaning as they do in language” (p. 176).

To assume that all visual objects are crafted according to visual “grammar rules” would mean to impose limitations on the creativity of Web designers, photographers, and video producers because when a visual object is created, its creator may well surpass any conventions. Therefore, applying “grammar rules” to images or other elements of Web design may result in inaccuracies of such analysis. This does not imply that the previous research on the grammar of visual design (e.g. Kress & Van Leeuwen, 2006; Martin & Rose, 2007; Kelleher, 2007; Bednarek & Martin, 2010) is not valid. What this does imply is that the semantic approach is more accurate than the approach which imposes “grammar rules” on images. The semantic approach avoids bringing in unnecessary generalizations through “grammar rules” which do not always work for visual objects such as New Media Design products and do not work equally well for all types of products.

While it may be argued that the semantic approach is not satisfactorily objective as it requires the analyst's interpretations, nonetheless, it does not cede in accuracy to the grammar of visual design which requires not only interpretations, but also application of somewhat flexible “rules” which may not work in certain cases. Therefore, in the analysis of the website designs the present study relies on the semantic approach and uses the New Media Design framework.

There are two issues, however, that may ensue in connection with the application of the framework: (1) the framework prescribes that non-linear models should be drawn with the help of diagrammatic shapes (e.g. triangles, squares,

circles, etc.); however, this results in schemas which are difficult for analysis, especially if a New Media Design product has a complex underlying semantic structure (such as most websites do) and (2) while the framework acknowledges the importance of information organization, it does not provide any tools to fix the position of semantic units. Both of these questions are important in the analysis of website designs since non-linear models which are built without a high precision may lead to distortion of meaning. Consequently, the analysis results may be imprecise.

Therefore, in order to address the first issue related to drawing clear non-linear models of Web pages, the present study will use tables (instead of diagrammatic shapes) in which individual semantic units can be accurately depicted. To address the second challenge, the present research will use a two-dimensional grid consisting of rows (arranged alphabetically) and columns (arranged numerically) that allows locating the position of the units on the page not only in relation to one another, but also in relation to the page; this results in more accurate non-linear models and increases the precision of analysis.

In summary, the present subsection has discussed the advantages and challenges associated with the application of the New Media Design framework for the analysis of website designs. The important advantage of the framework is that it permits analyzing elements of Web design regardless of the modes involved, including verbal texts and images. This flexibility of the framework is ensured by the semantic approach. Two challenges concerning the application of the framework have been outlined: (1) encumbered non-linear models as a result



of using diagrammatic shapes and (2) lack of means to locate the position of the units on Web pages. In order to address these issues it has been suggested 1) using a table instead of diagrammatical shapes in order to draw non-linear models and 2) introducing a two-dimensional, alphanumeric, grid to locate the position of individual units in relation to both one another and the page.

### **2.1.3 Conclusions of section 2.1**

The current section has discussed the New Media Design framework used in the present study to analyze the designs of the UOCC, UOC-MP, UGCC, and UGCC-OD websites. Focal to this framework is the semantic perspective on New Media Design products. According to this perspective, the communicative potential of New Media Design products, such as Web pages, can be examined based on their underlying semantic structure and in correlation with the website strategies. Characteristic of the New Media Design framework is a non-linear view of information. In accordance with this view, any New Media Design product can be transformed into a schematic block (non-linear model) that allows determining its underlying semantic structure. Depending on the type of relationships that form between different units of information, six basic underlying semantic structures can be outlined: the *star*, the *matrix*, the *tree*, the *network*, the *Given-New* structure, and the *Ideal-Real* structure (Martinec & Van Leeuwen, 2009). Congruent and coherent designs which correspond to the objectives of the website would realize their communicative potential in full.

This section has also discussed the advantages that the framework offers to

the present research as well as the challenges in connection with its application. The main advantage of the framework is its semantic approach which allows simultaneous analysis of different modes (e.g. verbal, visual) involved and the interaction between modes. Two challenges that have been identified are: (1) the possible ambiguity in representation and interpretation of semantic units depicted in the form of diagrammatic shapes and (2) the lack of tools to analyze the position of units. In order to address these issues two solutions have been suggested: 1) depicting non-linear models in the form of tables and 2) using the two-dimensional grid with an alphanumerical system of coordinates to identify the exact position of units in relation to other units and the page.

The following section (2.2) will concentrate on the analysis of UOCC website design applying the aforementioned procedures in order to explore the communicative potential of the site with respect to ideational metafunction.

## **2.2 The Ukrainian Orthodox Church of Canada website design**

A peculiar feature of the UOCC website is that the home page is preceded by another page which users have to visit before they can access other pages of the site. In Web architecture literature, the page preceding other content is named a *splash screen* (Djonov, 2005; Nielsen, 2000). The UOCC splash screen (SS) has a shorter URL than the UOCC HP and thus, the SS can be said to be taking up the function of the website's "port of entry" instead of its HP. For this reason the design of the UOCC website is discussed not only in relation to the HP, but also in relation to its SS.

The discussion in the present section reflects the availability of not only the HP, but also the SS on the UOCC website and is structured around the following points: first it addresses the nature of the UOCC SS and identifies the units available on the SS and their position (2.2.1); then the analysis proceeds by extracting the non-linear model of the page and finally determining the underlying semantic structure (2.2.2). The same analysis procedures are then applied to the HP (2.2.3). Following this, the existing design of both SS and HP are then correlated with the website strategies and the issues arising in connection with the realization of ideational metafunction are then identified (2.2.4). The summary of analysis results concludes the discussion in this section (2.2.5).

### **2.2.1 The UOCC SS: General remarks and identification of the semantic units and their position**

The SS plays an important role in the functioning of the UOCC website. As has been mentioned, it is characterized by a shorter URL and precedes all other pages on the site. The conception of the SS is not new in the WWW. In fact, it has been on some websites from the early days of the WWW. However, many modern websites intended for a wide spectrum of audience do not include this feature because the primary role of a SS is to restrict access of certain categories of users (e.g. public under 18). The nature of a SS is accurately described by Djonov (2005) who notes that:

“Previously many websites had a splash screen as their point of entry. A splash screen serves to welcome visitors to the site and provides access to the homepage. Nowadays, mostly because of their limited functionality, splash screens are almost obsolete, although websites with restricted

access [...] still use them for defining their target audience and its responsibilities” (p. 113).

The UOCC website does not belong to the category of “restricted-access” websites. It is a church website intended for returning users such as community members congregating around the Church and for new users including youth. Thus, there is no need to limit access of certain categories of website visitors to the content. However, the SS can be viewed as limiting access for both returning and new users. The SS may take away time from the returning users who have to visit the SS every time they navigate to the website (unless they type in the precise address of the page they intend to visit). The SS may confound new users who would consider the SS to be the HP because they may be unfamiliar with the dated conception of a SS and thus will navigate away from the site unable to find promptly the information they need because unlike the actual HP, the SS provides a limited access to the information and most sections on the website are not available through the SS. Therefore, the SS can be said to create unnecessary obstacles for returning users and may be a cause of frustration for new users. However, before definitive conclusions concerning the UOCC SS can be made, it is necessary to explore its design to understand its role on the site with respect to ideational metafunction. This subsection will apply the New Media Design framework as explicated above to the analysis of the SS on the UOCC website.

A series of snapshots of the UOCC SS were made during six consecutive data collection sessions over the period of six months. The design of the SS did not change considerably over this time and therefore one snapshot of the page is presented below; this snapshot was made on December 20, 2011:

The screenshot displays the website for the Ukrainian Orthodox Church of Canada. At the top, the church's name is written in three languages: English, Ukrainian, and French. Below this, there is a section for the '2011 Church Typicon and Calendar of Saints' with a link to view it in Ukrainian or English. A central icon depicts a saint, likely St. Nicholas, with a date of 12/19/2011. To the right, there are sections for 'Slava Iesu Christu!' and 'Glory Be to Jesus Christ!', along with a button to 'Enter Website' and a 'News & Announcements' section. The news section includes items like 'WESTERN EPARCHY YOUTH RALLY 2011' and 'A Sad Day in Los Angeles - St. Andrew Parish Desecrated'. Below the news, there is a section for 'Шевченко в Оттаві' (Shevchenko in Ottawa) with a link to the project website. The bottom part of the page features several banners for the 'ASSEMBLY OF CANONICAL ORTHODOX BISHOPS OF NORTH AND CENTRAL AMERICA', 'Ukrainian Orthodox Church of Canada Foundation', 'ANCIENT FAITH RADIO', and '1000 Monuments to the Victims of the Holodomor'.

Figure 2.7: The SS on the UOCC website

The first step in the semantic analysis of the design of the SS is to identify available semantic units on the page. Fourteen distinguishable units can be identified on the page:

- 1) the title of the website;
- 2) “Typicon and calendar [of Saints]” – links;
- 3) the greetings in Christ – a content section;

- 4) “Enter Website” – a link
- 5) “News & Announcements” – a content section;
- 6) “Excerpt from Calendar” – a content section;
- 7) “Ihor Kutash Articles” – links;
- 8) “A Short Historical Outline of the UOCC” – a link;
- 9) “Send an Iconogram” – a link;
- 10) “BibleGateway.com” – a search engine;
- 11) “Assembly of [...] Bishops of North and Central America” – a banner and a link;
- 12) “UOC Foundation 'A foundation of Faith” – a banner and a link;
- 13) “Ancient Faith Radio” – a banner and a link; and
- 14) “Holodomor” – a banner and a link.

The title of the website (1) runs as follows “Ukrainian Orthodox Church of Canada - *Українська Православна Церква в Канаді - L'Église orthodoxe ukrainienne du Canada*”. It is provided in three languages: English, Ukrainian, and French. While either Ukrainian or English are native languages of most of the community members who congregate around the Church, the title in French is added because the site functions in the Canadian context where French is one of the official languages. It is, however, necessary to remark that the title is the only unit on the SS where French is included. From the dialogic perspective, this may be rather misleading since users who see French may also expect it in other sections of the site.

The “Typicon and calendar” unit (2) contains a full version of the Orthodox calendar for the current year, including the links to the full PDF version in English and Ukrainian. The difference between this unit and the “Excerpt from Calendar” unit is that while the former allows users to download the calendar for the whole year, the latter informs users of the current feast (e.g. St. Nicholas Day) or memorable date celebrated in the Church (e.g. Sunday of Orthodoxy) and/or the saints commemorated this day (e.g. the Holy Forty Martyrs of Sebaste).

The greetings in Christ (3) are a content section and another bilingual (English and Ukrainian) unit on the SS and that reads “*Слава Ісусу Христу! Слава навіки!* - Glory Be to Jesus Christ! Glory Forever!”. This bilingual unit, along with the bilingual calendar, demonstrates that the information provided on the website is intended not exclusively for English-speaking or, on the contrary, Ukrainian-speaking users, but rather for both. The underrepresentation of French can be explained by the fact that the orientation of the website is towards the Western Eparchy public who speak mostly either English or Ukrainian.

The “Enter Website” link (4) takes users to the UOCC HP. The visibility of this link on the page is achieved by the type of the fonts and colour. The fonts are quite big in size, bold, and underlined (to indicate that the text is a link). The text is written in white colour against dark brown background which adds visibility to this unit due to the contrast.

The “News & Announcements” section (5) consists of news items that are periodically updated. During this data collection session, there were only three items in the section: (a) “Western Eparchy Youth Rally 2011”, (b) “Sad Day in Los Angeles”, and (c) “*Шевченко в Оттаві*”. Similar to other units on the SS, the section is not linguistically homogeneous and consists of both English-language and Ukrainian-language items. Items (a) and (b) consist of a title and a link inviting to read more on the topic; item (c) consists of a related picture and links (to English and Ukrainian versions of this piece of news as well as the project’s website and a donation form).

The “Excerpt from Calendar” unit (6) and the related picture display the

information on the page without a necessity to take further action (e.g. to download or to navigate to a different page). Since this unit displays latest information, it has to be regularly updated. While the full version of the calendar (unit 2) is updated yearly, the excerpt is updated weekly. If no great feast is commemorated in the current week, the “Excerpt from Calendar” contains information on the saints or memorable events in the history of Orthodoxy commemorated on the Sunday before.

The “Ihor Kutash Articles” unit (7) consists of two links: an article title and another link that invites users to read all the articles by the Rev. Ihor Kutash. The link to the article can be activated by a click or when the cursor slides over it. The latter functionality, however, is of no use to visitors accessing the site on mobile devices because most of them have touch screens and require a “click” (i.e. a “touch”) to activate a unit on a website.

The “A Short Historical Outline of the UOCC” unit (8) is another link. This unit consists of a link only. Underlined fonts are used to indicate that the text functions as a link and the green colour of fonts against the brown background helps to draw users’ attention to this unit.

The “Send Iconogram” link (9) is separated from the previous link by a line; the link itself appears in regular underlined fonts and takes users to another website from which they can send an iconogram (an electronic greeting card with an icon depicted on it).

The “BibleGateway.com” unit (10) is a search engine. It is the only search option on the SS. However, unlike most website search engines, the



“BibleGateway.com” unit does not permit a general search option. It only provides a possibility of searching for a desired passage in the Bible. The search can be done in different languages including English and Ukrainian. Similar to the “Send Iconogram” link, this unit takes the user to a different website ([www.biblegateway.com](http://www.biblegateway.com)) in order to perform the requested search.

The remaining semantic units that have been identified on the SS are four banners (units 11-14). A characteristic feature of the banners is that they consist not only of an image that serves as a visible part of the unit and a link at the same time (which is a standard design of a banner), but also of the links to which the banners connect. This allows users to see where the banners will take them so that they could make a choice whether they want to navigate to these websites or not. Such a design also allows easily copying the link for further use or for a record.

Notably, the units on the page are not similar in terms of their composition. Some of them contain a plain text (e.g. the title, the greetings, and the excerpt from the calendar), while others also contain links (e.g. “Typicon and calendar” and “A Short Historical Outline”) and/or images (e.g. “Assembly of [...] Bishops of North and Central America” and “Ancient Faith Radio”). Information presented in different ways better corresponds to the needs of users who can choose to get information in various ways (e.g. verbally or visually). Therefore, this compositional variability of the units can be said to enhance ideational metafunction contributing positively to the communicative potential of the site overall.

Thus far, fourteen units have been identified on the SS. The next step in

the analysis is to locate their position on the page. In order to do so, a grid with an alphanumerical system of coordinates will be used. The grid for the UOCC SS consists of two columns: A and B and eleven rows: 1 to 11 (Figure 2.8). The number of the columns and rows in the grid is driven by the availability of semantic units in a particular area of the page.

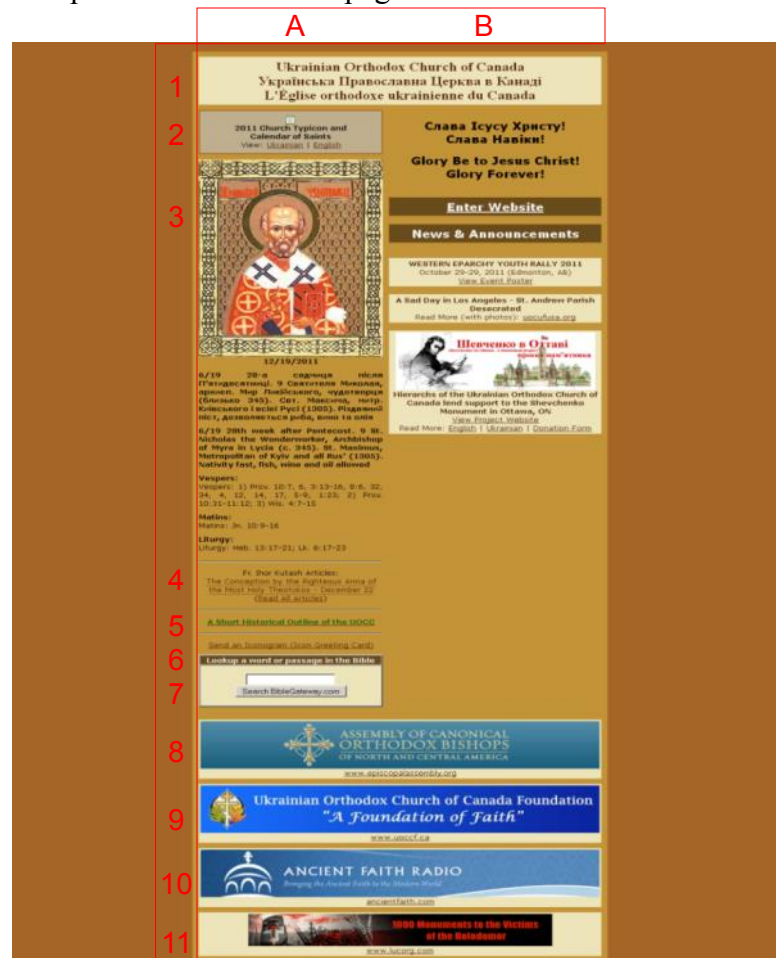


Figure 2.8: Grid locating units on the UOCC SS

The grid shows that the semantic units are mostly distributed in two halves of the page: columns A and B with the exception of the title and the four banners which occupy both columns. Let us briefly review the position of each unit on the page. The title of the website occupies a small stretch on the top of the page (A1). The “Typicon and calendar [of Saints]” unit (A2) along with the excerpt from the

calendar (A3) are anchored in the top left quarter of the SS and stretch further down occupying a considerable portion of the screen. The greetings in Christ (B2) are in the top right quarter of the page. The “Enter Website” link and the “News & Announcements” section (B3) are located below the greetings; the “News & Announcements” unit follows the “Enter Website” link, this section starts in the upper right quarter of the page and continues further down in parallel with the excerpt from the calendar. “Ihor Kutash Articles” (A4), “A Short Historical Outline of the UOCC” (A5), and “Send an Iconogram” (A6) links as well as the “BibleGateway.com” search engine (A7) are located in the bottom left area of the page. All four banners on the SS are located on the bottom of the SS and follow this order from top to bottom: “Assembly of [...] Bishops of North and Central America” (A-B8), “UOC Foundation 'A foundation of Faith'” (A-B9), “Ancient Faith Radio” (A-B10), “Holodomor” (A-B11).

The grid indicates a tendency of semantic units to form groups in a particular area of the page based on the composition of the units. For example, four banners (A-B8, A-B9, A-B10, A-B11) are grouped at the bottom of the page; collectively they occupy a position with the following coordinates: A-B8-11. There is also a tendency on the SS to accumulate more extended stretches of plain text in column A as compared to column B which may be linked to the fact that the excerpt from the calendar containing most of the plain text on the page is located in column A.

Overall, the semantic units on the SS are stacked which means that the page has a vertical orientation and it stretches considerably down in order to

accommodate all the units. In practical terms, the vertical orientation of the SS implies that the website visitors need to scroll down the page in order to see all the content; however, it is questionable if all the visitors (including youth) will follow the SS till the bottom since many modern websites are designed in such a way that all the important information is posted within the visible portion of the screen, without necessity to scroll either sideways or down. Therefore, on the UOCC SS, the content which is positioned in the lower rows (e.g. 6, 7, etc.) may not be read by visitors. Such design, thus, reduces the communicative potential of the site.

In summary, this subsection has discussed the role of the SS as it applies to the UOCC website. The SS has been shown to construct unnecessary obstacles for returning users and/or distract new users. However, in order to arrive at definitive conclusions concerning the realization of ideational metafunction it was necessary to analyze the design of the page in detail. Consequently, this subsection applied the New Media Design framework procedures to analyze the design of the SS. Fourteen semantic units have been identified. The units are provided mostly in English and Ukrainian; the title is the only unit where a different language (French) appears. The composition of the identified units yields four classes: plain texts, links, images, and banners. The banners represent a unique combination of plain texts, links, and pictures in a condensed, concentrated form and, therefore, have been identified as a separate class. The variability in unit composition enhances ideational metafunction and increases the communicative potential of the site. Using the grid, this subsection has located the position of the units. The

units have been shown to be located in 2 columns (A and B) and 11 rows (1-11).

With the units identified and their position located, it is now possible to proceed to the next steps of the analysis which lie in extraction of the non-linear model and determination of the underlying semantic structure of the page. These steps are undertaken in the following subsection (2.2.2).

### **2.2.2 The UOCC SS: Extraction of the non-linear model and determination of the underlying semantic structure**

The analysis in the present subsection is structured around the following steps: extraction of the non-linear model of the UOCC SS and determination of its underlying semantic structure. In order to extract the non-linear model, it is necessary to present the page in a simplified (in the sense of design) form which would clearly reflect the position of the individual units while revealing their semantics. The non-linear model of the UOCC SS will be presented in the form of a table. This form of presentation of the non-linear model depicts accurately the position of individual units on the SS and “photographs” their semantics in a way that also allows verifying if individual units form groups based on their position, class or semantics.

The first row and the first column (they appear in light grey colour) of the non-linear model (Table 2.1) reflect the position of individual units on the page. Two types of fonts are used to code the identified units: italics and regular fonts. Italics are used to code those units, the verbal component of which appears in the table exactly as on the page (e.g. *News & Announcements*). Regular fonts are used

to code the units the original representation of which has been altered in order to reflect their semantics rather than the form (e.g. the picture of an icon in A3 has been coded as Icon /picture/). All the data pertinent to the corresponding unit is provided in slashes. Specific information (such as article titles in section B3) has been omitted in order to concentrate on the overall semantics of the units rather than the individual components.

Col. Row	A	B
1	TITLE <b>GROUP I</b>	
2	<i>Typicon and calendar</i> UKR /link/ ENG /link/	Greetings in Christ
3	Excerpt from Calendar - Icon /picture/ - Calendar excerpt /UKR/ - Calendar excerpt /ENG/ - <i>Vespers</i> /readings of the day/ - <i>Matins</i> /readings of the day/ - <i>Liturgy</i> /readings of the day/ <b>GROUP II</b>	<i>Enter Website</i> /link/ <i>News &amp; Announcements:</i> - Article title 1 /link/ - Article title 2 /link/ - Article title 3 /link/ <b>GROUP I</b>
4	Ihor Kutash Articles - Article title /link/ Read all articles /link/	
5	<i>A Short Historical Outline of the UOCC</i> /link/ <b>GROUP I</b>	
6	<i>Send an iconogram</i> /link/	
7	/search window <i>Search BibleGateway.com</i> /button/ <b>GROUP II</b>	
8	<i>Assembly of [...] Bishops of North and Central America</i> /banner/ /link/	
9	<i>UOC Foundation "A foundation of Faith"</i> /banner/ /link/	
10	<i>Ancient Faith Radio</i> /banner/ /link/ <b>GROUP III</b>	
11	<i>Holodomor</i> /banner/ /link/	

Table 2.1: *The non-linear model of the UOCC SS*

The grid applied to the SS in the preceding subsection has already indicated the tendency of the units on the page to form groups based on their vicinity and function. However, the non-linear model allows observing another tendency of forming groups with respect to their semantics. Based on this principle, the units on the SS form three groups.

(7) GROUP I units are related to the UOCC and Church-community relations and are marked in blue – this group is represented by A-B1 (the title), A5 (“A Short Historical Outline of the UOCC”), B2 (the greetings in Christ), B3 (“Enter Website” and “News & Announcements”), and A6 (“Send an Iconogram”). Semantically, unit A6 is displaced on the page since it is not posted next to other units from the same group (column B), but on the opposite half of the page in line with the units from a different group (GROUP II).

(8) GROUP II comprises units marked in orange that are related to faith (Orthodox) and spiritual life: A2 (“Typicon and calendar”), A3 (“Excerpt from Calendar”), A4 (“Ihor Kutash Articles”), A7 (“BibleGateway.com” search engine).

(9) GROUP III units, marked in green, relate to other miscellaneous topics – this group includes units A-B8-11 (the banners) all of which represent a unique topic (historic events, radio broadcasting, Church leaders) which does not allow grouping these units semantically.

Relying on the UOCC SS non-linear model and using the New Media Design framework, it is now possible to proceed with the next step of analysis

which consists of determining the underlying semantic structure of the page. The process of determining the underlying semantic structure relies on the non-linear model in two ways: (1) it depends on the availability and the position of semantic units in a particular area of the page as demonstrated and (2) it uses the semantic groups of units indicated in the non-linear model.

As mentioned above, the New Media Design framework distinguishes six basic structures: the *star*, the *matrix*, the *tree*, the *network*, the *Given-New* structure, and the *Ideal-Real* structure. Characteristic of the *star* is the availability of a core concept (the nucleus) around which all other information is organized. However, the non-linear model of the UOCC SS does not correspond to such a structure because the semantic units on the SS do not adjoin one particular concept either semantically or structurally. It should be noted, nonetheless, that semantically, the title of the page (A-B1) forms a “rudimentary” nucleus of the *star* as the title represents the Church around which the website is constructed. However, this unit is not yet fully developed to function as a nucleus of the page because the semantic ties between this unit and the rest of the units on the SS are not always traceable. For example, the “Holodomor” banner (A-B11) belongs to a semantic field of history and genocide rather than the Church and religion and therefore does not adjoin the nucleus and cannot form the *star* structure with it. “Thor Kutash articles” unit (A4) does contain articles on topics related to Orthodox faith; however, it is not obvious how exactly this unit is connected to the UOCC (it does not enter attributive relations with the UOCC) and cannot adjoin the “nucleus” as its satellite either. For the *star*, these relations lack an



explicit connection which could be either semantic or structural (units semantically or spatially grouped around a concept).

The underlying semantic structure of the SS cannot be identified as the *matrix* either because this structure is organized around “the semantic principle of comparison, where information items are compared in terms of some attributes” (Martinec & Van Leeuwen, 2009, p. 5), which is not the case. The bilingual units on the page bear resemblance to the *matrix* since they can be compared according to the language feature; however, because there is only one opposition available, it does not form *matrix* relations. The UOCC SS cannot be classified as the *tree*, *classificatory* or *componential*, due to the lack of hierarchical relations among the units of either type on the page.

*Network* semantic structures are used for “showing connections between items of information that are not hierarchical (so they are unlike trees) and that are distributed rather than centralized (so they are unlike stars)” (Martinec & Van Leeuwen, 2009, p. 38). The four banners (A-B8-11) on the SS form such relations since they do not have a nucleus and are not subordinated semantically. The rest of the units on the SS do not share this type of structure because they are structurally separated into different poles, columns A and B.

The non-linear model of the SS shows that structurally the SS is divided into two halves (starting from row 2 to row 7): columns A and B, however, semantically these halves are not equal. Such a feature of information organization is characteristic of either *Ideal-Real* or *Given-New* structures. For the *Ideal-Real* structure, both halves into which a New Media Design product is

divided, are equal according to the formal parameter; semantically, however, one of the halves contains “the more general, or idealized, essence of the information (Ideal)”, while the other one includes “complementary details, or documentary evidence, down-to-earth practical realities (Real)” (Martinec & Van Leeuwen, 2009, p. 20). Moreover, most typical for *an Ideal-Real* structure is to divide a New Media Design product into two halves one of which is positioned on top of the other. The UOCC SS non-linear model demonstrates the opposite. The page has a vertical orientation with columns (not rows) A and B placed one beside the other. Such a feature distinguishes a *Given-New* structure from an Ideal-Real structure. Additionally, units that consist of a plain text as its main component are grouped in column A (e.g. the excerpt from the calendar and “Ihor Kutash articles” that displays a text without an additional click) while the units that consist only of titles and links as their main components are grouped in column B (e.g. the “Enter Website” link and the “News & Announcements” section). In this way users of the website are offered information which they can easily get acquainted with or already know on the left-hand side of the page (Given) and information that is not familiar to users but which they can still explore by following one of the links on the right (New). Therefore, columns A2-8 and B2-8 of the SS form a *Given-New* underlying semantic structure based on the features outlined above.

On the whole, the SS underlying semantic structure can be identified as consisting predominantly of two parts: the *network* (GROUPS I and II: A-B8-11) and the *Given-New* (GROUP III: A-B2-8) structure. There is also a potential for

the page to develop as the *star* due to the title's (A-B1) predisposition to form the nucleus which all other units could potentially join as the satellites. The presence of various simple underlying semantic structures may be the result of either Web master's deliberate design solutions or gradual adding of units without consulting the underlying semantics of the page.

In summary, in this subsection, the discussion has been structured around the following two steps of analysis: extraction of the non-linear model and determination of the underlying semantic structure of the UOCC SS. The non-linear model of the SS has been extracted based on the identified semantic units on the page and their position. The UOCC SS has been shown to have a vertical orientation. This feature may prevent users from viewing all the content on the page and, thus, reduce the communicative potential of the page. Three semantic groups of units have been identified: units related to the UOCC and Church-community relations (I), units related to faith (Orthodox) and spiritual life (II), units related to other miscellaneous topics (III). Relying on the non-linear model, the underlying semantic structure of the SS has been determined as a combination of the *network* and the *Given-New* structure. The *Given-New* semantic structure is most efficient for the purpose of comparison or juxtaposition of certain semantic units; however, since no semantic units on the SS have been revealed to be juxtaposed to any other semantic units on this page, the organization of the SS is not effective in this respect. The following subsection (2.2.3) will use the same analysis procedures applying them to the analysis of the UOCC HP.

### **2.2.3 The UOCC HP: Identification of the semantic units, their position, extraction of the non-linear model, and determination of the underlying semantic structure**

This subsection analyzes the UOCC HP. The analysis in this subsection starts with the identification of semantic units available on the page. The identified semantic units are then located on the HP after which the non-linear model of the page is extracted. The non-linear model is then explored to see if the units on the page form any groups. Finally, based on the non-linear model the underlying semantic structure of the HP is determined.

In order to navigate from the SS to the HP on the UOCC website, users need to follow the “Enter Website” link (B3) on the SS which bridges these two pages. The page on which users find themselves after clicking on the “Enter Website” link is not literally called “home”, but because it fulfils the functions of pages typically called a “home page” (most importantly, it provides access to the rest of the content and helps to orient users on the website), it is consequently called and treated as a HP in this research paper.

In order to provide a consistent presentation of the UOCC website, the snapshot of the UOCC HP provided below in Figure 2.9 is from the same data collection session (i.e. December 20, 2011).

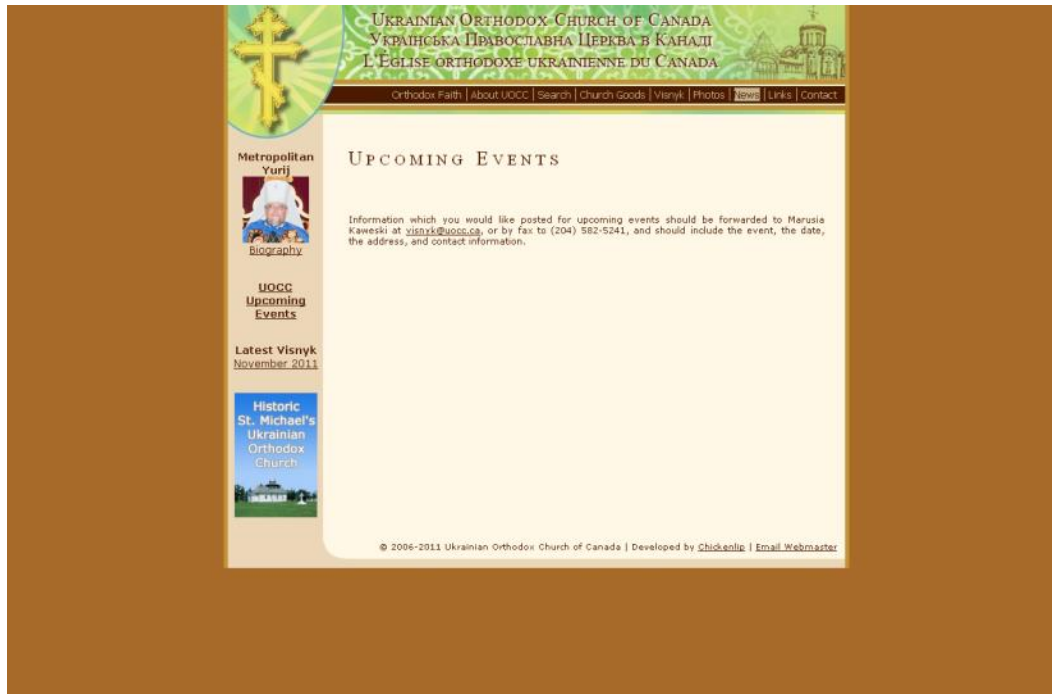


Figure 2.9: *The HP of the UOCC website*

The UOCC HP consists of 10 principal semantic units:

- 1) the title of the website;
- 2) the navigation bar:
  - a) “Orthodox Faith” – a drop-down menu<sup>15</sup>;
  - b) “About UOCC” – a drop-down menu;
  - c) “Search” – a navigation bar button;
  - d) “Church Goods” – a navigation bar button;
  - e) “Visnyk” – a navigation bar button;
  - f) “Photos” – a navigation bar button;
  - g) “News” – a drop-down menu;
  - h) “Links” – a navigation bar button; and
  - i) “Contacts” – a navigation bar button;
- 3) “Metropolitan Yurij Biography” – a picture and a link;
- 4) “UOCC upcoming events” – a link;
- 5) “Latest visnyk” – another link;
- 6) “Historic St. Michael’s Ukrainian Orthodox Church” – a banner;
- 7) “Upcoming Events” – a content section;
- 8) “© 2006-2011 Ukrainian Orthodox Church of Canada” – website copyright information;
- 9) “Developed by Chickenlip” – a link; and
- 10) “Email Webmaster” – a link.

<sup>15</sup> The term “drop down menu” is used in this dissertation to refer not only to the set of choices available in the form of a contextual menu, but also to the button that contains this set of choices.

The title of the website from the SS (1) reappears again on the HP. Unlike the SS though, the title on the HP is also positioned in line with an Orthodox Cross<sup>16</sup> ideationally communicating the context of Orthodoxy that underlies the website. Semantically thus, the verbal message and the image are in accord and both communicate the idea of Orthodoxy behind the site.

The navigation bar (2) consists of nine units: three drop-down menus and six buttons. The buttons in the navigation bar require a click to be activated which is important for users accessing the site from mobile devices since such organization will facilitate their navigation on the site. Three drop-down menus are called “Orthodox Faith”, “About UOCC”, and “News”; they appear in the navigation bar in the order mentioned. The drop-down menus are activated when a cursor slides over the corresponding unit (Figure 2.10) which may be not practical for visitors using mobile devices with touch screens.



Figure 2.10: *The “Orthodox Faith” drop-down menu on the UOCC HP*

The drop-down menus (a, b, and g) are organized in the following way:

1. “Orthodox Faith”: a) Articles, b) Mission Pamphlets, c) Guiding Principles Bible Study, d) Orthodox Christian Beliefs and Practices,

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<sup>16</sup> The Orthodox Cross is made of one vertical and three horizontal bars resulting in 8 ends which symbolize the eternity.

- e) Epistles, and f) Sermons;
2. “About UOCC”: a) Episcopate, b) A Brief History of UOCC, d) Historic St. Michael’s Ukrainian Orthodox Church, e) Documents and Forms, f) Education, g) Missions, h) Camps, i) Publications, j) Administration, and k) Photo Gallery; and
  3. “News”: a) Upcoming Events, b) Metropolitan Yuriy’s Schedule, c) Press Releases and Announcements, d) Sobor 2010<sup>17</sup>, e) CYMK – Ukrainian Orthodox Youth.

The organization of the units into drop-down menus with several choices<sup>18</sup> in each allows avoiding encumbrance of the page and provides an easy access to different choices. There is an issue, however, that may ensue in this connection: the drop-down menus contain quite a long list of choices which need to be organized based on their semantics so that users could access information they need; otherwise the drop-down menus may confound users rather than assist them.

The “Search” (c) is a button and is another item in the navigation bar. This item leads to a separate page with two search engines: (1) search of parishes and (2) search of clergy. Thus, neither the HP nor SS provides a general search option (the SS has only a “BibleGateway.com” search engine).

The “Church Goods” button (d) is placed after the “Search” button in the navigation bar. According to the hierarchy of periodicity principle, “the main topics of the outline should be condensed in the first level of the product’s navigation” (Martinec & Van Leeuwen, 2009, p. 178), this button would, thus,

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<sup>17</sup> “Sobor” is a transliteration of a Ukrainian word which means “council”. In the given context, the reference is to the Council of bishops in 2010.

<sup>18</sup> The “choice” is a term used in reference to a drop-down menu item.

need to connect to a list of goods available; however, instead of this, the “Church Goods” button connects to a page providing information on the contacts of the people in charge of church goods, rather than on the goods themselves. This signifies that this unit does not realize its communicative potential and, what is more, may confound users.

The “Visnyk” unit (e) is a button that takes users to the page with the Church newspaper called “Visnyk” (The Herald). Additionally, the “Visnyk” unit appears one more time on the page: as a separate link in the navigation bar on the left-hand side of the page (5).

The “Photo” unit (f) is another button in the navigation bar. Unlike the “Visnyk” button appearing on the page twice, the “Photo” button appears on the page only once. The latter button connects to a separate page with a list of photos in connection with a variety of Church-related and community-related events.

Two remaining units in the navigation bar are the “Links” (h) and “Contacts” (i) buttons. The “Links” button is not motivated semantically. In other words, it is not clear to which page the button connects<sup>19</sup>. The “Contacts” button takes users to a page that allows them to find contact information on the UOCC eparchies, the Metropolitan, and some other people and organizations. In order to contact the Web master, users would have to use the “Web master’s email” link.

The “Metropolitan Yuriy Biography” unit (3) is visually prominent on the page since it contains not only a plain text, but also an image, unlike most of the

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<sup>19</sup> In fact, the page to which this unit connects may disorient users of the site since due to an extensive content the length of the page extends considerably as compared to the host HP. This requires not only longer time for the page to download, but also raises the question of how user-friendly the page is since it might be difficult to find a particular piece of information that users might need.



other units on the HP. The “Metropolitan Yurij Biography” unit appears next to the “UOCC upcoming events” and “The Historic St. Michael's Ukrainian Orthodox Church” units. Unlike the “Metropolitan Yurij Biography” unit, the latter two units have previously appeared as choices in the “About UOCC” and “News” drop-down menus of the navigation bar. The availability of these units in the form of separate links may facilitate their retrieval by users.

The “UOCC upcoming events” unit (4 and 7) is represented in three different ways: a link in the side navigation pane, a choice in the “News” drop-down menu, and a central section on the HP. There is not much to be said about this unit except for the fact that the link and the choice in the “News” drop-down menu perform the same function – they provide access to the UOCC upcoming events from any place of the website excluding the SS.

The “The Historic St. Michael's Ukrainian Orthodox Church” unit (6), similar to the “Metropolitan Yurij Biography” unit, also contains a picture; however, while the former is a banner on which users can click to navigate to the corresponding page on the site, the latter contains a picture which is not clickable.

The remaining units on the HP are “© 2006-2011 Ukrainian Orthodox Church of Canada” (8), “Developed by Chickenlip” (9), and “Email Webmaster” (10). These units provide additional information on the website: its copyright information, the developer’s information, and how to contact the Web master. Thus, these units can be said to perform a supporting function. Together they form an auxiliary bar of the site.

It should be noted that the units on the page are not identical in terms of

their composition and form four classes: plain texts, links, images, and banners. Some units consist of plain texts and/or links anchored in them (e.g. “Upcoming events” content section); others combine plain texts with images (e.g. “Metropolitan Yuriy Biography” unit); banners combine plain texts, links, and images (e.g. the “Historic St. Michael's Ukrainian Orthodox Church” unit). The availability of units with varied composition enhances ideational metafunction through more efficient presentation of content and thus increases the communicative potential of the HP.

Before the non-linear model of the page can be extracted and the underlying semantic structure determined, it is necessary to locate the position of the identified units on the page. In order to locate the exact position, the two-dimensional grid will be used. The grid for the UOCC HP consists of two columns: A and B and seven rows: 1 to 7 (Figure 2.11). Because the analysis is focused on the overall design of the page rather than individual units, the navigation bar and the auxiliary bar are treated as two wholes rather than a number of individual units and their position is reflected accordingly in the grid (column B).



Figure 2.11: Grid locating units on the UOCC HP

Let us briefly review the position of the identified units on the page. The title of the website (A-B1) occupies a narrow stretch on the top of the page. The “Orthodox Faith”, “About UOCC”, and “News” drop-down menus as well as the “Search”, “Church Goods”, “Visnyk”, “Photos”, “Links”, and “Contacts” buttons are a part of the horizontal navigation bar (B2) located below the title. The “Metropolitan Yuriy biography” link and picture (A3), the “UOCC upcoming events” unit (A4), the “Latest Visnyk” link (A5) and the “Historic St. Michael's Ukrainian Orthodox Church” banner (A6) are located on the page’s left and are stacked in the navigation pane. The “Upcoming Events” section (B3-6) occupies the central part of the page bordered by the navigation bar on top, the auxiliary bar at the bottom, and the navigation pane on the left. The auxiliary bar (B7) is located at the bottom of the page.

Overall, similar to the SS, the HP consists of two columns; however, the structure of the HP is different. In contrast to the columns, the rows tend to be more extensively filled with semantic units (e.g. various units within the

navigation bar and the auxiliary bar). This arrangement of the units on the HP indicates the overall horizontal orientation of the page (in contrast to the SS which is vertically-oriented). In practical terms, the horizontal orientation means that users may not need to scroll down the screen to view the whole page even if they are using a relatively small screen (e.g. 14”). This is an improvement over the SS since some users, for example youth, who are used to modern “short” websites adjusted for portable digital devices may prefer not to scroll down a long page.

Based on the grid, it is now possible to extract the non-linear model of the HP. Similar to the SS non-linear model, two types of fonts will be used for the HP non-linear model: italics to code those units the textual component of which appear on the HP as indicated in the model and regular type to code the units whose semantic content only has been preserved. The “↖ ↗” sign is used for coding the drop-down menus in the navigation bar.

Col. Row	A	B							
1	<i>Orth. Cross</i> /picture/	TITLE <b>GROUP I</b>							
2	<i>Orth. Faith</i> ↖ ↗	<i>About</i> ↖ ↗	<i>Search</i> ↖ ↗	<i>Church Goods</i>	<i>Visnyk</i>	<i>Photos</i>	<i>News</i> ↖ ↗	<i>Links</i>	<i>Contacts</i>
3	<i>Metropolitan Yuriy</i> /picture/ <i>Biography</i> /link/	<i>Upcoming Events</i> <b>GROUP I</b>							
4	<i>UOCC Upcoming Events</i> <b>GR. I</b> /link/								
5	<i>Latest Visnyk November 2011</i> /link/								
6	<i>Historic</i> <b>GR. II</b>								

	St. Michael's UOC /banner/			
7		© 2006-2011 Ukrainian Orthodox Church of Canada	<b>GROUP III</b> Developed by Chickenlip /link/	Email Webmaster /link/

Table 2.2: *The non-linear model of the UOCC HP*

The four groups outlined above have been identified by their position on the page and in relation to their function. However, in order to determine the underlying semantic structure of the page it is also necessary to examine which groups the units form (if any) based on the semantic principle. Semantically, the units on the HP form three distinctive groups.

- (1) GROUP I comprises units marked in blue that are related to the UOCC and Church-community relations: A-B1 (the title), most of the items from B2 (the navigation bar): “About UOCC”, “Search” [the UOCC website], “Church Goods”, “Visnyk”, “Photos”, “News”, “Links”, and “Contacts” as well as the following units: A3 (“Metropolitan Yurij Biography”), A4 (“UOCC Upcoming Events”), A5 (“Latest Visnyk”), A6 (“Historic St Michael's UOC”), and B3-6 (“Upcoming Events”).
- (2) GROUP II units, marked in orange, relate to faith (Orthodox) and spiritual life – this group comprises the remaining drop-down menu from B2 (the navigation bar): “Orthodox Faith” as well as the “Visnyk” button and unit A5 (“Latest Visnyk”); the “Visnyk” button, and the “Latest Visnyk” unit deal with miscellaneous topics related to the UOCC, the community, and faith and, therefore, they are shared with GROUP 1.
- (3) GROUP III units are related to the technical aspects of the website and are marked in green – this group is represented by B7 (the auxiliary bar).

The UOCC HP non-linear model reveals that the boundaries of the semantic groups are not well-defined and that units belonging to the same semantic group are scattered all over the page: (for example, units belonging to GROUP II are found in A4 and B2). The structural vicinity of the units belonging to different semantic groups suggests that the units on the page are not grouped on the semantic principle. This feature may reduce the communicative potential of the page since information which is not arranged semantically may disorient new users on the page including youth.

Relying on the HP non-linear model, it is now possible to determine the underlying semantic structure of the page. The title (A-B1) and the navigation bar (B2) are the most prominent elements on the page occupying the top position and performing multiple functions (e.g. search, orientation of users, news). Semantically, the individual items in the navigation bar refer to different aspects of the UOCC (e.g. the “About UOCC” drop-down includes such choices as “Episcopate”, “Epistles”, and “A Brief History of UOCC”) and life in the community (e.g. the “Photos” and “News” buttons containing photos and news related to community-focused events) all of which tell users something about an aspect of the UOCC life or life of the community. The individual units in the navigation pane on the left (A3-7) and the section B3-6 also contain units related to the UOCC and the community. Therefore, most of the individual units on the HP belong to either the UOCC or community-related topics which form the semantic core of the page – the nucleus. The nucleus would need to be represented on the HP by the title A-B1; however, on the HP there is no explicit

mentioning of the important part of the nucleus – the community.

The individual units on the HP address various aspects of the UOCC and life in the community and thus “specify the characteristics, or attributes, of the nucleus or they define its identity” (Martinec & Van Leeuwen, 2009, p. 8). In other words different units tell something about the UOCC or life in the community and therefore, they are attached to the core as its satellites. Together the nucleus and the satellites form the *star* structure that underlies most of the page (A-B1-6) (except the units shared with or belonging to GROUP III).

The UOCC HP has also been examined to see whether its underlying semantic structure includes element of the *matrix*. However, since the characteristic feature of the *matrix* is the semantic principle of comparison among units according to some attribute, this semantic structure does not correspond to the semantics of the HP containing information on a variety of topics rather than on a variety of attributes of a topic.

The left navigation pane resembles a hierarchy that is characteristic of the *tree*; however, the units that make up the left navigation pane are not subordinated to any topic on the basis of either *classificatory* or *componential* relations and, therefore, do not form the *tree* semantic structure.

The auxiliary bar (B7) and the items that make it up adjoin the page based on different types of relations (e.g. “Developed by Chickenlip” link *combines* with the “Email Webmaster” item in the auxiliary bar and *co-occurs* with the “Contacts” button in the navigation bar). Semantic ties consisting of nodes and relations of different kinds are characteristic of the *network* (Martinec & Van

Leeuwen, 2009). Thus, the underlying structure of the individual items of the auxiliary bar is the *network*.

The HP has been analyzed to see whether it contains other underlying semantic structures. The groups of units and the location of the individual units on the page indicate no distinctive polarization of units (top to bottom or left to right) that is typical for either *Ideal-Real* or *Given-New* structures. Moreover, the HP cannot be recognized by either of these structures because the information found on it is not polarized in top-bottom (*Ideal-Real*) or left-right (*Given-New*) order and also because it does not contain any distinctive semantic contrast or opposition.

In summary, ten major semantic units have been identified on the UOCC HP. The analysis of the identified units shows that they are not the same. Some of them consist of plain texts, while others also contain links and/or pictures. The variability in unit composition enhances ideational metafunction and contributes positively to the overall communicative potential of the website. The position of the identified semantic units has been determined with the help of the grid. The grid has shown that the units are located in two columns: A, B and seven rows: 1 to 7. Based on the available semantic units and the grid, the non-linear model of the page has been extracted. The non-linear model of the HP has revealed that there are three distinctive semantic groups on the page: units related to the UOCC and Church-community relations (I), units related to faith (Orthodox) and spiritual life (II), and units related to the technical aspects of the website (III). Relying on the non-linear model the underlying semantic structure of the HP has been



extracted which is represented by a combination of the *star* and the *network*.

To recapitulate, to this point, the analysis has focused on determining the underlying semantic structures of both SS and HP. The analysis of the UOCC SS and HP has shown that the semantic structures underlying the pages differ. While the *Give-New* structure and the *network* underlie the SS, the *star* and the *network* underlie the HP. The occurrence of more than one underlying structure within the pages characterizes them as complex New Media Design products. In order to determine the communicative potential of the SS and the HP it is necessary to correlate their design with the strategies of the website. The following subsection will concentrate on the UOCC website strategies.

#### **2.2.4 Correlation of the existing design of the UOCC SS and HP with the website strategies**

The present subsection concentrates on the UOCC website strategies and discusses them in relation to the design of the SS and the HP. For the purpose of identifying the website strategies an interview was conducted with the chief editor of the site (July 13, 2012). The educational background of the chief editor is in journalism and her main responsibilities concerning the websites are to prepare and/or review the materials for the site. According to the chief editor, the site changed over the last several years; a number of changes were implemented although many features were preserved. Therefore, in order to understand the present strategies of the website, it is necessary to consider the website objectives in the recent past as the background for the current development.

“In the past, the intended audience of the website was more to reach just our own Ukrainian Orthodox Church of Canada faithful and parishioners. [...] Main aim of the website would be [...] to provide them with extra information that they need for Church-related activities and events, [including] news items about Church events and related items or information about our camps or our bylaws. And these things are quite specific to our Church and our faithful that the rest of the world wide audience would not be necessarily interested in” (M. Koval<sup>20</sup>, interview, July 13, 2012).

This quote suggests that in the recent past the website was intended in particular for the members of the Church. Today, however,

“we are also aware that there is more [...] attention from other places towards to our Church so it also places another aim: besides providing this supplementary information and even primary information [to the members of the Church], we will be developing the way that the news website are set up [to target a wider audience]: some of the video and visual things; that would be a primary vehicle for a lot of news and announcements” (M. Koval, interview, July 13, 2012).

Thus, the important difference between the website in the past and in the present is that today it is intended not only for the members of the Church, but also for other people from the wider community using the website. In other words, the website strategies have shifted from targeting exclusively the Church members towards inclusion of non-members including youth who are not familiar with the Church and/or the community. Another important change is that the strategies of the website have also shifted towards inclusion of more audio-video materials for users.

Importantly, with respect to the members of the Church, the website is now intended to be able to differentiate between specific groups of people within the membership, including youth, rather than targeting all members simultaneously:

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<sup>20</sup> The real name of the interviewed has been altered in order to protect the personal information.

“We would like to target different people within the membership and the faithful. So, for example, [groups] like families and, of course, youth have to be [...] represented” (M. Koval, interview, July 13, 2012).

This signifies that the website's strategies have become more focused to include not just members of the Church in a most general sense, but also target certain categories of people such as families and youth.

Hence, families and youth are seen as important groups that the website is intended to target. Such topics as Church-related activities, news, announcements, and documents (e.g. summer camp forms) are provided for these categories of users. In addition to this, the website is also intended for people from a wider community who may navigate to the site. In order to communicate efficiently and effectively with both categories audio-video materials have been suggested as primary vehicles. Accordingly, these strategies should be reflected in the design of the website.

The analysis of the SS and the HP and the correlation of the available design with the website strategies show that in terms of the communicative potential of the UOCC three issues ensue:

- (1) since the objective of the site is to provide information to various categories of users within the existing community and not to exclude communication with other people, the website should be as accessible to both returning and new users as possible; however, the SS allows users to access only a few sections on the site and, thus, prevents them from accessing all the sections and pages available on the site;

- (2) the *Given-New* underlying semantic structure of the SS cannot effectively correlate with the website strategies: the strategies of the website are not so much to compare or to juxtapose certain content (for which purpose the *Given-New* structure would serve) as to integrate it in a way allowing maintaining dialogue with the existing members of the community and while setting a contact with new users; and
- (3) the SS and HP do not reflect the strategies of the website fully in that both are missing a section or a prominent group of units that explicitly addresses various categories of users within the community such as families and youth as well as new users on the site.

Two of the issues above (1 and 2) are connected to the SS, namely its restricting character and underlying semantic structure. The other issue (3) is connected to the organization of information on the SS and HP that cannot effectively meet the strategies of the website. These three issues suggest that the present design of the SS and the HP does not allow ideational metafunction to be effectively realized and considerably restricts the communicative potential of the site.

In summary, this subsection has examined the strategies of the UOCC website and has correlated them with the existing designs of the SS and HP. The strategies of the website have been shown to develop over time. Presently, the website is intended to target different categories of members within the Church community (such as families and youth) and other people from a wider

community. The main vehicle of communication on the site has been named audio-visual content. The analysis of the design of the UOCC SS and HP and its correlation with the website strategies reveal three issues that ensue in connection with the realization of ideational metafunction on the website: the restrictive character of the SS, the inappropriate underlying semantic structure of the SS, and the lack of sections overtly devised for specific categories of users. These issues deviate from the strategies of the site to provide information for users including families and youth in an efficient way. The following subsection (2.2.5) briefly reviews the findings and draws conclusions concerning the analysis of the results in the present section.

### **2.2.5 Conclusions of section 2.2**

The present section has addressed the design of the UOCC SS and the UOCC HP. The analysis has been structured around the following five points: the identification of semantic units on the page, location of their position, extraction of the non-linear model, the determination of the underlying semantic structures, and correlation of the correlation of the existing website design with the website strategies.

The first step of the analysis has revealed that there are fourteen and ten semantic units on the SS and HP respectively. The form of the identified units on both pages yields four classes: plain texts, links, images, and banners.

The second step of the analysis located the position of the units on the pages in relation to other units and the page. For this purpose the two-dimensional

grid has been used. The units on the SS have been shown to be located within two columns (A and B) and fourteen rows (1 to 14); the units on the HP are located within two columns (A and B) and seven rows (1 to 7). The SS is characterized by the vertical orientation of the page since more units are distributed within columns than within rows, whereas the HP is characterized by the horizontal orientation since more units are distributed within rows than within columns. The horizontal orientation of the latter may be seen as an improvement since this allows users to view the content without a necessity to scroll down the page.

Within the third step of analysis, the non-linear models of the pages have been extracted based on the identified semantic units and the grid. The analysis has revealed that the SS contains the following three distinctive semantic groups: units related to the UOCC and Church-community relations (I), units related to faith (Orthodox) and spiritual life (II), and units related to other miscellaneous topics (III). The HP also contains three similar groups; they are: units related to the UOCC and Church-community relations (I), units related to faith (Orthodox) and spiritual life (II), and units related to the technical aspects of the website (III).

The fourth step of analysis has determined the underlying semantic structures of the SS and HP which has been done relying on the non-linear models of the pages. Their semantic structures are the *Given-New* structure and the *network* (the SS) and the *star* and the *network* (the HP). The availability of multiple structures within the SS and HP characterizes their design as complex New Media Design products. The *Given-New* structure is appropriate for the purpose of comparison; however, as the analysis shows, this is not the case. This

reduces the communicative potential of the site. The *network* unites the semantic units with various types of semantic relationships among them. This corresponds effectively to the function of the auxiliary bar and therefore, choosing the *network* structure in this case enhances ideational metafunction and optimizes the communicative potential of the units. The *star* allows focusing on the UOCC and the community as the focal points of the site and its semantic core and thus may fit well the intended purpose of the site; however, the *star* is not fully developed and constitutes only a “rudimentary” *star* structure at its present state, the issue which needs to be addressed in order to augment the communicative potential of the site.

Finally, in addition to the semantic analysis of the UOCC SS and HP, an interview with the chief editor of the site has been conducted in order to find out the strategies of the site. This step permitted issues to be identified, namely, the mismatch between the restricting character of the SS and the strategies to provide relevant information to the users in an accessible way, the inappropriate underlying semantic structure of the SS, and the lack of a section overtly designated for distinctive community groups and new users on the SS and HP. These issues show that the realization of ideational metafunction is restricted and the communicative potential of the UOCC website is limited. The following section (2.3) will follow the same steps of the analysis in exploring the design of the UOC-MP website HP.

## **2.3 The Ukrainian Orthodox Church – Moscow Patriarchate website design**

The present section focuses on the UOC-MP website. Unlike the UOCC website, the UOC-MP website does not have a SS. Therefore, only the HP of the site will be analyzed in the current section.

In the present analysis, the same procedures as have been used in the analysis of the SS and the HP of the UOCC website are applied to the analysis of the UOC-MP HP. More specifically, the following operations are performed: first, the semantic units on the UOC-MP HP are identified and their position is located, then the non-linear model of the page is extracted and after this the underlying semantic structure is determined (2.3.1). Finally, the existing design of the HP is correlated with the website strategies (2.3.2). The section concludes with an overview of the results of the analysis (2.3.3).

### **2.3.1 The UOC-MP: Identification of semantic units, their position, extraction of the non-linear model, and determination of the underlying semantic structure**

This section concentrates on the UOC-MP HP. The discussion in the present section is structured around the following points: identification of the semantic units, their location on the page, extraction of the non-linear model, and definition of the underlying semantic structure. The snapshot of the HP taken on May 20, 2012 is provided below:



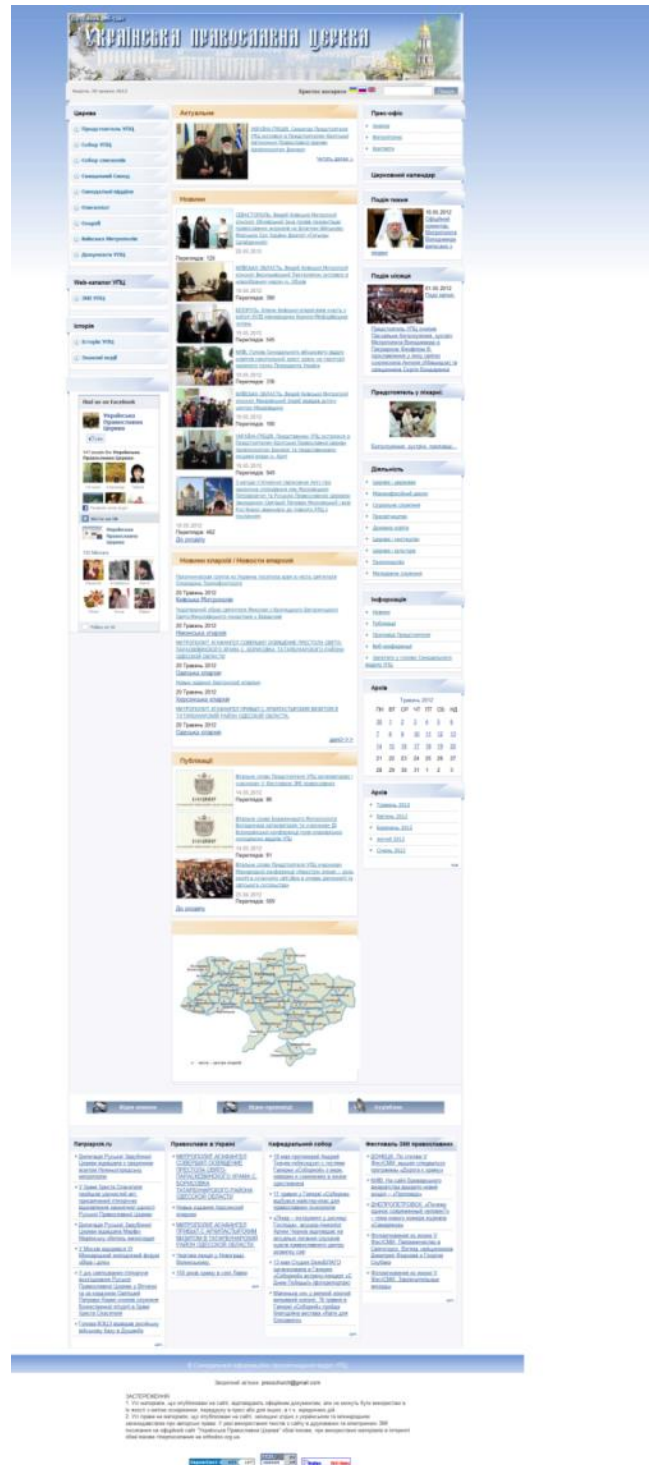


Figure 2.12: The HP of the UOC-MP website

The snapshot in Figure 2.12 represents the Ukrainian-language version of the site. Therefore, most of the units appearing on the page are either in Ukrainian or Russian (which is widely understood by Ukrainian users). The Ukrainian

version of the site has been chosen because it is the most up-to-date and most complete version of the site. For convenience of analysis the Ukrainian names of the sections are provided in English. Thirty-five distinguishable semantic units can be identified on the page:

- 1) the title of the website;
- 2) the current day and date;
- 3) the greetings in Christ – a running line;
- 4) the language switch board;
- 5) the search engine;
- 6) “Church” – a content section;
- 7) “UOC Web catalogue” – a content section;
- 8) “History” – a content section;
- 9) “Find us on Facebook/We’re on VK” – a social media section;
- 10) “Latest news” – a content section;
- 11) “[Official] news”<sup>21</sup> – a content section;
- 12) “Diocesan news”<sup>22</sup> – a content section;
- 13) “Publications” – a content section;
- 14) “Dioceses” – an interactive map;
- 15) “Press-office” – a content section;
- 16) “Church calendar” – a content section;
- 17) “Event of the week” – a content section;
- 18) “Event of the month” – a content section;
- 19) “Primate in hospital” – a content section;
- 20) “Activity” – a content section;
- 21) “Information” – a content section;
- 22) “Archive” – an interactive calendar and a content section;
- 23) “Video News” – a link;
- 24) “Video Sermons” – a link;
- 25) “Audio block” – a link;
- 26) “Patriarchia.ru” – a content section;
- 27) “Orthodoxy in Ukraine” – a content section;
- 28) “Cathedral” – a content section;
- 29) “Festival of Orthodox media” – a content section;
- 30) “© Synodal information and enlightening department of the UOC” – website copyright information;
- 31) “Feedback” – a notice and a link;
- 32) “Cautions” – a content section;
- 33) “bigmir)net” – a banner;

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<sup>21</sup> As the evidence suggests, in the available corpus, depending on the date, this section appears under the title of either “Official news” or “News”.

<sup>22</sup> On the snapshots taken during earlier data collection sessions, this section was called “News of ‘Orthodoxy of Ukraine’ website”.

- 34) “rating@mail.ru” – a banner; and
- 35) “orphan system” – a banner.

The title of the UOC-MP HP (1) runs as follows “Official website. Ukrainian Orthodox Church”. Similar to other units on the page, the language of the title is in Ukrainian. The type of fonts used for the title corresponds to the type used in Church Slavonic scriptures. Therefore, this font type helps to align the users into an axiological community that relies on ancient Orthodox traditions of Ukraine of the time of Kievan Rus. Moreover, the title is framed with an image which depicts a) a blooming chestnut tree, b) a city panorama, and c) a big Church with golden domes. The chestnut tree is a symbol of Kyiv familiar to most Ukrainians; the panorama of the city depicts views of their capital which are also known nationwide; finally, the Church is Kiev Pechersk Lavra – the biggest Orthodox monastery in Ukraine. Thus, the images with which the title is framed are symbolic and positioning them in line with the title communicates Ukrainian Orthodox context to the whole HP due to the prominent (top) position of the title. The title of the website also functions as a homer, that is, users who navigate on the site can easily navigate back to the HP by clicking on the title.

The current day and date (2), the greetings in Christ (3), the language switch board (4), and the search engine (5) greet the users and help to orient them on the site by providing the current date, greetings on the occasion of the current feast, three language options (Ukrainian, Russian, and English) and the possibility to make a search of the site. Unlike the UOCC website, the greetings on the UOC-MP site are made in the form of a running line which helps to attract and retain users’ attention. Moreover, providing the Russian-language option makes it

possible to appeal not only to Ukrainian-speaking users, but also to Russian-speaking users who represent a considerable share of the Ukrainian population as Ukrainian society is mostly bilingual; the English version may be appealing to users from abroad (e.g. Canada, the USA) who may use the website. Finally, the search option allows conducting a general search on the site, unlike the UOCC website where the search is limited to parishes or clergy. Thus, these units make the website more practical and more accessible for people regardless of their linguistic background.

The “Church” content section (6) consists of the following items: “Primate of the UOC”, “Sobor of the UOC”, “Sobor of bishops”, “Holy Synod”, “Synodal departments”, “Episcopate”, “Dioceses”, “Kyivan Metropolis”, and “Documents of the UOC”. Other units that are posted in closest vicinity to this unit are the “UOC Web catalogue” (it consists of the sole item – “UOC media”) (7) and “History” (it consists of the “History of the UOC” and “Prominent events” items) (8) content sections as well as the “Find us on Facebook/We’re on VK” social media section (9). Units 6-8 occupy a prominent position on the extreme left of the HP. This arrangement allows the users of the website to access a variety of topics related to the UOC-MP through the items within these sections since all the items are given in the form of links. The “Find us on Facebook” social media section (9) is intended for Facebook and VK users who would like to follow the Church-related information on social media.

The “Latest news” (10), “[Official] news” (11), “Diocesan news” (12), and “Publications” (13) content sections are the main sources of news on the site.

They consist of article titles represented by links. The “Latest news” unit contains only one chosen article which may be on any Church-related topic. The “[Official] news” unit consists of news article titles on a variety of Ukraine-wide importance and international news. The “Diocesan news” unit focuses on news in connection with a specific diocese of the UOC-MP. Lastly, the “Publications” unit contains the Metropolitan’s and other clergy’s epistles in connection with upcoming or ongoing religious (e.g. Easter) or social (e.g. greetings to the participants of the Fifth Festival of Orthodox Media) events. The difference between these sections, apart from the topics they discuss, is in the availability of images as a part of news headlines. Images add salience to headlines and may attract users’ attention and increase interest towards the content of the article (for example, by depicting the event which is discussed in the verbal content of the headline). Therefore, the images can be said to contribute positively to the overall communicative potential of the site. However, only three of the above-mentioned sections contain images. The “Diocesan news” section does not have any images.

The “Dioceses” unit (14) is represented by an interactive map in the form of Ukraine. The map is divided into segments representing the cities of Ukraine that host the UOC-MP dioceses. When the cursor slides over a particular segment, it becomes highlighted; however, a left click is required in order to activate the function. Clicking on a specific diocese takes users to a page with detailed information concerning this diocese including the website address if applicable which is very important in terms of building dialogic relationships with users on the Web because users can further explore a topic of their interest. Taking into

account the overall shift of the WWW towards more visually-enhanced communication, this unit presented in the form of a map permits disseminating information in an efficient way.

The “Press-office” (15) and “Church calendar” (16) units are content sections. The former consists of items such as “Announcements”, “Photo Chronicle”, and “Contacts” while the latter does not contain any information. The items in the “Press-office” section are provided in the form of links which allow users to view latest announcements and photographs or contact the editors of the site. The “Church calendar” is not functional. This suggests that the site is either under construction or is not updated regularly. Units which are not functional reduce the communicative potential of the site since visitors, especially new users, may be discouraged from exploring the website if they believe that it is under construction or not updated regularly.

The “Event of the week (17), “Event of the month” (18), and “Primate in hospital” (19) are content sections which inform users of an important event of the week (17) or the month (18) and of the latest news concerning the Primate’s health<sup>23</sup> (19). All three sections consist of a clickable article headline and include one picture each. The pictures add prominence to these units on the page.

The “Activity” (20) and “Information” (21) are two more content sections that consist of a number of items. The former consist of the following items: “Church and state”, “Interconfessional dialogue”, “Social service”, “Enlightening”, “Spiritual education”, “Church and art”, “Church and culture”, “Pilgrimage”, and “Youth’s service”; while the latter consists of the “News”,

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<sup>23</sup> At this time, the Primate of the UOC-MP, Metropolitan Volodymyr, was in hospital.

“Publications”, “Primate’s sermons”, “Web conferences”, and “Ask the head of the Synodal department of the UOC” items. Unlike the content sections discussed above, these units (21 and 22) do not contain any images and are less salient on the page due to this fact. Another reason why these units are less salient is that they are posted closer to the bottom of the page.

The “Archive” unit (22) is represented by a) an interactive calendar and b) a content section. The interactive calendar allows users to navigate to the news posted on a particular date in the past by clicking on the date in the calendar. The content section consists of links to the recent five months of the archives. Similar to the map, this unit presents information visually which increases efficiency of its presentation. However, since the information is provided in the form of an interactive calendar, there is no need for duplicating it by positing a separate content section below since this may confound users. Moreover, omitting duplication would save space in the given area of the HP which is already used quite extensively as compared to the opposite side.

The “Video News” (23), “Video Sermons” (24), and “Audio block” (25) units are links that are connected to the corresponding pages of the site. These links are posted in line below other units discussed above in this subsection.

The “Patriarchia.ru” (26), “Orthodoxy in Ukraine” (27), “Cathedral” (28), and “Festival of Orthodox media” (29) are content sections that contain news article headlines from other websites (after which the sections are named). The headlines, however, are not as prominent as other headlines on the page because these content sections (26-29) are positioned closer to the bottom of the HP and

are preceded by a considerable amount of other content.

Finally, the remaining units are a combination of website copyright information (the “© Synodal information and enlightening department of the UOC” (30), Cautions” (32)); a feedback email link (“Feedback” (31)), and banners (“bigmir)net” (33), rating@mail.ru (34), “orphus system” (35)). These units inform the users of the site concerning the copyright issues regarding the information on the site and also allow contacting the website chief editor. The banners serve as links to partner websites which provide statistics for the site, as well as contact information for feedback, and the option for correction of spelling mistakes.

Thus far, thirty-five semantic units have been identified. Notably, the units on the page are not identical in terms of their composition. While some consist of plain texts and/or links anchored in them (e.g. the greetings in Christ, “Church”, and “Diocesan news” units), others contain images (e.g. the “Latest news” and “Publications” content sections) and/or interactive features (e.g. the “Dioceses” unit). Thus, in terms of composition, the units on the page form such classes as plain texts, links, images, banners, and interactive features. Different classes of units may combine or may be represented separately. The varied composition of units on the page enhances ideational metafunction by presenting information in many different ways including verbal and visual modes.

In order to extract the non-linear model of the page, it is necessary to identify the location of the units; however, before doing this, it is necessary to note that the units on the page indicate a tendency to form groups based on their



position. Specifically, the current day of the week and date (2), the greetings in Christ (3), the language switch board (4), and the search engine (5) are aligned on the page in the same row which forms the website's status bar to orient users. The "Church" (6), "UOC Web catalogue" (7), "History" (8) content sections and "Find us on Facebook" social media section (9) form the website's navigation pane on the left-hand side of the page, while the "Press-office" (15), "Church calendar" (16), "Event of the week" (17), "Event of the month" (18), "Primate in hospital" (19), "Activity" (20), "Information" (21), and "Archive" (22) units form a navigation pane on the right-hand side of the page. Finally, the "© Synodal information and enlightening department of the UOC" (30), "Feedback" (31), "Cautions" (32), "bigmir)net" (33), rating@mail.ru (34), and "orphus system" (35) units form the auxiliary bar of the UOC-MP site. The identification of these groups will further facilitate the process of locating their position on the page as can be seen below.

Applying the same procedures as in the sections above, it is now possible to locate the position of the identified units and the groups of units on the page. The two-dimensional grid can be used for this purpose. The grid for the UOC-MP HP consists of three columns (A, B, and C) and ten rows (1-10). They are depicted in Figure 2.13 below. The number of columns and of rows in the grid is driven by the availability of semantic units in the given area of the page.



Figure 2.13: *Grid locating units on the UOC-MP HP*

Let us review the position of the units on the HP. The title of the HP (A-C1) occupies the top position on the page and stretches across all three columns similar to the status bar (A-C2) which follows it. The left-hand navigation pane (A3-5) is fixed in the extreme left part of the screen while the right-hand navigation pane (C3-6) is parallel to it on the right. The “Latest news” (B3), “[Official] news” (B4), “Diocesan news” (B5), “Publications” (B6), “Dioceses” (B7) units are located between the vertical navigation panes, exceeding both of them in length. The “Video News” link (A8) is located below the left-hand navigation pane, while the “Video Sermons” link (B8) is below the interactive

map and the “Audio block” link (C8), in turn, is below the right-hand navigation pane. Notably, there are two blank spaces above the links A8 and C8; this suggests that the page capacity is not used to its full potential. The “Patriarchia.ru” (A9), “Orthodoxy in Ukraine” and “Cathedral” (B9), as well as “Festival of Orthodox media” (C9) content sections are situated in the lower area of the HP. The auxiliary bar (A-C10) occupies the bottom position of the page.

Overall, the distribution of the semantic units is not equal on the page: the concentration of the units is greatest in columns B and C and is least in column A. The columns on the page are filled with more semantic units than the rows. This arrangement of the units indicates the overall vertical orientation of the page which has to stretch down considerably in order to accommodate all the information. The vertical orientation of the HP implies that the users of the site need to scroll down the page in order to see all the content. However, young users who are used to visiting modern websites may navigate away from the UOC-MP site before they reach the bottom of the HP since many modern websites are relatively “short” (this is based on the need for providing comfortable navigation to people who use mobile devices to access sites). Therefore, the information that is published on the lower rows (e.g. 8 and 9) of the UOC-MP HP may be lost for young people or others; this fact reduces the overall communicative potential of the site.

Based on the identified units and their location, it is now possible to extract the non-linear model of the HP. Two types of fonts will be used for the UOC-MP HP non-linear model: italics to code the exact verbal content of the

units and regular fonts to code the semantic content. The non-linear model of the HP is provided in Table 2.3.

Col. Row	A	B	C
1	TITLE <b>GROUP I</b> Chestnut tree /picture/ The city of Kyiv panorama /picture/ Lavra /picture/		
2	Date Greetings in Christ <b>GROUP III</b> UKR/RUS/ENG /search engine/		
3	<i>Church</i> - Primate /link/ - Sobor /link/ - Bishops /link/ - Holy Synod /link/ - Departments /link/ - Episcopate /link/ - Dioceses /link/ - Kyivan Metropolis /link/ - Documents /link/ - UOC Web catalogue - UOC <b>GROUP I</b> - History	<i>Latest news</i> - /picture/ Article title /link/  [Official] news - /picture/ Article title 1 /link/ - /picture/ Article title 2 /link/ - /picture/ Article title 3 /link/ - /picture/ Article title 4 /link/ - /picture/ Article title 5 /link/ - /picture/ Article title 6 /link/ - /picture/ Article title 7 /link/  <b>GROUP I</b>	<i>Press-office</i> - Announcements /link/ - Photo Chronicle /link/ - Contacts /link/ - Church calendar - Event of the week - /picture/ Article title /link/ - Event of the month - /picture/ Article title /link/ - Primate in hospital - /picture/ Article title /link/ - Activity - Church and state /link/ - Interconfessional /link/ - Social service /link/ - Enlightening /link/ - Education /link/ - Art /link/ <b>GROUP I</b> - Culture /link/ - Pilgrimage /link/ - Youth's service /link/ - Information
4	- History of the UOC - Prominent events - Social media - Find us on Facebook /link/ - We're on VK /link/	<i>Diocesan news</i> - Article title 1 /link/ - Article title 2 /link/ - Article title 3 /link/ - Article title 4 /link/ - Article title 5 /link/	- News /link/ - Publications /link/ - Primate's sermons /link/ - Web conferences /link/ - Synodal department /link/  Archive /interactive calendar/ /links/
5		<i>Publications</i> - Article title 1 /link/ - Article title 2 /link/ - Article title 3 /link/	
6		<b>GROUP I</b> DIOCESES /interactive map/	
7	<i>Video News</i> <b>GR I</b> /link/	<i>Video sermons</i> <b>GR I</b> /link/	<i>Audio</i> <b>GR I</b> /link/
8	<i>Patriarchia.ru</i> - Article title 1 /link/ - Article title 2 /link/ - Article title 3 /link/	<i>Orthodoxy in Ukraine Cathedral</i> - Article title1 /link/ -Article title1 /link/ - Article title2 /link/ -Article title2 /link/ - Article title3 /link/ -Article title3 /link/	<i>Fest. of Orthodox media</i> - Article title 1 /link/ - Article title 2 /link/ - Article title 3 /link/
9		<b>GROUP II</b>	

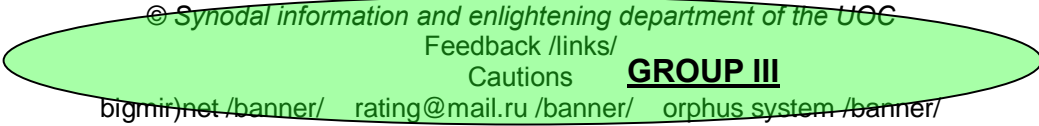
10	 <p>© Synodal information and enlightening department of the UOC Feedback /links/ Cautions <b>GROUP III</b> bigmir.net /banner/ rating@mail.ru /banner/ orphus system /banner/</p>
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Table 2.3: *The non-linear model of the UOC-MP HP*

In order to determine the underlying semantic structure of the page it is necessary to explore the semantic composition of the page. The non-linear model of the HP indicates that the units on the page are not identical semantically and form three groups.

- (1) GROUP I units, marked in blue, relate to the UOC-MP and Church-community relations – this group incorporates the following units and groupings: A-C1 (the title), A-C2 (the status bar), A3-5 (the left-side navigation pane), C3-6 (the right-side navigation pane), B3 (“Latest news”), B4 (“[Official] news”), B5 (“Diocesan news”), B6 (“Publications”), B7 (“Dioceses”), A8 (“Video News”), B8 (“Video Sermons”), and C8 (“Audio block”).
- (2) GROUP II units are related to other Orthodox topics and are coloured in orange: A9 (“Patriarchia.ru”), B9 (“Orthodoxy in Ukraine” and “Cathedral”), and C6 (“Festival of Orthodox media”) all of which contain article titles on a variety of Orthodox topics.
- (3) GROUP III comprises units marked in green that are related to the technical aspects of the website and general information: units in A-C2 (the status bar) and A-C10 (the auxiliary bar).

Overall, the semantic groups on the UOC-MP HP do not overlap (unlike the UOCC website). This feature suggests that the information on the UOC-MP is

grouped mostly on the semantic principle. Positioning units with the reliance on this principle enhances ideational metafunction and increases the communicative potential of the HP. Based on this principle the information on the page is easier to retrieve for both new and returning users.

The largest semantic group on the page is GROUP I. In addition to incorporating most of the units, it also occupies a prominent position at the top of the page. These features ensure that the units from this group can be easily accessed by the users of the site. GROUP II occupies a considerable portion of the screen; however, it may not communicate effectively due to its position next to the bottom of the page (row 9) below the visible portion of the screen and next to the bottom of the page. Therefore, the communicative potential of this group is reduced. GROUP III is smallest incorporating the status bar and the auxiliary bar. Although the auxiliary bar belonging to this group does not occupy a prominent position, nonetheless, if users need this information, they can easily find it because the information related to the technical aspects of websites is placed on the bottom of the page by default on many modern Web portals.

Relying on the identified semantic units, their location and the non-linear model, the underlying semantic structure can be determined. The process of determining the underlying semantic structure depends on the non-linear model in two ways: (1) it depends on the availability and the position of semantic units in a particular area of the page as discussed and (2) it uses four semantic groups of units indicated in the non-linear model.

As already mentioned, there can be distinguished six basic semantic

structures that underlie New Media Design products: the *star*, the *matrix*, the *tree*, the *network*, the *Given-New* structure, and the *Ideal-Real* structure. Distinctive to the *star* is the availability of a core concept (the nucleus) around which all other information is organized. GROUP I incorporates most of the units on the page, a feature which shapes the semantic core of the page. The semantic core of the page is represented by the title (A-C1) which forms the covert (since no corresponding design solution has been carried out to the graphic interface of the page) nucleus of the HP: it is the semantic quintessence of the group. All other units in GROUP I address various aspects of the UOC-MP (e.g. the “Dioceses” (B7), “History” (A3-5), the Primate (A3-5 and C3-6) units) and to a lesser degree the community (e.g. the “Pilgrimage” and “Youth’s service” units in the C3-6 area) and thus “specify the characteristics, or attributes, of the nucleus or they define its identity” (Martinec & Van Leeuwen, 2009, p. 8). Other units indicate something about one or the other aspects of the UOC-MP and the community and are attached to the nucleus as its satellites. Together the nucleus and the satellites form the *star* structure that underlies most of the HP: A-C1-8 (with the exception of the status bar A-C2). The units united by the *star* are prominently positioned, close to the top of the page. Such positioning increases the communicative potential of the *star*.

The remaining groups of units, GROUP II and GROUP III have been examined to see whether their underlying semantic structure includes elements of the *matrix*. However, the characteristic feature of the *matrix* structure is “the semantic principle of comparison, where information items are compared in terms

of some attributes” (Martinec & Van Leeuwen, 2009, p. 5), which does not correspond to the semantics of these groups because they contain semantically subordinate (rather than equal/comparable) items (GROUP II) or information on a variety of topics (GROUP III) rather than on a variety of attributes of one topic. Thus, the underlying semantic structure of these semantic groups cannot be identified as the *matrix*.

The availability of the hierarchical relationships in GROUP II corresponds to the main feature of the *tree* structure. The titles of the sections occupy the highest position in the hierarchy while the individual links occupy the lower level. Visually the hierarchical relationships are expressed by the titles being posted on top and their items (the individual links) “branching” from them. Together the titles and the branches form the *tree* structure. Since the individual links are a part of the section in which they are posted, the *tree* relationships in question can be characterized as componential. Notably, the semantic units with the underlying *tree* structure are positioned close to the end of the page which reduces their communicative potential.

The semantic units in GROUP III adjoin the HP based on different types of relations (e.g. the “bigmir)net” unit is *like* the “rating@mail.ru” unit (partner website banners) and *co-occurs* with the “Cautions” unit (copyright information for the users of the UOC-MP website)). Semantic ties consisting of nodes and relations of different kinds are characteristic of the *network* structure. Thus, the underlying structure of the auxiliary bar and the status bar forming GROUP III is the *network*.



The HP has been analyzed to see whether it contains *Ideal-Real* or *Given-New* underlying semantic structures. The characteristic feature of these structures is polarization of individual units (top to bottom or left to right) based on their semantics and/or the location. However, neither of these structures could be identified on the HP since the information found on it is not polarized in top-bottom (*Ideal-Real*) or left-right (*Given-New*) order and also because it does not contain any distinctive contrast or opposition.

Notably, the website has also areas (e.g. A7 and C7) which are not occupied by any content. The blank spaces reduce communicative potential of the HP since they contain no practical information that might be useful to visitors to the site. Moreover, the semantic units which are posted close to the bottom of the page might be relocated to these areas and thus contribute positively to the communicative potential of the page.

In summary, thirty-five semantic units have been identified on the UOCC HP. The analysis of the units reveals that they are not the same in terms of their composition. Some consist of plain texts, while others also contain links, pictures and/or interactive features. The variability in unit composition enhances ideational metafunction and increases the communicative potential of the site. The position of the units has been located using the grid with an alphanumerical system of coordinates. The grid has revealed the overall vertical orientation of the page. Based on the available semantic units and the grid, the non-linear model of the page has been extracted. The non-linear model of the HP has shown that there are three distinctive semantic groups on the page: units related to the UOC-MP and

Church-community relations (I), units related to other Orthodox topics (II), and units related to the technical aspects of the website and incorporating certain general information (III). Relying on the non-linear model the underlying semantic structure of the HP has been extracted which is represented by a combination of the *star*, the *tree*, and the *network*. The occurrence of more than one underlying structure within the page characterizes it as a complex New Media Design product. While the communicative potential of the star structure is enhanced by its prominent position, the communicative potential of the tree structure is reduced due to its next-to-bottom position as well as by the considerable amount of content preceding it.

In order to determine the overall communicative potential of the site it is necessary to correlate the website's underlying semantics with the strategies of the website. The strategies of the UOC-MP website are discussed in the following subsection (2.3.2).

### **2.3.2 Correlation of the existing design of the UOC-MP HP with the website strategies**

The present subsection focuses on the UOC-MP website strategies which are discussed in relation to the design of its HP. In order to identify the strategies an interview was conducted with the chief editor of the site (June 5, 2012). According to the chief-editor, his responsibilities with respect to the UOC-MP website consist of reviewing the materials posted on the site (which is particularly relevant in relation to the content), and addressing other website-related issues.

The technical aspects of how the website functions are also under close attention of the chief editor; however, if any issues ensue, they are addressed by a professional consultant. The educational background of the chief-editor is not in the field of Web design, but rather in theology and philosophy (he has degrees in both disciplines). In connection with the field of Web design, he characterized himself as an “advanced user”, rather than a professional.

Speaking about his perspective on the role of the Internet in general and the Web in particular, the chief editor pointed out that,

“The structure of the Internet is similar to that of the Church and that is why it should have been easy to use this means in order to realize the properties and services, which are characteristic of the Church from the beginning: the service of communication among people, the service of preaching and enlightenment and the realization of collective mechanisms of discussing different questions<sup>24</sup>” (G. Kostenko<sup>25</sup>, interview, June 12, 2012).

This quote expresses the chief editor’s vision of the Internet and how he believes that it should be used by the Church. He compares the Internet to the Church and sees the Internet as a means to help the Church to fulfill its functions. Specifically he mentions the communicative function, including the possibility of discussing different questions with people, preaching, and enlightenment. In other words, the chief editor views the Internet as the means for the Church to fulfill the aforementioned functions more effectively.

The chief editor also reported that the website was created in 1998 and its design has changed several times since then. One of the most important changes is that the original site has been divided into two parts: the “Orthodoxy in Ukraine”

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<sup>24</sup> This is a translation of the interview. The original interview was conducted in Ukrainian.

<sup>25</sup> The real name of the interviewed has been altered in order to protect the personal information.

website (it is represented on the HP in the form of a separate content section B9) and the existing website under analysis. While the former has become an unofficial Church resource, the latter (the UOC-MP website) has become the UOC-MP's official website. The current UOC-MP website can be characterized as

“an official reference and a source of Church information. [...] It is intended for priests and all the people who want to get information from the first source, that is, directly from the Ukrainian Orthodox Church” (G. Kostenko, interview, June 12, 2012).

As can be seen from the quote, presently, the website is defined as a “reference”. This old analogy of a “website as a reference” suggests that information should be “supplied” to users; however, this analogy cannot serve effectively in developing dialogic relations with users. As a consequence users may easily switch to a different site, since information is not scarce on the Web. It is not enough just to “supply” information; information should be provided in a more user-centered form and with an objective to build dialogic relations. However, the current definition leads to overburdening of the HP with information which is manifested in the vertical orientation of the HP design (making the information more difficult to access, especially from mobile devices, due to the multiple scrolls of the screen) and unnecessarily complex underlying semantic structure (*star+tree+network*).

Making the website more user-centered may also benefit communication with youth because youth is used to websites which are increasingly user-centered. Presently, however, the UOC-MP website is rather information-centered, the more, the better. Therefore, it is not surprising that when asked if the site might interest youth, the chief editor admitted that

“it is unlikely that the official website of the Church will be interesting for young people” (G. Kostenko, interview, June 12, 2012).

This remark does not correspond to the overarching aim of the Church to engage youth and other people and the important strategy to fulfill the communicative function with the help of the website, an objective which is also expressed in the following statement:

“The Internet allows us to realize the communicative function [...] to facilitate communication between senior clergy and priests, the clergy and people, and people among themselves. This, I believe, should be the perspective [for the website]” (G. Kostenko, interview, June 12, 2012).

Thus, the strategy of the Church website is to be an efficient tool for senior clergy, priests, and other people including youth. Currently, however, the nucleus of the *star* structure is formed mostly around clergy and there is no section or a group of units that would explicitly address youth or other people. Therefore, this strategy to facilitate communication between clergy and people through the site may not be realized effectively.

During the interview, it was also suggested by the chief editor that in order to improve the communicative potential of the site it is necessary to add more interactive features. This, however, may not yield the desirable result since there are already two interactive features on the HP: the “Dioceses” unit and the interactive calendar. In order to increase the communicative potential of the site it is first of all necessary to organize it based on the semantic principle and in accordance with the website strategies.

Overall, two issues ensue in connection with the website strategies and the existing design:

- (1) the old analogy of the “website as a reference” leads to overburdening the HP with information; as a result the page has the vertical orientation and the underlying semantic structure is unnecessarily complex which limits the communicative potential of the site;
- (2) the important strategy of the website is to provide information to senior clergy, priests, and people including youth and to facilitate communication among them; however, this is not fully reflected in the underlying semantics of the page since the *star* underlying the HP is mostly organized around UOC-MP clergy and the site is missing a section or a group of units that explicitly addresses youth and other people.

Thus, the strategies of the UOC-MP website are to deliver information effectively to users and to facilitate communication among senior clergy, priests and other people who use the website. However, the current design cannot effectively address these strategies. Moreover, the site is unlikely to interest youth whom the Church declared it wishes to engage. In fact, the design of the UOC-MP HP does not seem to be supporting this intention.

In summary, this subsection has examined the strategies of the UOC-MP website and has correlated them with the existing design of the HP. The strategies of the website form around the necessity to facilitate communication between senior clergy, priests, and other people including youth. In order to promote the dialogue, interactive features have been suggested as the main vehicle on the site.

However, multiplication of interactive features may not solve the question unless a systematic review of the HP is undertaken based on the semantic principle. Correlation with the website strategies reveals two issues that ensue in this connection: the use of the outdated conception “website as a reference” leads to overburdening the HP with information showing itself in the vertical orientation of the page and the excessive complexity of the underlying semantics, the necessity to communicate effectively not only with clergy, but also with youth and other users which is not reflected in the underlying semantics of the page. These issues impede the effective realization of ideational metafunction and restrict the communicative potential of the website. The following subsection (2.3.3) reviews the findings and draws conclusions concerning the analysis in the present section.

### **2.3.3 Conclusions of section 2.3**

The present section has addressed the design of the UOC-MP website HP. The analysis has been structured around the following points: the identification of semantic units and their location on the page, extraction of the non-linear model of the HP, the determination of the underlying semantic structures of the page, and correlation of the existing design with the website strategies.

The analysis has revealed that there are thirty-five semantic units on the UOC-MP website HP. The form of the identified units yields five classes: plain texts, images, links, banners, and units with interactive features.

The position of the units in relation to other units and the page has been located with the help of the two-dimensional grid. The grid has indicated that the

units on the HP are located within three columns (A, B, and C) and ten rows (1 to 10). The HP is characterized by the vertical orientation of the page since more units are distributed within columns than within rows. The vertical orientation of the page suggests that users using smaller screens or accessing the site on their mobile devices have to scroll down the screen in order to see all the content; for this reason they may not reach the bottom of the page and as a result the content posted at the bottom of the page is less likely to be accessed by users. Consequently, this design of the page limits the communicative potential of the site.

The identified semantic units and the grid allowed extraction of the non-linear model of the page. The analysis has revealed that the HP contains four distinctive semantic groups: units related to the UOC-MP and Church-community relations (I), units related to other Orthodox topics (II), and units related to the technical aspects of the website or containing certain general information (III).

Relying on the non-linear model, the underlying semantic structure of the HP has been determined. Three different semantic structures underlie the page: the *star*, the *tree*, and the *network*. The availability of multiple structures within the HP characterizes its design as complex. The nucleus of the *star* structure is formed around the UOC-MP clergy; however, this does not fully reflect the important strategy of the website to address not only clergy, but also other people, including youth. Therefore, although the *star* can potentially communicate effectively in the given context, its nucleus needs to be further developed. The *tree* structure incorporates only four semantic units on the page. The choice of the



underlying semantic structure in this case does not considerably affect the communicative potential of the units or the page in general; however, designating the position close to the bottom of the page (row 9) reduces their communicative potential. Finally, the *network* structure underlying the status bar and the auxiliary bar helps to unite semantic units with various types of semantic relationships among them and thus corresponding effectively to the function of the bars and thus contributing positively to the overall communicative potential of the page.

In addition to the semantic analysis of the UOC-MP HP, an interview with the chief editor of the site has been conducted in order to find out the website strategies. The interview permitted issues to be identified, namely, the use of the outdated “reference” conception to define the role of the website which has resulted in the vertical orientation of the page and the excessive complexity of the underlying semantics and the incongruity between the objective to communicate effectively not only with clergy, but also with youth as well as other users and absence of the corresponding section or a group of units on the HP. These issues need to be addressed in order to enhance the communicative potential of the website. The following section (2.4) will concentrate on the UGCC website and will apply the same strategies to the analysis of the HP.

#### **2.4 The Ukrainian Greek-Catholic Church website design**

The present section focuses on the UGCC website. Similar to the UOC-MP website, the UGCC website does not have a SS; therefore, only the HP of the site will be analyzed. The same approach as has been used in the analysis of the

UOCC and UOC-MP websites is applied to the analysis of the UGCC HP. Namely, these steps are followed: first, the semantic units on the HP and their position are identified, following which, the non-linear model of the page is extracted and its underlying semantic structure is determined (2.4.1). Next, the existing design of the HP is correlated with the website strategies (2.4.2) and, finally, conclusions concerning the analysis results are drawn (2.4.3).

#### **2.4.1 The UGCC HP: Identification of semantic units, their position, extraction of the non-linear model, and determination of the underlying semantic structure**

The discussion in this subsection is structured around four points: identification of the semantic units (1) and their location on the page (2), extraction of the non-linear model (3), and, finally, definition of the underlying semantic structure (4). The UGCC HP snapshot which was taken on April 17, 2013 is provided below (Figure 2.14).

**Українська Греко-Католицька Церква**

Залучити священика  
Форум  
Web-пошта  
Контакти  
RSS

Новина / Прес-реліз | Історія УГКЦ | УГКЦ сьогодні | Офіційні документи | Патріархат | Бібліотека | Пошук

**ПРЕС-РЕЛІЗИ**

**Святослав Блаженніший Святослав: «Зневага парламентаризму в Україні викликає велике занепокоєння в суспільстві»**  
17.04.13 [Детальніше >>>](#)

**Глава УГКЦ висловив співчуття з приводу Бостонської трагедії**  
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**«Метод роззнавання підпідності – не контрацепція, а світлогляд і спосіб життя у згоді із Богом» - о. Андрій Логви під час конференції у Львові**  
17.04.13 [Детальніше >>>](#)

**У Чорткові перебувала копія Туринської плащини**  
17.04.13 [Детальніше >>>](#)

**В Львово-Франківську відкриває виставку плащини із колекції архикатедрального собору Святого Воскресіння**  
17.04.13 [Детальніше >>>](#)

**Комісія «Справедливість і мир» проведе цикл семінарів на тему «Етика і економіка»**  
17.04.13 [Детальніше >>>](#)

**Про екуменічний та місійний напрямки Стратегії розвитку УГКЦ говорили в Самбірсько-Дрогобицькій єпархії**  
17.04.13 [Детальніше >>>](#)

**В Інституті кримінально-виконавчої служби відбулася презентація книжки «Служити в'язням»**  
17.04.13 [Детальніше >>>](#)

**Глава УГКЦ відвідав сестер службинок у Львові**  
16.04.13 [Детальніше >>>](#)

**У Чернівцях пройшла екуменічна Хресна дорога**  
16.04.13 [Детальніше >>>](#)

**У Ніколаїв заедуть перший греко-католицький храм**  
16.04.13 [Детальніше >>>](#)

**Об'єднання зусиль релігійної спільноти, урядовців і депутатського корпусу дозволить архаїзовані законодавчі умови духовного та соціального служіння віруючих**  
15.04.13 [Детальніше >>>](#)

**Відбудеться піле паломництво та велопроїзд духовенства і вірних Київської архієпархії УГКЦ до Вишгорода**  
15.04.13 [Детальніше >>>](#)

**Зустрич із блаженнішим Любомиром на тему «Нужність свідчити віру»**  
15.04.13 [Детальніше >>>](#)

**В Одесі завершилася регіональна конференція Міжнародної християнської морської асоціації**  
15.04.13 [Детальніше >>>](#)

**Хресна дорога у Прилуцькій колонії для неповнолітніх**  
15.04.13 [Детальніше >>>](#)

**Місі тверезості в УГКЦ тривають**  
15.04.13 [Детальніше >>>](#)

**Глава УГКЦ молився в одній із наймолодших парафій Київської архієпархії**  
15.04.13 [Детальніше >>>](#)

**У Львові відбувся реколекції для дружин священиків**  
15.04.13 [Детальніше >>>](#)

**Плекання екологічної відповідальності у Бродівській гімназії**  
15.04.13 [Детальніше >>>](#)

**РАДІО ВОСКРЕСІННЯ** | **RIJ** Релігійно-інформаційна служба України | **КАТОЛИЦЬКИЙ КОМП'ЮТЕР**

**МОНІТОРИНГ ЗМІ**

**Блаженніший Любомир: Про співжиття Церкви і Держави**  
*Українська правда, 11 квітня 2013 року*  
Мені часто ставлять запитання під час раного ранку зустрічей про відносини церкви і держави. Дізнаю, що це зацікавлені має багато підстав. Зрозуміло, що в тій державі, як наша, де є багато церков і релігійних організацій, із стосунком до держави, а туди більше до чинної державної влади цікавить свідомі, передусім віруючі громадяни. Тому хочу навести кілька причин (які мені відомі), чому люди ставлять таке запитання.

**Блаженніший Святослав (Шевчук): "Піст — це не дистинційний ритуал, це змінення від гріха"**  
*www.liturgist.lv.ua, 9 квітня 2013 року*  
Я завжди намагаюся зустрітись із молоддю, щоб, зокрема, донести до неї таку фундаментальну думку. Що справа бути соборно і бути вчинено не занадто тиском, коли будино просять до божественної мудрості, яка висловлена у моральному законі. Це своєрідний компас, який допомагає розорієнти фальшиві цінності, які часом ми знаємо як певні стокси, пропозиції-однорідки. Істинні цінності, які справді варто показати в основі свого життєвого вибору та свого життя. В головні моменти в Луцьку, що слово "закон" сьогодні має для українців дуже негативне значення. Що закон — це щось таке, що нас поневолює, забирає в нас свободи. Часом навіть кажуть, що закон кнує для того, щоб його оминати. Але якщо говорити про божественний закон, то це слово у Священному Писанні має інше значення. Це є підказка, як мудро поступати за складних життєвих обставин.

**ПАТРІАРШІЙ СОБОР ВОСКРЕСІННЯ ХРИСТОВОГО**

27 жовтня 2002 року було освячено народний кань Патріаршого собору Воскресіння Христового Української Греко-Католицької Церкви. Тоді над Києвом звучали слова Архангела: "Господи Боже наш, що звалиш і на цьому каньні збудувати для себе церкву, Ти сам тин, що Твоє від Твоєї приносять на спорудження для Твоєї прослави будованого зручю, воядй щедрістю Своєю небесний благ і споді тин, що працюєш, зберігаєш в непокоєдженні...".  
За цим посиланням перейдете на офіційну веб-сторінку Патріаршого собору:  
<http://www.kyivesobor.uqcc.org.ua/>

**Головні події**

**Святослав Блаженніший Святослав: «Зневага парламентаризму в Україні викликає велике занепокоєння в суспільстві»**  
17 квітня відбулася зустріч Всеукраїнської ради Церков і релігійних організацій (ВРЦРО) з Головою Верховної Ради Володимиром Рибиком та депутатами ВР в різних депутатських фракціях. Ця зустріч відбулася з ініціати неієраційного депутатського об'єднання «За сприяння свободи свідань». На цій зустрічі від імені ВРЦРО промовував Блаженніший Святослав (Шевчук).

**Глава УГКЦ висловив співчуття з приводу Бостонської трагедії**  
«Від імені єпископа, священиків, ченців і мирян УГКЦ в Україні висловлюю найбільше співчуття з приводу загибелі людей і руйнувань завдяки жаданні вибухівки під час Бостонського спортивного наарафону... Молитимусь за вас і всіх тин, хто бере участь у пасторальній службі, отримуючи свою опіку постраждалих від цього наоастства». - пише у листі-співчутті Блаженніший Святослав (Шевчук), Глава УГКЦ, кардиналу Шону Патрку О'Меллі, Архієпископу Бостона, у зв'язку з трагедією, що сталася в Бостоні (США) 15 квітня 2013 року.

**Жива парафія** | **РЕСТРАЦІЯ** | **МЕДІА** | **Мандрівка Рідщиною**

Попередню версію веб-сторінки дивіться за адресою: [old.uqcc.org.ua](http://old.uqcc.org.ua)

**ЗМІНИ НА САЙТІ**

**11.04.13: Блаженніший Любомир: Про співжиття Церкви і Держави**

**09.04.13: Блаженніший Святослав (Шевчук): "Піст — це не дистинційний ритуал, це змінення від гріха"**

**08.04.13: Владика Дмитро (Гігирей) про виклики для суспільної інти та патріархальна Церква**

**02.04.13: Владика Росій (Мовца) «На святкування 1025 років Хрещення Русь-України, який Церква як свого, людина в обличчя людського і християнського світу»**

**25.03.13: Владика Франциск Лемко, Єпископ Мінськ**

**22.03.13: Пасторальні поради Блаженнішого Святослава до вірних УГКЦ на Великий піст 2013 року**

**20.03.13: Митрополит українського Півдня**

**РІК ВІРН**

**ПОКУПТЯ**

**06.03.2013**  
Преподобний Інокентій, митрополит Київський, Руський і Галицький

**КАЛЕНДАР УГКЦ**

**18.03.2013**  
Початок Великого посту

**АКТУАЛЬНІ ІНТЕРВ'Ю**

**Владика Росій (Мовца): «На святкування 1025 років Хрещення Русь-України наша Церква, як мати, повинна в обличчя своїх дітей з усією любов'ю»**

**ПОКРОВА**

**KTDC**  
Українська Греко-Католицька Церква - Ukrainian Greek Catholic Church  
925 people like Українська Греко-Католицька Церква - Ukrainian Greek Catholic Church.

**Orphius** | **Ukrainian.net** | **RIJ** | **Ukrainian.org** | **Ukrainian.com** | **Ukrainian.net** | **Ukrainian.com**

Figure 2.14: The HP of the UGCC website

The snapshot is of the Ukrainian-language version of the site. The Ukrainian version of the site has been chosen because it is the most up-to-date and complete version. For the convenience of analysis the Ukrainian names of the

sections are provided in English. Twenty-seven semantic units are identified on the page:

- 1) the title of the website;
- 2) the navigation bar:
  - a) “News/Press-releases” – a drop-down menu;
  - b) “UGCC history” – a drop-down menu;
  - c) “UGCC today” – a drop-down menu;
  - d) “Official documents” – a drop-down menu;
  - e) “Patriarchate” – a drop-down menu;
  - f) “Library” – a drop-down menu;
  - g) search engine;
- 3) “Latest messages” – a content section;
- 4) “Main events” – content section;
- 5) “Strategy of the UGCC” – a banner;
- 6) “Registration” – a banner;
- 7) “UGCC media” – a banner;
- 8) “DyvenSvit” – a banner
- 9) “previous version of the page” – a link;
- 10) “Changes on the site” – a content section;
- 11) “Year of Faith” – a banner;
- 12) “Forum” – content section;
- 13) “Pokuttia<sup>26</sup>” – a content section;
- 14) “Resurrection Radio” – a banner;
- 15) “RISUU” – banner;
- 16) “The Catholic Observer” – a banner;
- 17) “UGCC calendar” – a content section;
- 18) “Monitoring the media” – a content section;
- 19) “Recent interview” – a content section;
- 20) “Pokrova” – a banner;
- 21) “Patriarchal Cathedral of the Resurrection of Christ” – a content section
- 22) “orphan system” – a banner;
- 23) “bigmir)net” – a banner;
- 24) Web counter;
- 25) “Rambler Top 100” – a banner;
- 26) “Creation of Websites – WebSvit” – link; and
- 27) “IT-support - WebKuznia” – a link.

The title of the UGCC HP (1) is “Ukrainian Greek-Catholic Church”. The title is

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<sup>26</sup> ‘Pokuttia’ is the transliteration of the Ukrainian word meaning ‘icon corner’ (in traditional Ukrainian homes, this is a worship space and the place where icons are installed). Ideationally, this title communicates simultaneously religious (Eastern Christian) and Slavic contexts because icon corners are predominantly a Slavic phenomenon.

in Ukrainian as are other units on the page. The fonts correspond to the font type used in Church Slavonic scriptures. Therefore, this type of font helps to align the users into an axiological community that has traditional roots of Christianity reaching back to the times of Kievan Rus. Moreover, the title is positioned next to an image of three Churches with which it shares a background – the clear sky. The symbolism of the Churches where many people from the community come to worship positioned in line with the prominent title as well as the shared background impart Greek-Catholic context to the whole HP. The title of the website also functions as a homer. In addition to this, the title contains also the following elements: home, email, site map buttons, language switch board (with Ukrainian, Russian, English, and German options); “We ask the priest”, “Forum”, “Web mail”, “Contact”, and “RSS” links. The availability of these elements in the most prominent position on the page increases their communicative potential and indicates the importance attached to them by the designer of the site.

The navigation bar (2) consists of six drop-down menus ((a) “News/Press-releases”, (b) “UGCC history”, (c) “UGCC today”, (d) “Official documents”, (e) “Patriarchate”, (f) “Library”) and a search engine. Due to the great number of choices in the drop-down menus their content will not be discussed in detail; however, it is worth mentioning that the quantity of choices varies from 1 in the “UGCC history” drop-down menu to 24 in the “Library” drop-down menu. The availability of only one choice does not require a separate drop-down menu and, therefore, a button could be used instead. The search engine (similar to the search engine on the UOC-MP HP) allows searches of the whole website. Its prominent

position in the navigation bar ensures that even first-time users can easily search for the information they need. Moreover, the colour of the search window corresponds to the colour of the navigational bar (red) which enhances ideational metafunction.

The “Latest messages” unit (3) is a content section that consists of a number of article titles, their posting date, and links (called “Details”) to the full stories. Additionally, this section contains “RSS” and “Message Archive” links that allow users to access the RSS page of the site or website archives correspondingly.

The “Main events” unit (4) is another content section. It contains only two article titles as well as the dates when they were posted and the “Details” links. However, unlike the unit discussed above, each article in the “Main events” section also has a picture and a lead. This structure of this semantic unit allows it to attract users’ attention due to the availability of the pictures and provides a brief extract from the corresponding article which acts to stir users’ interest. These features, thus, increase the communicative potential of the unit.

The “Strategy of the UGCC” (5), “Registration” (6), “UGCC media” (7), and “DyvenSvit” (8) units are all banners which navigate users to the pages explaining the strategy of development of the UGCC (5), providing registration information about a pilgrimage to the Patriarchal Cathedral of the Resurrection of Christ in Kyiv (6), media resources of the UGCC (7), and a variety of content on youth-related topics as well as content prepared by youth (8). The “previous version of the page” link connects users to the earlier version of the site’s HP.

The “Changes on the site” content section (10) consists of article titles preceded by the date of their publication and a “New” animation for the top three articles<sup>27</sup>. Unlike the “Latest messages” and “Main events” content sections, the article titles in the “Changes on the site” section are provided in the form of links. The animations are represented by bricks with the English word “NEW”; the bricks jump up periodically (Figure 2.15).

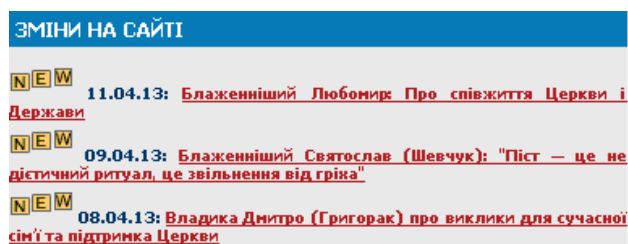


Figure 2.15: *The animation on the UGCC HP*

Although animations help to attract attention, they may divert users’ attention from other more important information on the page or even irritate some visitors. In the given case, the use of the animations is justified since the article titles are located in the middle of the page and unless they are signaled by an animation, they are likely to be lost among other content.

The “Year of Faith” unit (11) is represented by a big banner which takes users to the page explaining the meaning of the “Year of Faith”: a number of planned events in connection with the 1025<sup>th</sup> anniversary of the baptism of Rus. In fact, this is the largest banner on the HP and occupies space equivalent to six article titles in the “Changes on the site” section next to which it is located. The considerable size of the banner is associated with the importance of the anniversary for Ukrainians. In terms of ideational metafunction, augmenting the

<sup>27</sup> The later data collection sessions indicated that the number of the news article titles that have the animation beside them may vary from 1 to 3.

size of the banner increases its communicative impact due to its increased prominence on the page.

The “Forum” unit (12) is another content section consisting of various items: a list of links, the “Pilgrimage Centre” (Patriarchal Pilgrimage Centre of the UGCC) and “Spiritual seminary” banners, and a social media subsection with Facebook links and images. The “Pokuttia” (13), “UGCC calendar” (17), and “Recent interview” (19) units provide daily information on the reading from the Gospel, the saint of the day, quotes (13), notable events such as fasts (17), and the most recent interviews (19). All three sections consist of a clickable article headline and include a picture. The pictures add prominence to these units.

The “Resurrection Radio” (14), “RISU” (15), “The Catholic Observer” (16), and “Pokrova” (20) units are banners posted in different areas of the page. They allow users to access the websites of other organizations: a Web radio station, Religious and Informational Service of Ukraine, a Web periodical, and a non-governmental pension plan (organized by the UGCC). The advantage of presenting this information in the form of banners as opposed to simply links is that the banners allow attracting visitors’ attention more efficiently due to their increased visibility achieved by the inclusion of images.

The “Monitoring of media” (19) content section which similar to the “Main events” section also consists of article headlines and a lead, however, does not have any images. The “Patriarchal Cathedral of the Resurrection of Christ” unit (21) in addition to the lead also contains a picture which contributes positively to the salience of the unit on the page and enhances ideational



metafunction.

Finally, the “orphan system” (22), “bigmir)net” (23), the Web counter (24), “Rambler Top 100” (25), “Creation of Websites – WebSvit” (26), and “IT-support - WebKuznia” (27) units are a combination of banners (22, 23, 24, and 25) and links (26 and 27). These units refer users to the partner websites that add the functionality of spelling mistake correction by visitors on the site (22), help the Web master of the UGCC website to obtain statistical information concerning the performance of the site (23, 24, and 25), and provide developers’ and IT-support team’s contact information (26, 27).

Thus far twenty-seven semantic units have been identified. These units vary in terms of their composition: while some consist mostly of plain texts (e.g. the “Monitoring of media” unit), others also contain multiple links (e.g. the “Latest messages” unit), images (e.g. the main events” unit) and/or animations (e.g. the “Changes on the website” unit). Thus, the units on the page yield the following five classes: plain texts, links, images, banners, and animations. Different classes of units may combine or may be represented separately. The varied composition of units on the page enhances ideational metafunction by presenting information in many different ways including the verbal and visual modes. Therefore, the availability of different compositional classes of units on the page can be said to increase the dialogic potential of the site overall.

Before the non-linear model of the HP can be extracted, it is necessary to locate the position of the identified units. For this purpose the grid with alphanumerical system of coordinates will be used. The grid for the UGCC HP

consists of three columns (A, B, and C) and nine rows (1-10). The number of the columns and of the rows in the grid is driven by the available semantic units in the given area of the page. The grid (Figure 2.16) facilitates identifying the location of individual units on the page.



Figure 2.16: Grid locating units on the UGCC HP

The title of the HP (A-C1) occupies the top position on the page and stretches across two columns, similar to the navigation bar (A-C2) which lies beneath it. The “Latest messages” content section, the biggest unit on the page, is found considerably down occupying position A3-6. The “Main events” content section (B-C3) is located next to the “Latest messages”, however, does not extend as far down the page as the latter does. The “Strategy of the UGCC”, “Registration”, “UGCC media”, “Youth Catechism” banners and the “previous version of the page” link are compactly posted together (B-C4) between the “Main events” and

“Changes on the site” (B4) content sections and help to separate these latter sections. The “Year of Faith” (C4), “Pokuttia” (C6), “UGCC calendar” (C7), “Recent interview” (C8) content sections, and the “Pokrova” banner (C9) have commensurable size and are stacked on the right-hand side of the page. Together they form a “semi-navigational pane” (this is not a fully-developed navigation pane since it does not start until the middle of the page (row 5). The “Forum” (B6-8) section is located in right half of the page, close to the central area. The “Resurrection Radio”, “RISU”, and “The Catholic Observer” banners (A7) separate the “Latest messages” and “Monitoring of media” (A8) content sections. The “Patriarchal Cathedral of the Resurrection of Christ” (A9) is situated close to the page’s bottom which is occupied by the following units: “orphan system”, “bigmir)net”, the Web counter, “Rambler Top 100”, “Creation of Websites – WebSvit”, and “IT-support - WebKuznia”. Collectively the units on the bottom of the HP form the auxiliary bar with the coordinates A-C10.

Overall, the rows on the page are filled with more semantic units than the columns. This arrangement gives the page a horizontal orientation. In order to view the page users do not need to scroll down the page. This is a positive aspect in terms of the dialogic properties of the site since information that requires multiple scrolls may not be noticed and read by users if they do not have time to explore the page in greater detail. Therefore, the compact design of the HP can be said to enhance its overall communicative potential.

Relying on the identified location of the units in relation to the page and to other units, it is now possible to extract the non-linear model of the HP (Table

2.4). Two types of fonts are used in the non-linear model: italics (to code the exact verbal content of the units) and regular fonts (to code the semantic content rather than the exact verbal or other formulations). Similar to the UOCC HP, the “↕” sign is used for coding the drop-down menus in the navigation bar.

Col. Row	A	B	C
1	home /button/ email /button/ site map /button/ TITLE The Patriarchal Cathedral of the Forum /link/ Resurrection of Christ /picture/	UKR/RUS/ENG/DEU We ask the priest <b>GROUP I</b> Web mail /link/ Contact /link/ RSS /link/	
2	News/Press- releases ↕	UGCC history ↕	UGCC today ↕
		Official documents ↕	Patriarchate Library ↕
			/search engine/
3	Latest messages - Article title 1 /link/ - Article title 2 /link/ - Article title 3 /link/	Main events - /picture/ Article title 1 /link/ /lead/ - /picture/ Article title 2 /link/ /lead/	<b>GROUP I</b>
4	- Article title 4 /link/ - Article title 5 /link/ - Article title 6 /link/	Strategy of the UGCC /banner/ Registration /banner/ UGCC media /banner/ DyvenSvit /ba previous version of the page /link/	<b>GROUP I</b>
5	- Article title 7 /link/ - Article title 8 /link/ - Article title 9 /link/ - Article title 10 /link/ - Article title 11 /link/ - Article title 12 /link/	Changes on the site - NEW /animation/ Article title 1 /link/ - NEW /animation/ Article title 2 /link/ - NEW /animation/ Article title 3 /link/ - Article title 4 /link/ - Article title 5 /link/	Year of Faith /banner/ <b>GROUP I</b>
6	- Article title 13 /link/ - Article title 14 /link/ - Article title 15 /link/	Forum /link/ /link/ /link/	Pokuttia /picture/ /link/
7	Resurrection Radio RISU The Catholic /banner/ /banner/ Observer /banner/	Pilgrimage Centre <b>GROUP I</b>	Calendar /picture/ /link/
8	Monitoring of media - Article title 1 /link/ /lead/ - Article title 2 /link/ /lead/	Spiritual seminary /banner/ Social media /link/	Recent interview /picture/ /link/ <b>GROUP I</b>

9	Patriarchal Cathedral of the Resurrection of Christ /picture/ /link/ <b>GROUP I</b>		Pokrova/banner/ <b>GR.I</b>
10	orphus system /banner/ bigmir.net /banner/ Webmaster Rambler Top 100 /banner/ Creation of Websites – WebSvit /link/ IT-support – WebKuznia /link/ <b>GROUP II</b>		

Table 2.4: *The non-linear model of the UGCC HP*

The non-linear model allows exploring the semantic composition of the page. The non-linear model of the HP indicates that the units on the page form two groups based on their semantics.

(1) GROUP I comprises units marked in blue that are related to the UGCC and the Church-community relations: A-C1 (title), A-C2 (navigation bar), A3-6 (“Latest messages”), A7 (“Resurrection Radio”, “RISU”, and “The Catholic Observer”), B-C3 (“Main events”), B-C4 (“Strategy of the UGCC”, “Registration”, “UGCC media”, “DyvenSvit”, and “previous version of the page”), B5 (“Changes on the site”), C5 (“Year of Faith”), C6 (“Pokuttia”), C7 (“UGCC calendar”), C8 (“Recent interview”), C9 (“Pokrova”), B6-8 (“Forum”).

(2) GROUP II units, marked in green, relate to the technical aspects of the website – this group incorporates units in A-C10 (the auxiliary bar) at the bottom of the page.

The semantic groups on the UGCC website HP do not overlap. This suggests that the information on the UOC-MP is grouped on the semantic principle. Positioning units and groups of units with reliance on the semantic principle increases the communicative potential of these units and the HP overall because the content on the page can be easily retrieved by youth and other users. The largest semantic group on the UGCC HP is GROUP I (units related to the UGCC and the Church-

community relations) which incorporates most of the units on the page (A-C1-9); it also occupies a prominent position on top of the page starting from A-C1 which clearly signals to users what the website is about and thus enhances ideational metafunction. GROUP II consists of a few units which are also compactly positioned in one area of the HP (A-C10). GROUP III does not occupy a prominent position; however, its location does not affect the overall communicative potential of the group since the units in GROUP III form the page's auxiliary bar the default position of which is the bottom of the page on most current websites and users, if needed, can easily retrieve this information.

Relying on the identified semantic units, their location, and the non-linear model of the page, it is possible to determine the underlying semantic structure of the UGCC HP. As discussed above, it is possible to distinguish six basic semantic structures underlying New Media Design products: the *star*, the *matrix*, the *tree*, the *network*, the *Given-New* structure, and the *Ideal-Real* structure. The *star* is characterized by a core concept (the nucleus) around which all other information is organized; in accordance with this principle, most of the units on the HP belong to one semantic group (GROUP I) – units related to the UGCC and the community which, thus, forms the nucleus of the *star*. The individual units pertinent to the topic represent the satellites of the *star*. It is a covert *star* since the interface of the page is not organized in accordance with this principle. The nucleus of the star is represented by the title of the page. The importance of the nucleus is ensured by prominent position on the top of the page (unlike overt *stars* where it is centralized).

The HP has also been examined to see whether its underlying semantic structure includes elements of the *matrix*. However, since the characteristic feature of the *matrix* is the semantic principle of comparison among units according to an attribute, this semantic structure does not correspond to the semantics of the page in question since it contains information on a variety of topics rather than on a variety of attributes of one topic.

Neither is a tree structure discernible for the units in the GROUP II. They lack any *classificatory* or *componential* relationships and do not subordinate hierarchically to any particular unit. In other words, no hierarchy (a feature characteristic of the *tree*) can be identified in either semantic group. The units that make up GROUP II adjoin the page based on different types of relations: e.g. “bigmir)net” *combines* with “Rambler Top 100” (both of which refer to website rating resources) and *co-occurs* with “Creation of Websites – WebSvit” and “IT-support - WebKuznia” (Web developers’ contact information). Semantic ties consisting of nodes and relations of different kinds are typical of the *network* (Martinec & Van Leeuwen, 2009). Thus, the semantic structure that underlies GROUP II can be identified as the *network*.

The *Ideal-Real* and *Given-New* structures were not found on the page. Hence, the HP consists predominantly of one underlying semantic structure – the *star*. The *network* is used only for the auxiliary bar (A-C10). Thus, the page is congruent with respect to its underlying semantic structure. Congruent and coherent structures increase the overall communicative potential of texts and New Media Design products such as Web pages. Therefore, the design of the UGCC

HP can be said to foster ideational metafunction by providing information in a clear, accessible way which contributes positively to the overall communicative potential of the website.

In summary, twenty-seven semantic units have been identified on the UGCC HP. The analysis of the composition of the units has determined that the units vary: some consist of plain texts, while others include links, pictures, banners, and/or animation features. The variability in unit composition included on the page enhances ideational metafunction and contributes positively to the communicative potential of the website. The grid with two-dimensional system of coordinates has shown that the units on the HP are located within three columns: A, B, C and ten rows: 1 to 10. Based on the identified semantic units and their position within the grid, the non-linear model of the HP has been extracted. The non-linear model of the page has revealed that there are two distinctive semantic groups on the page: units related to the UGCC and the Church-community relations (GROUP I) and units related to the technical aspects of the website (GROUP II). The extraction of the non-linear model allowed determining the underlying semantics of the HP. The analysis has revealed that two semantic structures underlie the page: the *star* and the *network*. While the *star* incorporates most of the units on the page, the *network* incorporates only the units in the auxiliary bar. The combination of the two underlying structures within the page characterizes it as a complex New Media Design product. The overall design of the page has been shown to be congruent with the *star* structure; however, in order to analyze the communicative potential of the HP design fully, it is necessary to



correlate it with the website strategies. Therefore, the following subsection (2.4.2) will concentrate on the UGCC website strategies and will correlate them with the existing design of the HP.

#### **2.4.2 Correlation of the existing design of the UGCC HP with the website strategies**

The UGCC website strategies are explored in the present subsection in relation to the website design. In order to identify the strategies of the website an interview was conducted with the chief editor (July 5, 2013). According to the chief editor, the website is intended as

“the official page of the Ukrainian Greek-Catholic Church and it is the place where official information concerning the life of the Church is published. [...] The main objective of the website is certainly communication with the faithful of the Church, and not only with them, [but also with other people] since the website functions in four languages: Ukrainian, Russian, English, and German<sup>28</sup>” (O. Samchuk<sup>29</sup>, interview, July 5, 2013).

This quote shows that the UGCC website is designed as an official Web resource of the Church to communicate with its members and other people in Ukraine and beyond. The chief editor explained that this function is ensured by different people who work on the website: journalists, a news editor, and editors of each of the language versions of the site (Ukrainian, Russian, English, and German). The chief editor’s educational background is in theology and journalism and his principal responsibility regarding the website is to coordinate the work. Thus, the main strategy of the site is to represent the UGCC officially on the Web and to

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<sup>28</sup> This is a translation of the interview. The original interview was conducted in Ukrainian.

<sup>29</sup> The real name of the interviewed has been altered in order to protect the personal information.

maintain communication with its members and other people in Ukraine and elsewhere in the world. This strategy is reflected on the HP by provision of the language switch board which allows users to access one of the language versions of the site.

However, the strategies of the site are not limited to presenting information on the Church in different languages. According to the chief editor, it is also important to make the content interesting to users. In fact, the chief editor confessed that this objective is what makes his own work more interesting and stimulating:

“The most exciting aspect of my work is the content of the website, its development, and getting readers, visitors interested. This is what gives a sort of satisfaction for the efforts which I have to apply in the evening or during weekends, that is to the “harm” of the family. And when you do this and see that it is useful for people, for readers – this is exciting and this encourages one to continue one’s service on this site” (O. Samchuk, interview, July 5, 2013).

Thus, the objective of the site is not reduced to presenting content, but also includes the function of making it interesting and useful to people. This is important because making content interesting and useful to users helps to maintain a dialogue with the existing users and to initiate a dialogue with new users since users who find content interesting (rather than just informative) are likely to return to the website again for more content like this. However, the chief editor admitted that this is not always an easy task, especially when it concerns youth, “as for youth it is more difficult, I should say, [...] because of the official format of the site” (O. Samchuk, interview, July 5, 2013). The official format is one aspect which makes it more difficult to reach youth (because it is necessary to

maintain distance), another aspect is more closely related to the design: the HP is missing a section or a group of units explicitly addressing youth although some of the materials, for example, news articles and clergy messages are addressed to youth.

One more issue that has recently come to the attention of the chief editor is that

“today, [...] there are, unfortunately, few people who are ready to read long texts. Therefore, we are [...] using more media (multimedia) methods or kinds of information; that is, photo reportages, video materials, audio fragments of some sermons” (O. Samchuk, interview, July 5, 2013).

This issue is associated with the general tendency of the Web towards emphasizing visual aspect of WWW communication. This may be explained by the fact that this type of information allows communicating faster while providing information in a more comprehensive and entertaining way. The chief editor and the website team suggest addressing the issue by providing more content of this kind. Importantly, their decision to post more content of this type is not just intuitive, but is rather based on his experience with another Web project of the UGCC:

“This is the UGCC media resource [which consists of] media files, that is, video, photo, and audio materials. The number of “likes” and the number of people who subscribe for this site on Facebook confirms that what I have said above is valid, that is, that this kind of information has more chances to be heard. Short phrases, short expressions, short abstracts of information have a greater chance to influence the consciousness of our visitors, our readers. As of today, more than two thousand people have subscribed to receive information from this site” (O. Samchuk, interview, July 5, 2013).

The project in question is called “UGCC media”. The number of “likes” and the number of subscribers are important indicators confirming the success of this

project and indicating that users indeed look for this kind of information. However, providing different kinds of information is only one aspect that needs to be addressed. Another aspect is design. The “UGCC media” project which is deemed important by the chief editor, is represented on the UGCC website HP by a banner (“UGCC media”) with the following coordinates: B-C4. First, presenting information in the form of a banner is not necessarily an efficient form since advertising on the Web is often presented in the form of banners and many youth routinely “filter” banners as unimportant information. Second, placing this banner in B-C4 position and in line with other four banners considerably reduces the likelihood that youth and other users will use it because it is far from the top of the page and among other similar units.

On the whole, the correlation of the UGCC website strategies with the design of the HP reveals two issues that ensue in this connection:

- (1) an important strategy of the website is to communicate efficiently with users including youth; however this strategy is not fully reflected in the existing design of the HP which is missing a section or a prominent group of units that explicitly address youth and might interest this category of users;
- (2) the “UGCC media” resource is an important source of information for youth and other users which may increase the overall communicative potential of the site; however, the current form of its representation (a banner) and its position (B-C4) makes it less likely to be retrieved by youth or other users.

Presently, these issues limit the communicative potential of the UGCC website with respect to youth. These issues can be addressed by creating a special section explicitly addressing youth and converting the “UGCC media” unit from the banner to a content section and relocating it to a more prominent position closer to the top of the page. Eliminating these issues is likely to add to youth’s and other people’s interest in the site while providing them with a more optimal, semantically based, way of finding information.

In summary, this subsection has examined the strategies of the UGCC website and has correlated them with the existing design of the HP. The main objective of the website is to communicate with users including youth. Since the website is an official resource, another important strategy is not simply to present information, but to make it interesting and useful for people. In connection with these strategies, two issues ensue: the strategies of the website are not reflected fully on the HP in that it is missing a section that explicitly addresses youth; and second, the “UGCC media” resource containing video, photo, and audio materials which may interest youth and other users is represented by banner located in a non-prominent position in line with other banners. Addressing these issues would allow enhancing the communicative potential of the site. The following subsection (2.4.3) draws conclusions concerning the analysis in the present section overall.

### **2.4.3 Conclusions of section 2.4**

The present section has concentrated on the design of UGCC HP. The analysis has been structured around these points: identification of the semantic units on the page, location of the position of the units, extraction of the non-linear model, determination of the underlying semantic structure, and correlation of the existing design with the website strategies.

The analysis shows that there are twenty-seven semantic units on the UGCC website HP. The form of the identified units is not identical and yields five different classes: plain texts, links, pictures, banners, and animations. This variability in unit composition helps to ensure that content is available in different forms enhancing thus ideational metafunction and contributing positively to the communicative potential of the website.

In order to locate the position of the units the grid with a two-dimensional system of coordinates has been used. It helped to determine that the units on the page are located within three columns (A, B, and C) and ten rows (1 to 10). Overall, the HP is characterized by the horizontal orientation since more units are distributed within rows than within columns. Importantly, in order to view the whole page users do not need to scroll down the screen. This is a positive factor in design because information which does not require scrolls is more likely to be noticed and read by users. Therefore, the compact design of the HP enhances its overall communicative potential.

Based on the identified semantic units and the grid, the non-linear model of the HP has been extracted. The analysis has shown that the page contains two

distinctive semantic groups: units related to the UGCC and the Church-community relations (I) and units related to the technical aspects of the website (II).

The underlying semantic structure of the HP has been determined relying on the non-linear model. The page's underlying semantic structure is represented by the combination of the *star* and the *network*. The availability of two semantic structures within the HP characterizes it as a complex New Media Design product. The *star* structure allows organizing information semantically around the central concepts – the UGCC and the community. The *network* allows uniting the units with various types of semantic relationships among them; this corresponds effectively to the function of the auxiliary bar dependant on the *network*. Therefore, this complex semantic structure of the HP enhances ideational metafunction and contributes positively to the communicative potential of the page.

In addition to the semantic analysis of the HP, an interview with the chief editor of the site has been conducted in order to find out the strategies of the website. This step permitted two issues to be identified: a section or a prominent group of units explicitly addressing youth is missing on the HP and some of the resources that have potential to interest youth and other people are not represented efficiently on the HP. These issues show that the realization of ideational metafunction is somewhat restricted which may limit the communicative potential of the website. The following section (2.5) will concentrate on the UGCC-OD website and will apply the same strategies to the analysis of the design of its HP.

## **2.5 The Ukrainian Greek-Catholic Church in Odesa website design**

This section analyzes the UGCC-OD website. The website belongs to the UGCC. The website used to be the official website of the Odesa-Crimean exarchate (still mentioned as such on the UGCC website); however, since the exarchate introduced a new portal, the website that the analysis is concerned with in this section has become more local, intended primarily for the community in Odesa.

For the analysis of the UGCC-OD website, the same procedures are used as in the analysis of previous websites: first, the semantic units on the HP are identified and their position is located; following this, the non-linear model of the page is extracted and the underlying semantic structure is determined (2.5.1). The existing design is then correlated with the website strategies (2.5.2). Finally, conclusions concerning the analysis results are drawn (2.5.3).

### **2.5.1 The UGCC-OD HP: Identification of semantic units, their position, extraction of the non-linear model, and determination of the underlying semantic structure**

The present section focuses on the HP of the UGCC-OD website. The discussion in this subsection is structured around the following four points: identification of the semantic units (1), location of their position on the page (2), extraction of the non-linear model of the HP (3), and definition of the underlying semantic structure (4). For the purpose of the analysis, The UGCC-OD HP



snapshot taken on April 17, 2013 is provided below (Figure 2.17).



Figure 2.17: *The HP of the UGCC-OD website*

The snapshot above represents the Russian-language version of the site. The fact that the website is provided in Russian (with occasional use of other languages such as Ukrainian and English) may be explained by the fact that the website is provided mostly for people living in Odesa, the region of Ukraine which is predominantly Russian-speaking. Therefore, most of the units on the page are in Russian. For the convenience of the analysis the Russian names of the sections are provided in English. Thirty-two semantic units can be identified on the page:

- 1) the title of the website;
- 2) the search engine;
- 3) “Home” – a link;
- 4) “Courses in theology” – a link;
- 5) “Articles” – a content section;
- 6) “Documents” – a content section;
- 7) “Basics of teaching of faith” – a link;
- 8) “Bible” – a link;
- 9) “Saints” – a link;
- 10) “Contacts” – a link;
- 11) “Christian sites” – a link;
- 12) “Photo gallery” – a link;
- 13) “Questions to a priest” – a link;
- 14) “Conversion to Catholicism” – a link;
- 15) “About the title of the site” – a link;
- 16) “Dossier” – a content section;
- 17) “RSS” – a banner;
- 18) “Who is online” – a counter;
- 19) “Rambler Top 100” – a banner;
- 20) “Schedule of divine services” – a link;
- 21) the social media section;
- 22) “News line” – a content section;
- 23) “Icon” – a picture and a name;
- 24) “Polls” – a polling section;
- 25) “New materials” – a content section;
- 26) “Related materials” – a content section;
- 27) “Representative of Superomatic” – a link;
- 28) “Find us on Facebook” – a social media section;
- 29) “Orthodox Catholic Church in Odessa – UGCC © 2013” – website copyright information;

- 30) “Creative!” – a link;
- 31) “rating@mail.ru” – a banner; and
- 32) “bigmir)net” – a banner;

The title of the HP (1) reads as follows: “Our Lord’s, Jesus Christ, Orthodox Catholic Church in Odessa”. The language of the title is Russian. The fonts of the title correspond to the fonts used in Church Slavonic scriptures. This type of font helps to align users into an axiological community of the Christian tradition which reaches the times of Kievan Rus. Unlike the UGCC HP, the UGCC-OD HP title does not have any images or links posted next to it. Such a design of the UGCC-OD HP title makes it compact, but reduces its communicative potential since its realization depends mostly on the verbal channel only. The website title also performs the function of its homer.

The search engine (2) is represented by a compact search window containing the word “search...” which signals the purpose of the window to the users of the site. Notably, the search engine has no search button (searches are set in motion by pressing the “Enter” button). The “home” link (3) helps users to return to the website’s HP; however it is practically useless on the HP itself since the visitors are already there. Nonetheless, this unit is important on other pages; it connects visitors explicitly to the HP unlike the title that does this implicitly.

The following units: “Courses in theology” (4), “Basics of teaching of faith” (7), “Bible” (8), “Saints” (9), “Contacts” (10), “Christian sites” (11), “Photo gallery” (12), “Questions to a priest” (13), “Conversion to Catholicism” (14), and “About the title of the site” (15) are links that navigate users to the corresponding sections of the site. The fact that these links are compactly posted in one area of

the page facilitates navigation among these sections on the site. However, at the same time the considerable number of links in this area of the page can make it difficult to find any particular link especially if users do not have time to explore the website in detail.

The “Articles” (5) and “Documents” (6) units are content sections consisting of a number of items. The “Article” unit consists of the following items: “Spiritual life”, “To Protestants about Catholicism”, “Orthodox-Catholic relationships”, “To Catholics”, “Miscellanea”, “Other religions”, “Judaism and Christianity”, “Abortions”, “Monasticism”, “Church History”, and “Church traditions”. The “Document” unit consists of such items: “KKTsTs”<sup>30</sup>, “Liturgy”, “History”, “Evangelisation”, “Dogmatics”, “Priesthood”, “Social teaching”, “Moral theology”, “Ecumenism”, “East – West”, and “Miscellanea”. In order to distinguish the section titles and the items (they are both provided in the form of links), the latter are written in bullet form. Such a design of these content sections helps users to retrieve individual topics in the sections. The brevity of the items also needs to be noted since it allows posting these items on a relatively small portion of the page making it more convenient to browse through these units and their items.

The “Dossier” (16) unit is another content section containing biographical information on the leaders of the UGCC (e.g. Sviatoslav Shevchuk, Lubomyr Husar) and some saints (e.g. Saints Cyril and Methodius). Unlike the “Articles” and “Documents” sections, the items in the “Dossier” section are not presented in

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<sup>30</sup> This is a transliteration of the Russian abbreviation ‘ККЦЦ’ which stands for ‘Code of Canons of the Eastern Churches’.

the bullet form that helps to separate its content visually from the previous two sections above and thus facilitates search of items within the given section. The “RSS” (17) unit is represented by a banners and functions to connect users to the RSS page of the site where all the major news articles of the website are compiled.

The “Who is online” (18), “Rambler Top 100” (19), “Representative of Superomatic” (27), “Orthodox Catholic Church in Odessa – UGCC © 2013” (29), “Creative!” (30), “rating@mail.ru” (31), and “bigmir)net” (32) units are a combination of a Web counter (shows the current number of visitors on the site), website copyright information and references (in the form of links and banners). These units fulfill auxiliary function on the HP by monitoring how well the website performs in terms of number of users, promoting the site on the Web, and indicating the copyright issues related to the information on the site.

The “Schedule of divine services” unit (20) is a link allowing users to view the schedule of services in a UGCC Church in Odesa. This unit is located between the title on the one side and the social media section (21) and “News line” (22) on the other. The “News line” is the biggest unit on the HP and contains twenty-two news articles (in the form of a title, an image, and a lead). The social media section allows users to share the materials on the page through one of the social networks. The social media section is prominent on the page because the links to various social networks are provided in the form of little colourful icons on top of the page. In contrast, the “Schedule of divine services” occupies a small portion of the screen and is not visually prominent. Therefore, the “Schedule of divine

services” unit requires users to explore the HP attentively.

The “Icon” unit (23) is represented by a religious icon and the name of the person depicted in the icon. Combining the picture with a brief verbal description enhances ideational metafunction and youth or other users who may not be familiar with the icon can find out who or what exactly it depicts by reading the description. The “Polls” unit (24) is a polling system which consists of a question, variants of an answer, the submission button, and the result button. In this section, visitors can both vote and see the results of the voting. The “New Materials” (25) and “Related materials” (26) units are content sections; at the time of the data collection session, however, there were only links in the former section and no information in the latter. Since there is no information in the “Related materials” section and it is not possible to click on its title, the function of the unit is not clear. It may confound youth and other users. Finally, “Find us on Facebook” unit (28) is a social media section with the UGCC-OD contact information on Facebook and avatars of the people who belong to the UGCC-OD group on the social network.

As was previously mentioned, thirty-two semantic units have been identified. Notably, the units on the page are not identical in terms of their composition. While some consist of plain texts and/or links anchored in them (e.g. the “Documents” and “Dossier” content sections), others also contain images (e.g. the “Icon” and “News line” units) and/or banners (e.g. the “Find us on Facebook” unit). In terms of composition, the units on the page form four classes: plain texts, links, images, and banners. No units with interactive features have been found on

the page. The varied classes of units help to enhance ideational metafunction by presenting information in many different ways through both verbal and visual channels.

In order to extract the non-linear model of the page, it is necessary to identify the location of the units. It should be noted that the units on the page indicate a tendency to form groups based on their location. The website's navigation pane on the right-hand side of the page comprises the search engine (2), "Home" (3), "Courses in theology" (4), "Articles" (5), "Documents" (6), "Basics of teaching of faith" (7), "Bible" (8), "Saints" (9), "Contacts" (10), "Christian sites" (11), "Photo gallery" (12), "Questions to a priest" (13), "Conversion to Catholicism" (14), "About the title of the site" (15), "Dossier" (16), "RSS" (17), "Who is online" (18), and "Rambler Top 100" units form. In parallel, the navigation pane on the left-hand side of the page incorporates the following units: "Icon" (23), "Polls" (24), "New materials" (25), "Related materials" (26), and "Representative of Superomatic" (27). Finally, the "Orthodox Catholic Church in Odessa – UGCC © 2013" (29), "Creative!" (29), "rating@mail.ru" (31), and "bigmir)net" (32) units are grouped on the bottom of the HP and the auxiliary bar of the UOC-MP site.

Following the procedures applied in the previous sections, the two-dimensional grid will be used to identify the position of the units on the page. The grid for the UGCC-OD HP consists of three columns (A, B, and C) and five rows (1-5). The number of columns and rows in the grid reflects the availability of the semantic units and the groups of units in the given area of the page. The grid and

the reduced copy of the HP can be found in Figure 2.18.



Figure 2.18: *Grid locating units on the UGCC HP*

The title of the HP (A-C1) occupies the top position stretching across three columns. The left-hand navigation pane (A2-3) is fixed on the extreme left part of the screen and the right-hand navigation pane (C2-3) – on the right. As noted above, the “Schedule of divine services” unit occupies a small area of the page next to the social media section and is practically undistinguishable from the adjacent unit; therefore, these two units can be said to share the same coordinates,



B2. The “News line” unit (B3) starts immediately after the social media section and stretches several scrolls down the page. The “Find us on Facebook” unit (B4) is posted below the “News line” section and precedes the auxiliary bar (B5) of the HP.

The grid indicates that the columns on the page are filled with more semantic units than the rows. This arrangement of the units signals an overall vertical orientation of the HP. Accordingly, in order to accommodate all the information the page is quite long and users of the site need to scroll down the page in order to access all the content. This is even more so with respect to users who access the site on mobile devices which have rather limited screen space. Statistics<sup>31</sup> of website use show that over 7% of all users who access the website use mobile devices. Notably, the average time that visitors spend on the website is about the same for visitors using computers (1minute and 33 seconds) and mobile devices (1minute and 36 seconds). This signifies that users who access the site on their mobile devices do not have extra time to scroll down the page and the information posted below the visible portion of the screen is less likely to reach the audience. Moreover, since the popularity of mobile devices is steadily growing the overall communicative potential of the HP is likely to be further reduced due to the current design. Finally, since the use of mobile devices is more characteristic of young users, the communicative potential of the website may be decreased even further with respect to this category of visitors.

Relying on the identified units and their position, it is now possible to

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<sup>31</sup> The statistic information was voluntarily provided by the chief editor of the website during the interview conducted for this dissertation.

extract the non-linear model of the HP (Table 2.5). Two types of fonts are used in the non-linear model: italics in order to code the exact verbal content of the units and regular fonts in order to code the semantic content rather than the exact verbal or other formulations.

Col. Row	A	B	C
1	TITLE <b>GROUP I</b>		
2	<i>/search engine/</i> <i>Home</i>	<i>Schedule of divine services /link/</i> <i>Social media</i>	Icon <b>GROUP II</b> <i>/description/</i>
3	<i>Courses in theology</i> <i>Articles</i> <i>Documents</i> <i>Basics of teaching</i> <i>of faith</i> <i>Bible</i> <i>Saints</i> <i>Contacts</i> <i>Christianity</i> <i>Photo gallery</i> <i>Questions to a priest</i> <i>Conversion to</i> <i>Catholicism</i> <i>About the title of the</i> <i>site</i> <i>Dozier</i> <i>RSS banner/</i> <i>Who is</i> <i>online?</i> <i>Rambler Top 100</i> <i>/banner/</i>	<i>News line</i> - Article title 1 /link/ /picture/ /lead/ - Article title 2 /link/ /picture/ /lead/ - Article title 3 /link/ /picture/ /lead/ - Article title 4 /link/ /picture/ /lead/ - Article title 5 /link/ /picture/ /lead/ - Article title 6 /link/ /picture/ /lead/ - Article title 7 /link/ /picture/ /lead/ - Article title 8 /link/ /picture/ /lead/ - Article title 9 /link/ /picture/ /lead/	Submit Results <b>GROUP I</b> <i>New materials</i> <i>Related materials</i> <i>Representation of</i> <i>Superomantic /link/</i>
4		<i>Find us on Facebook</i> <i>/pictures + links/</i>	
5		<i>Orthodox Catholic Church in Odessa</i> <i>- UGCC</i> <i>Creative! /link/rating@mail.ru/banner/</i> <i>bigmir)net /banner/</i>	

Table 2.5: *The non-linear model of the UGCC-OD HP*

The non-linear model allows exploring the semantic composition of the HP. The non-linear model of the page indicates that the units on the page form three semantic groups.

- (1) GROUP I units are related to the UGCC-OD and the Church-community relations and are marked in blue – this group is represented by A-C1 (the title), certain units from A2-3 (the search engine, the “Home”, “Contacts”, “Christian sites”, “Photo gallery”, “Questions to a priest”, “About the title of the site”, “Dossier”, and “RSS” units in the left-hand navigation pane), and C2-3 (the “Poll”, and “New materials” units in the right-hand navigation pane), B2 (the “Schedule of divine services” and the social media section and the “Schedule of divine services” units), B3 (the “News line” content section), and B4 (the “Find us on Facebook” unit).
- (2) GROUP II comprises units marked in orange that are related to faith (Greek-Catholic) and spiritual life: certain units from A2-3 (“Articles”, “Documents”, “Basics of teaching of faith”, “Bible”, “Saints”, and “Conversion to Catholicism” units in the left-hand navigation pane) and one unit from C2-3 (“Icon” unit in the right-hand navigation pane). The “Articles” content section has been included into this group because the articles from this section are compiled in relation with catechistic topics rather than community-related or popular ones.
- (3) GROUP III: units, marked in green, relate to the technical aspects of the website – this group incorporates one unit from the left-hand navigation pane A2-3 (“Rambler Top 100”) and one unit from the right-hand navigation pane C2-3 (“Representative of Superomatic”) as well as A-C5 (the auxiliary bar) at the bottom of the page.

It should be noted that the “Related materials” content section is not filled with

any content and, therefore, it has not been included into any semantic group outlined above. The largest semantic group on the HP is GROUP I (units related to the UGCC-OD and the Church-community relations) which incorporates most of the units on the page including those which are prominently positioned on the top of the page (e.g. A-C1, B2); the units from this group are also found in other areas of the page (e.g. A2-3, B4, C2-3). There are fewer units in GROUP II (units related to faith (Greek-Catholic) and spiritual life); however, some of them are also prominently positioned on the page (e.g. the “Icon” unit on top of the C2-3 navigation pane). Notably, the units from both these groups co-occur in different areas of the HP in the navigation panes (both A2-3 and C2-3). This feature suggests that these groups constitute an equally important part of the website’s semantics. GROUP III consists of only a few units positioned in three areas of the page: A2-3 (at the bottom of the navigation pane), B5 (the auxiliary bar), and C2-3 (at the bottom of the navigation bar). The units which form the latter group do not occupy a prominent position; however, this location does not affect the overall communicative potential of the group since the units in GROUP III perform an auxiliary function (they are related to the technical aspects of the website) and if users need to find this information, they can easily do so since technical information is located in such a position on many modern websites.

Furthermore, the non-linear model indicates that the semantic groups on the UGCC-OD HP overlap and are scattered on the page. For example, the “Dossier” unit in the navigation pane (A2-3) contains information on saints and the leaders of the UGCC and is shared by GROUPs I and II; while the majority of

the units from GROUP III are positioned at the bottom of the page (B5), some units from this group are also found in areas A2-3 as well as C2-3. Positioning the units on the page without taking into consideration the semantic principle has two negative effects: (1) it is more difficult (and therefore, needs more time) to find the required information (e.g. individual units which are located away from the majority of the units from this group) and (2) units from one group (e.g. GROUP III units performing the auxiliary function) may divert users' attention from the units of another group. Therefore, the communicative potential of the UGCC-OD HP may be reduced due to the fact that the content on the page is more difficult to retrieve.

Relying on the identified semantic units, their location, and the non-linear model of the HP, it is possible to determine the underlying semantic composition of the HP, whether it is the *star*, the *matrix*, the *tree*, the *network*, the *Given-New* structure or the *Ideal-Real* structure. A distinctive feature of the *star* is the availability of a core concept (the nucleus) around which all other information is organized. The title of the page (A-C1) forms the nucleus of the *star* as the title represents the Church and the community around which the website is constructed. For example, the "Schedule of divine services" (B2), "Find us on Facebook" (B4), and "Dossier" (A2-3) units adjoin the nucleus as its satellites highlighting different aspects of the nucleus. However, not all the units on the page belong to the *star* structure. The "Rambler Top 100" (A2-3), "Representative of Superomatic" (C2-3), and "Creative!" units, which constitute a part of GROUP III, do not attach to the nucleus of the star because the semantic ties between these

units and the nucleus are not discernible. Thus, the *star* structure underlies only a part of the HP, albeit the biggest one.

Neither do the GROUP III units share the *matrix* because this structure is organized around “the semantic principle of comparison, where information items are compared in terms of some attributes” (Martinec & Van Leeuwen, 2009, p. 5). Nor do they form the *tree*, classificatory or componential, due to the lack of hierarchical relations among the units of either type on the page. The *network* is used for “showing connections between items of information that are not hierarchical (unlike trees) and that are distributed rather than centralized (so they are unlike stars)” (Martinec & Van Leeuwen, 2009, p. 38); the characteristic feature of the *network* structure is an interconnectedness between its semantic components based on semantic ties of different types. The GROUP III units are not organized hierarchically and do not have a semantic nucleus; at the same time they are interconnected based on different types of semantic ties: the “Rambler Top 100” unit *co-occurs* with the “Representative of Superomatic” unit and is *similar to* the “rating@mail.ru” unit. Therefore, the semantic structure that underlies GROUP III is the *network*. No *Given-New* or *Ideal-Real* structures have been identified on the UGCC-OD HP.

For the most part, the HP underlying semantic structure can be said to consist predominantly of two parts: the *star* (GROUPS I and II which collectively occupy most of the units from the A-C1-4 area of the HP) and the *network* (GROUP III which occupies the bottom position B5 and includes one unit from each of these two areas: A2-3 and C2-3). The *star* structure is covert because the

nucleus-satellite design of this structure has not been carried out to the interface of the page. The communicative potential of the *star* may be partially reduced due to the addition of the *network* elements among the structure's satellites disrupting the congruency of the structure and may thus distract users. The communicative potential of the *network* structure, in turn, is also reduced due to the fact that the units sharing this structure are scattered on the page. Although the units which share the *network* do not belong to the semantic core of the website, the communicative potential of the structure and the page overall may be enhanced by positioning the units belonging to this group in closer vicinity to one another. In this way, it will be easier for users to follow information positioned using the semantic principle.

To recapitulate, thirty-two semantic units have been identified on the UGCC-OD HP. The analysis of the composition of the units has shown that they vary; some of them consist of plain texts, while others also include links, pictures and/or banners. The variability in unit composition enhances the ideational metafunction and contributes positively to the communicative potential of the page. The alphanumerical grid shows the units located in three columns: A, B, C and five rows: 1 to 5. Based on the identified units and their position, the non-linear model of the HP has been extracted to reveal that there are three distinctive semantic groups on the page: units related to the UGCC-OD and the Church-community relations (I), units related to faith (Greek-Catholic) and spiritual life (II), and units related to the technical aspects of the website (III). The units on the page, however, are not grouped based on the semantic principle. As a result, units

belonging to the same semantic group are “scattered” all over the page. This design reduces the communicative potential of the page. The extraction of the non-linear model exposed the underlying semantic structure of the HP. Two semantic structures, the *star* and the *network*, underlie the page. GROUP I and II units form the *star* which underlies most of the page while GROUP III units form the *network*. However, some of the units in the *network* are also found among the satellites of the *star*. This incongruence in the underlying semantics may confound youth and other users especially if they are new on the website and/or have time to explore it; consequently this aspect of the design of the HP may weaken the communicative potential of the website overall. However, in order to understand the communicative potential of the HP design more fully, it is necessary to explore the website strategies. Therefore, the UGCC-OD website strategies will be explored in the following subsection (2.5.2).

### **2.5.2 Correlation of the existing design of the UGCC-OD HP with the website strategies**

The UGCC-OD website strategies are discussed in the present subsection in relation to the design of the site. In order to identify the website strategies an interview was conducted with the chief editor (July 6, 2013). It is worth mentioning that the chief editor’s educational background is in philology. In addition to this, he has also rich experience in media working as a designer and a chief editor of two Odesa periodicals. At this time, he is specializing in creating websites and one of his main responsibilities is search engine optimization.



However, the UGCC-OD website was not created as a part of his professional responsibilities. In fact:

“I did this website as a hobby, simply as my service to the Church. That is, I did not receive money for it. I work on it using time away from work<sup>32</sup>” (O. Cipko<sup>33</sup>, interview, July 6, 2013).”

This quote shows that the website is run voluntarily and practically by one person, the chief editor, which can make it more difficult to manage and update the design or other aspects of the site as frequently as would be desired.

Originally, the UGCC-OD website was created in 2006 by a chief editor’s friend. According to the chief editor,

“At that time there were actually no Greek-Catholic websites [in Russian] on the Internet. In fact, all [the Greek-Catholic websites] were in Ukrainian or English” (O. Cipko, interview, July 6, 2013).

The language question is important in Ukraine. Most Ukrainians are bilingual (Ukrainian and Russian); however, while some prefer to speak and receive information in Ukrainian, others prefer to speak and receive information in Russian. In the design of the UGCC-OD website HP, Russian is predominant. The chief editor explained that,

“For me personally, there is no difference in which language I read information. But I know that many of my friends have a hard time reading in Ukrainian. At that time in Odesa, the information about the [...] Greek-Catholic Church was distorted. We wanted to create an enlightening website which would explain what the Greek-Catholic Church is and help to correct some misunderstandings, and for the local region we would do it in Russian” (O. Cipko, interview, July 6, 2013).

This quote clarifies why the HP is provided predominantly in Russian: to better serve the local, Russian-speaking population. At the same time, this quote

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<sup>32</sup> This is a translation of the interview. The original interview was conducted in Ukrainian.

<sup>33</sup> The real name of the interviewed has been altered in order to protect the personal information.

highlights the main objective of the site: to be an “enlightening website” that serves the purpose of educating people concerning the Ukrainian Greek-Catholic Church. This strategy is well represented by the available materials on the HP which include such units as “Courses in theology”, “Documents”, and “Basics of teaching of faith”. Importantly, the chief editor remarked that

“At the same time, I would like to make it clear that the website functions on behalf of the congregation of the parish of St. Andrew’s so that people see that this is not just a private initiative, but testimony of the Church” (O. Cipko, interview, July 6, 2013).

This remark emphasizes the chief editor’s intention to maintain the website as a Web resource created by and for the community. Presently, however, there is no section specifically devised for the community which would reflect this strategy. Moreover, such sections as “Conversion to Catholicism” or “About the title of the site” suggests that the website is intended for non-members rather than for the existing community.

With respect to young users, the chief editor noted that

“Our parish has a young community that lives and develops quite actively. I try to encourage them to write materials and to create content for the website” (O. Cipko, interview, July 6, 2013).

Currently, however,

“[...] we do not have a special section for youth [...]. There is no youth content [on the site] and at this time it is not even planned. Simply, if any youth events happen, we<sup>34</sup> write about them” (O. Cipko, interview, July 6, 2013).

It is evident that youth is an important part of the UGCC-OD community; however, in the current design of the HP, there is no special section addressing

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<sup>34</sup> The “we” in this case does not necessarily refer to different people since the material for the website are mostly prepared (e.g. written or translated) by the chief editor himself with other people providing materials only occasionally.

youth and it “is not even planned”. Additionally, even those articles which appear from time to time in connection with youth events may be unnoticed by youth and other users since the news on the website appears as one massive section without a separate subsection for youth and is not structured semantically. Finding youth-based news on this website entails monitoring the website frequently or spending a considerable amount of time looking through all the articles available on the site (which may be quite impractical). Therefore, the current design of the HP including the chronological rather than semantic order of the news section may lower the website’s communicative potential overall.

In order to improve the communicative potential of the website, the chief editor is considering the following arrangements:

“I would like to diversify the content by adding more video materials [and] to reanimate the site in the sense that news should be posted more frequently, so that it could react more promptly to the events in our Odesa-Crimean exarchate [...], Ukraine in general and the UGCC in particular and the world.” (O. Cipko, interview, July 6, 2013).

A considerable part of Web communication on modern websites takes place through the visual channel, often by means of videos. Young users who navigate other modern websites with this kind of information may also expect to find it on the UGCC-OD HP; therefore, adding video content as well as posting more content and on a regular basis may contribute positively to the communicative potential of the website. However, this is not enough for effective communication. For effective communication, it is also necessary to design the website in such a way that the website content is structured semantically. This would allow youth and other visitors on the website to find the information which they are interested

in or which they need more easily. The Church is a non-profit organization, with limited resources in this respect; however, since the task of the Church is to communicate efficiently and effectively with people, including youth who in turn rely more and more on the Web as a source of information, it is necessary to devote more attention to the Web resources of the Church. Reorganizing the information semantically and/or renovating the design does not require much human or other resources in comparison to the benefits of having an efficient website; since it is a way to communicate effectively with youth who are not necessarily church-goers, to inform the local congregation of important events, and to invite more feedback and more input from the people to maintain efficient communication between the Church and the community.

The analysis of the website strategies in connection with the design of the UGCC-OD HP raises three issues in this connection:

- (1) the HP does not reflect the strategies of the website fully in that it is missing a section or a group of units that explicitly addresses the community and youth;
- (2) due to the vertical orientation of the HP and the chronological (rather than semantic) organization of the news section, young users are less likely to retrieve the materials that may be of interest to them;
- (3) the communicative potential of the *star* may be partially reduced due to the addition of the *network* elements among the satellites which disrupts the congruency of the *star* and, thus,

may confound users.

One of the issues above (1) ensues because the website strategy to communicate with community including youth is not addressed in full by the existing design of the HP. The other two (2 and 3) are related to the organization of information which may not be optimal in the communicative sense because it is not based on the semantic principle. These issues suggest that the present design of the HP impedes the effective realization of ideational metafunction on the HP which may considerably restrict the communicative potential of the website. These issues related to the design of the website HP reduce the communicative potential of the whole website because the HP is the port of entry for the website. Due to these issues the young users who are new on the site may not find information they are interested in and are likely to navigate away from the website. Of course, they can contact the chief editor of the website and inquire about the information that they are interested in, but this is an improbable scenario since it is too time-consuming and it is much easier to try another source of information on the Internet than to spend hours trying to fish out information they need. Moreover, unless they monitor the HP daily they may not be able to find the information they need even returning to the site (since the articles are organized chronologically and move constantly down the page or even to the next page and there is currently no option to browse the news by topic, based on the semantic principle). Therefore, in order to increase the communicative potential of the HP and the website on the whole, it is necessary to address these issues and to organize the HP design based on the semantic principle.

In summary, this subsection has examined the strategies of the UGCC-OD website and has correlated them with the design of its HP. The website is intended as an educational resource. Posting more video materials and more content more frequently has been suggested by the chief editor of the website as a way to make it more efficient. Although these steps may contribute positively to the communicative potential of the site, this is unlikely if the information on the website is not organized semantically. Organizing the design semantically while ensuring that the strategies of the website are reflected in the design helps users to get quickly oriented on the site and to find the information they need without difficulty. Correlation of the existing design of the HP with the website strategies has revealed three issues: the HP is missing a separate section or a group of units explicitly addressing the community including youth, the vertical orientation of the HP and the chronological organization of one of the main sections deviate from the strategy to provide information for youth and other users in an efficient way, and the insertion of the *network* units among the *star* satellites disrupts the congruency of the *star* structure and may confound youth. These issues impede realization of ideational metafunction and need to be addressed in order to increase the communicative potential of the website. The following subsection (2.5.3) briefly reviews the findings and draws conclusions concerning the results of the analysis in the present section.

### **2.5.3 Conclusions of section 2.5**

The present section has focused on the design of UGCC-OD HP. The analysis has been structured around the following points: identification of the semantic units on the page, location of the position of the available units, extraction of the non-linear model, determination of the underlying semantic structure, and correlation of the existing design with the website strategies.

The analysis revealed that there are thirty-two semantic units available on the HP. The form of the identified units is varied and can be categorized into four classes: plain texts, links, pictures, and banners. The variability in unit composition helps to enhance ideational metafunction and contributes positively to the communicative potential of the website.

The grid used for locating the position of the units has revealed that the units are located within three columns (A, B, and C) and five rows (1 to 5). Overall, the HP is characterized by a vertical orientation since more units are distributed within columns than within rows. The vertical orientation of the page means that the users have to scroll down the page in order to view all the content. Users who do not have time to explore the page in detail or those who access it on a mobile device are likely to miss a considerable part of the content beyond the visible portion of the screen. Therefore, the vertical orientation of the page in this case reduces the communicative potential of the HP.

The non-linear model of the HP has been extracted based on the identified semantic units and the position of the units identified with the help of the grid. The analysis has shown that the page contains the following distinctive semantic

groups: units related to the UGCC-OD and the Church-community relations (I), units related to faith (Greek-Catholic) and spiritual life (II), and units related to the technical aspects of the website (III).

Relying on the non-linear model the underlying semantic structure has been determined to be represented by the combination of the *star* and the *network*. The availability of multiple structures within the HP characterizes it as a complex New Media Design product. The choice of the *star* structure helps to organize information semantically around the UGCC-OD and the community. The *network* unites the semantic units with various types of semantic relationships among them. This corresponds effectively with the function of the auxiliary bar and therefore, choosing the *network* optimizes the communicative potential of the units. At the same time, however, the units sharing this structure are scattered all over the page diverting users' attention from more important information and thus limiting the communicative potential of HP on the whole.

In addition to the semantic analysis of the HP, an interview with the chief editor of the site has been conducted in order to find out the website strategies. This step permitted issues to be identified: the existing design of the HP does not fully address the website strategies in that a section which addresses explicitly the community including youth is missing, the vertical orientation of the HP and the chronological organization of one of the biggest sections deviate from the strategy to provide information for users in an efficient way, and the *network* units inserted among the *star* satellites disrupt the congruency of the *star* and may confound youth and other users. These issues show that the realization of ideational



metafunction is restricted and the communicative potential of the UGCC-OD website is thus limited. The following section (2.6) is the concluding section of the present chapter; it summarizes findings, compares the analysis results, discusses the implications of the results, and presents the overall conclusions of the chapter.

## **2.6 Comparison of analysis results in Chapter 2, their implications and conclusions**

The present chapter has focused on ideational metafunction. In this context the designs of four websites have been examined: UOCC, UOC-MP, UGCC, and UGCC-OD. The important characteristic feature of website design is multimodality in which plain texts are combined with graphics. In order to address the multimodal nature of design, the semantic approach has been shown to be effective in that it has allowed exploring communicative potential of the website designs across different modes as well as interplay among the modes. Notably, the semantic approach permits the analysis to abandon the paradigm of “visual grammar” (Kress & Van Leeuwen, 2006) with its excessive attention to form and rules “governing” image creation. Adopting the semantic approach instead of “grammar rules” allows avoiding inaccuracies of analysis since the semantic analysis is based on the meaning rather than pre-established rules.

The New Media Design framework (Martinec & Van Leeuwen, 2009) has been used for the analysis. Besides being totally semantically-based, this framework has been devised specifically for the analysis of electronic discourse

which corresponds to the research interests of the present study. The main building blocks of the framework are non-linear models which are defined as “diagrams that can be used to map out the conceptual structure of texts or domains and that make explicit how such texts or domains are generally understood” (Martinec & Van Leeuwen, 2009, p. 15). Non-linear models are used to determine whether a product is organized semantically and if so, how effective the organization (the design) is. Depending on the semantic relations that form among units, six basic structures underlying New Media Design products can be outlined: the *star*, the *matrix* (the table), the *tree*, the *network*, the *Given-New* structure, and the *Ideal-Real* structure (Martinec & Van Leeuwen, 2009). Congruent and coherent structures which meet the objectives of the site increase its overall communicative potential, while incongruent structures, on the contrary, decrease it.

Two issues have been identified in connection with the application of the framework: first, the framework implies that non-linear models should be drawn with the help of diagrammatic schemas; this, however, may result in models which are difficult for analysis because of the complexity of underlying semantic structures which is characteristic of modern websites; second, the framework does not provide sufficient tools to fix the position of semantic units. Addressing these issues is important because non-linear models which are built without a high level of precision may lead to distortion of meaning. Therefore, two improvements have been suggested and implemented in the present analysis. First, in order to ensure clear non-linear models of Web site HPs, tables have been used instead of

diagrammatic shapes; this allows depicting individual semantic units accurately. Second, in order to fix the exact position of semantic units in the non-linear model, a two-dimensional grid with an alphanumeric system of coordinates has been used; this considerably facilitates locating the position of units on the HP not only in relation to one another, but also in relation to the page resulting, thus, in more accurate non-linear models and increased precision of analysis.

Overall, the analysis has been structured around the following points: identification of the semantic units on the HPs, location of the unit position, extraction of the non-linear models, determination of the underlying semantic structures, and correlation of the existing designs with the strategies of the website. The table below (Table 2.6) provides an overview of the findings concerning the websites in question.

Websites Design	UOCC		UOC-MP	UGCC	UGCC-OD
	SS	HP			
<i>Semantic units</i>	14	15	35	27	32
<i>Page Orientation</i>	Vert.	Hor.	Vert.	Hor.	Vert.
<i>Semantic groups</i>	units related to the UOCC and Church-community relations (I), units related to faith (Orthodox) and spiritual life (II), units related to other miscellaneous topics (III)	units related to the UOCC and Church-community relations (I), units related to faith (Orthodox) and spiritual life (II), and units related to the technical aspects of the website (III)	units related to the UOC-MP and Church-community relations (I), units related to other Orthodox topics (II), and units related to the technical aspects of the website or containing certain general information (III)	units related to the UGCC and the Church-community relations (I) and units related to the technical aspects of the website (II)	units related to the UGCC-OD and the Church-community relations (I), units related to faith (Greek-Catholic) and spiritual life (II), and units related to the technical aspects of the website (III)
<i>Underlying semantics</i>	<i>Given-New + network</i>	<i>star + network</i>	<i>star + tree + network</i>	<i>star + network</i>	<i>star + network</i>
<i>Correlation of the existing design with the website strategies</i>	1) the incongruity between the restricting character of the SS and the strategies to provide relevant information		1) the use of the outdated “reference” conception to	1) the incongruity between the website strategies to communicate	1) the existing design of the HP does not fully reflect the website strategies

	to the users in an accessible way; 2) the <i>Given-New</i> underlying semantic structure of the SS cannot effectively correlate with the website strategies: the strategies of the website are not to compare or to juxtapose certain content, but to integrate it in such a way as to facilitate maintaining dialogue with users; 3) the SS and HP do not reflect the strategies of the website fully in that both are missing a section or a prominent group of units that explicitly addresses various categories of users within the community such as families, and new users on the site.	define website results in the vertical orientation of the page and the excessive complexity of the underlying semantics; 2) the incongruity between the website strategies to communicate effectively not only with clergy, but also with youth as well as other users and absence of the corresponding section or a group of units on the HP.	effectively with youth and lack of a section or a prominent group of units explicitly addressing them; 2) the form of presentation and the position of some of the resources which have been shown to be effective in communicating with users and which may interest youth cannot effectively correlate with the website strategies in order to use these resources so as to get users interested in the content	because a section or a group of units addressing explicitly the community including youth are missing; 2) the vertical orientation of the HP and the chronological organization of one of the most important sections deviates from the strategy to provide information for users in an efficient way; 3) the <i>network</i> units found among the <i>star</i> satellites disrupt the congruency of the <i>star</i> and reduce its communicative potential.
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Table 2.6: *An overview of the findings concerning the designs of the UOCC, UOC-MP, UGCC, and UGCC-OD websites*

The table shows that the number of semantic units varies considerably depending on the website. The biggest number of units (35) is on the UOC-MP website, which may be explained by the fact that the website is defined using an out-dated conception “website as a reference”; this leads to the website’s HP being overburdened with information. The smallest number of units is on the HP of the UOCC website: 15; this website, however, has also a SS which contains 14 units in addition to those on the HP. The UGCC and UGCC-OD websites contain 27 and 32 units respectively. The greater numbers of semantic units (UOC-MP, UGCC-OD) creates the risk of users skipping some information or being unable to find the information they need.

The analysis of the location of the units has revealed that the HPs are designed differently in this respect. Two of the pages are characterized by the

horizontal orientation: UOCC HP and UGCC HP, which means that on these pages more units are distributed within rows than within columns. All the remaining pages: UOCC SS, UOC-MP, and UGCC-OD are characterized by the vertical orientation, which means that more units are distributed in the columns than in the rows. The difference between these types of page designs is that on the pages with the horizontal orientation the content is posted in the visible part of the screen of a computer, while on the pages with vertical orientation users need to scroll down the page in order to access all the content. However, it is questionable whether youth or other visitors will follow the vertically oriented pages to the bottom since many modern websites are designed in such a way that all the important information is posted within the visible portion of the screen, without the necessity to scroll either down or sideways. Therefore, on the UOCC SS, UOC-MP, and UGCC-OD the content which is positioned below the visible portion of the screen may not be read by visitors. Such design, thus, reduces the communicative potential of the websites.

The semantic units available on the main pages of the websites form several semantic groups. The common feature among all the pages is that they contain a semantic group related to their respective Church and Church-community relations. The availability of this group on all the websites reflects the website strategies to provide information about the Churches and maintain contact with their communities. It is this semantic group that makes these websites unique and attracts users. Therefore, it is not surprising that this group forms the semantic core of the websites which is reflected in their underlying semantic structures.

Another group that is included most often on the sites is “units related to the technical aspects of the website”; it is present on all the pages except the UOCC SS. This group of units helps to ensure the stable working of the sites. The reason why this group is absent on the UOCC SS is that it is provided on the website’s HP. Instead, the UOCC SS contains units related to other miscellaneous topics on culture-related, history-related, and other topics. This group, however, does not effectively correlate with other Church-related units and may confound users. Such semantic groups as “units related to faith (Orthodox) and spiritual life” (UOCC, SS and UOCC, HP), “units related to other Orthodox topics” (UOC-MP), and “units related to faith (Greek-Catholic) and spiritual life” reflect the religious and more specifically Orthodox or Greek-Catholic nature of these websites and provide users with information on these topics.

Two semantic structures dominate the underlying semantics of the pages: the *star* and the *network*. The *star* is found on all the pages except the UOCC SS, while the *network* is present on all the pages without exception. In the *star*, the information is built around the most important concept, the nucleus, and the chunks of information adjoining it connect to it based on attributive and/or identifying relations and are called the satellites. This structure allows focusing on the Church and the community as the focal points of the websites and their semantic core and, thus, may fit well with the intended purposes of the sites. The *network* unites semantic units with various types of semantic relationships among them. This feature corresponds effectively with the function of the auxiliary and status bars for which they are used. Therefore, choosing the *network* structure in

this case enhances ideational metafunction and optimizes the communicative potential of the sites. Other structures that have been found are the *Given-New* structure (UOCC, SS) and the *tree* (UOC-MP). The *Given-New* structure is appropriate for the purpose of comparison; however, as the analysis shows, this is not the case and, therefore, it reduces the communicative potential of the UOCC site. As for the *tree* structure on the UOC-MP website, it does not considerably affect the communicative potential of the units or the page; however, the communicative potential of the units sharing this structure is reduced due to their position (row 9). Overall, all the pages incorporate two or more semantic structures; this characterizes their design as complex New Media Design products.

Finally, the design of the pages in question has been correlated with the website strategies. This step permitted the issues to be identified. One of the most important website strategies is to communicate effectively with youth as well as other users. This strategy is shared by all the websites; however, it is not fully reflected in the design of the websites in that the pages under analysis are missing a section or a prominent group of units that explicitly addresses youth. Other issues vary depending on the website. For the UOCC website, these are the mismatch between the restricting character of the SS and the strategies to provide relevant information for users in an accessible way as well as the inappropriate *Given-New* structure which cannot effectively correlate with the website strategies to provide a variety of content rather than to juxtapose or compare it to other content. On the UOC-MP website, the issue concerns the use of the outdated conception “website as a reference” which results in the vertical orientation of the

page and the excessive complexity of the underlying semantics (*star+tree+network*). As for the UGCC website HP, the issue concerns the form of presentation and the position of some of the resources; they have been shown to be effective in communicating with the website users and may interest youth; however, due to the deficiencies in the design, these resources are unlikely to communicate effectively. Finally, in connection with the design of the UGCC-OD website two other issues have been identified: the chronological (rather than semantic) organization of a major section in addition to the vertical orientation of the page, the feature which deviates from the strategies to provide information in an accessible way; and the insertion of the *network* units among the *star* satellites which, thereby, disrupts the congruency of the *star*.

The design-related issues discussed above imply that the present design of the pages under analysis does not allow ideational metafunction to be effectively realized and considerably restricts the communicative potential of the sites. In order to augment the overall communicative potential of the sites these issues need to be addressed. Addressing these issues is important because familiarization with a website begins with the design and this is what sets the tone for all further communication. The more user-friendly the designs and the websites overall are, the likelier it is that they will attract youth.

To recapitulate, the realization of ideational metafunction on the UOCC, UOC-MP, UGCC, and UGCC-OD websites has been discussed in connection with the designs of their main pages. Chapter 3 continues exploring the websites; it concentrates on interpersonal metafunction which is discussed in connection with



the website content.

### **Chapter 3 INTERPERSONAL METAFUNCTION: CONTENT**

Chapter 3 deals with the realization of interpersonal metafunction on the UOCC, UOC-MP, UGCC, and UGCC-OD websites. Interpersonal metafunction is concerned with authors' engagement with their own utterances as well as potential or actual readers or listeners. One way in which interpersonal metafunction can be studied is through the analysis of lexicogrammatical composition of texts. The part of the website that is most abundant in texts is content. Therefore, for the analysis of interpersonal metafunction the present chapter will concentrate on content.

Content is one of the most important aspects of a website (Palmer, 2004; Nelson, 2008). As Martinec and Van Leeuwen (2009) put it,

“users visit your Web site for its content. [...] The design is there to allow people access to the content. The old analogy is somebody who goes to see a theater performance: When they leave the theater, you want them to be discussing how great the play was, and not how great the costumes were” (p. 19).

This metaphoric comparison of a website to a theatre confirms the importance of content for a website. It does not mean, however, that design is of little significance since it contributes to the overall communicative potential of a website. Nonetheless, in terms of interpersonal metafunction, content is an essential aspect due to its communicative potential to enter into and maintain a dialogue with users. It is in connection with this dialogic potential of content that the analysis is conducted in the current chapter.

The Web content on the home pages of the websites under analysis consists mostly of article headlines which appear in a link form. The importance

of print mass media headlines has been shown to be important in communicating with the audience (Isani, 2011). Web headlines are also important: if a headline on a website attracts users, they may follow the link and read the full story. Because of the important role of headlines in establishing and maintaining dialogue with users and thus affecting interpersonal potential of websites, the present chapter will focus specifically on headlines.

This chapter contains six sections, the first of which outlines the Involvement framework – the theoretical foundation for the present analysis (3.1). The four sections that follow explore the communicative potential of the content on the UOCC (3.2), UOC-MP (3.3), UGCC (3.4), and UGCC-OD (3.5) websites by applying the aforementioned framework. Implementations and conclusions stemming from the analysis are discussed in the concluding section (3.6).

### **3.1 Theoretical foundation: The involvement phenomenon**

The Involvement framework guides the analysis of the linguistic means used in texts to bridge the discursive gap (Fowler, 1991) and attract readers. Originally, the Involvement framework had been tested on the content of print media such as tabloids and quality newspapers (Chovanec, 2003; Tannen, 1982). Unlike print media, however, Web content has its own particularities such as specific reading paths and the inclusion of audio and/or video materials. These particularities as well as the uniqueness of the reading paths of Web texts necessitate modifications to the Involvement framework.

In this section, first, the linguistic mode of the Involvement framework

(3.1.1) will be discussed; this discussion is followed by the improvements to the framework that have been suggested by the present study in order to make the framework more fully applicable to the analysis of Web content (3.1.2); the conclusions stemming from the discussion are presented at the end of the section (3.1.3).

### **3.1.1 The verbal mode and its contribution to the involvement phenomenon**

The verbal mode in the Involvement framework is considered to be an important aspect of content and incorporates various linguistic features. These features are discussed herein in connection with headlines which substitute an integral part of the UOCC and UOC-MP websites.

In his analysis of oral and written language, Chafe (1982) has outlined a number of differences which he categorized into two pairs of complementary categories: integration – fragmentation and detachment – involvement.

*Integration* and *fragmentation* are the “surface features of a text” (Tannen, 1982, p. 2) and are notions used to define the degree of compactness of a text, i.e. how much information is packed into an idea unit. The more information is packed into one idea unit, the more compact and integrated a text is; and vice versa, the less information is packed into one idea unit, the less compact and the more fragmented it is. Integration is more characteristic of the written mode, while fragmentation is more characteristic of the oral mode (Chafe, 1989; Chovanec, 2003). Chovanec (2003) suggests linguistic devices that can be used for integration: “nominalizations, genitive subjects/objects, participles, attributive

adjectives, conjoined phrases, series, sequences of prepositional phrases, complement clauses, and relative clauses” (p. 51).

*Detachment* and *involvement* are concerned with the relations between a speaker or writer and a proposition (Chovanec, 2003; Chafe, 1982; Tannen, 1982). Detachment is associated with the use of the passive voice and nominalizations which contribute to a greater integration of the resulting text. Involvement is associated with “more frequent references to the speaker him/herself, references to the speaker’s mental processes, devices for monitoring the flow of information, the use of emphatic particles, fuzziness, and the use of direct quotes” (Chovanec, 2003, p. 52). Detachment is typical of written language, while involvement is typical of oral language.

The involvement phenomenon in this research is explored in connection with the news articles and more specifically the news headlines published on the home pages of the UOCC and UOC-MP websites. Chovanec (2003) notes that “[n]ews discourse is highly institutionalized exchange of information between [an institution]<sup>35</sup> which holds power (both institutional and that of having information and the choice of the manner of encoding it) and mass audience” (p. 53). A characteristic feature of news discourse is that the audience in most cases is present only indirectly and implicitly (van Dijk, 1988). Consequently news discourse is noticeable for its use of impersonal language – characteristic of detachment. The connection between impersonality and detachment is explicated by Chovanec (2003) who points out that the impersonality is the linguistic

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<sup>35</sup> The original formulation, “a paper”, has been substituted for a broader notion, “an institution”, since the latter also incorporates online media which corresponds to the context of the present research.

manifestation of detachment. The use of impersonal language allows the author a) to provide an objective façade of news stories and b) to relate to readers who have certain expectations concerning news discourse – most typically objectivity. Thus, the impersonality in news discourse is connected with the ideal of objectivity.

Impersonal language is also characteristic of headlines which constitute a part of news discourse. Moreover, in headlines, impersonality is typically increased through *block language*, the linguistic coding reflected in the amplified level of formality. Block language can be observed in relation to the pronominal use:

***I – you – you (anybody) > we – they > one – people > passive voice,  
there is > non-finite clause, nominalization***

Figure 3.1: *Block language cline in the pronominal use* (Chovanec, 2003, p. 56)

The cline in Figure 3.1 shows the increasing (from left to right) level of impersonality characteristic of headlines as block language. The right-hand end of the cline represents the formal, impersonal way of providing information in which the identity of the author remains indeterminate.

The use of block language in headlines allows the author to create an impersonal “objective façade” which corresponds well to the function of providing impartial information for readers. However, headlines need to fulfil another important interpersonal function – to attract readers (Isani, 2011; Chovanec, 2003; Bell, 1991). The latter function does not quite agree with block language which is associated with impersonality and detachment. The mismatch between the use of block language and the need to relate to readers in a more personal way results in the *discursive gap* (Fowler, 1991). Fowler notes that

“[t]he basic task for the writer is to word institutional statements [...] in a style appropriate to interpersonal communication, because the reader is an individual and must be addressed as such” (p. 47).

Fowler’s quote not only explains the phenomenon of the discursive gap, but also the need to fill the gap. The task of filling the gap may be achieved through the adaptation of the conversational style because

“conversation implies co-operation, agreement, symmetry of power and knowledge between participants. The reasons for adopting conversational style have partly to do with the construction of an illusion of informality, familiarity, friendliness” (Fowler, 1991, p. 57).

Narrowing the discursive gap by adopting a conversational style allows the author to activate the involvement phenomenon while enhancing the interpersonal metafunction of the written text. The linguistic features available to the author for this purpose have already been outlined and include the *choice of lexis* (e.g. neologisms, evaluative adjectives), *deixis*, *metaphors*, *elisions* (e.g. don’t), some forms of *contractions* (e.g. asap<sup>36</sup>), a *variety of syntactic structures* (e.g. interrogative and exclamatory sentences, imperatives), and the use of *quotes* (Fowler, 1991; Chovanec, 2003). All these linguistic features may be used to decrease the integration of a written text and in this way adopt a fragmentation more characteristic of the oral mode. By decreasing integration and increasing fragmentation the written mode not only adopts more of the oral mode, but this also helps bridge the discursive gap contributing thus to the involvement phenomenon. The analysis may be facilitated by grouping these features into two categories: (1) *lexicogrammar*: neologisms, evaluative adjectives, deixis, metaphors, elisions, contractions and (2) *syntax and punctuation*: interrogative,

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<sup>36</sup> As soon as possible.

exclamatory, and imperative sentences and quotes.

In conclusion, the verbal level of the involvement phenomenon presented here in relation to news discourse and headlines in particular will aid in analyzing the websites being examined. Linguistic features which contribute to detachment have been identified as well as means to contribute to fill the discursive gap and to enable involvement. These features have been grouped into two categories: lexicogrammar and syntax and punctuation for the purposes of analysis. The following subsection (3.1.2) concentrates on structural and audio-visual components of website headlines that may further contribute to the involvement phenomenon.

### **3.1.2 The structural and audio-visual modes and their contributions to involvement**

The previous subsection focused on the verbal aspect of the involvement phenomenon which is present in both printed texts and on the Web. However, texts posted on the Web have their own peculiar features due to their electronic character. The present subsection will discuss these features specifically concentrating on the structural aspect of WWW headlines and the audio-visual aspect in connection with the involvement phenomenon discussed above.

In his study entitled “How little do users read”, Nielsen (2008) explored 45,237 page views with 30 to 1,250 words per page. The study showed that on the average Web page, users read at most 28% of the words. Since the percentage is calculated under the condition that users do not view any images and do not spend



any time on exploring the navigation tools of the website, which is unlikely, the real percentage would be closer to 20%. This figure suggests an interesting reading pattern on the Web: readers do not read more than the fifth part of the text found on a Web page.

Furthermore, using his data, Nielsen managed to show the average time users spend on pages with different word counts:

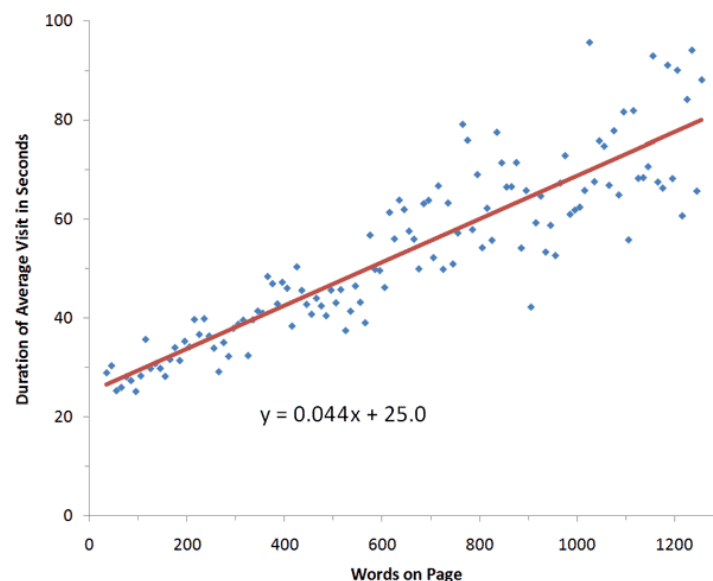


Figure 3.2: *Reading time in relation to the number of words on the Web page* (Nielsen, 2008)

Figure 3.2 shows that the more information a page contains, the more time users spend to read it. However, not all the information is read. Based on his dataset, Nielsen calculated that users spend a fixed time of 25 seconds on a page and an additional 4.4 seconds per 100 words (see the formula in Figure 3.2). This signifies that users spend relatively little time reading on the Web.

The implication of this research for Web headlines is that it is important to “be wise to put your word count on a strict diet” (Nielsen, 2008). Information that is long is less likely to be read and consequently not useful to communicate

interpersonally with its users. Brecht (2011) suggests that the structure of headlines should be limited to 5 to 10 words. However, the average person reads with speed of about 200 words per minute, this means a reader spends approximately 0.3 seconds a word. This signifies that users spend up to 3 seconds for a ten-word headline; they will still have 1.4 seconds to view an image that may accompany it. Therefore, limiting the number of words in headlines to a maximum of 10 words seems to be a reasonable measure; however, there is no necessity to put a lower limit on the number of words as Brecht suggests. Therefore, in the present study of the structure of the headlines on the Ukrainian Orthodox Church websites will be examined considering only the higher limit of the number of words (i.e. 10 words), and not the lower limit.

Besides the word count in a headline another aspect that may contribute to the involvement phenomenon is the availability of audio-visual means. Unlike printed media, the WWW facilitates the posting of a variety of audio-visual materials (e.g. audio sermons, podcasts, photographs of events, videos) along with headlines. Audio materials may stir users' interest and attract them to read the article linked to the headline. Photographs of the events may attract attention and create an illusion of objectivity of the article. Videos usually mix the audio and visual modes, combining their advantages, and may arouse readers' interest while communicating objectivity by the use of the visual; in addition, videos have a unique advantage in that they may help users reduce the time necessary to get information from a page – an important consideration in the context of WWW communication where time is a precious resource.

Thus, the involvement phenomenon on the Web depends not only on the verbal mode, but also on the structural and audio-visual modes of headlines:

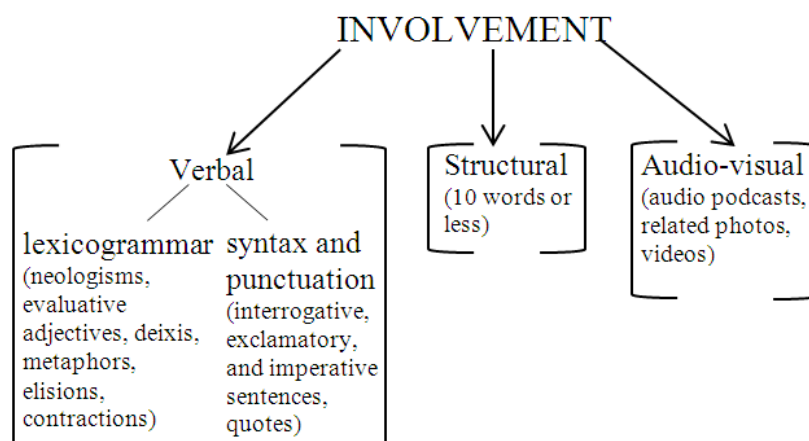


Figure 3.3: *Involvement phenomenon in WWW article headlines*

Figure 3.3 shows the contribution of different modes to the involvement phenomenon; all three modes may contribute equally and have the potential to enhance the interpersonal function of WWW headlines. Therefore, these three modes are considered in the present analysis of WWW headlines.

In sum, the current subsection has discussed the structural and audio-visual aspects of headlines that in addition to the verbal aspect may equally contribute to the involvement phenomenon. Therefore, in the analysis of the headlines on UOCC and UOC-MP websites all three modes, verbal, structural, and audio-visual will be considered. The following subsection will briefly draw conclusions on the discussion in the section 3.1.

### 3.1.3 Conclusions of section 3.1

The present section has discussed the involvement phenomenon as it relates to WWW news discourse and more specifically, Web article headlines. As

with news discourse WWW headlines, need to comply with the requirement of the register to be objective. This requirement for objectivity leads to a high degree of impersonality and detachment due to its level of language integration and the use of block language. However, in addition to appearing objective, headlines also need to attract an audience. This results in what is termed as the discursive gap.

In order to bridge the discursive gap certain involvement phenomena are available. In addition to the means used in print media in which the involvement phenomenon is typically achieved on the *verbal* level including *lexicogrammar* (neologisms, evaluative adjectives, deixis, metaphors, elisions, contractions), and *syntax and punctuation* (interrogative and imperative sentences, quotes), the present research has identified two aspects of WWW news discourse which may equally contribute to the involvement phenomenon, namely the *structural* level (whether article headlines are 10 words or less), and the *audio-visual* level (whether article headlines are accompanied by audio sermons, podcasts, related photos, videos). All three aspects need to be included in the analysis of WWW news discourse which is reflected in the Involvement framework expanded in the present research. This expanded Involvement framework will be applied to the analysis of headlines on the UOCC (3.2), UOC-MP (3.3), UGCC (3.4), and UGCC-OD (3.5) websites.

### **3.2 The Ukrainian Orthodox Church of Canada website content**

The analysis of the news article headlines on the UOCC website is structured around verbal, structural, and audio-visual modes. The analysis first

addresses the verbal mode (3.2.1) and then the structural and audio-visual modes (3.2.2). The conclusions are drawn in subsection 3.2.3.

The UOCC website has a SS and in addition to the HP, news article headlines can also be found on the SS. On the SS, the news headlines are grouped under the title “News & Announcements”; on the HP, the news headlines are grouped under the title “Upcoming Events”. Both sections contain the latest news concerning the UOCC and the community as well international news. The extent of involvement in these headlines is analyzed below.

### **3.2.1 The involvement phenomenon accomplished through the verbal mode on the UOCC website**

The total number of news article headlines identified on the UOCC website during the data collection sessions is 65; 43 found in the “News & Announcement” section of the SS (Figure 3.4, A) and 22 found in the “Upcoming Events ” section of the HP (Figure 3.4, B). The complete list of headlines from the UOCC website is provided in Appendix C.



Figure 3.4: News sections on the UOCC website

The language of the article headlines on the site is English. There are a number of short-comings that are readily observable. Unlike effectively-functioning news websites, on which news items are regularly updated and out-dated news is removed, on the UOCC website (during six month-data collection period) most of the old news remained on the site appeared repeatedly on the SS and the HP. This resulted in the duplication of a number of headlines in the corpus being analyzed. Moreover, the headlines on the SS and HP were not original. The arrows in Figure 3.4 point to the pairs of duplicate headlines on the SS and the HP. The comparison of the headlines from different data collection sessions from these two pages shows that there are only 19 unique headlines on the UOCC website. These 19 headlines are further analyzed in this and the following subsections.

The news article headlines on the UOCC website were examined with

respect to the verbal mode, including lexicogrammar and syntax and punctuation. In this connection, only 2 headlines fell within the parameters of the involvement phenomenon:

- (1) A Sad Day In Los Angeles – St. Andrew Parish Desecrated
- (2) Hip-Hop<sup>37</sup> to Hopak<sup>38</sup>

In both cases the involvement phenomenon was achieved through lexicogrammar. In headline 1, the author uses an evaluative adjective “sad”. Using this adjective helps the author to bridge the discursive gap by configuring the “dry”, integrated language of the headline to make it more “vivid” through the expressed evaluation. Notably, the indefinite article “a” is not omitted either which might be expected in an article headline (Chovanec, 2003); this further suggests that this headline is adapted to a conversational style. Finally, the article to which this link connects discusses an intrusion into a parish church and the evaluative adjective, which is untypical of block language, is used to align the reader into an axiological community and thus contributes to the involvement phenomenon.

In headline 2, the author uses the neologism “hip-hop”. Neologisms are another lexicogrammatical device contributing to the involvement phenomenon. “Hip-hop” is a noun which is rarely used in the context of Orthodox tradition or Ukrainian culture. Therefore, this term stands out among other words such as “Orthodox”, “Church”, “hierarch”, “pilgrimage”, etc. Consequently, the headline functions to attract users’ attention especially youth who might find this neologism of interest since it connotes modern western youth subculture which

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<sup>37</sup> Hip-hop is a street subculture that originated in New York City. It includes the following distinctive elements: rap (aural), break dancing (physical), and graffiti art (visual).

<sup>38</sup> Hopak is a traditional Ukrainian folk dance of Cossack origin.

may appeal to young Ukrainian and Canadian users who would like to be a part of it.

In sum, the analysis of the verbal aspect of the headlines has revealed that of a total of 65 headlines on the site only 19 are unique. The remaining 46 headlines duplicate 19 original ones. Of the 19 headlines under analysis, only 2 (10.5%)<sup>39</sup> have characteristics of the involvement phenomenon in the verbal mode, which shows the restricted character of involvement in the verbal mode and suggests that the communicative potential of the headlines is limited (in terms of interpersonal metafunction) since users are not encouraged to follow the article or otherwise extend their stay on the site. The involvement phenomenon of these two headlines is accomplished through the choice of lexis (the lexicogrammatical category) and more specifically through an evaluative adjective and a neologism with an expressed social value. No involvement phenomenon with respect to the use of syntax and punctuation is evident. In the following subsection (3.2.2) the headlines on the UOCC website are analyzed with respect to the structural and audio-visual modes.

### **3.2.2 The involvement phenomenon accomplished through the structural and audio-visual modes on the UOCC website**

In addition to the verbal mode, the involvement phenomenon may be attained in the structural mode. As was stated earlier the involvement phenomenon may be enhanced by having the length of headlines not exceed 10 words. Out of 19 unique headlines on the UOCC website, 17 consist of 10 words

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<sup>39</sup> This is the percentage of the headlines in relation to the total number on the given website.



or less. The length of article headlines on the site varies:

- (3) Patriarchal Encyclical For Holy Pascha (5 words)
- (4) St. John's Institute Residency Applications (5 words)
- (5) Sts Peter & Paul (Gaslyn, Wolia, Marlin, SK) 80th Anniversary (10 words)
- (6) Annual Gardenton Pilgrimage (3 words)
- (7) 9th ANNUAL MEN'S RETREAT of ST. JOHN THE BAPTIST (9 words)
- (8) SUNDAY OF ORTHODOXY VESPERS (4 words)
- (9) PILGRIMAGE to ST. ANTHONY'S G.O. MONASTERY (Florence, Arizona) (8 words)

The most frequently occurring headlines are those consisting of 5 words (e.g. no. 3 and 4); such a structure has been found in 6 headlines. The shortest headlines in the corpus for the UOCC website consist of 3 words; 4 such headlines have been found (e.g. no. 6). The longest headlines consist of 10 words; 2 such headlines have been discovered (e.g. no. 5). There are also article headlines consisting of 4 (e.g. no. 8), 8 (e.g. no. 9), and 9 (e.g. no. 7) words on the UOCC website. The limited length of these headlines provides users with additional time necessary to read each headline in full and possibly get engaged in reading the whole article. Thus, on the structural level, the article headlines under consideration act to promote the involvement phenomenon. Long article headlines, on the contrary, require more time from users to read them and widen the discursive gap since on the Web users “scan” information and rarely read long texts in full (Nielsen, 2008).

It is worth mentioning that in 2 article headlines in which the involvement

phenomenon is enabled on the verbal level (headlines 1 and 2); it is also enabled on the structural level. Such a configuration of the lexicogrammatical and structural composition of these headlines allows the author, first, to narrow the discursive gap associated with block language and, second, to maximize the possible engagement effect through the adjustment of the length of the headline in accordance with users' reading paths on the Web.

Along with the verbal and structural levels, there is one headline on the UOCC website in which the involvement phenomenon is activated by using the audio-visual mode:

(10) Hierarchs of the Ukrainian Orthodox Church of Canada lend support to the Shevchenko Monument in Ottawa, ON

The headline 10 promotes the involvement phenomenon on neither the verbal (with respect to either lexicogrammar or syntax and punctuation) nor structural (since it consists of 17 words considerably exceeding the required limit of 10 words) levels. However, the headline is accompanied by an image:



Figure 3.5: *The involvement phenomenon enabled in the audio-visual mode on the UOCC website*

In this image, users can see Taras Shevchenko (the famous Ukrainian poet, artist, and thinker) who is mentioned in the headline and a message similar to that in headline 10, but in Ukrainian: “Shevchenko in Ottawa: Monument Project”. The image is posted above the headline 10 to which it belongs and therefore functions to attract users' attention and engage them into further reading. The discursive gap

in this case is bridged through the visual mode.

In sum, the current subsection has focused on the structural and audio-visual levels of the headlines on the UOCC websites. The analysis has revealed that the composition of the article headlines on the site varies; those headlines in which the involvement phenomenon is enabled consist of 3 to 10 words. The biggest segment is represented by the headlines consisting of 5 words. In total, 17 headlines (89.5%<sup>40</sup>) have been found to contribute to the involvement phenomenon on the structural level. Notably, 2 headlines on the site have been revealed to activate involvement in two modes: the audio-visual and verbal modes. In addition to the structural mode, the involvement phenomenon has been also shown to be enabled in the audio-visual mode. However, only 1 headline (5.3%) on the website has been found to contribute to the phenomenon in this respect. Since the modern WWW communication is increasingly visual, the relatively low number of the headlines communicating visually decreases the overall communicative potential of the site with respect to interpersonal metafunction. The following subsection (3.2.3) presents conclusions stemming from the analysis of the headlines on the UOCC website with respect to their involvement properties.

### **3.2.3 Conclusions of section 3.2**

This section has analyzed the news article headlines on the UOCC website with respect to their involvement properties. It illustrates how the Involvement

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<sup>40</sup> This number includes headlines 1 and 2; the percentage is provided in relation to the overall number of the article headlines under consideration.

framework can be used for the assessment of certain critical properties of WWW article headlines. The analysis has revealed significant duplication of content headlines. Furthermore, the analysis of the 19 unique headlines indicates that the involvement phenomenon has been enabled on three different levels: verbal, structural, and audio-visual, but with considerable variations in the frequency of the appearance of this phenomenon. On the verbal level, the phenomenon can be observed in 2 article headlines – both in the lexicogrammatical category which constitutes 10.5% of the unique article headlines. On the structural level limited to the criterion of word length, the involvement phenomenon can be observed in 17 article headlines or 89.5% of the total number of unique headlines. The overall high percentage of the involvement on the structural level may be connected to the educational background of the chief editor in journalism. Finally, on the audio-visual level, the phenomenon has been identified in only 1 article headline which represents 5.3% of the headlines under consideration. Notably, only two articles headlines enable the involvement phenomenon on more than one level, namely on the verbal and structural levels.

The results of this analysis indicate that the communicative potential of the website with respect to the interpersonal metafunction is limited. In addition the high number of identical article headlines on the UOCC website also suggests that it is rarely updated, and this works against the main purpose of informational and educational websites, which is to share new information with users. Therefore, there is a risk that users who navigate to the UOCC website for new information and cannot find it may abandon this website altogether. The following section

(3.3) analyzes the involvement properties of the UOC-MP website.

### **3.3 The Ukrainian Orthodox Church – Moscow Patriarchate website content**

Unlike the UOCC website, the UOC-MP website does not have a splash screen. All the news article headlines are presented on the website HP. There are four sections containing news on the page: “Latest news”, “Official news”, “News of 'Orthodoxy of Ukraine' website/Diocesan news”, and “Publications”. The “Latest news” section deals with the most recent news of the site. The “Official news” section is concerned with Orthodox news from Kyiv or international news. The “News of 'Orthodoxy of Ukraine' website/Diocesan news” section contains news from different regions of Ukraine. Finally, the “Publications” section covers such information as Metropolitan’s addresses to the faithful, UOC-MP Synod minutes from their meetings, and yearly reports. The headlines from these four sections are analyzed in relation to their potential to promote the involvement phenomenon. The following modes are explored: verbal (3.3.1), structural, and audio-visual (3.3.2). The conclusions are presented in the final subsection (3.3.3).

#### **3.3.1 The involvement phenomenon accomplished through the verbal mode on the UOC-MP website**

The corpus of the UOC-MP website contains 107 news article headlines. The “Latest news” section (Figure 3.6, A) comprises 6 headlines; the “Official news” section (Figure 3.6, B) – 38; the “News of 'Orthodoxy of Ukraine' website/Diocesan news” section (Figure 3.6, C) – 45; and the “Publications”

section (Figure 3.6, D) – 18. The complete list of headlines found on the UOC-MP website is provided in Appendix C.

The image shows a screenshot of the UOC-MP website's news sections, divided into four labeled areas:

- A:** A section titled "Актуальне" (Actual) featuring a photo of two religious leaders. The headline reads: "УКРАЇНА, СЕВЕРІСЬКА ПОВІСЛОВА І ПЦІ ДОСЛІДЖАЄ ПОВІСЛОВ'Я ТА ПОВІСЛОВ'Я КОЛІСЬКОГО АКАДЕМІКА ПРАВОСЛАВНОЇ ЦЕРКВИ АРХІЄПІСКОПОМ ІВАНЕО". Below the photo is a "Читати далі >" link.
- B:** A "Новини" (News) section with a vertical list of news items, each with a small image, a headline, a date, and a view count. The items include:
  - СЕВАСТОПОЛЬ: Вищої Київської Митрополії єпископ Обухівський Іван разом з представцями православної громади на Фестивалі Вісності: Мисливий, Сок, Червоний, Бончук, Євдоким, Сидяк, Шинько; 20.05.2012; Перегляди: 120
  - КИЇВСЬКА ОБЛАСТЬ: Вищої Київської Митрополії єпископ Васильківський Прасолов разом з новообраним єпархом м. Обухів; 19.05.2012; Перегляди: 380
  - БІЛОГОРЬ: Єпарх Київської старої римо-католицької церкви у районі КУДІ, єпископ Кривоносов Миколай; 19.05.2012; Перегляди: 545
  - КИЇВ: Єпарх Солом'янський Іванович разом з представцями місцевої громади на території Святої Софії; Перегляди: 336
  - КИЇВСЬКА ОБЛАСТЬ: Вищої Київської Митрополії єпископ Новокиївський Іван разом з архієпископом Миколайом; 19.05.2012; Перегляди: 180
  - УКРАЇНА, СЕВЕРІСЬКА ПОВІСЛОВА І ПЦІ ДОСЛІДЖАЄ ПОВІСЛОВ'Я ТА ПОВІСЛОВ'Я КОЛІСЬКОГО АКАДЕМІКА ПРАВОСЛАВНОЇ ЦЕРКВИ АРХІЄПІСКОПОМ ІВАНЕО; 19.05.2012; Перегляди: 549
  - Історія Святої Софії: Історія Святої Софії; 19.05.2012; Перегляди: 462
- C:** A "Новини єпархий / Новости епархий" (Diocesan News) section with a list of news items, each with a date and a headline. The items include:
  - Паломницька група із України посетила храм в честь святих Спирідона Тримифунтського; 20 Травень 2012; Київська Митрополія
  - Чудотворний образ святих Миколає з Коуницького Батуринського Свято-Миколаївського монастиря у Бердичеві; 20 Травень 2012; Ніжинська єпархія
  - МИТРОПОЛИТ АГАФАНГЕЛ СОВЕРШИВ ОСВЯЩЕННЯ ПРЕСТОЛА СВЯТО-ПАРАСКЕВІНСЬКОГО ХРАМА С. БОРИСОВКА ТАТАРБИНАРСЬКОГО РАЙОНУ ОДЕСЬКОЇ ОБЛАСТІ; 20 Травень 2012; Одеська єпархія
  - Новіні ілюстрації Херсонської єпархії; 20 Травень 2012; Херсонська єпархія
  - МИТРОПОЛИТ АГАФАНГЕЛ ПРИЙМІВ С АРХІЄПІСКОПОМ ВІЗИТОМ В ТАТАРБИНАРСЬКИЙ РАЙОН ОДЕСЬКОЇ ОБЛАСТІ; 20 Травень 2012; Одеська єпархія
- D:** A "Публікації" (Publications) section with three items, each with a logo, a headline, a date, and a view count. The items include:
  - Вітальне слово Предстоятеля УПЦ організаторам і учасникам V Фестивалю ЗМІ православної; 14.05.2012; Перегляди: 86
  - Вітальне слово Блаженнішого Митрополита Володимира організаторам та учасникам III Всеукраїнської конференції голів єпархіальних молодіжних відділів УПЦ; 14.05.2012; Перегляди: 81
  - Вітальне слово Предстоятеля УПЦ учасникам Міжнародної конференції «Наука і віра: роль науки в сучасному світі. Віра в умовах демократії та світського суспільства»; 25.04.2012; Перегляди: 569

Figure 3.6: News sections on the UOC-MP website

The language of the article headlines on the site is mostly Ukrainian with a limited number in Russian. With the exception of one duplicated headline found in the March 20-22, 2012 data collection session, the remainder of the article titles on the UOC-MP website are original. Thus 106 unique news headlines are analyzed in this section.

The analysis of the headlines shows ten headlines on the UOC-MP HP that

enable the involvement phenomenon on the verbal level. The following headline illustrates the use of the lexicogrammatical category of the verbal mode to increase involvement:

(11) *УКРАИНА. Православная молодежь «Согрела своим теплом» всю Украину*  
 UKRAINE. Orthodox youth “Warmed with their warmth” all Ukraine

In the above headline (11) the author uses the metaphor “*молодежь «Согрела своим теплом»*” (youth “Warmed with their warmth”) which is drawn from the name of a charitable event “*Согрей своим теплом*” (“Warm with Your Warmth”). Using this metaphor allows the author to achieve two goals: first, the language of the headline is personal and poetically expressive thus narrowing the discursive gap characteristic of news article headlines, and second, to associate the headline with a popular event that many people would want to read more about. The metaphor is used to describe the action of “Orthodox youth” which is likely appeal to young users, interested in learning more about how their Orthodox peers contributed to the event. Thus, the involvement phenomenon is reinforced with respect to youth visitors.

On the verbal level and more specifically in the lexicogrammatical category, the involvement phenomenon is also enabled in a different way as shown in the headline below:

(12) *З благословення голови Синодального відділу УПЦ у справах молоді єпископа Обухівського Іони відбувся загальноукраїнський різдвяний флеш-моб «Молодіжні колядки»<sup>41</sup>*  
 A Ukraine-wide Christmas flash-mob “Youth caroling” took place

<sup>41</sup> As has been pointed out, the article headlines on the UOC-MP website are written in Ukrainian and Russian. The English translations that follow the examples are not a part of the corpus.

with the blessing of bishop of Obukhiv, Iona, the head of UOC Synodal Department of Youth Matters.

In this headline (12), the writer includes a Ukraine-wide event (“Youth carols”) which he refers to as “*флеш-моб*” (a flash-mob), a neologism recently borrowed from English. Regardless of whether the users know the meaning of this word, seeing this neologism in the given Ukrainian Orthodox context may stir their interest and users may want to click on the headline to read the article to discover the meaning of the neologism (if they do not know it) or to learn why this Orthodox event is called in this unusual way. In this way, the neologism contributes to the involvement phenomenon of the text. Headline 12 includes another youth-related topic which may be of interest to young users possibly wishing to know about the event and how their peers contributed to it. In this sense, the headline promotes involvement, particularly with respect to young users of the site.

In addition to metaphors and neologisms, the involvement phenomenon on the UOC-MP website is also enabled through the use of contractions as in the headline below:

(13) *ВОЛОДИМИР-ВОЛИНСЬКИЙ. У лютому ковельська «молодіжка» проведе КВК*  
 VOLODYMYR-VOLYNS'KYI. In February, the “youth team” of Kovel’ will organize KVK<sup>42</sup>

Headline 13 announces an upcoming event, namely, a KVK game. The author informs the readers that the “youth team” of Kovel’ will participate, but instead of using the full term, “*молодіжна команда*” (‘youth team’) the author uses the

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<sup>42</sup> “KVK” is the transliterated name of a Ukrainian game “Club of the Merry and Inventive”. This game is played by youth, especially college and university students. Two teams compete for the title of the “merriest and most inventive”.



contracted form “*молодіжка*”. This device increases the fragmentation of the written text and helps to narrow the discursive gap while contributing to the involvement phenomenon. The youth-related topic (as in headlines 11, 12) may further promote involvement in young users.

The verbal level of involvement incorporates two categories: the lexicogrammar and syntax and punctuation. The lexicogrammatical category has already been examined in the present subsection. However, the analysis shows that the UOC-MP website also contains headlines in which the involvement phenomenon is activated using syntax and punctuation:

(14) *КИЕВ. Праздник удался на славу! На территории древнейшего храма столицы отгуляли Масленицу*  
 KIEV. The feast was a great success! Maslenitsa<sup>43</sup> was celebrated on the territory of the capital’s oldest Church

In the headline above (14), the writer discusses the celebration of “*Масленица*” (Maslenitsa), the traditional feast during the week preceding Lent. At the beginning, the writer notes that “*Праздник удался на славу!*” (The feast was a great success!). This is an exclamatory sentence, a sentence type not common in news headlines since it is thought that it overtly signals the writer’s subjective stance towards an utterance, while the requirement of the register of news headlines is to be impersonal and objective. By using this communicative type of sentence the writer tries to bridge the discursive gap and decrease the language integration characteristic of written texts, strategies contributing to the involvement phenomenon. Moreover, by clearly expressing his/her position with respect to the utterance the writer creates an axiological community which users

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<sup>43</sup> “Maslenitsa” is also known as “Cheesefare Week”, the week preceding Lent.

are invited to join.

Another way in which the involvement phenomenon may be enabled on the verbal level (in syntax and punctuation category) is with the use of real or imaginary quotes:

(15) ДНЕПРОПЕТРОВСК. *«Христос Рождается! Славим Его!»*<sup>44</sup> - вышел в свет первый том книги из серии «В помощь регенту»

DNEPROPETROVSK. “Christ is Born! Let Us Glorify Him!”, the first volume of “Help to Choir Director” series has been published

Headline 15 contains an imaginary quote “*Христос Рождается! Славим Его!*” (“Christ is Born! Let Us Glorify Him!”). Unlike other linguistic devices discussed above in connection with the involvement phenomenon, quotes tend to be closest to the oral mode since they are a “photographic” representation of somebody’s speech. Although quotes do not necessarily require any lexicogrammatical devices to enable involvement, they should be clearly signalled by the use of appropriate punctuation such as quotation marks, commas, etc. In the given headline, the quote in question is signalled by the quotation and exclamation marks as a part of the quote in accordance with the standard punctuation of the Russian language in which the headline is written. Thus, the involvement phenomenon in this headline is activated through the use of a quote which helps to adapt the written mode to the oral mode and narrow the discursive gap.

In summary, the present subsection has shown examples of the involvement phenomenon on the verbal level of the news headlines on the UOC-MP website. There are 106 original news items on the site. Out of 106 headlines

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<sup>44</sup> «Христос Рождается! Славим Его!» (“Christ is Born! Let Us Glorify Him!”) is a traditional Christmas greeting in the Orthodox Church.

under analysis, only 10 (9.4%) have been shown to enable the involvement phenomenon on the verbal level, 8 in lexicogrammatical and 2 in syntax and punctuation categories. More specifically, the phenomenon was enabled through such linguistic devices as metaphors, neologisms, contractions (lexicogrammar) as well as exclamatory sentences and quotes (syntax and punctuation). Enabling the involvement phenomenon in this way augments the interpersonal features of the website content. Notably, the headlines in which the involvement phenomenon is activated in the category of lexicogrammar cover youth-related topics. This feature enhances involvement in connection with young users. The following subsection (3.3.2) continues to analyze the headlines on the UOC-MP and explores the structural and audio-visual modes.

### **3.3.2 The involvement phenomenon accomplished through the structural and audio-visual modes on the UOC-MP website**

In addition to the verbal mode of the news article headlines on the UOC-MP website, the involvement phenomenon is also enabled by structural elements. Out of 106 headlines under analysis, 28 have been found to contribute to the involvement phenomenon on the structural level including the following headlines:

(16) *Праздник любви и единства* (4 words)  
Feast of love and unity

(17) *Православний священник зустрівся з українськими заручниками у Лівії* (8 words)  
The Orthodox priest met with the Ukrainian hostages in Libya

(18) *Архиерейское богослужение в Свято-Касперовском женском монастыре* (6 words)

Episcopal divine service in Sviato-Kasperovskii women's monastery

(19) *Назвали причину пожжежі в церкві* (5 words)

The cause of the fire in the church is identified

(20) *Правящий Архиерей поздравил коллектив областной филармонии с 75-летним юбилеем* (9 words)

The ruling bishop congratulated the staff of the philharmonic of the oblast' on their 75-th jubilee

(21) *В Запорожсье прибыла чудотворная икона святителя Николая* (7 words)

The miracle-working icon of Saint Nicholas arrived in Zaporizhzhya

(22) *КИЕВ. Галерея «Соборная» приглашает на авторский вечер протоиерея Андрея Ткачева* (10 words)

KIEV. "Sobornaia" gallery invites for the author's evening of archpriest Andrei Tkachev

All these article headlines consist of 4 to 10 words. As has been noted previously in this chapter, in order to increase the communicative potential of headlines on the structural level and with respect to interpersonal metafunction, their optimal length should be 10 words or less. The headlines above demonstrate the variation in the length of the headlines on the UOC-MP website. The shortest headlines consist of 4 words (e.g. no. 16) and the longest ones of 10 (e.g. no. 22). Headlines consisting of 8 words (e.g. no. 17) are most frequent among those headlines which enable involvement phenomenon on the structural level: there are eight headlines of this length on the website. The headlines consisting of 6 (no. 18), 9 (no. 20), and 10 (no.22) words are less frequent. The overall tendency on the UOC-MP website is to post lengthier headlines on the site, which requires more time for reading. However, time, unlike information, is a precious resource on the Web and

headlines that are written without consideration of this fact are likely to decrease involvement.

It should be noted that there are two article headlines on the UOC-MP website in which the involvement phenomenon is enabled not only in the structural, but also in the verbal modes. These are headlines 11 and 13. Combining these features reinforces the involvement effect.

In addition to the verbal and structural modes, the UOC-MP news headlines have been examined with respect to the audio-visual mode. The analysis shows that out of 106 headlines 40 use the audio-visual mode to enable the involvement phenomenon:

*(23) СЕВАСТОПОЛЬ. Вікарій Київської Митрополії єпископ Обухівський Іона провів презентацію православних журналів на флагмані Військово-Морських Сил України Фрегаті "Гетьман Сагайдачний"*

SEBASTOPOL. The vicar of Kyivan Metropolis, Bishop Iona of Obukhiv, presented Orthodox magazines on the flagship of the Ukrainian Navy Frigate "Hetman Sahaydachniy"

*(24) БЕЛОРУСЬ. Клірик Київської єпархії взяв участь у роботі XVIII міжнародних Кирило-Мефодіївських читань*

BELORUSSIA. A priest of Diocese of Kyiv took part in the work of XVIII International Saint Cyril and Methodius Readings

Both headlines 23 and 24 contain photographs of the events to which they refer. The former includes pictures of the place a presentation was organized and the people who participated in the presentation (Figure 3.7, A), while the latter deals with international readings in Belorussia and also depicts the participants (Figure 3.7, B).

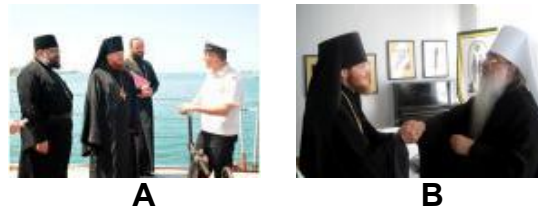


Figure 3.7: *The involvement phenomenon enabled in the audio-visual mode on the UOC-MP website*

In both headlines, the images are posted in line with and preceding the text functioning to attract users' attention and stimulating them to read the full story by clicking on the headline. The involvement phenomenon is, thus, enabled in these headlines through the visual channel.

Some of the headlines on the UOC-MP website enable the involvement phenomenon using the verbal and audio-visual:

(25) *Веб-конференція з представником Української Православної Церкви при Уповноваженому Президента з прав дитини протоієреєм Олегом Мельничуком*  
 Web conference with the representative of the Ukrainian Orthodox Church on President's Commissioner for children's rights archpriest Oleh Mel'nychuk

or structural and audio-visual modes simultaneously:

(26) *ТРИПОЛІ-КИЇВ. Наші співвітчизники відсвяткували Пасху в Лівії (8 words)*  
 TRIPOLI-KYIV. Our compatriots celebrated Easter in Libya

In headline 25, both audio-visual and verbal modes contribute to the involvement phenomenon. On the verbal level, the headline contains the neologism “*веб-конференція*” (Web conference) which attracts users' attention since it is rarely used in the Ukrainian Orthodox context. On the audio-visual level it consists of a photograph of the priest (Figure 3.8, A) which is posted in line with the verbal text and acts to augment involvement through the visual channel.



Figure 3.8: *The involvement phenomenon enabled in the verbal + audio-visual and structural + audio-visual modes on the UOC-MP website*

In headline 26, the structural and audio-visual modes build-up the involvement phenomenon. On the structural level, the 8-word headline does not exceed the optimal 10-word limit which is an important feature for a Web headline. On the audio-visual level, the headline includes a picture depicting an Easter celebration (Figure 3.8, B) mentioned in the text which reinforces the involvement phenomenon.

Thus, these headlines enable the involvement phenomenon in two modes simultaneously: verbal and audio-visual and structural and audio-visual. Building-up the involvement phenomenon by combining different features across two modes at the same time enhances interpersonal metafunction and increases chances of users' engagement. The total number of headlines contributing to the involvement phenomenon in the verbal + audio-visual modes is 2; the total number of headlines contributing to the involvement phenomenon in the structural + audio-visual modes is 9.

In sum, the present subsection has focused on the structural and audio-visual modes of the news article headlines on the UOC-MP website. 28 headlines (26.4%) out of 106 have been found to contribute to the involvement phenomenon on the structural level. The analysis shows that the composition of the headlines contributing to involvement varies from 4 to 10 words; article headlines

consisting of 8 words are most frequent in the given segment. In addition to this, 3 headlines have been shown to enable the involvement phenomenon on both verbal and structural levels. With respect to the audio-visual mode, 40 headlines (37.7%) have been revealed to contribute to the phenomenon, including 2 headlines contributing to the involvement phenomenon in the verbal + audio-visual modes and 9 in the structural + audio-visual modes. Combining features that contribute to the involvement phenomenon in two or more different modes increases the overall effect of involvement with respect to interpersonal metafunction; however, only a few such headlines have been found on the UOC-MP website. No headlines have been found to enable the involvement phenomenon in all three modes simultaneously. The following subsection (3.3.3) draws conclusions regarding the analysis of the headlines on the UOC-MP website.

### **3.3.3 Conclusions of section 3.3**

The present section has analyzed the news headlines on the UOC-MP website. The analysis reveals that out of 106 original headlines found on the site the involvement phenomenon has been enabled in three different modes – verbal, structural, and audio-visual – which have been used in different frequency. The verbal mode has been used the least. The involvement phenomenon has been enabled in 10 headlines including both the lexicogrammatical and syntax and punctuation categories of the verbal mode. The overall percentage of headlines enabling involvement in the verbal mode is 9.4%. On the structural level, the involvement phenomenon has been observed in 28 article headlines or 26.4% of



the general number of the headlines under analysis. The overall low percentage of the involvement on the structural level may be linked with the educational background of the chief editor in theology and philosophy rather than, for example, philology or journalism. Finally, on the audio-visual level, the phenomenon has been identified in 40 headlines which represent 37.7% of the article under consideration.

The relatively high percentage of article headlines in which the involvement phenomenon is enabled on the audio-visual level is a positive feature in terms of enhancing interpersonal metafunction of the site because the modern WWW is increasingly visual and enabling involvement through the visual channel increases the interpersonal communicative potential. To maximize the effect of involvement it is possible to combine features enabling the involvement phenomenon in different modes. However, only a few article headlines have been revealed to enable the phenomenon simultaneously on verbal + structural, verbal + audio-visual, and structural + audio-visual levels. No headlines have been found to enable the involvement phenomenon using all three modes on the UOC-MP website. The following section (3.4) focuses on the headlines on the UGCC website.

### **3.4 The Ukrainian Greek-Catholic Church website content**

There are four sections containing news on the UGCC website: “Latest messages”, “Main events”, “Changes on the website”, and “Monitoring the media”. The “Latest news” section is devoted to the most recent news of the site.

The “Main events” section is represented by two pieces of news selected by the editors among other news in order to mark the importance of the information in this section; all news in this section is accompanied by photographs. The “Changes on the website” section is another selection of news; however, unlike the “Main events” section, it contains not two, but nine headlines and no photographs. Finally, the “Monitoring the media” section covers articles on Church-related topics, often in the form of Church leaders’ epistles and official communiques; this section contains two pieces of news and does not have any photographs either. The headlines from these four sections are analyzed in relation to the following modes: verbal (3.4.1), structural and audio-visual (3.4.2). The conclusions concerning the results of the analysis are presented in the final subsection (3.4.3).

### **3.4.1 The involvement phenomenon accomplished through the verbal mode on the UGCC website**

The total number of headlines in the corpus for the UGCC website is 197 news article headlines. The “Latest messages” section (Figure 3.9, A) comprises 122 headlines; the “Main events” section (Figure 3.9, B) – 12; the “Changes on the website” section (Figure 3.9, C) – 51; and the “Monitoring the media” section (Figure 3.9, D) – 12. The complete list of headlines found on the UGCC website is provided in Appendix D. The article headlines in “Main events”, “Changes on the website”, and “Monitoring the media” sections are those which have previously appeared in the “Latest messages” section at certain periods of time in

the past. Consequently not all the headlines in the corpus for the UGCC website are unique. After review of all the news article headlines in the corpus, 118 unique headlines have been identified. The language of the article headlines on the site is Ukrainian (headlines in other languages are found in Russian, English, and German versions of the site).

ОСТАННІ ПОВІДОМЛЕННЯ

**У містечку Санлік відбулося урочисте святкування дня Анни Ярославни, королеви Франції**  
13.05.13 [Детальніше >>>](#)

**В Алжонні (Іспанія) відбулися урочистості в рамках святкування Воскресіння Христового**  
13.05.13 [Детальніше >>>](#)

**Фестиваль «Святкуймо Воскресіння разом» відбувся у Львові**  
13.05.13 [Детальніше >>>](#)

**Завершився візит Блаженнішого Святослава до Греції (дововнено)**  
13.05.13 [Детальніше >>>](#)

**У другий день візиту до Греції Глава УГКЦ відвідав українську школу в Афінах і зустрівся з Апостольським нунцієм**  
12.05.13 [Детальніше >>>](#)

**До 20 травня прийматимуть пропозиції митців щодо наповнення частями інтер'єру Патріаршого собору у Києві**  
11.05.13 [Детальніше >>>](#)

**Глава УГКЦ розпочав пастирський візит до Греції**  
11.05.13 [Детальніше >>>](#)

**Блаженніший Любомір скуштував паску із студентами-католиками**  
10.05.13 [Детальніше >>>](#)

**У Парижі відбулася чергова нарада ієрархів УГКЦ у Західній Європі**  
10.05.13 [Детальніше >>>](#)

**Відбудеться піше паломництво та велопроща духовенства і вірних Київської архієпархії УГКЦ до Вишгорода**  
10.05.13 [Детальніше >>>](#)

**На Івано-Франківщині перепоховали 640 жертв НКВС**  
10.05.13 [Детальніше >>>](#)

**Пану Євгену-Престу Садовському - 100**  
10.05.13 [Детальніше >>>](#)

**На II Конгресі мірян обговорили, чого очікують від священнослужителів**  
10.05.13 [Детальніше >>>](#)

**У Львівській архієпархії проведуть дитячу проща до Крехова**  
09.05.13 [Детальніше >>>](#)

**У Києві розпочав роботу II Конгрес мірян Києво-Галицької митрополії УГКЦ**  
09.05.13 [Детальніше >>>](#)

**БФ «Карітас-Київ» провів акцію «Белгородий кошик бідним сім'ям»**  
09.05.13 [Детальніше >>>](#)

**«Ми маємо стати на дорогу, що веде до прощення та покаяння», – промовою католіцької єпископи Польщі**  
08.05.13 [Детальніше >>>](#)

**Від Великодня ведеться пряма трансляція богослужінь із катедрального храму в Сокалі**  
08.05.13 [Детальніше >>>](#)

**Паска в Епаторійському зенітно-ракетному полку**  
08.05.13 [Детальніше >>>](#)

**«Бути матір'ю священника - це привілей і благородне покликання...» - Блаженніший Святослав**  
08.05.13 [Детальніше >>>](#)

ГОЛОВНІ ПОДІЇ

**Блаженніший Святослав: «Зневага парламентаризму в Україні викликає велике занепокоєння в суспільстві»**  
17 квітня відбулася зустріч Всеукраїнської ради Церков і релігійних організацій (ВРЦРО) з Головою Верховної Ради Володимиром Рибаком та депутатами ВР в роліх депутатських фракцій. Ця зустріч відбулася з ініціати міжфракційного депутатського об'єднання «За сприяння свободі сумління». На цій зустрічі від імені ВРЦРО головував Блаженніший Святослав (Шевчук).  
17.04.13 [Детальніше >>>](#)

**Глава УГКЦ висловив співчуття з приводу Бостонської трагедії**  
«Від ієпископів, священників, ченців і мірян УГКЦ в Україні виключую найбільші співчуття з приводу загибелі людей і руйнувань, завданих жальними вибухами під час Бостонського спортивного марафону... Молитинися за вас і всіх тих, хто бере участь у пастирському служінні, оточуючи своєю опікою постраждалих від цього насильства», - пише у лист-співчутті Блаженніший Святослав (Шевчук), Глава УГКЦ, кардиналу Шону Патріку О'Меллі, Архієпископу Бостона, у зв'язку з трагедією, що сталася у Бостоні (США) 15 квітня 2013 року.  
17.04.13 [Детальніше >>>](#)

**A**
**B**

ЗМІНИ НА САЙТІ

**11.04.13: Блаженніший Любомір: Про співжиття Церкви і Держави**

**09.04.13: Блаженніший Святослав (Шевчук): "Піст — це не дитячий ритуал, це звільнення від гріха"**

**08.04.13: Владика Дмитро (Григорак) про виклики для сучасної сім'ї та підтримка Церкви**

**02.04.13: Владика Йосиф (Мілян): «На святкування 1025-річчя Хрещення Русі-України наша Церква, як мати, прийме в обійми своїх дітей з усього світу»**

**25.03.13: Папа Франциск і отець Степан Чміль**

**22.03.13: Пастирське послання Блаженнішого Святослава до вірних УГКЦ на Великий піст 2013 року**

**20.03.13: Маємо українського Папу...**

МОНІТОРИНГ ЗМІ

**Блаженніший Любомір: Про співжиття Церкви і Держави**  
*Українська правда, 11 квітня 2013 року*

Мені часто ставлять запитання під час різного роду зустрічей про відносини церкви і держави. Думаю, що це зацікавлення нас багато підстав.

Зрозуміло, що в такій державі, як наша, де є багато церков і релігійних організацій, їх стосунком до держави, а тим більше до чиновної державної влади цікавить свідомих, передусім віруючих громадян. Тому хочу назвати кілька причин (які мені відомі), чому люди ставлять таке запитання.

**Блаженніший Святослав (Шевчук): "Піст — це не дитячий ритуал, це звільнення від гріха"**  
*www.litpost.rv.ua, 9 квітня 2013 року*

Я завжди намагаюся зустрічатися з молоддю, щоб, зокрема, донести до неї таку фундаментальну думку. Що справді бути собою і бути вільними ми зможемо тільки тоді, коли будемо прислухатися до божественної мудрості, яка висловлена у моральному законі. Це своєрідний компас, який допоможе розвирити фальшиві цінності, які часом ми знаємо як певні спокви, пропозицій-одноденки. І істинні цінності, які справді варто покласти в основу свого життєвого вибору та свого життя. Я говорив молоді в Луцьку, що слово "закон" сьогодні має для українців дуже негативне значення. Що закон — це щось таке, що нас поневольє, забирає в нас свободи. Часом навіть кажуть, що закон існує для того, щоб його оминати. Але якщо говорити про божественний закон, то це слово у Священному Писанні має інше значення. Це є підказка, як мудро поступати за складних життєвих обставин.

**C**
**D**

Figure 3.9: News sections on the UGCC website

The analysis of the headlines on the UGCC website shows that there are 31

headlines on the UGCC HP that enable the involvement phenomenon on the verbal level. The following headlines illustrate the use of the lexicogrammatical category of the verbal mode to increase involvement:

(27) *Фахівці в галузі релігійного фандрейзингу провели семінар для монахинь та працівників Патріаршої курії УГКЦ у Львові*  
Specialists in the area of fundraising conducted a seminar for the nuns and the workers of the Patriarch's curia of the UGCC in Lviv

(28) *Блаженніший Любомир презентував свою нову аудіокнигу «Суспільство і закон»*  
His Beatitude Lubomyr presented his new audio book "Society and Law"

(29) *Пряма онлайн-трансляція Воскресного Богослужіння, яке очолить Блаженніший Святослав*  
On-air online broadcasting of the Easter Service which will be led by his Beatitude Sviatoslav

In headlines 27-29 the involvement phenomenon is enabled through the use of the following neologisms: "фандрейзинг" (fundraising), "аудіокнига" (audio book), and "онлайн-трансляція" (online broadcasting). The neologisms make the headlines sound modern as they relate to modern practices and technologies. This may be of interest to all users and in particular to youth who try to follow development of modern technologies and may be also interested in reading the audiobook or watching the online broadcasting mentioned in the headlines. Additionally, at least two of the given neologisms ("фандрейзинг" and "онлайн-трансляція") are borrowed from English, the fact which renders the headlines more western-like in the Ukrainian context. Many Ukrainian youth tend to associate western culture with progress in general and, therefore, these headlines have a greater potential to engage youth than those headlines that do not enable the involvement phenomenon on the verbal level.

In addition to neologisms, the involvement phenomenon on the UGCC website is also activated through the use of evaluative adjectives as in the headline below:

(30) *Лист Блаженнішого Святослава до дорогих матерів священиків, які служать в Українській Греко-Католицькій Церкві у світі*

Letter of his Beatitude Sviatoslav to the dear mothers of the priests who serve in the Ukrainian Greek-Catholic Church in the world

In headline 30, the involvement phenomenon is achieved through the use of the evaluative adjective “*дорогих*” (dear). The use of this evaluative adjective allows the author to bridge the discursive gap by making the headline more personal as compared to other headlines on the site where block language dominates.

In the lexicogrammatical category, the involvement phenomenon is likewise enabled in a different way as shown in headline 31 below:

(31) *«Наша Церква є більмом в оці для всіх тих, хто не прагне справжньої єдності...» – Глава УГКЦ для КАІ*

“Our Church is a cataract for all those who do not seek real unity...” – the leader of the UGCC for KAI

In this headline the author uses the metaphor “*наша Церква є більмом в оці*” (our Church is a cataract). Using this metaphor activates the involvement phenomenon by making the headline more expressive and, thus, narrowing the discursive gap otherwise characteristic of block language of news article headlines.

Notably, the involvement phenomenon in headline 31 is enabled not only in lexicogrammatical category of the verbal mode, but also in the syntax and punctuation category which is manifested by the use of the quote “*«Наша Церква є більмом в оці для всіх тих, хто не прагне справжньої єдності...»*” (“Our

Church is a cataract for all those who do not seek real unity...”). Quotes tend to be closest to oral speech as compared to other linguistic devices promoting involvement. This characteristic feature of quotes can be explained by the fact that they are a “photographic” representation of somebody’s speech. According to Chovanec (2003), “[t]he juxtaposition of two voices in the headline (the voice of the paper and the accessed voice of a news actor through a quote) makes the headline dynamic” (p. 61). This dynamism is achieved through the transcending of block language conventions tending to make headlines impersonal. Quotes require the author to preserve fully the quoted phrase and, thus, may discontinue block language which would be otherwise necessary in order to maintain impersonality. The involvement phenomenon in this headline is, therefore, activated in the syntax and punctuation category, through the use of a quote which helps to create dynamism and narrow the discursive gap. Notably, the quote requires characteristic punctuation (quotation marks and a dash) which may also draw users’ attention to the headline and further promote the involvement phenomenon.

Another example in which the involvement phenomenon is enabled in the syntax and punctuation category (although not simultaneously in the lexicogrammatical mode as in the example above) is represented by the following headlines from the UGCC website:

(32) *Блаженніший Любомир: «Українці й поляки повинні запитати себе: чи й далі маємо воювати?»*  
 His Beatitude Lubomyr, “Ukrainians and Poles should ask themselves: do we have to keep on fighting?”

(33) Чи насправді ми бажємо “єдиноспасаємого” примирення?

Do we really want “solely saving” reconciliation?

Headline 32, similar to headline 31, contains a quote which bridges the discursive gap by transcending the conventions of block language through precise rendition of oral speech. However, in addition to this, the quote in headline 32 consists of an interrogative sentence. Headline 33, in turn, is represented by an interrogative sentence. Interrogative sentences and other variations in syntactic structures are most characteristic of the oral speech and more specifically dialogic exchanges. Therefore, inclusion of the interrogative structure in this case creates an illusion of a dialogue in which users are invited to participate by reflecting on the possible answer and/or reading the article. Therefore, the interrogative syntactic structure helps to overcome detachment associated with block language of news headlines and can be said to contribute positively to the interpersonal potential of the headline in question. Overall, the use of the lexicogrammatical as well as syntax and punctuation, as discussed above, helps to bridge the discursive gap and contributes positively to the involvement phenomenon. Enabling the involvement phenomenon in these articles stimulates users to read the full stories and increases the overall interpersonal communicative potential of the sites.

In summary, the present subsection has focused on the verbal mode of the news article headlines on the UGCC website. The total number of unique headlines found on the site is 117. Out of 117 headlines, 31 (26.5%) have been revealed to enable the involvement phenomenon on the verbal level: 15 in lexicogrammatical and 16 in syntax and punctuation categories. In particular, the

phenomenon was enabled through the use of neologisms, evaluative adjectives, and metaphors (lexicogrammar) as well as quotes and interrogative sentences (syntax and punctuation). Notably, some of the headlines have been shown to activate the phenomenon in lexicogrammatical as well as syntax and punctuation categories simultaneously. The availability of various linguistic devices for augmenting involvement in the headlines contributes positively to the interpersonal potential of the UGCC website. The following subsection (3.4.2) continues to analyze the headlines on the UGCC website and examines the structural and audio-visual modes.

### **3.4.2 The involvement phenomenon accomplished through the structural and audio-visual modes on the UGCC website**

In addition to the verbal mode discussed in the preceding subsection, the news article headlines on the UGCC website also enable the involvement phenomenon on the structural level. Out of 117 headlines under analysis, 68 have been found to contribute to the involvement phenomenon on the structural level including the following headlines from the site:

(34) *Послання Блаженнішого Святослава, Верховного Архієпископа Києво-Галицького, до молоді* (8 words)

His Beatitude Sviatoslav's, the Major Archbishop of Kiev-Galicia, epistle to youth

(35) *Маємо українського Папу...* (3 words)

We have a Ukrainian Pope...

(36) *Святкові богослужіння в Римі з нагоди Великодня за юліанським календарем* (10 words)

Festal Divine services in Rome on the occasion of Easter according to the Julian calendar



(37) *У Страсний четвер владика Михайло (Колтун) митиме ноги військовослужбовцям* (9 words)

On Holy Thursday,<sup>45</sup> bishop Michajlo (Koltun) will wash feet of soldiers

(38) *Блаженніший Любомир: Про співжиття Церкви і Держави* (7 words)

His Beatitude Lubomyr: About the Church and the State living together

(39) *Блаженніший Любомир скуштував паску із студентами-католиками* (6 words)

His Beatitude Lubomyr shared Easter bread with Catholic students

(40) *Великоднє послання Блаженнішого Святослава* (4 words)

His Beatitude Sviatoslav's Easter epistle

(41) *В УГКЦ розпочався Тиждень подружжя* (5 words)

The Week of married couples has started in the UGCC

The headlines above demonstrate the variation in the length of the headlines on the UGCC. The shortest headline consists of 3 words (no. 35). Only one such headline has been found on the UGCC website. Headlines containing 6 and 8 words (e.g. no. 39 and 34 correspondingly) are most frequent: thirteen instances of 6-word and the same number of 8-word headlines have been found on the site. The headlines consisting of 4 (no. 40), 5 (no. 41), 7 (no. 38) and 10 (e.g. no. 36) words are less frequent. As has been noted earlier in this chapter the length of Web article headlines needs to meet the 10-word limit in order to increase the communicative potential of the site with respect to interpersonal metafunction. The analysis shows that 49 headlines on the UGCC website exceed this limit. However, headlines that are written without consideration of the word count are

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<sup>45</sup> Holy Thursday is also known as “Maundy Thursday”. It is the day when Christians commemorate Jesus Christ’s washing of his disciples’ feet. Holy Thursday is the Thursday which precedes Easter Sunday.

likely to decrease interpersonal communicative potential since users may not read these headlines in full (and, thus, the important information may not be read) or may skip them altogether. It should be noted also that headlines 34 and 39 are written on youth-related topics and may be of interest to young users. In this sense, the involvement phenomenon can be said to be reinforced in these headlines with respect to youth visitors to the site.

Notably, the UGCC website has been revealed to contain ten article headlines in which the involvement phenomenon is enabled in both structural and verbal modes simultaneously. Examples of such instances are headlines 28 and 29. They activate the involvement phenomenon not only in the verbal mode with the help of lexicogrammatical means, but also in the structural mode since they consist of 9 and 8 words respectively which is, thus, within the optimal 10-word maximum. Combining the verbal and structural features reinforces interpersonal properties of the headlines.

In addition to the verbal and structural modes, the UGCC headlines have been examined with respect to the audio-visual mode. The analysis indicates that out of 117 headlines only 12 enable the involvement phenomenon in the audio-visual mode. These headlines are represented by the following example:

(42) *У рамках паломництва святими місцями  
Константинополя Глава УГКЦ зустрінеться із Патріархом  
Вартоломеєм*

During the pilgrimage to the holy places of Constantinople, the leader of the UGCC met with Patriarch Bartholomew

Headline 42 contains a photograph of one of the news agents (Figure 3.10), the leader of the UGCC who is mentioned in the article headline.



Figure 3.10: *The involvement phenomenon enabled in the audio-visual mode on the UGCC website*

In this headline, the image is posted in line with the text. The image makes the article more salient on the page and also functions to attract users' attention; the image, thus, stimulates users to read the full story which can be done by clicking on the "Details" button placed right next to the headline. The involvement phenomenon is, therefore, enabled in this headline through the visual channel.

Some of the headlines on the UGCC website enable the involvement phenomenon using not only the audio-visual mode, but also the verbal or structural modes simultaneously:

(43) *«Цивілізаційний вибір України зробив це князь Володимир – це європейський вибір», – Блаженніший Святослав*

"The civilizational choice of Ukraine was made long ago by the Great-prince Volodymyr, this is the European choice," his Beatitude Sviatoslav

(44) *Глава УГКЦ розпочав Пастирський візит до Греції (7 words)*

The leader of the UGCC has begun his Pastoral visit to Greece

On the verbal level, the headline contains the quote "*Цивілізаційний вибір України зробив це князь Володимир – це європейський вибір*" ("The civilizational choice of Ukraine was made long ago by the Great-prince Volodymyr, this is the European choice") which creates certain dynamism due to the juxtaposition of the author's and the quoted voices and helps to bridge the discursive gap while also attracting users' attention due to the characteristic

punctuation (the quotation marks, the comma, and the dash). On the audio-visual level it consists of a photograph of the leader of the UGCC (Figure 3.11, A) which is posted in line with the verbal text and acts to augment involvement through the visual channel. Thus, the involvement phenomenon in headline 43 is activated through both verbal and audio-visual modes.



Figure 3.11: *The involvement phenomenon enabled in the verbal + audio-visual and structural + audio-visual modes on the UGCC website*

In headline 44, the involvement phenomenon is activated through the structural and audio-visual modes. On the structural level, the 7-word headline does not exceed the optimal 10-word limit (it consists of 7 words) which is an important feature for a Web headline since users tend to ignore or not to read in full lengthier headlines on the WWW. On the audio-visual level, the headline includes a photograph depicting the visit to Greece (Figure 3.11, B) which is discussed in the verbal mode.

Thus, headlines 43 and 44 enable the involvement phenomenon in two modes simultaneously: verbal and audio-visual (43) and structural and audio-visual (44). Enabling the involvement phenomenon through the combination of verbal and audio-visual and structural and audio-visual features increases chances of users' engagement. The total number of headlines contributing to the involvement phenomenon on the UGCC website in the verbal + audio-visual modes is 6; the total number of headlines contributing to the involvement

phenomenon in the structural + audio-visual modes is 5. No headlines on the site have been found enabling the phenomenon across all three modes: verbal, structural, and audio-visual.

In summary, the present subsection has focused on the structural and audio-visual modes of the news article headlines on the UGCC website wherein 68 headlines (58.1%) have been found to contribute to the involvement phenomenon on the structural level. The analysis shows that the composition of the headlines contributing to involvement varies from 3 to 10 words; article headlines consisting of 6 and 8 words are most frequent in the given segment. In addition to this, 10 headlines have been shown to enable the involvement phenomenon on the verbal and structural levels simultaneously. With respect to the audio-visual mode, only 12 headlines (10.3%) have been revealed to contribute to the involvement phenomenon, including 6 headlines contributing to the involvement phenomenon in the verbal + audio-visual modes and 5 in the structural + audio-visual modes. Combining features that contribute to the involvement phenomenon in two or more different modes increases the overall interpersonal potential of the website; however, only a few such headlines have been found and no headlines activating the involvement phenomenon in all three modes have been identified which suggests that communicative potential of the site is not realized fully with respect to interpersonal metafunction. The following subsection (3.4.3) draws conclusions regarding the analysis of the UGCC news article headlines which has been conducted in the present section.

### 3.4.3 Conclusions of section 3.4

The present section has focused on the UGCC website news article headlines. The interpersonal communicative potential of the headlines have been examined in connection with interpersonal metafunction. Out of the total number of 197 headlines on the UGCC website, only 117 article headlines have been found to be unique. The analysis shows that the involvement phenomenon has been enabled in all three modes: verbal, structural, and audio-visual; however, the frequency with which the modes have been employed is different. The verbal mode has been enabled in 31 headlines including both the lexicogrammatical and syntax and punctuation categories of the verbal mode. The overall percentage of headlines enabling the involvement phenomenon in the verbal mode is 26.5%. On the structural level, the involvement phenomenon has been observed in 68 article headlines or 58.1% of the total number of headlines under analysis. Finally, on the audio-visual level, the involvement phenomenon has been discovered in 12 headlines which represent 10.3% of the news headlines under analysis. Thus, the involvement phenomenon has been enabled most often in the structural mode followed by the verbal mode and to a lesser degree the audio-visual mode.

The fact that the involvement phenomenon is activated more often in the verbal and structural modes may be explained by the fact that the news articles are prepared by people who have special training in journalism. However, a considerable number of headlines do not enable the involvement phenomenon and, thus, may not efficiently bridge the discursive gap. As a result, such headlines reduce the effectiveness of setting and maintaining an effective dialogue

with users. Moreover, the low percentage of the article headlines in which the involvement phenomenon is enabled on the audio-visual level is a negative feature in terms of interpersonal metafunction since modern WWW communication is increasingly visual and many young users on the Web are more accustomed to audio-visual interaction. Therefore, finding only a few images in the news sections may discourage them from exploring the website as it may seem uninteresting and outdated.

It should be noted that some of the headlines on the UGCC website activate the involvement phenomenon in two modes simultaneously, namely, in the verbal + structural, verbal + audio-visual, and structural + audio-visual modes. No headlines, however, have been found activating the involvement phenomenon in all three modes. At the same time it should be noted that combining the involvement phenomenon across all three modes may enhance interpersonal metafunction and augment the overall communicative potential of the website content and the site as a whole.

To recapitulate, the present section has focused on the news article headlines on the UGCC website and analyzed them according to the three modes – verbal, structural, and audio-visual in order to see how effective they are with respect to interpersonal metafunction. The limited number of headlines enabling the involvement phenomenon in the verbal, structural, and to a greater degree, the visual modes suggests that with respect to interpersonal metafunction the communicative potential of the site is limited. The following section (3.5) focuses on the UGCC-OD website applying the same strategies for the analysis of news

article headlines on the site.

### **3.5 The Ukrainian Greek-Catholic Church in Odesa website content**

The present section analyzes the news article headlines on the UGCC-OD website. The UGCC-OD website has only one content section displaying news article headlines. This section is called “News line” and contains the latest news on the UGCC-OD and the community as well as on other related topics. The involvement characteristics of these headlines are analyzed in this section. The analysis is structured around three modes: verbal, structural, and audio-visual. The discussion in this section begins with the analysis of the verbal mode (3.5.1) and then addresses the structural and audio-visual modes (3.5.2). Finally, conclusions are drawn following the discussion (3.5.3).

#### **3.5.1 The involvement phenomenon accomplished through the verbal mode on the UGCC-OD website**

The total number of news article headlines found on the UGCC-OD website during the data collection sessions was 122. As mentioned above, all the news article headlines on the site are provided in one section, “News line” (Figure 3.12). The complete list of headlines from the UGCC-OD website is provided in Appendix D.





Figure 3.12: *The news section on the UGCC-OD website*

The language of the news articles on the UGCC-OD website is mostly Russian with a limited number of headlines in Ukrainian. The news article headlines are stacked in the news section and most of the old headlines remain on the HP below the new ones which are posted at the top of the section. This means

that older headlines are not removed from the page for quite a long period of time until they reach the bottom of the HP and are moved to a different page. New articles are posted relatively seldom. As a result, while the overall number of news article headlines is quite high on the HP, only some of them are new. Consequently only 29 news article headlines have been found to be unique out of a total number of 122.

First, the news article headlines on the UGCC-OD website were examined with respect to the verbal mode, including both lexicogrammar as well as syntax and punctuation categories. In this connection, it was ascertained that only 1 headline enabled the involvement phenomenon:

(45) *Назад у зиму або Вояж греко-католицької молоді до Буковелю*  
Back to winter or Voyage of Greek-Catholic youth to Bukovel

In headline 45, the involvement phenomenon is achieved through lexicogrammar. Specifically, the author uses a deictic word “*назад*” (back). Using this deictic word in combination with the adverbial modifier of time, “*у зиму*” (to winter) allows the author to hint at the weather conditions in Bukovel (like in winter) and to create the temporal space for the headline in relation to the objective reality, the point of time which is past the winter season (therefore, the word “back” is used). By providing spatio-temporal setting for the news article, deixis deviates from block language conventions of spatio-temporal universality and, thus, according to Fowler (1991), can be said to “contribute to an illusion of conversational style” (p. 65). The colloquialism “*Вояж*” (Voyage) in place of “*подорож*” (trip) which might be expected in this situation, further contributes to this “ad hoc”

conversational style and helps to narrow the discursive gap associated with official news article style.

In summary, the analysis of the news article headlines on the UGCC-OD website shows that of the total number of 122 headlines 29 are unique; these 29 unique headlines have been further analyzed with respect to the verbal mode. Only 1 (3.4%) headline has been revealed to have characteristics of the involvement phenomenon. The involvement phenomenon of this headline is accomplished through the choice of lexis (lexicogrammar) and more specifically through deixis. No involvement phenomenon with respect to the syntax and punctuation category has been found. The restricted character of involvement in the verbal mode suggests that the communicative potential of the headlines on the site is limited in terms of interpersonal metafunction since users are not encouraged to follow the article or otherwise extend their stay on the page. The following subsection (3.5.2) explores headlines on the UGCC-OD website with respect to the structural and audio-visual modes.

### **3.5.2 The involvement phenomenon accomplished through the structural and audio-visual modes on the UGCC-OD website**

In addition to the verbal mode, the involvement phenomenon may be attained in the structural and audio-visual modes. With respect to the structural mode, the involvement phenomenon may be enhanced by reducing the length of headlines to 10 words or less. Out of 29 headlines on the UGCC-OD website, 28 consist of 10 words or less.

As can be seen from the following examples, the length of news article headlines on the site varies:

(46) *Католики в современном мире* (4 words)  
Catholic people in the modern world

(47) *Представители УГКЦ провели встречу с детьми из колонии несовершеннолетних* (9 words)  
The representatives of the UGCC met with children from a juvenile colony

(48) *Во всех храмах УГКЦ молились за защиту детей от аборта* (10 words)  
In all Churches of the UGCC, [the faithful] prayed for the protection of infants against abortions

(49) *В Одессе пройдут экологические чтения* (5 words)  
Ecology readings will take place in Odesa

(50) *В Одессе состоялась премьера экспериментального фильма «Крестный путь»* (8 words)  
The first night of experimental movie “Stations of the Cross” took place in Odesa

(51) *Одесситы готовятся к паломничеству на Святую Землю* (7 words)  
People of Odesa prepare for pilgrimage to the Holy Land

(52) *Летняя англоязычная школа Украинского католического университета* (6 words)  
Summer English School of the Ukrainian Catholic University

(53) *Плавающие города будущего* (3 words)  
Floating cities of the future

The most frequently occurring headlines (eight headlines) are those consisting of 7 words (e.g. no. 51). The least frequently occurring structures are 3-word and 5-word headlines (no. 53 and 49, correspondingly) – two headlines above are the only ones sharing these structures. Headline 53 is also the shortest among all other headlines on the site. The longest headlines consist of 10 words; the total number

of such headlines on the website is 2 (e.g. no. 48). There are also article headlines consisting of 4 (e.g. no. 46), 6 (e.g. no. 52), 8 (e.g. no. 50), and 9 (e.g. no. 47) words on the UGCC-OD website. The length of these headlines does not exceed the optimal length for WWW headlines of 10 words; thus, these headlines promote the involvement phenomenon on the structural level: they leave users enough time to read each headline in full and possibly become engaged in reading the whole article.

It is worth mentioning that the headline in which the involvement phenomenon is enabled on the verbal level (headline 45) consists of 9 words and, therefore, the involvement phenomenon is enabled in this headline in the structural mode in addition to the verbal mode. Such a combination of the verbal and structural features of this headline allows the author, first, to bridge the discursive gap associated with block language and, second, to maximize the possible engagement effect through the adjustment of the length of the headline in accordance with the characteristic reading paths on the Web.

Besides the verbal and structural levels, the involvement phenomenon on the UGCC-OD website is also activated in the audio-visual mode. The analysis shows that all 28 headlines on the site use the audio-visual mode to enable the involvement phenomenon in the audio-visual mode. Examples of such headlines are provided below:

*(54) Львовян призывают стать наставниками для детей-сирот и детей, лишенных родительской опеки*  
People of Lviv are encouraged to become mentors for orphans and children deprived of parental care

(55) *Розклад богослужінь на Страсний тиждень і Пасху* (7 words)  
 Schedule of Divine Liturgies for Holy Week and Easter

Headline 54 promotes the involvement phenomenon on neither verbal (since it does not contain any corresponding lexicogrammatical or syntax and punctuation features) nor structural (since it consists of 11 words) levels. However, the headline is accompanied by an image (Figure 3.13, A). In this image, users can see some of the children mentioned in the headline. The image is posted below the headline to which it belongs and, therefore, functions to attract users' attention and engage them into further reading. Thus, the discursive gap in this headline is bridged through the visual mode.



**A**



**B**

Figure 3.13: *The involvement phenomenon enabled in the audio-visual and structural + audio-visual modes on the UGCC-OD website*

Headline 55, similarly to headline 54, promotes the involvement phenomenon in the audio-visual mode. Headline 55 is accompanied by a related image (Figure 3.13, B). The image depicts an icon of Jesus Christ. This icon, or more specifically the Epitaphios, is used during services of Good Friday and Holy Saturday both of which fall on Holy Week; therefore, this image is associated with Holy Week including Divine Liturgies mentioned in the verbal mode. The image serves the purpose of attracting users' attention to the headline and possibly

engaging them into further reading. In addition to this, headline 55 consists of seven words and, thus, activates the involvement phenomenon not only in audio-visual mode, but also in the structural mode.

Notably, all the headlines on the UGCC-OD website that enable the involvement phenomenon in the structural mode also enable it in the audio-visual mode. In fact, combining features promoting the involvement phenomenon in different modes maximizes the effect of involvement. Remarkably, the involvement phenomenon in headline 45 is activated not only in the verbal and structural modes, but also in the audio-visual mode. In addition to lexicogrammatical and structural features, this headline is also accompanied by the following image:



Figure 3.14: *The involvement phenomenon enabled in the verbal + structural + audio-visual modes on the UGCC-OD website*

The image depicts the trip to Bukovel which is discussed in the verbal mode of the headline. The image is posted under the headline to which it belongs and, therefore, functions to attract users' attention and promotes involvement on the audio-visual level. Thus, the involvement phenomenon in the present headline is enabled across all three modes: verbal, structural, and audio-visual.

In summary, the current subsection has concentrated on the structural and audio-visual modes of the news article headlines on the UGCC-OD website. The analysis has revealed that the structural composition of the article headlines

varies: the headlines enabling the involvement phenomenon consist of 3 to 10 words. The biggest segment is represented by the headlines consisting of 7 words. In total, 28 headlines (96.6%) have been found to contribute to the involvement phenomenon on the structural level. Notably, the headlines which activate involvement on the structural level also activate it on the audio-visual level. All the news article headlines (i.e. 100%) have been revealed to enable the involvement phenomenon in the audio-visual mode. Due to the fact that modern communication on the Web depends largely on the audio-visual mode, the fact that all the news article headlines on the UGCC-OD website promote the involvement phenomenon in the audio-visual mode increases interpersonal communicative potential of the site. Remarkably, one of the headlines has been revealed to activate the involvement phenomenon across all three modes: verbal, structural, and audio-visual. Combining verbal, structural, and audio-visual features promoting involvement enhances interpersonal potential of the headline and allows communicating more effectively with users. However, the limited number of such headlines suggests that communicative potential of the UGCC-OD website is limited with respect to interpersonal metafunction. The following subsection (3.5.3) draws conclusions regarding the analysis of the headlines on the UGCC-OD website.

### **3.5.3 Conclusions of section 3.5**

The present section has analyzed the news article headlines on the UGCC-OD website. The analysis of the 29 unique headlines reveals that the involvement



phenomenon has been enabled in all three modes (verbal, structural, and audio-visual) although with a substantial variation in the frequency with which it is used in different modes. In the verbal mode, only 1 article headline (3.4%) has been revealed to enable the phenomenon. The involvement phenomenon is activated in this headline in the lexicogrammatical category. In the structural mode, the involvement phenomenon can be observed in 28 article headlines or 96.6% of the headlines under analysis. Finally, in the audio-visual mode, 100% of the article headlines have been shown to enable the involvement phenomenon. The overall high percentage of news article headlines promoting the involvement phenomenon on the structural and audio-visual levels can be related to the website chief editor's educational background and his extensive professional experience as a journalist and Web designer.

Notably, all 28 headlines which activate the involvement phenomenon in the structural mode also activate it in the audio-visual mode. One article headline has been found to enable the involvement phenomenon in all three modes: verbal + structural + audio-visual. Enabling the involvement phenomenon across three modes enhances interpersonal metafunction and allows communicating with users more effectively in this respect.

The results of this analysis indicate that with respect to the interpersonal metafunction, the communicative potential of the UGCC-OD website is quite high in general, particularly in connection with the structural and audio-visual modes; however, in connection with the verbal mode it is rather limited. Moreover, the relatively low number of unique news article headlines on the UGCC-OD website

works against the strategy of the site to communicate effectively by providing a variety of materials on religious and educational topics. Therefore, youth who navigate to the UGCC-OD website for new information and repeatedly find only out-dated content may limit their visits of the website or abandon visiting the site altogether.

To recapitulate, this section has analyzed the news article headlines on the UGCC-OD website. Specifically, three modes have been examined: verbal, structural, and audio-visual. The communicative potential of the website content has been shown to be limited with respect to the verbal mode, while on the structural and audio-visual modes it is quite high which allows the website to communicate efficiently with its users. The following section (3.6) compares the analysis results concerning the UOCC, UOC-MP, UGCC, and UGCC-OD websites; it also discusses implications of the findings and presents conclusions in relation to the overall analysis of the present chapter.

### **3.6 Comparison of analysis results in Chapter 3, their implications and conclusions**

The present chapter has focused on interpersonal metafunction which has been explored in connection with news article headlines on the following websites: UOCC, UOC-MP, UGCC, and UGCC-OD. In order to analyze the interpersonal communicative potential of the sites, the Involvement framework (Chovanec, 2003) has been used. Originally, the framework was devised for news article headlines of print media. However, the present research has expanded the

framework by adding features that allow it to be applied for analysis of WWW news article headlines. In addition to the means used in print media to achieve the involvement phenomenon in the verbal mode including lexicogrammar (neologisms, evaluative adjectives, deixis, metaphors, elisions, contractions) and syntax and punctuation (interrogative and imperative sentences, quotes), the present research has also identified two modes of WWW news discourse which may equally contribute to the involvement phenomenon, namely the structural mode (whether headlines consist of 10 words or less), and the audio-visual mode (audio sermons, podcasts, related photos, videos). All three modes have been incorporated into analysis of the news article headlines on the UOCC, UOC-MP, UGCC, and UGCC-OD websites.

The results of the analyses of news article headlines on these websites are summarized in the following table:

Website		UOCC	UOC-MP	UGCC	UGCC-OD
Verbal	n	2	10	31	1
	%	10.5	9.4	26.5	3.4
Structural	n	17	28	68	28
	%	89.5	26.4	58.1	96.6
Audio-visual	n	1	40	12	29
	%	5.3	37.7	10.3	100

Table 3.1: *The involvement configuration in the news article headlines on the UOCC, UOC-MP, UGCC, and UGCC-OD websites*

Table 3.1 shows that there is considerable variation in the configuration of the involvement phenomenon on the UOCC, UOC-MP, UGCC, and UGCC-OD websites. Relatively few headlines activate the involvement phenomenon in the verbal mode: 2 (10.5%), 10 (9.4%), 31 (26.5%), and 1 (3.4%) respectively. With

respect to the structural mode, a large majority of the headlines on the UOCC (17 or 89.5%) and UGCC-OD (28 or 96.6%) websites as well as over a half of the headlines under analysis on the UGCC (68 or 58.1%) and only about a quarter of headlines on the UOC-MP (28 or 26.4%) website promote the phenomenon. Finally, on the audio-visual level, the involvement phenomenon on the UOCC site has been activated only in 1 (5.3%) headline as compared to 40 (37.7%) headlines on the UOC-MP website; 12 (10.3%) headlines on the UGCC website; and all the headlines (i.e. 29 or 100%) on the UGCC-OD website.

These findings demonstrate that the websites tend to communicate with a low efficiency in the verbal mode. The highest percentage of news article headlines activating the involvement phenomenon in this mode is on the UGCC website in which approximately a quarter of headlines enables the involvement phenomenon in the verbal mode. Considerably less attention to this aspect is paid on the UOCC and UOC-MP websites both of which contain approximately two and one half times fewer headlines of this kind. The UGCC-OD website is least advanced in this sense of all the four websites with only 1 headline enabling the involvement phenomenon in the verbal mode. The verbal mode of news article headlines is, nonetheless, very important because those headlines that activate involvement on the verbal level communicate more effectively interpersonally and have a greater potential to interest and to encourage youth and other users to read the full articles. Therefore, while users on the UGCC website are likely to be more motivated to read news articles in full, users on the UOCC, UOC-MP, and particularly UGCC-OD websites may be less motivated and consequently less

likely to read the available news articles. At the same time it should be noted that the involvement phenomenon on the verbal level is achieved through limiting the overall impersonality of news article headlines. However, impersonality should not be eliminated from news article headlines completely since impersonality in news article headlines helps the author to “communicate objectivity”. Therefore, while increasing the involvement phenomenon in the verbal mode, it is also necessary to ensure that impersonality is not removed altogether.

In the structural mode, the UGCC-OD website has been revealed to communicate most efficiently. It is closely followed by the UOCC website with about equal percentage of the headlines promoting involvement in this mode. The percentage of headlines of this type on the UGCC website is about half of that on the other two websites. The website that communicates least efficiently in this respect is the UOC-MP website with only a little over a quarter of its headlines enabling involvement in the structural mode. The structure of news article headlines on the Web is important because on the Web reading paths are different than in print media and users on the Web tend to read less. Lengthier headlines are therefore less likely to be read in full. Consequently, not promoting the involvement phenomenon in the structural mode increases the likelihood that users will miss important information when they “scan” the Web page. Therefore, while the UGCC-OD and UOCC websites are quite efficient in this respect, the UOC-MP and to a lesser degree UGCC websites are considerably less efficient and the news article headlines that are posted on these sites may miss youth and other users.

Finally, the results of the analysis show that with respect to the audio-visual mode, interpersonal potential of the websites varies greatly. It achieves its maximum on the UGCC-OD website, while only achieving a third of that on the UOC-MP website, and only about one tenth on the UGCC website. The communicative potential of the UOCC website in this segment is about one twentieth of the possible maximum and is, thus, the least efficient as compared to the three other websites. At the same time it should be noted that a considerable part of communication on the modern WWW occurs visually. Therefore, enabling the involvement phenomenon in the audio-visual mode contributes positively to the interpersonal communicative potential of the sites. The UGCC-OD website in this respect is most successful. While insufficient attention to this aspect on the UOC-MP website and particularly on the UGCC and UOCC websites may undermine the overall communicative potential of these sites. Moreover, youth who are used to modern websites and who visit the UOC-MP, UGCC, and UOCC portals may find them uninteresting specifically because the headlines on the sites indicate that little effort has been expended to communicate effectively with respect to the visual mode.

The results of the analysis provide insights that could help developers to increase the communicative potential of the websites with respect to interpersonal metafunction. Specifically, on the UOCC website the verbal mode may be enhanced through wider use of features promoting involvement in lexicogrammatical and syntax and punctuation categories. Although the communicative efficiency with respect to the structural mode is much higher than

other aspects, the website developer would have to implement it more to achieve a maximum result. Furthermore, the communicative potential of the site may be enhanced by strengthening the audio-visual mode through the inclusion of photographs, relevant video and/or audio materials. Finally, since users often visit websites specifically to browse through new publications, the site would benefit from posting more news articles on a more regular basis.

Regarding the UOC-MP website, the research results indicate that the website may benefit from enabling the involvement phenomenon in the verbal mode in more news article headlines since this may help to narrow the discursive gap and engage more youth and other users. The analysis of the structural mode of the UOC-MP news headlines implies that the website headlines need to be optimized in terms of their structure since a considerable number of them are too long, risking users not reading them in full or risking users who read the headline in full deciding not to read the article since the headline has provided sufficient information. Finally, the site may benefit from further enhancing the audio-visual aspect of the headlines by the inclusion of video and/or audio materials.

With respect to the UGCC website, the results of the analysis show that the website may benefit from further diversifying the verbal content while enhancing the structural aspect of the news article headlines since these features allow reducing the effect of block language and engaging more youth and other users into reading articles in full. Last, but not the least, promoting the involvement phenomenon in more article headlines in the audio-visual mode (through inclusion of more images and/or videos as well as audio materials), may

help to draw users' attention to the news headlines and possibly further interest them to read the full stories. Moreover, youth who visit UGCC website are more likely to navigate to the website again if it communicates more efficiently in this respect.

Concerning the UGCC-OD website, it should be noted that the communicative potential of the site needs to be considerably reinforced on the verbal level which can be done through a wider use of features promoting involvement in lexicogrammatical and syntax and punctuation categories. In addition to this, the website may further benefit from refining the structural aspect of the news headlines. Moreover, for this website, it is also important to maintain a high level of involvement in the audio-visual mode in order to continue to communicate effectively with the existing users and create preconditions for effective communication with new visitors on the site. Finally, since relatively few articles are posted on the site, it may benefit from increasing the number of new publications since users who visit the website to browse through news articles are likely to use it again if it provides more regular updates on a more regular basis.

To recapitulate, the current chapter has concentrated on interpersonal metafunction wherein the content of UOCC, UOC-MP, UGCC, and UGCC-OD websites has been analyzed. The analysis has focused specifically on news article headlines. Three different modes of news article headlines have been examined: verbal, structural, and audio-visual. The analysis results suggest that these websites do not communicate to their full potential in connection with one or



more of these modes. Recommendations arising from the findings of research have been made as to ways and modes in which the communicative potential of the websites may be enhanced. Chapter 4 attends to the realization of textual metafunction on the UOCC, UOC-MP, UGCC, and UGCC-OD websites and explores how it contributes to the overall communicative potential of these websites.

#### **Chapter 4 TEXTUAL METAFUNCTION: NAVIGATION**

Chapter 4 deals with the realization of textual metafunction on the UOCC, UOC-MP, UGCC, and UGCC-OD websites. Textual metafunction is concerned with the flow of information within the text and what makes the text a coherent communicative entity (Martin & Rose, 2007). The peculiarity of websites as complex texts lies largely in their multimodal (they activate more than one mode of communication simultaneously through inclusion of such content units as verbal texts, music, videos, and images) and hypertextual (i.e. relations set among different parts of the texts and between texts through Web links) nature. In order to make all the multimodal units and hyperlinks work together in a meaningful way, websites rely on navigation tools (Palmer, 2004; Nielsen, 2000; Djonov, 2005; 2007; Nelson, 2008; Knox, 2009). Therefore, the realization of textual metafunction on the websites under analysis will be explored in connection with navigation tools.

Navigation tools may be categorized as: *website-external* and *website-internal* (Krug, 2000; Reiss, 2000; Djonov, 2005). The former include navigation options open to users prior to their accessing a website and independently of it (accessible through their Internet browsers and/or search engines); the latter includes navigation options open to users on a given website. Since the present study is interested in the communicative potential of only the websites, website-internal navigation tools only will be examined in the current analysis. Website-internal navigation tools can be further divided into *global* (available on any page of the website) or *local* (available on any particular page or section of the website)

tools (Krug, 2000; Reiss, 2000; Djonov, 2005). Global navigation tools are further subdivided into *primary* tools (allow users to access various content sections such as “News”, “Sermon archives”, etc.) and *functional* (allow users to reach sections related to website creation, maintenance, and features such as “Web master’s email”, “FAQ”, etc.) (Krug, 2000; Reiss, 2000; Djonov, 2005; 2007). Both local tools and global tools will be explored in this chapter.

The analysis in this chapter is organized in the following order: first the theoretical foundation for the present analysis is provided (4.1). Then, with reliance on this foundation, four websites are explored: UOCC (4.2), UOC-MP (4.3), UGCC (4.4), and UGCC-OD (4.5). The analysis results are compared and the implications are discussed in the concluding section (4.6).

#### **4.1 Theoretical foundation**

The objective of the present section is to establish the theoretical foundation for the analysis of the communicative potential in relation to the navigation tools on the websites under analysis while taking into consideration their religious context. It should be noted that the present analysis is linguistic in nature and relies on discourse studies theories and practices. However, discourse studies have only recently touched on the navigation aspect of websites because navigation is the website aspect which is closely linked to the technical side of website functioning and technical issues have been beyond the scope of attention of the field. The available studies are narrowly focused upon one facet of Web navigation – hyperlinks, the quality of which is examined in relation to their

ability to reveal, obscure or transcend the website structure (e.g. Djonov, 2005; 2007; 2008; Knox, 2009). However, Nielsen warns that “[b]ecause the space is so vast, navigation is difficult, and it becomes necessary to provide users with navigation support beyond the simple ‘go-to’ hyperlinks” (Nielsen, 2000, p. 157); this quote suggests that providing hyperlinks, although of a high quality, is not enough for meaningful navigation on a website. Therefore, while recognizing the important role of hyperlinks in navigation, the present study will expand the scope of analysis to include other factors that influence the communicative potential of the website navigation.

In order to extend the theoretical foundation and elaborate on the inventory of analytical tools which are used to examine the navigation tools and properties on the websites under analysis, two fields which have generated extensive research on website navigation will be dealt with: *Web architecture* (Palmer, 2004; West, 2001; Vest, Crowson & Pochran, 2005; Wymer, 2011; Sowards, 1997; Maynard & Tian, 2004) and *Web usability* (Nelson, 2008; Lewis, 2003; Nielsen, 2000; McLeish, 2011)<sup>46</sup>. Although driven by practical goals, these fields provide a comprehensive set of analytical tools that have proved valuable for the purposes of the present analysis.

The emphasis of the present research on the communicative potential of website navigation requires a definition of navigation tools and properties that on the one hand takes into account their communicative potential, and on the other

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<sup>46</sup> The considerable body of research within these fields may be explained by the fact the studies within these fields are often funded by commercial organizations. The interest of commercial organizations is explicated by practical considerations since one of the goals of such studies is to provide practical solutions for improving websites.

their multimodal and hypertextual natures. For the purposes of this dissertation, *website navigation tools and properties* are defined as a system of navigation options (such as navigation menus, site maps, website search engines), multimodal units (including verbal texts, images, and videos), and hyperlinks (both in the form of plain links and buttons) that work together to facilitate users' orientation on a website while making browsing more engaging and providing mechanisms for efficient communicative exchanges between users and the organization (the Church) as well as among different users. The present section consists of three subsections which present two perspectives on website navigation: Web architecture (4.1.1) and Web usability (4.1.2). Conclusions are drawn following the discussion (4.1.3).

#### **4.1.1 Web architecture: Building navigation**

Web architecture (WA) has its origin in early studies in the field of information architecture. WA can be defined as a “science of structuring and organizing information to help people achieve their goal” (Rosenfeld, 2000, p. 21). WA contributes to the present study in two ways: (1) by explaining the role of HPs in examining navigation tools and properties and (2) it has developed categories for the analysis of navigation tools and properties that may be incorporated into the current study. The present subsection will address these two aspects.

Characteristic of WA is its perspective of a website being first of all a technical construction defined as a system of Web pages presented as HTML

documents located within the same WWW domain (Nielsen, 2000; Palmer, 2004; Nelson, 2008). Due to an HTML requirement, one of these documents must be designated as a basic unit, a port of entry<sup>47</sup> known as *index*, *default*, or *home page* (Palmer, 2004).

This approach to website organization emphasizes the role of the HP as the “most visible and commonly viewed page” (Knox, 2009, p. 207) and “the webpage on which most users rely to orient themselves within a website” (Djonov, 2005, p. 138). Although users may navigate to a website from a page other than its HP, they “always visit the homepage next in order to orient themselves within the site (Nielsen & Tahir, 2002, p. 1)”. Therefore, the HP can be seen as a strategic locale responsible for orienting users on the site and providing them with navigation options to begin or continue their exploration of the website.

From the functional perspective, the HP performs three main functions:

- (1) to reveal how the site is structured and what navigation options are available;
- (2) to display the website sections and any popular or timely information (regardless of where on the website this information may be);
- (3) to establish the identity and the mission of the website while providing options for users to give their feed-back, get or keep

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<sup>47</sup> This is the document that a Web browser opens when only the domain address is specified, such as its Universal Resource Locator (URL). It can be stated that with the development of search engines such as Yahoo, Yandex or Google, a website can be accessed from any page, however, its HP still remains its ‘route map’ which visitors use to orient themselves on the website.

in touch with the organization or other users (Nelson, 2008; Djonov, 2005; Palmer, 2004).

As the structural and functional core of a website, a HP is relied on in WA (and Web usability) studies for the analysis of navigation tools and properties (Palmer, 2004; Nelson, 2008). Therefore, acknowledging the important role of the HP in navigation, the present study will focus on the HPs of the UOCC, UOC-MP, UGCC, and UGCC-OD websites and the analysis of their navigation tools and properties.

It should be noted that the WA structural-functional perspective highlights the importance of HPs for website navigation. However, this approach does not cover the question of consistency in establishing navigation tools. For example, while a “site map” button may appear on the HP, this button may not navigate anywhere or navigate to a page other than the one indicated. Therefore, the WA structural-functional approach needs to be supplemented with an examination of how consistent the process of website navigation is.

The hierarchy of periodicity principle allows determining the consistency of design semantically. In this research this principle will be used for the analysis of Web navigation. In accordance with the hierarchy of periodicity principle, the consistency of navigation options available on the HP in the form of links, banners or clickable navigation buttons will be assessed based on the semantics of the page/section that they connect to, that is, any subsequent page/section should be semantically coherent with the links, banners and buttons from which they were accessed. Consequently, in order to check the consistency of a website

navigation system it is not enough just to explore the HP, but all the pages or sections that the HP connects to need to be analyzed. Therefore, in this study, the examination of the consistency of the navigation options available on the HPs of the websites under analysis, will include a consideration not only of the navigation tools on the HPs, but also the pages and sections that they connect to. Since one of the characteristic features of the WWW is its interconnectedness with an endless number of Web pages, the present study will limit its scope to the analysis of navigation tools and properties within one click from the HPs. This is reflected in the corpus which not only consists of screenshots of the HPs, but also of the pages and sections they connect to.

Highlighting the important role of HPs in navigation is one way in which WA contributes to the present research. An additional way in which WA contributes to the present research is by elaborating a system of categories for examining navigation tools and properties. In order to elaborate on the relevant categories, the current study will consider Palmer's (2004) study of 100 non-profit organization websites.

In his study, Palmer explores the websites from the *Non Profit Times* Top 100 list. The researcher examines four aspects of the navigation tools and properties on the websites in connection with on-line donations. Each aspect is studied using fifteen questions. The first aspect studied is online donations. The second aspect studies the way that the non-profit organizations utilize their websites. The third aspect analyzes the navigation tools that the sites provide. The fourth and final aspect examine the type of information the non-profit websites



collect and what steps are taken to protect the confidentiality of the information (for the complete list of questions, see Appendix E).

The four aspects of the process of online donations are examined according to a number of important questions. Some of the questions target issues specific to the process of donating (e.g. “Does the site promote an option to specify that a gift was in honour of a person?”). Other questions explore navigation options and are thus more pertinent to the current study. Among the latter questions, there are those which concentrate on the website-external navigation (e.g. “What is the number of pages that link to the site?”) and those which concentrate on the website-internal navigation (Palmer, 2004). Since the present study is interested in website-internal navigation, it avails itself only of the questions related to this domain:

- How many links does an NPO homepage contain and how many of these links do not function?
- Does the site include any pages in languages other than English?
- Does the site include features to facilitate access for people with disabilities?
- Does the NPO website accept advertising from third parties?
- Does the homepage contain elements that distract a user?
- Does the website indicate the modification date of pages?
- Does the organization request donations on its website?
- Are online donations accepted?
- Does the NPO website promote email newsletters?
- Does the NPO use its website to promote volunteer opportunities?

These questions have been further refined and yielded the following queries: *functional navigation buttons and links, languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, online donations, subscription to email updates, and*

*volunteer opportunities.*

Since the present research is not concerned with online donations, only one question exploring this aspect of the WWW communication is used. In order to reflect the Ukrainian and North American contexts of this research, the question concerning the language use has been more clearly specified – options other than English (for the UOCC website) and options other than Ukrainian (for the UOC-MP, UGCC, and UGCC-OD websites) will be explored.

In summary, the current subsection has discussed the WA approach with respect to navigation. The WA approach has contributed to the present study in two ways: (1) based on the WA focus on structure, the website HP has been identified as a platform for exploring navigation; and (2) it has provided a set of questions for the investigation of navigation tools and properties on the websites under analysis.

However, the WA structure-oriented approach does not deal with the question of consistency of Web navigation. Therefore, in the present research, the WA approach has been extended with the semantic approach, more specifically the hierarchy of periodicity principle. According to this principle, navigation options available from the HP should be consistent with the page/section they connect to. Therefore, in order to explore navigation options and their consistency on the websites under analysis not only the HPs, but also the semantic coherence with the pages/sections they connected to (within one click) will be considered.

In summary, a set of questions outlined in the current subsection has been elaborated based on Palmer's (2004) study. The questions that he developed to

study aspects of navigation have been extracted, condensed, and clarified in connection with the objectives of the present research to explore the communicative potential of the websites' navigation and the context of the Ukrainian Orthodox Church and Greek-Catholic Church in which the websites function. Subsection (4.1.2) discusses the WU approach to studying navigation tools and properties.

#### **4.1.2 Web usability: Establishing a dialogue**

Web usability (WU) can be described as the ergonomics<sup>48</sup> of websites. It is concerned with creating an environment in which technical or user errors are minimized or, if possible, eliminated. Users' goals and comfort and the ability of the technology to support these are what WU puts its emphasis on.

Navigation tools and properties are often evaluated in WU by measuring the speed with which a certain navigation move can be performed by the user; the higher the speed, the better is the navigation:

“Web pages must be designed with speed in mind. In fact, speed must be the overriding design criterion. To keep page sizes small, graphics should be kept to a minimum, and multimedia effects should be used only when they truly add to the user's understanding of the information. Remove graphic; increase traffic. It's that simple” (Nielsen, 2000, p. 31).

The quote above emphasizes the role of traffic, that is, the amount of information sent and received by website visitors. Multimedia information,<sup>49</sup> in turn, is recommended to “be kept to a minimum”. Indeed, levels of traffic and the speed

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48 *Ergonomics* (from Gr. *ergon* ‘work’ and *nomoi* ‘natural laws’) – the study of people's efficiency in their working environment.

49 The term “multimedia” is used in WU to refer to information units other than a verbal text; this term is, thus, analogous to the linguistic term “multimodal”.

with which it occurs are important in navigation as studies have shown that users do not want to wait several minutes before the home page or other pages/sections of a website have been downloaded. Thus, the role of multimodal information units should not be underestimated as helping to orient users on the site, facilitate their navigation, and/or enhance the overall communicative potential of the website (Wymer, 2011; Djonov, 2005; Knox, 2009; Nelson, 2008); however, this role must not be played at the expense of speed.

With the development of modern technologies average traffic capacity has been increased up to 250 Mbps<sup>50</sup> and this figure is constantly growing. The significance of this is that page download time is less likely to be an issue even when multiple multimodal units are present. Therefore, while acknowledging the role of traffic, the present research will not make it a focal point and will focus rather on the development of a more encompassing approach to navigation tools and properties considering multimodal units only as a way of enhancing the communicative potential of the websites.

Most WU studies point out that navigation (along with content) should first of all be focussed on “building dialogic relationships with publics through the use of the World Wide Web” (Nelson, 2008, p. 8). This orientation of WU towards building dialogic relationships with users and its overall user-centered approach allows one to explore the role of website navigation in enhancing communication with users.

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50 The information refers to the western Canadian context and may be different depending on the region or country (retrieved October 8, 2012, from <http://www.shaw.ca/Internet/Broadband-250/>). The figure refers to the download (not upload) mode; the unit of measurement is megabit per second.

In order to develop questions and categories for the analysis of navigation tools and properties from this perspective, Nelson's (2008) study will be used due to its overall dialogic orientation and because of similar (religious) contexts in which the present research is conducted. Theoretically, Nelson relies on Kent and Taylor (2003), Jo and Jung (2005), and Sturgill (2004). In her study entitled "The content and role of Web sites in public relations of religious congregations" Nelson creates a coding scheme "to examine information related to the religious content and public relations function of religious congregations' Web sites" (pp. 38-39). Her coding scheme consists of nine categories: "(1) material designed to convert/evangelize the user, (2) information to show that the local congregation is allied with a larger community/denomination, (3) material designed to present the Church as an organization, (4) material designed to allow users to interact with the Church or others, (5) material designed to show the Church as allied with a larger community, (6) usability functions, (7) usefulness of information to the public, (8) interactivity functions, and (9) dialogic loop properties"<sup>51</sup> (p. 39).

Each category is examined using up to seventeen questions. For example, category (1) is analyzed according to the following five questions "a) links within the website to other religious information"; "b) presentation of "plan of salvation""; "c) text of pastor's sermons available online"; "d) links to Bible study material not on the Church's website"; and "e) Bible study materials available online" (for the complete list of questions, see Appendix F of the present dissertation).

Since a considerable number of the questions in Nelson's (2008) analysis

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<sup>51</sup> The numeration is added.

are specific to the context of her study and do not apply to the research objectives of the present dissertation, only a portion of the questions that are most pertinent to the present research has been selected. This selection consists of the following questions:

*major links to the rest of the site, site map,  
minimal navigation menus,  
minimal drop-down windows,  
search engine box,  
text of pastor's sermons,  
music,  
photos of main church building,  
photos of church activities,  
photos of other buildings,  
Bible study materials available online,  
articles from news services or other publications, calendar events  
for entities other than the church,  
pastor's welcome to visitors,  
"For more information" e-mail link,  
other staff members' e-mails,  
the ability to submit prayer requests,  
Web master's email,  
a feedback form,  
online surveys,  
online polls,  
chat rooms, and  
discussion forums.*

In order to address the specifics of the present research these questions were modified and combined while other questions were added as indicated below.

The "*text of pastor's sermons*" question has been replaced by "*audio sermons*". The interest in audio sermons is conditioned by their efficiency in saving time since Web users tend to spend less time on reading than readers of printed media (Palmer, 2004). The word "pastor's" has been removed since sermons in the Orthodox Church are delivered by priests, bishops or patriarchs. The "*music*" entry has been modified to "*Church music or singing*" because music

and musical instruments are not immediately connected to the Church service in the Orthodox tradition; Church singing is much more usual<sup>52</sup>. The “*photos of other buildings*” question has been changed to “other photos and pictures” since not all churches (especially in Ukraine) have buildings other than the church itself and also because the websites may contain other relevant images (e.g. photo contests). The “*calendar events for entities other than the church*” question has been reformulated as “*event calendar*” in order not to exclude such events as feast day services in the Church, days of saints that are common in Orthodox Web calendars. The “*pastor’s welcome to visitors*” and “*other staff members’ e-mails*” entries have been modified as follows: “*welcome message from the patriarch, bishop or priest*” and “*clergy emails*” correspondingly, because in the Orthodox tradition the function of pastors is performed by priests, bishops, and patriarchs. The “staff” in the Orthodox Church is usually referred to as “clergy”. The “*For more information’ e-mail link*” question was modified as follows: “*For more information’ link*” in order to include also other links (beyond email addresses) that allow users to obtain more information on the topic on the site.

The “*online survey*” and “*online polls*” have been combined since they perform the same function and have a common goal: they ask users’ opinions through one or more questions on a certain topic (e.g. a quick poll on the current feast or the saint of the day) and in this way they engage users in some sort of online research, the results of which are, as a rule, available to users. Similarly, the questions “chat rooms” and “discussion forums” have been also combined

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52 No music except for bell ringing is used during Orthodox services. Music is sometimes used for kolyadkas (Ukrainian Christmas carols), but not during services and is not as common as singing (without instrumental accompaniment).

since they both perform the same function of providing users opportunities to communicate with other users online (chat rooms) or offline (discussion forums).

Other questions have been added to the set:

*an alphabetical index of the site,  
videos about the Church and Church activities or events,  
software available for download,  
Web links to other Churches,  
FAQ (ask the priest), and  
social networks.*

These questions guide the exploring of tools that facilitate navigation (e.g. the alphabetical index of the site) more fully and take into account the options that may contribute to more engaging navigation (e.g. videos) or an increase in the communicative potential of the websites. By exploring these questions more information is collected on questions that are asked most often or opportunities to share or discuss material on social networks (e.g. FAQ, social networks).

Based on the questions above including the set of questions developed in subsection 4.1.1, three categories of navigation tools have been established:

1. Tools facilitating navigation on the website.
2. Tools that make more engaging navigation available for users.
3. Navigation tools and properties promoting communicative exchanges between the Church and other website users.

The objective of developing these categories is threefold: 1) to examine the availability of major navigation tools and properties on the websites under analysis; 2) to explore whether the websites use related multimodal information units to make the navigation on the websites more engaging; and 3) to determine if the navigation tools and properties of websites encourage communicative



exchanges.

The questions for each category are outlined and defined below. In order to provide for a clear view of the set of questions for each category, three tables have been drawn, Table 4.1, Table 4.2, and Table 4.3:

<b>I. Tools facilitating navigation on the website</b>		
<b>#</b>	<b>Tool</b>	<b>Definition</b>
<b>1</b>	<i>Functional navigation buttons and links</i>	no buttons or links that do not work, navigate to a page/section other than the one indicated or send back to the home page
<b>2</b>	<i>Major links to the rest of the site</i>	availability of links provided on the home page to other pages or key sections of the website
<b>3</b>	<i>Short navigation menus</i>	no more than 12 items in any navigation menu
<b>4</b>	<i>Short drop-down menus</i>	no more than 12 choices in the principal or subsequent drop-down menus
<b>5</b>	<i>Languages other than English/Ukrainian/Russian</i>	availability of languages other than English for the UOCC website (e.g. French) and languages other than Ukrainian for the UOC-MP and UGCC websites (e.g. English or Russian), and languages other than Russian for the UGCC-OD website (e.g. Ukrainian)
<b>6</b>	<i>Facilitated navigation options for visually/hearing impaired people</i>	availability of any of the following features: choice of at least three sizes of font, special audio signals (e.g. beeping when the cursor is on a link) or audio text, other tools intended for facilitated navigation by visually/hearing impaired people
<b>7</b>	<i>Minimal unwanted or intrusive ads</i>	no more than three advertisements including those in the form of banners
<b>8</b>	<i>Low reliance on flashy graphics</i>	no more than three flashy images, fonts or other units; “flashy graphics” is defined as autonomously moving or blinking graphics
<b>9</b>	<i>Last update</i>	the date indicating when the most recent modification was made
<b>10</b>	<i>Alphabetical index of the site</i>	an alphabetical listing of different pages of the website as well as different topics and materials found on the website
<b>11</b>	<i>Site map</i>	an outline of the website content, e.g. in the form of a list of links
<b>12</b>	<i>Search engine</i>	can be either: a) a window to enter a word or a phrase for a search or b) a link/button to the search section of the site

Table 4.1: *Tools facilitating navigation on the website*

Category I (Table 4.1) consists of twelve questions focused on navigation tools facilitating browsing on a website including any navigation options for hearing or visually impaired people. This category includes the following questions: *functional navigation buttons and links, major links to the rest of the site, short*

*navigation menus, short drop-down menus, languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, an alphabetical index of the site, a site map, and a search engine.*

Like Category I, Category II (Table 4.2) is explored using twelve questions and deals with audio and visual tools that make navigation for users more engaging:

<b>II. Tools that make navigation more engaging for users</b>		
<b>#</b>	<b>Tool</b>	<b>Definition</b>
<b>1</b>	<i>Videos about the Church and Church-related activities or events</i>	video materials featuring activities related to the Church including services, community dinners, and feasts celebrated in the Church
<b>2</b>	<i>Audio sermons</i>	sermons recorded in Church and available as podcasts on the website or in the form of downloadable audio files
<b>3</b>	<i>Church music or singing</i>	religious music or Church choir podcasts available for listening on the website or in the form of downloadable audio files
<b>4</b>	<i>Photos of churches</i>	pictures of church exteriors or interiors
<b>5</b>	<i>Photos of services and Church activities</i>	photos taken during services or Church-related activities in the community (including blessing of Easter baskets, etc.)
<b>6</b>	<i>Other photos or pictures</i>	for example, paintings or photos on Christian topics
<b>7</b>	<i>Bible study materials available online</i>	translations of the Bible into different languages, books of prayers, Lives of Saints, Patristics materials
<b>8</b>	<i>Software available for download</i>	at least three items of software on religious topics (e.g. Bible Quote) available for free download
<b>9</b>	<i>News articles or other publications</i>	electronic articles informing about Church life or other related topics
<b>10</b>	<i>Event calendar</i>	an electronic calendar providing information on upcoming events in the Church such as a bishop's visitation or feast day services
<b>11</b>	<i>Welcome message from the patriarch, bishop or priest</i>	a message from the patriarch, a bishop or a priest welcoming users to the website or inviting them to visit the Church
<b>12</b>	<i>Other messages from bishops or priests</i>	communiqués from a bishop or a priest (e.g. on the occasion of Easter)

Table 4.2: *Tools that make navigation more engaging for users*

Category II includes the following set of questions: *videos about the Church and*

*Church-related activities or events, audio sermons, Church music or singing, photos of churches, photos of services and Church activities, other photos or pictures, Bible study materials available online, software available for download, news articles or other publications, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests.*

The third category (Table 4.3) consists of fourteen questions to explore the tools on the websites that may enhance communicative properties associated with navigation:

<b>III. Tools promoting communicative exchanges with the Church and other website users</b>		
<b>#</b>	<b>Tool</b>	<b>Definition</b>
<b>1</b>	<i>“For more information” link</i>	a link that takes users to the page where they can request more information on the Church or related topics; alternatively, an email link or address
<b>2</b>	<i>Clergy emails</i>	Patriarch’s, bishop’s and/or priests’ email addresses
<b>3</b>	<i>Contact us information</i>	the church’s address, map, and/or phone number; an e-map or links to it; a way to contact the people responsible for communication with the public
<b>4</b>	<i>Prayer requests online</i>	a link, an email address or a downloadable form for users to be able to submit their requests for prayers online
<b>5</b>	<i>Web master’s email</i>	the possibility to get in touch with the Web master of the site
<b>6</b>	<i>Feedback form</i>	a form or a link allowing users to leave a comment or send a message regarding the website or the materials posted on the website
<b>7</b>	<i>Online surveys and polls</i>	the invitation to participate in an online survey or a poll and/or access to the results of such surveys or polls
<b>8</b>	<i>Chat rooms and discussion forums</i>	a discussion area allowing to participate in online (chat) or offline conversations with other users
<b>9</b>	<i>Links to other Churches</i>	the availability of links (at least two) to parishes of the Church to which the website belongs and/or links to sister Churches
<b>10</b>	<i>Subscription to email updates</i>	the possibility to subscribe to email updates or news
<b>11</b>	<i>Volunteer opportunities</i>	lists, forms and/or links offering volunteer opportunities
<b>12</b>	<i>Online donations</i>	tools allowing users to make a secure donation online (e.g. using a credit card or email transfers)
<b>13</b>	<i>FAQ (ask the priest)</i>	the FAQ “ask the priest” page or links to it
<b>14</b>	<i>Social networks</i>	availability of links to different social networks (e.g. Twitter, LinkedIn) in order to exchange the content on the website with

	other users
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Table 4.3: *Tools promoting communicative exchanges with the Church and other website users*

Category III includes such variables as a *“for more information” link*, *clergy emails*, *“contact us” information*, *prayer requests online*, *the Web master’s email*, *a feedback form*, *online surveys and polls*, *chat rooms and discussion forums*, *links to other Churches*, *subscription to email updates*, *volunteer opportunities*, *online donations*, *FAQ (ask the priest)*, and *social networks*.

In summary, the current subsection has discussed the WU approach towards Web navigation. This approach is concerned with a Web environment in which technical or users’ navigation errors are minimized or, if possible, avoided. The quality of website navigation is assessed in WU through the prism of traffic: the higher the traffic, the better the navigation system. This may not, however, be as important today because with the modern speed of access to the WWW, high-speed traffic is not an issue. Moreover, multimodal information units which at one time slowed traffic may also contribute to the navigation properties and the overall communicative potential of a website. Therefore, while acknowledging the issue of traffic, the present subsection concentrates on an analytical approach for exploring navigation tools and properties in connection with multimodal information units and the overall communicative potential of the website. Recent WU studies that are more dialogically rather than traffic-oriented have been shown to be more useful in providing categories and questions for the present analysis.

Thus, WU perspective has been used to complement the set of questions

elaborated earlier in this section. Based on these questions, three categories for examining navigation tools and properties have been developed: (1) tools facilitating navigation on the website; (2) tools that make more engaging navigation available for users; and (3) tools promoting communicative exchanges with the Church and other website users. The following subsection (4.1.3) presents conclusions on the analytical approach that has been discussed in the present section.

#### **4.1.3 Conclusions of section 4.1**

The present section has established the theoretical foundation used in the current chapter for the analysis of navigation tools and properties on the selected websites. This section has defined “navigation tools and properties” according to the objectives of the current study to explore the overall communicative potential of the sites. This definition includes tools facilitating browsing (e.g. a site map, navigation options for hearing or visually disabled people, website search engine), multimodal information units that allow more meaningful browsing (e.g. *an event calendar, videos about the Church and Church activities or events*) while providing options for communicative exchanges on the site.

In accordance with this definition, three categories have been established to explore the navigation tools and properties on the websites under analysis: (1) tools facilitating navigation on the website; (2) tools that make more engaging navigation available for users; and (3) tools promoting communicative exchanges with the Church and other community members. Each category is investigated

using 12 to 14 questions. These questions have been informed by WA and WU. In order for the questions to fit the objectives and the research context of the present study, they have been modified and combined accordingly, and new questions have been added. The following sections explore the navigation tools and properties on the UOCC (4.2), UOC-MP (4.3), UGCC (4.4), and UGCC-OD (4.5) websites.

## **4.2 The Ukrainian Orthodox Church of Canada website navigation tools and properties**

The present section analyzes the navigation tools and properties on the UOCC website. The following aspects of navigation are explored: the website tools facilitating navigation (4.2.1), the tools that allow more engaging browsing for users (4.2.2), and the navigation options promoting communicative exchanges with the Church and other users on the site (4.2.3). The overall conclusions regarding the UOCC website navigation tools and properties are drawn in subsection 4.2.4.

### **4.2.1 The UOCC website tools facilitating navigation**

The present subsection examines the UOCC website navigation tools which facilitate browsing. In order to provide a consistent view of the UOCC website, the screenshot of the HP in Figure 4.1 is from the same data collection session as has been used in Chapter 2 (i.e. December 20, 2011). It should be noted that the UOCC HP did not change considerably over the six-month period during

which the corpus was formed<sup>53</sup>; therefore, the image in Figure 4.1 is also representative of the UOCC HP from other data collection sessions.

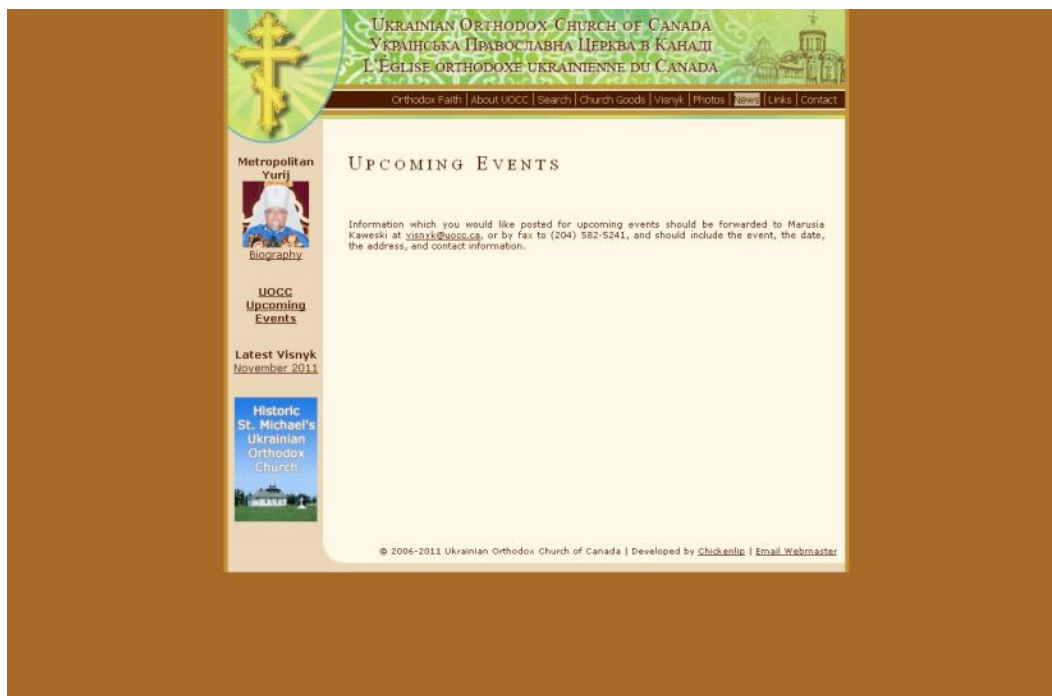


Figure 4.1: *The HP of the UOCC website*

The following navigation options are examined in this subsection: *functional navigation buttons and links, major links to the rest of the site, short navigation menus, short drop-down menus, languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, an alphabetical index of the site, a site map, and a search engine.*

There are 15 links and clickable buttons on the UOCC HP<sup>54</sup>. All the links

53 The “Upcoming Events” section is the only part of the UOCC HP that was updated over the data collection period.

54 These links and buttons were identified in Chapter 2, they are: “Orthodox Faith”, “About UOCC”, “Search”, “Church Goods”, “Visnyk”, “Photos”, “News”, “Links”, “Contact”, “Metropolitan Yurij Biography”, “UOCC upcoming events”, “Latest Visnyk”, “Historic Sr. Michael’s Ukrainian Orthodox Church”, “Developed by Chickenlip”, and “Email Webmaster”.

and buttons navigate to the pages/sections they indicate. However, the “UOCC upcoming events” link navigates back to the HP which may confound users because this link does not navigate to new information on a different page. Therefore, although all links on the page work, yet the navigation is not fully consistent since one of the links sends users back to the HP.

The HP provides *major links to the rest of the site* in the navigation bar (B2) and in the side pane. The navigation bar consists of nine units<sup>55</sup>. The side pane consists of four units<sup>56</sup>. As neither the navigation bar, nor the side pane contains more than 12 items, the UOCC HP measures up to having *short navigation menus*. The UOCC HP three drop-down menus: “Orthodox Faith” (6 choices), “About UOCC” (10 choices), and “News” (5 choices) also measure up to the criterion of having short drop-down menus. The “About UOCC” drop-down menu has 10 choices with subsequent drop-down menus. The longest subsequent drop-down menu is “Camps” which can be accessed from the “About UOCC” menu (Figure 4.2), it contains 12 choices. The number of choices in the main and the subsequent drop-down menus, thus, does not exceed twelve.

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<sup>55</sup> Also identified in Chapter 2: “Orthodox Faith” drop down menu, “About UOCC” drop down menu, “Search” navigation bar button, “Church Goods” navigation bar button, “Visnyk” navigation bar button, “Photos” navigation bar button, “News” drop down menu, “Links” navigation bar button, and “Contact” navigation bar button.

<sup>56</sup> Also identified in Chapter 2: “Metropolitan Yuriy Biography” picture and a link, “UOCC upcoming events” and “Latest Visnyk” links, and “Historic St. Michael’s Ukrainian Orthodox Church” banner.





Figure 4.2: *The UOCC website drop-down menus*

The compact design of the navigation bar and drop-down menus minimizes the possibility that the users will miss an item or choice they are looking for.

In addition to the buttons in the navigation bar and the side pane, the title (Figure 4.3) of the UOCC is also clickable. Making a title clickable is a common feature of many modern websites. Such a clickable title usually functions as the website's homer. However, instead of taking users to its HP (or leaving them where they are, if they are already on the HP) the title on the UOCC HP takes them to the website SS. If users want to get to the HP or any section available from the HP, they would need to search their way from the SS. This may be rather confusing especially for users who are not familiar with the conception of a SS because the SS does not provide access to all the sections of the website.



Figure 4.3: *The UOCC website title*

The title of the UOCC HP has another important function: it introduces the website to users. It reads “Ukrainian Orthodox Church of Canada”. The title is written in three *languages*: English, Ukrainian, and French. English and French are important since they are the official languages of Canada, the country where the UOCC is situated. The greater majority of people in Canada speak at least one of the official languages. The Ukrainian language is also important on the site since this is the language of the community congregating around the Church. Ukrainian also distinguishes the Church from other Churches of the Greek rite such as the Russian Orthodox Church in Canada. However, the UOCC website in its present state is not available in Ukrainian or any language other than English. On this criterion it is not as meaningfully communicative as it could be. The availability of the website in Ukrainian would considerably facilitate navigation for users from the UOCC community whose first language is not English or who do not speak English at all. This would also make the website more accessible to Ukrainian-speaking users (e.g. from Ukraine) who might be interested in the information on the UOCC website.

An important function of navigation tools is to take users to the information that they need. This function, however, may be hindered by *unwanted or intrusive advertisements* or *flashy graphics* that divert users’ attention. Remarkably, no such units have been found on the UOCC HP or the pages within

one click from the HP. This means that the users are less likely to be distracted while navigating to the information they need which is especially important for new users for whom all or most of the content on the site may be new and who might be easily distracted from the main content by advertisements or flashy graphics.

Another way to facilitate users' navigation on the website is to provide them with a *search engine* on the site. The UOCC HP does not have a search window; however, there is a "Search" button in the navigation bar. The button once clicked opens a separate page with two search windows (Figure 4.4): (1) parishes search and (2) clergy search.

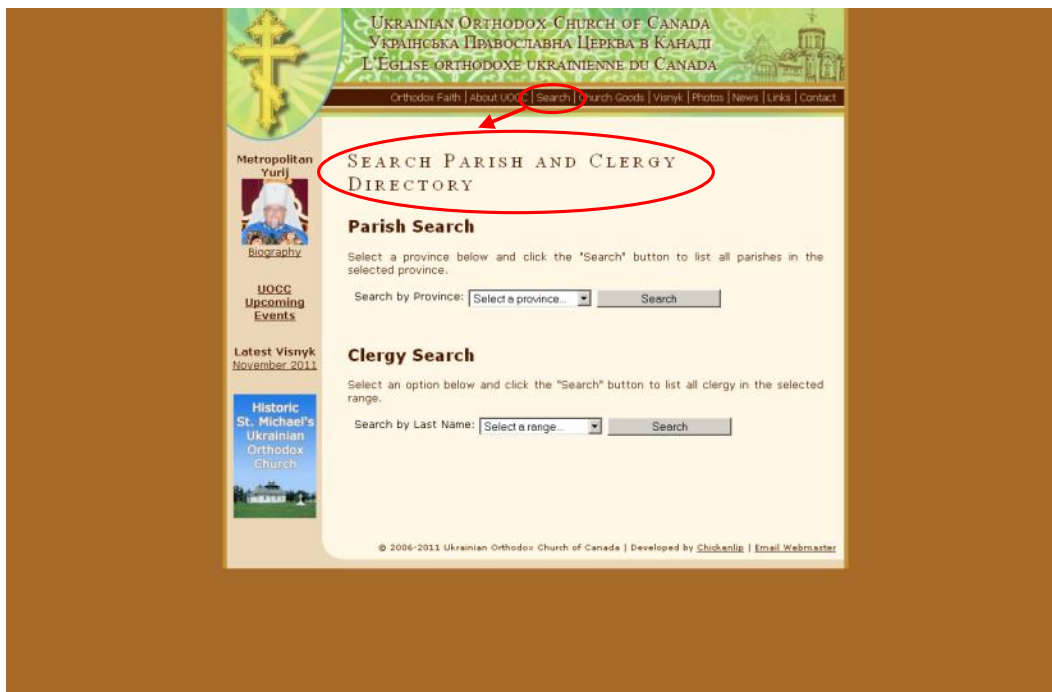


Figure 4.4: The "Search" button and the page on the UOCC website

The availability of such specific search options allows minimizing irrelevant search results. However, there is no possibility of searching any topic other than these two – "parishes" and "clergy".

The UOCC HP also lacks any of the following navigation options facilitating browsing: *facilitated navigation options for visually/hearing impaired people, the last update, an alphabetical index of the site, and a site map*. Thus users, especially if they are new on the site, face a considerably complicated search for information on the website because the website does not have a *search engine* for general topics, nor an *alphabetical index of the site* nor a *site map*.

In summary, out of twelve options of features facilitating navigation, according to which the UOCC HP has been assessed, only five realize their communicative potential fully: *major links to the rest of the site, short navigation menus, short drop-down menus, minimal unwanted or intrusive ads, and low reliance on flashy graphics*. Three other options only partially realize their potential: *functional navigation buttons and links* (while most of the links navigate to the pages/sections they announce, the “UOCC Upcoming Events” link navigates back to the HP), *languages other than English/Ukrainian/Russian* (the title presents the website in three languages: English, Ukrainian, and French; however, beyond the title the use of these languages is limited and the English language version of the site is the only one available), and a *search engine* (while the whole page is devised for parish and clergy search, a search engine for general purposes is missing). Finally, none of the following features are implemented on the UOCC HP: *facilitated navigation options for visually/hearing impaired people, the last update, an alphabetical index of the site, and a site map*.

This configuration of options facilitating navigation shows that the UOCC website does not make use of all the possible features to make website internal

browsing optimal for users. New users on the website may find it especially difficult to retrieve the information they need on the site since some important tools, including a general search engine, are missing from the website. Due to the absence of *facilitated navigation options for visually/hearing impaired people* some people with disabilities may be unable to use the website efficiently. In fact, this feature might be beneficial not only for users with disabilities, but also for senior citizens who would like to use the site. To recapitulate, the current subsection has discussed tools for facilitating navigation on the UOCC website. The following subsection (4.2.2) discusses the tools that make more engaging navigation available for users.

#### **4.2.2 Tools that make more engaging navigation available for users on the UOCC website**

The present subsection explores the UOCC website tools which make more engaging navigation available for users through the use of multimodal units. The following options are examined in this subsection: *videos about the Church and Church-related activities or events, audio sermons, Church music or singing, photos of churches, photos of services and Church activities, other photos or pictures, Bible study materials available online, software available for download, news articles or other publications, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests.*

Two short videos have been found on the website. The videos are entitled “20th Anniversary Archbishop Yuriy, part 1” and “20th Anniversary Archbishop

Yurij, part 2” and can be accessed from the HP by following the “Metropolitan Yurij Biography” link in the navigation pane on the left-hand side of the HP. The peculiarity of the WWW medium is that it allows posting multiple videos. Videos, in turn allow delivering information in a fast, comprehensive, and entertaining way. Moreover, videos may engage new users by stirring their interest and encouraging them to explore the website further. However, the videos that are posted on the “Metropolitan Yurij Biography” page are located in a narrowly specific section (the biography) off the HP and may be left unnoticed by the users. Therefore, the potential communicative impact of these videos<sup>57</sup> is considerably reduced.

Audio materials are another way to provide users with more engaging browsing on the site. There are no *audio sermons* accessible directly from the HP. The audio sermons can be accessed from the “Orthodox Faith” drop-down menu, the “Sermons” choice. The “Sermons” page provides links to audio podcasts and the text of several “sermonettes” – short sermons on a variety of topics (Figure 4.5).

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<sup>57</sup> Although the videos are devoted to Archbishop Yurij's anniversary, they might still be of interest to many users of the site including new users who would like to learn more about the life of the UOCC and community members who participated in the celebration of the anniversary.



Figure 4.5: The “Sermons” drop-down menu and the page on the UOCC website

Although the sermons are located within one click from the HP, new users may not be able to retrieve the materials because they are “hidden” in a remote section of the site and the website does not provide a search engine to find them (see Subsection 4.2.1). Therefore, users are required to know exactly the location of the “Sermons” section. While this should not pose any difficulty for returning users who use the website often, it may be more challenging for new visitors using it for the first time.

The UOCC HP has been examined to determine if there are any *photos of churches, services and Church activities, and/or other photos or pictures*. Two images have been found: a photo of Metropolitan Yurij and a picture with a caption that reads “Historic St. Michael’s Ukrainian Orthodox Church”<sup>58</sup>. These images are small and are located on the side pane of the HP. The metropolitan’s photo is posted next to a link leading to his biography and helps to attract users’ attention to this link. The other picture is a banner that takes users to a page with information about a pilgrimage to this historic site.

In addition to the two photos available on the HP, there are also links to other photos that can be accessed through the navigation bar – the “About UOCC” drop-down menu, “Photo Gallery” choice or “Photos” button (Figure 4.6).

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58 St. Michael’s was the first Ukrainian Orthodox Church in Canada.





Figure 4.6: The “Photo Gallery” choice and the “Photos” button and the page to which they connect on the UOCC website

The links to the photos on the “Photos” page are arranged chronologically. This may facilitate users’ navigation to the collection of photos that they need. Despite the section being devoted to photographs, it is not organized visually and only text is used to describe the collections. Thus, the number of audio-visual materials is

limited.

*News articles and other publications on the UOCC website* are grouped in the section represented by the “News” drop-down menu which is located in the navigation bar (Figure 4.7).



Figure 4.7: The “News” drop-down menu in navigation bar of the UOCC website

The drop-down menu consists of five choices: (1) “Upcoming events”, (2) “Metropolitan Yurij’s Schedule”, (3) “Press Releases & Announcements”, (4) “Sobor 2010”, and (5) “CYMK – Ukrainian Orthodox Youth”. The organization of materials on one drop-down menu and its compact size may help users find the information they need more easily and navigate more quickly to the section they are interested in. Texts other than the news are also available on the UOCC website and can be accessed from the “Orthodox Faith” and “About UOCC” drop-down menus as well as through the “Visnyk” button in the navigation bar.

The HP has been examined to see if any of the following multimodal information units are accessible: *Church music or singing, Bible study materials available online, software available for download, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests*. None of these units have been found.

In summary, the present subsection has focused on the tools allowing more engaging navigation on the UOCC website. Out of twelve features, according to which the website has been assessed, only six are utilized: *videos about the Church and Church-related activities or events, audio sermons, photos of churches, photos of services and Church activities, other photos or pictures, news articles or other publications*. The *videos about the Church and Church-related activities or events* option, however, may not be helpful for new users since their navigation route is not obvious from the HP. None of the following features is available within one click from the HP: *Church music or singing, Bible study materials available online, software available for download, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests*.

The analysis results in the present subsection suggest that the UOCC website has few tools that provide more engaging navigation for users. It relies mostly on verbal texts instead of communicating using video and audio material, although the chief editor of the website has clearly expressed her support for developing the website by providing more video material for users. The text dominant website contrasts with the website strategies expressed by the chief editor of the site to make video and audio materials a “primary vehicle” for communicating the content. Importantly, the inclusion of multimodal units on the HP may help to communicate with users more efficiently and may make new users want to stay longer and explore the website further.

Although multimodal units (such as video and audio materials) may be

more difficult to produce than verbal texts, their potential to communicate with users faster and in a more engaging way and users' expectations to find such units makes their inclusion on a website indispensable. Although the UOCC website has taken some tentative steps to include multimodal units by offering some videos, audio sermons, and photos, in order to communicate more efficiently this tendency would need to be enhanced. Reorganization of the multimodal information by posting video materials on the HP is one step that could be taken to enhance the communicative potential. Another step would be adding other tools for making navigation more engaging for users, such as, *an event calendar, a message from the metropolitan, Bible study materials for download, and Church music or singing records*. These steps do not require extensive costs associated with creating new materials, but can be accomplished by reorganizing the available information semantically allowing users to retrieve information more easily and thus increasing the communicative potential of the site.

To recapitulate, the present subsection has addressed the utilization of multimodal features to create more engaging communication for users. The following subsection (4.2.3) explores the dialogic potential of the UOCC website and specifically analyzes the tools promoting communicative exchanges with the Church and other users.

### **4.2.3 Tools promoting communicative exchanges with the Church and other UOCC website users**

The present subsection deals with tools that promote communicative exchanges through the website, in particular, the following: *a “for more information” link, clergy emails, “contact us” information, prayer requests online, the Web master’s email, a feedback form, online surveys and polls, chat rooms and discussion forums, links to other Churches, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest), and social networks.*

The only major navigation option that helps users to retrieve *clergy emails* on the UOCC website is the clergy topic on the search engine. It is available through the “Search” button in the navigation bar. The “Metropolitan Yuriij Biography” link in the side pane does not provide the metropolitan’s email. The “About UOCC” drop-down menu has a subsequent drop-down menu called “Episcopate” with “Metropolitan Yuriij”, “Bishop Ilarion”, “Bishop Andriy”, and “Archbishop John, Metropolitan emeritus” choices. These choices give biographical notes about the people, but do not provide clergy emails either.

In addition to the search engine, some of clergy emails are available through the “Contact” button in the navigation bar (Figure 4.8).

UKRAINIAN ORTHODOX CHURCH OF CANADA  
 УКРАЇНЬКА ПРАВОСЛАВНА ЦЕРКВА В КАНАДІ  
 L'ÉGLISE ORTHODOXE UKRAINIENNE DU CANADA

Orthodox Faith | About UOCC | Search | Church Goods | Ventr. | Photos | News | Links | **Contact**

**CONTACT THE UOCC**

**Ukrainian Orthodox Church of Canada**  
 9 St. John's Avenue  
 Winnipeg, MB  
 Canada R2W 1G8  
 Toll-Free: 1-877-586-3093  
 Phone: 204-586-3093  
 Fax: 204-582-5241  
 consistory@uocc.ca  
 Consistory, Ecclesia Publishing, Church Goods hours of operation are  
 Monday to Friday, 9:00am to 5:00pm.

**UOCC Primate**  
 His Eminence Metropolitan Yuriy  
 Extension 226  
 metropolitan@uocc.ca or uocceast@rogers.com

**Assistant to the Metropolitan and the Central Eparchy**  
 His Grace Bishop Andriy  
 Extension 234

**Chancellor of the UOCC and Chair of the Presidium**  
 Fr. Victor Lakusta  
 Extension 227  
 chancellor@uocc.ca

**Consistory Financial Manager**  
 Henry Kuzia  
 Extension 225  
 finance@uocc.ca

**Financial Officer**  
**Visnyk Subscriptions and Advertising**  
 Valentyna Omytrenko  
 Extension 223  
 finances@uocc.ca

**Editor of Visnyk/Herald (Church newspaper)**  
**Director of Communications**  
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**Consistory Building Manager**  
**UOCC Benefits & RRSP Plan Administrator**  
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 Extension 224  
 aserray@uocc.ca

**Church Goods Store**  
 Henry Kuzia  
 1-800-904-6040 ext 229 or 230  
 churchgoods@uocc.ca

**Archives**  
 Walter Senchuk  
 Extension 228  
 archives@uocc.ca

**Ukrainian Orthodox Church of Canada**

**WESTERN EPARCHY**  
 11404-112 Ave., Edmonton, AB T5G 0H6  
 Ph.: (780) 453-1036  
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 website: www.uocc-ws.ca

**EASTERN EPARCHY**  
 3281 Cindy Cres., Mississauga, ON L4Y 3S7  
 Ph.: (905) 206-9372  
 Fax: (905) 206-9373  
 email: uocceast@rogers.com

**The Herald/Visnyk**  
 9 St. John's Ave., Winnipeg MB R2W 1G8  
 Ph.: (204) 586-3093  
 Fax: (204) 582-5241  
 email: visnyk@uocc.ca  
 website: www.uocc.ca

**St. Andrew's College**  
 29 Dylart Road, Winnipeg MB R3T 2M7  
 Ph.: (204) 474-8995  
 Fax: (204) 474-7624  
 email: st\_andrews@umanitoba.ca  
 website: www.umanitoba.ca/colleges/st\_andrews

**St. John's Institute**  
 11024-82nd Ave., Edmonton, AB T6G 0T2  
 Ph.: (780) 439-2300  
 Fax: (780) 439-0999  
 email: info@stjohnsinstitute.com  
 website: www.stjohnsinstitute.com

**St. Petro Mohyla Institute**  
 1240 Temperance St., Saskatoon, SK S7N 0P1  
 Ph.: (306) 653-1944  
 Fax: (306) 652-7820  
 email: mohyla@sasktel.net  
 website: www.mohyla.ca

**St. Vladimir Institute**  
 620 Spadina Ave., Toronto, ON M5S 2H4  
 Ph.: (416) 923-3319  
 Fax: (416) 923-8260  
 email: sv@stvladimir.ca  
 website: www.stvladimir.ca

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Figure 4.8: The UOCC website “Contact” button and the page

This section contains Metropolitan Yuriy’s email (under “UOCC Primate” title) and the emails of some clergy who perform administrative functions such as “Assistant to the Metropolitan and Central Eparchy” and “Chancellor of the UOCC and Chair of the Presidium”. Although users have to use an external application (e.g. Outlook Express) rather than the website, the availability of

clergy emails is still important because it increases the overall dialogic potential of the site and users who need the information will rely on the UOCC website for it.

In addition to clergy emails, the website also provides *Web master contact information*. This information is presented in the form of a link located at the bottom of the page and can be accessed from the HP or any other page of the website. The location of this tool is accepted by default on many modern websites. This tool is important because it allows users to get in touch with the Web master for different purposes (e.g. to ask for help with the site, provide feedback, express concerns). The availability of this tool on different pages of the site increases its communicative potential since users who need to contact the Web master may do so without having to navigate away from the page they are on.

Besides the tools allowing users to contact the UOCC clergy and the Web master, the site also provides *links to contact other Churches*. This information can be accessed using three different navigation tools: (1) the “Contact” button in the navigation bar, (2) the “Search” button in the navigation bar allowing users to find information on different parishes within the UOCC, and (3) the “Links” button in the navigation bar leading to the information on the Churches beyond the UOCC, for example, Ukrainian Orthodox Church in the USA, Ukrainian Orthodox Church – Moscow Patriarchate, Ukrainian Orthodox Church – Kyiv Patriarchate and others (Figure 4.9).

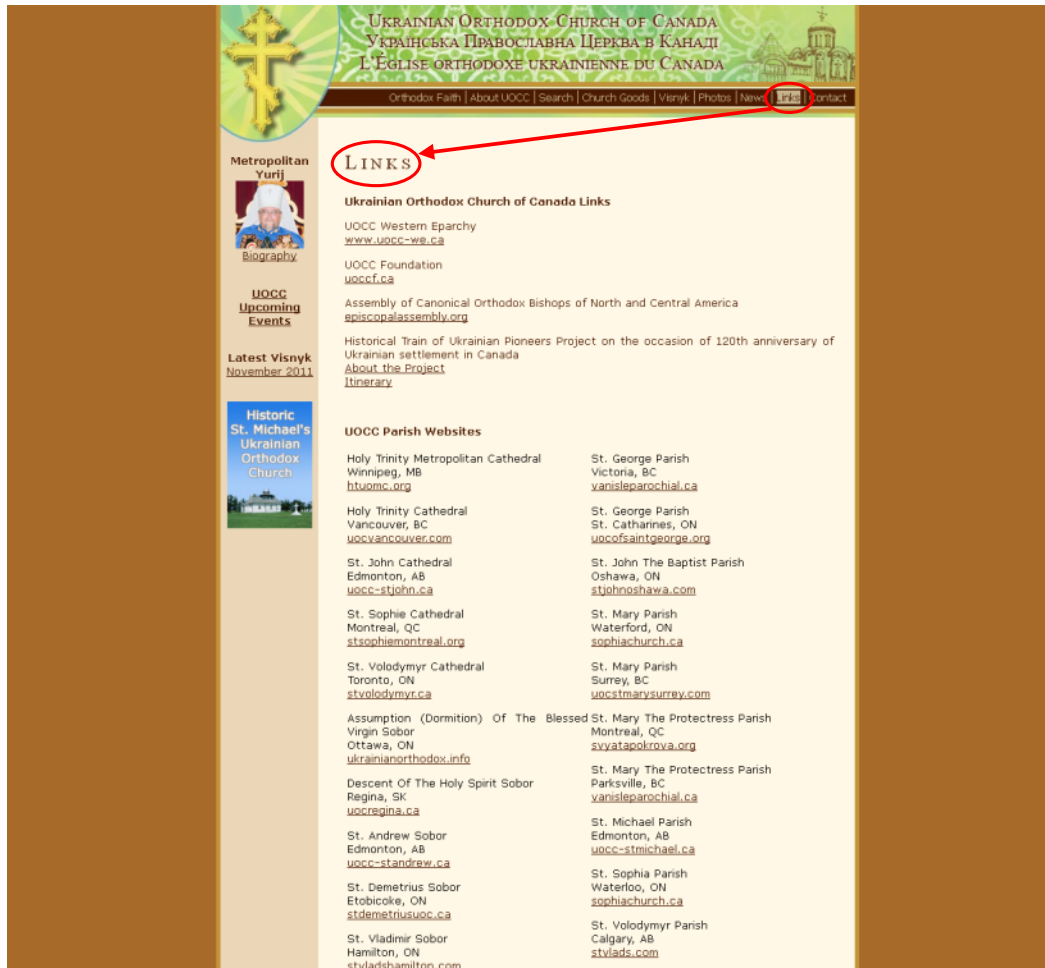


Figure 4.9: The “Links” button and the page<sup>59</sup> on the UOCC website

The “Links” page also allows contacting Western Eparchy and individual parishes of the UOCC. In addition to the other Churches’ contact information, the page contains links to other related organizations (e.g. “Orthodox Christian Studies”, “International Orthodox Christian Charities”, and “Ancient Faith Radio”<sup>60</sup>).

Posting various links benefits the UOCC website and its users in two ways: (1) other organizations to which the page provides links may also post a

59 The image given in Figure 4.9 is a top of the “Links” page. The snapshot of the whole page is not provided due to its excessive size, however, for the purpose of comparison the complete snapshot of the “Links” page is provided in Appendix G.

60 Later data collection sessions showed that these links are periodically reviewed and new ones are added.



link to the UOCC website in exchange and, thus, attract people from other websites to the UOCC website and (2) more relevant information is available for new users who may want to explore more topics related to the Church. However, posting a great number of links has three disadvantages in the communicative sense: (1) the accumulation of links makes it practically impossible to find any particular needed link (especially taking into consideration that the website does not have a search engine for general purposes), (2) the page extends as compared to the HP (see Appendix G) requiring multiple scrolls to reach the bottom which may put off youth and other users, and (3) users who are new on the UOCC website may get easily distracted by other links and following them may eventually leave the UOCC website and not return.

The UOCC website has been also examined to see if any of the following navigation tools promoting communicative exchanges with users are available on it: *a “for more information” link, prayer requests online, a feedback form, online surveys and polls, chat rooms and discussion forums, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest), and social networks*; however, none of them have been identified.

In summary, the present subsection has analyzed navigation tools promoting communicative exchanges on the UOCC website. Out of fourteen tools according to which the site has been assessed, only four have been identified: *clergy emails, “contact us” information, Web master’s email, and links to other Churches*. None of the following tools have been found: *a “for more information” link, prayer requests online, a feedback form, online surveys and polls, chat rooms*

*and discussion forums, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest), and social networks.*

Of the four available tools, three (*clergy emails*, “*contact us*” information and *Web master’s email*) function efficiently while one (*the links to other Churches*) has been found wanting in realizing its communicative potential. The attainment of the full communicative potential of the three tools is enhanced by a) their location – users have easy access to these tools through the navigation bar (*clergy emails* and “*contact us*” information) or the status bar (*Web master’s email*) and b) the way in which the information is presented (*clergy emails*) – users have the option of searching for the information using a search engine to retrieve the information more efficiently. The communicative potential of the *links to other Churches* tool is weakened by the inefficient way in which the relevant links are provided. The “Links” page in addition to the pertinent links contains a lot of other links. As a result, the length of the page is several times the size of the HP or any other page on the UOCC site which makes finding any desired link practically impossible. This may deter new users who would have to spend considerable time trying to find the information they need. Time on the Web is a scarce resource (unlike information) and if the website is unable to respond efficiently to users’ needs and interests, users may navigate to a different website. In order to improve the communicative efficiency of the links, they would have to be reorganized based on the semantic principle.

The distribution of the tools promoting dialogic exchanges on the site suggests that the communicative potential of the website is not fully realized. In

fact, the website implements few tools with the help of which the website can establish and maintain dialogue with its users and relies mostly on the tools that dominated the Web decades ago (e.g. “*contact us*” information and *Web master’s email* tools). Although these tools are essential they are not sufficient to provide additional opportunities for establishing a dialogue with users. The Web has developed many other options to promote communicative exchanges: *online surveys and polls, chat rooms and discussion forums, online donations, subscription to email updates, FAQ (ask the priest), and social networks*. Nevertheless, none of these options are available on the UOCC website. Furthermore, youth browsing other modern websites (where these navigation tools are available as a rule) may find the UOCC website user-unfriendly and/or outdated although the analysis shows that the information on the site is up-to-date, regularly reviewed, and added to.

In summary, the current subsection has discussed the tools that promote communicative exchanges with users. A limited number (four) of such tools has been found. Other tools which might help to establish and maintain dialogue with new users were not found on the site. The following subsection (4.2.4) presents conclusions on the UOCC website tools facilitating navigation on the site, the tools that make more engaging navigation available for users, and the tools promoting communicative exchanges.

#### 4.2.4 Conclusions of section 4.2

The present section has focused on the UOCC website and has explored the navigation tools available to users of the site. The following three categories have been examined: tools facilitating navigation on the site, tools that make navigation more engaging for users, and tools promoting communicative exchanges with the Church and other website users.

With respect to the availability of the twelve tools explored within the first category, only five fulfill their communicative potential: *major links to the rest of the site, short navigation menus, short drop-down menus, minimal unwanted or intrusive ads, and low reliance on flashy graphics*. Three more (*functional navigation buttons and links, languages other than English/Ukrainian/Russian, and the search engine*) realize their potential only partially.

In the second category, six tools allowing more engaging navigation have been identified: *videos about the Church and Church-related activities or events, audio sermons, photos of churches, photos of services and Church activities, other photos, news articles and other publications*. However, the communicative potential of the *videos and audio sermons* is diminished by not posting them on the HP, but rather in the “Metropolitan Yuriy Biography” section which has no indication that it contains video materials. Not knowing the location of such materials users may not be able to retrieve this information. This challenge is compounded especially for new users since a general *search engine* is unavailable on the website. Therefore, the communicative potential of the tools in question is decreased due to their obscure location.

Finally, out of fourteen options explored in the third category, only four have been found: *clergy emails*, “*contact us*” *information*, *Web master’s email*, and *links to other Churches*. The analysis has revealed that the first three tools function efficiently while the last one (*links to other Churches*) does not realize its communicative potential in full since users need to navigate to an oversized page populated by an overwhelming number of other links.

The overall configuration of the navigation tools and properties on the UOCC website suggests that the website does not make use of many of the tools that facilitate browsing. Furthermore, the website does not use the available potential to post videos and other multimodal units in order to make navigation more engaging; instead it relies mostly on verbal texts. Finally, the site has a limited number of tools promoting communicative exchanges between users and the Church and between users and other users. Thus, the website does little to promote communicative exchanges with users and can be said to function in an analogy to an old-fashioned radio transmitter which transmits information, but offers no prospect for establishing and maintaining a dialogue. The risk in this method of managing the website is a dropping number of users who will migrate to alternative, better functioning websites offering similar information.

The analysis of the UOCC website navigation tools and properties has revealed that the communicative potential of the site is not realized fully in this respect. For example, there is no such tool as *facilitated navigation options for visually/hearing impaired people* on the site and, thus, the site excludes some people (e.g. people who are visually or hearing impaired, senior citizens) from a

potential dialogue. Moreover, the website contains information in abundance, the organization and the presentation of which are not always efficient. The website provides limited possibilities to access information which considerably reduces its communicative potential overall. In order to increase the communicative potential of navigation tools and the website overall these issues would need to be systematically addressed.

To recapitulate, this section has discussed the navigation tools and properties on the UOCC website. The following section (4.3) continues exploring the navigation aspect of the websites under analysis and focuses on the navigation tools and properties on the UOC-MP website.

### **4.3 The Ukrainian Orthodox Church – Moscow Patriarchate website navigation tools and properties**

This section discusses the navigation tools and properties on the UOC-MP website. The discussion in this section is structured around the following three categories: the website tools facilitating navigation (4.3.1), the tools that allow more engaging browsing for users (4.3.2), and the tools promoting communicative exchanges with the Church and other users on the site (4.3.3). Finally, conclusions regarding the navigation tools and properties on the UOC-MP website are presented in the subsection (4.3.4) that closes this section.

### **4.3.1 The UOC-MP website tools for facilitating navigation**

The present subsection examines the following navigation options: *functional navigation buttons and links, major links to the rest of the site, short navigation menus, short drop-down menus, languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, an alphabetical index of the site, a site map, and a search engine.* For the convenience of the analysis the screenshot of the UOC-MP website HP is provided below (Figure 4.10); it is the same screenshot from the same data collection session (May 20, 2012) as has been given in Chapter 2; the same snapshot is provided for the purpose of presenting the website consistently.

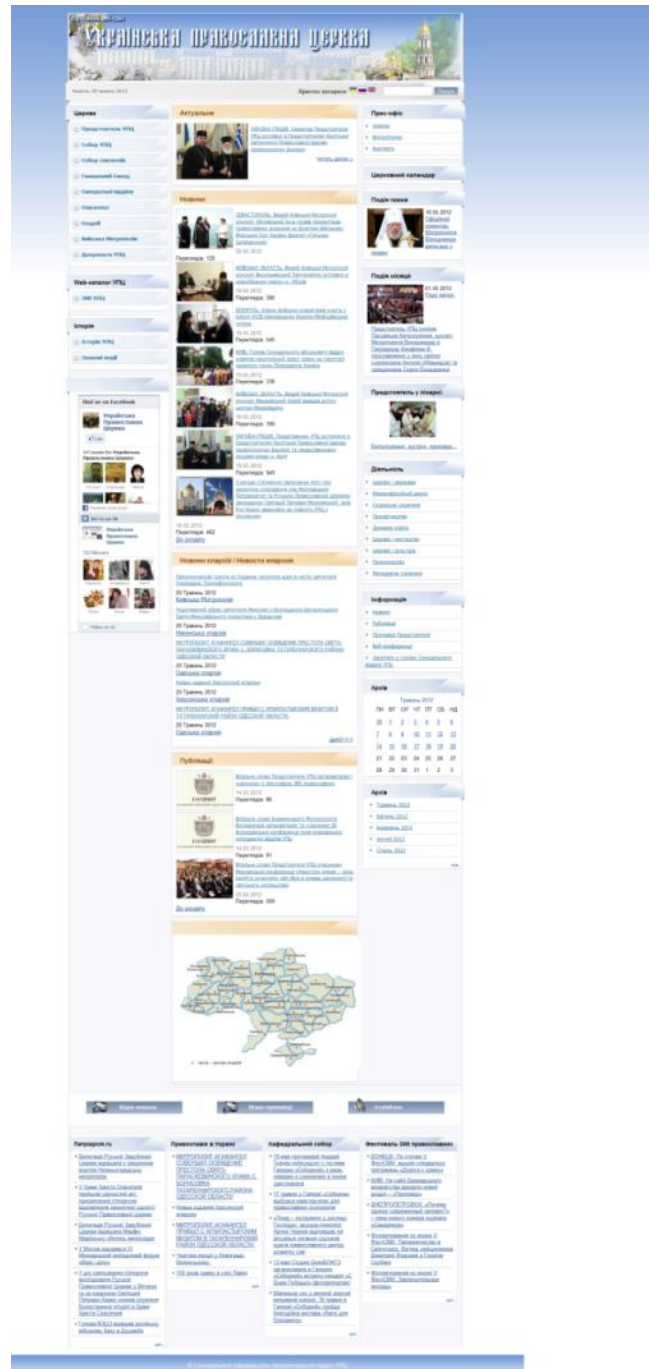


Figure 4.10: *The HP of the UOC-MP website*

There are thirty-five units on the UOC-MP HP. Among them there are



thirty which contain clickable links, buttons, and/or banners<sup>61</sup>. These units and the links which they contain have been explored to see whether they are broken as well as whether they connect to the target section/page to which they are intended to connect. Most of the links turned out to be fully functional, not broken and refer to the section/page they intend to refer. The only exception is the “Archive” unit (Figure 4.11), which regardless of the date clicked on the calendar provided takes users to the same page with the same list of news.

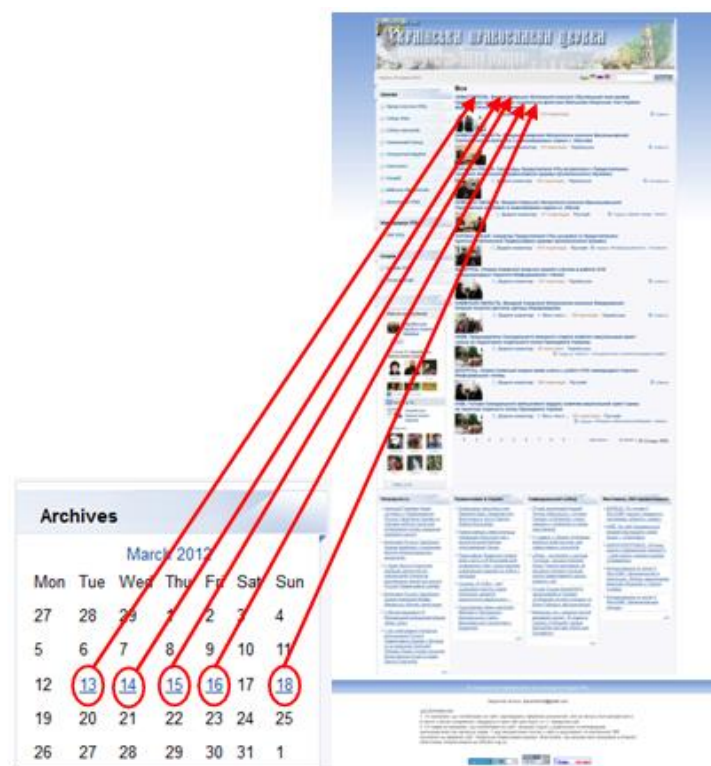


Figure 4.11: The “Archive” unit on the HP of the UOC-MP

The links may not function properly in this section because at the time of this data

<sup>61</sup> These units have been identified in Chapter 2, they are: the title of the website, the language switch board (the language options), the search engine (the window and the button), “Church”, “UOC Web catalogue”, “History”, “Find us on Facebook/We’re on VK”, “Latest news”, “[Official] news”, “Diocesan news”, “Publications”, “Dioceses” (different buttons), “Press-office”, “Event of the week”, “Event of the month”, “Primate at hospital”, “Activity”, “Information”, “Archive” (different dates), “Video News”, “Video Sermons”, “Audio block”, “Patriarchia.ru”, “Orthodoxy in Ukraine”, “Cathedral”, “Festival of Orthodox media”, “Feedback”, “bigmir.net”, “rating@mail.ru”, and “orphan system”.

collection session, this website section was new on the site and not yet “tuned”. While some users who do not explore the HP attentively may not notice this inconsistency others may get a wrong signal that other sections on the site are inconsistent suggesting that their experience with the website is likely to be rather negative. Therefore, this inconsistency may affect negatively the communicative potential of the site.

The HP provides *major links to the rest of the site* in the left-hand and in the right-hand navigation panes. The former consists of four units: “Church”, “UOC Web catalogue”, “History”, and “Find us on Facebook”. The latter consists of eight units: “Press-office”, “Church calendar”, “Event of the week”, “Event of the month”, “Primate at hospital”, “Activity”, “Information”, and “Archive”. The *major links to the rest of the site* are prominent on the page mostly due to the location of the navigation panes: the left and right edges of the HP. The prominent position of the navigation panes allows facilitating access to the *major links to the rest of the site*.

The UOC-MP HP does not have any *drop-down menus* and few *navigation menus*. The biggest navigation menu is provided within the “Church” unit. It consists of nine items: “Primate of the UOC”, “Sobor of the UOC”, “Sobor of bishops”, “Holy Synod”, “Synodal Departments”, “Episcopate”, “Dioceses”, “Kyivan Metropolis”, and “Documents of the UOC”. All other menus in both left-hand and right-hand navigation panes consist of fewer links. Since no navigation menu on the HP exceeds 12 links, it is possible to conclude that overall the page has *short navigation menus*. *Short navigation menus* increase communicative

potential of the HP since the limited number of options reduces the possibility that users will miss or choose a wrong option.

Unlike the UOCC website, the UOC-MP website has a language switch board consisting of three options: *Ukrainian*, *Russian*, and *English*. These options allow users to access, correspondingly the Ukrainian-language, the Russian-language, and the English-language versions of the site. The availability of different language versions contributes positively to the communicative potential of the website satisfying the different needs users have in terms of languages. While young users from Ukraine may prefer Ukrainian, older users or users from abroad, may prefer Russian or English. It should be noted, however, that not all the language versions of the site are equivalent in terms of the content. The most complete and up-to-date version is the Ukrainian one and the least complete and up-to-date is the English one.

While there is currently a tendency on the Web to provide maximally comfortable *navigation on websites for hearing and visually impaired people*, no such options have been found on the UOC-MP HP. Inclusion of such options as various font sizes, special audio signals and magnified view of the HP sections under mouse cursor would enhance the communicative aspect of the site. Moreover, senior citizens would benefit from these options too.

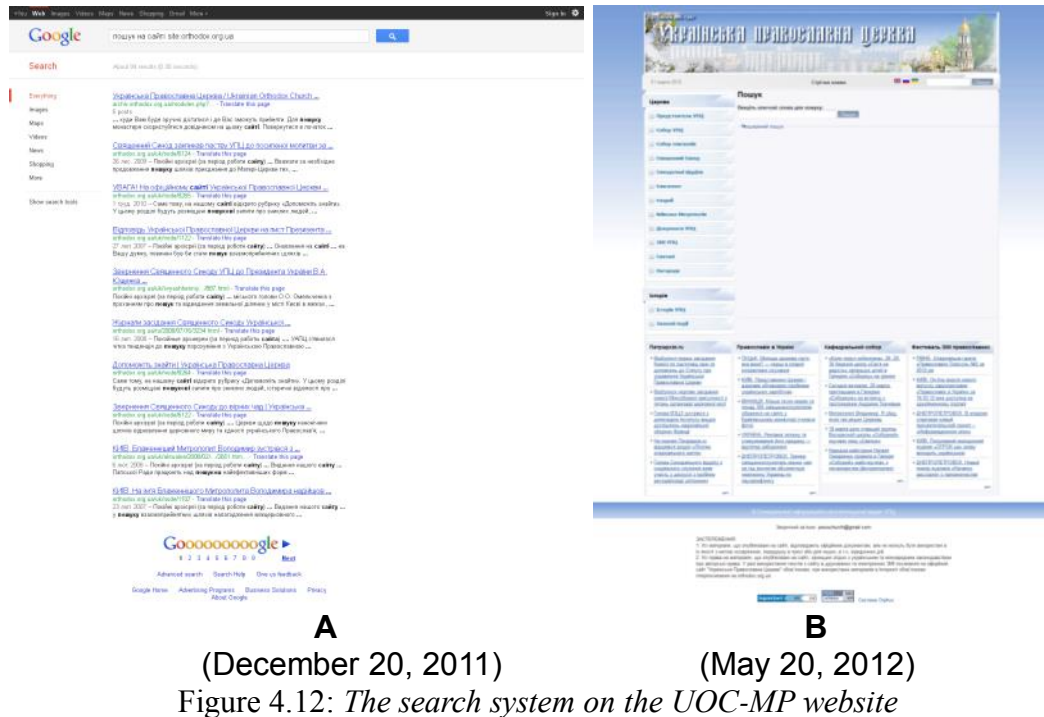
The UOC-MP website has also been examined to see if there are any *unwanted or intrusive ads* or *flashy graphics*. There are only three banners on the HP which thus has *minimal unwanted or intrusive ads*. No *flashy graphics* have been found on the page. The absence of these options avoids users' distraction and

in this sense enhances the dialogic properties of the site.

The *last update of the site* is an option allowing users to see how up-to-date the information on the site is. Regularly updated websites are popular with users seeking websites as an up-to-date source of information. This option is not explicitly present on the UOC-MP HP as it is on some websites; however, since the news in the news sections of the website is dated, users can easily see when the last update was made. Although this option is not included as an explicit tool, it is present implicitly through the prominence of the dates in the latest news headlines.

An important function of the HP is to get users oriented on the site. In order to enhance this function, a website may include an *alphabetical index of the site* and a *site map*. Sometimes these options are combined and a site map is provided in alphabetical order. Neither of these tools has been found on the UOC-MP website. It should be noted that since the UOC-MP website is quite a big portal, these options would facilitate users' navigation on the site if included.

At the same time, the HP has a *search engine*, another essential tool in finding information on the site. Notably, this option has been improved on the site over the data collection period. During the first three data collection sessions the search engine was fully powered by Google (Figure 4.12, A), and in the subsequent data collection sessions it was updated to an autonomous search system (Figure 4.12, B).



The advantage of switching to the autonomous search system is that it does not require users to leave the website to make a search. Consequently, the interface does not change and the chances of confounding users so that they will abandon the website during the search are lower.

In summary, out of twelve options facilitating navigation, seven have been found to be fully realized on the UOC-MP website: *major links to the rest of the site, short navigation menus, languages other than English/Ukrainian/Russian, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, and a search engine*. The *functional navigation buttons and links* option is realized partially since one of the content sections in the right navigation pane has no functional links to the corresponding pages. None of the following options have been realized on the HP: *short drop-down menus* (drop-down menus are absent on the UOC-MP HP), *facilitated navigation options for visually/hearing*

*impaired people, an alphabetical index of the site, and a site map.*

Overall, while the UOC-MP website makes use of certain important tools facilitating navigation on the site, it would need to go further to provide users with fully *functional navigation links and buttons* because those users (especially if they are new to the site) who come across buttons that do not work or broken links may consider the website to still be under construction or not managed properly and may consequently abandon the site. In addition the inclusion of such options as *facilitated navigation options for visually/hearing impaired people, an alphabetical index of the site, and a site map* can make the site more attractive for hearing or visually impaired people and senior citizens while providing more options for young and other users to get oriented on the site. Thus, the communicative potential of the UOC-MP website with respect to the tools for facilitating navigation is not fully realized. The following subsection (4.3.2) discusses the tools that make more engaging navigation available for users.

#### **4.3.2 Tools that make more engaging navigation available for users on the UOC-MP website**

The present subsection explores the UOC-MP website tools that provide more engaging navigation for users through multimodal units. The same options as have been used in the previous section are examined: *videos about the Church and Church-related activities or events, audio sermons, Church music or singing, photos of churches, photos of services and Church activities, other photos or pictures, Bible study materials available online, software available for download,*

*news articles or other publications, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests.*

In contrast to the UOCC website, the UOC-MP website has many *videos about the Church and Church-related activities and events*. The video materials on the UOC-MP website are grouped into two categories: “Video News” (Figure 4.13, A) and “Video Sermons” (Figure 4.13, B) which can be accessed from the HP of the site.



Figure 4.13: *The video sections of the UOC-MP website*

The “Video News” section is populated with a collection of video materials from various news articles posted on the site. The “Video Sermons” section contains videos of sermons by the Primate of the Church. Videos communicate efficiently with users by saving one of the most precious resources on the Web – time, even as they capture users’ attention. Inclusion of video materials on related topics contributes positively to the communicative potential of the website. Moreover, since the videos are grouped in two specifically designated sections, users are

more likely to find them and watch them on the site.

The *audio sermons* option consists of a series of audio podcasts available on the HP of the site (the “Audio block” button). By clicking on this button, users access a number of podcasts on Orthodox faith related topics and can listen to them or download them from the Web for further use. It should be noted that the podcasts in question provide users not only with an opportunity to get information on a theological topic, but also listen to *Church Bell Music and Church Singing*. This option provides more engaging browsing on the site because users who do not have time to read sermons or who even do not have time to remain on the UOC-MP website for a long time, can still get informed by listening (or downloading) one of the podcasts while performing other actions on the Web. In this way the “Audio block” can be said to increase the communicative potential of the site by providing information for users in a convenient audio format. Moreover, providing information in different forms (e.g. audio and video) kindles users’ interest in the site and increases chances of return visits.

In addition to video and audio materials, the UOC-MP website has a considerable number of photos. The biggest collection of photos can be accessed by following the “Photo Chronicle” link in the “Press-office” section on the HP. This page contains numerous *photos of churches, services and Church activities*, as well as *other photos*. Notably, these photos are in a high resolution format and are of high quality. Young users who often browse the Web come across many photos used for advertising purposes. These photos are typically of superior quality to present products in the best light. This influences users’ expectations of



photos of similar high quality on other websites including religious websites. Responding to these expectations enhances the communicative potential of the photo section and the website overall. Therefore, the fact that the “Photo Chronicle” page contains high quality images contributes positively to the communicative potential of the site.

Another section that contains photos and pictures on the home page is the “Find us on Facebook/We’re on VK” social media section. The photos in this section are represented by the avatars of users who have added the UOC-MP to their contacts. The photos in this section are likely to interest users not by their high quality, but rather their variety and possibly by familiar avatars. Other UOC-MP website sections that contain photos are “Latest news”, “[Official] news”, “Publications”, “Event of the week”, “Event of the month”, and “Primate at hospital”. The photos in these sections are provided as an addition to the text of the headlines and articles and act to attract users’ attention. Photos in these sections and in the “Find us on Facebook/We’re on VK” section contribute to more engaging navigation on the site.

The UOC-MP is also rich in *news articles* and *other publications*. News and publications can be found within the following seven sections: “Latest news”, “[Official] news”, “Diocesan news”, “Publications”, “Event of the week”, “Event of the month”, “Archive” and the temporary section “Primate at hospital”. Notably the news is updated on a daily basis. The interview with the chief editor has revealed that, one of the features of the website that he is particularly pleased with is the automatic news collector, a feature that facilitates the collection of

news from diocesan websites and automatically posting it on the UOC-MP website. Updating regularly with new content plays an important role from the communicative point of view as both new and returning visitors are interested in getting the most recent information. Young users who visit dozens of websites daily are less likely to return to an out-dated website. Therefore, the availability of multiple news sections updated daily on the UOC-MP website is a positive feature that contributes to more engaging navigation and increases the overall communicative potential of the site.

When the HP and the pages one click away from it were explored no *Bible study materials* or *software available online* were found on the UOC-MP website. Nor were such options as an *event calendar* or a *welcome message from the patriarch, bishop or priest* present on the site. All the important *events* related to the life of the UOC-MP are posted in the news sections. Although there is no welcome message from the Primate of the Church, greetings in Christ in the form of a running line are present. All other important messages from the Primate are posted separately in the “Publications” section of the HP.

In summary, the analysis of the options allowing more engaging navigation on the UOC-MP website shows that the site has various options to involve users in more efficient communication. There are numerous video and audio materials as well as high quality photographs on the website. The inclusion of these multimodal options in addition to plain texts increases the interest in the UOC-MP website and allows users to save time while getting informed in a more comprehensive and entertaining way. Young users may be more willing to choose

this efficient way of getting information. Therefore, inclusion of these options increases the overall communicative potential of the website in connection with youth. The photographs on the website are often provided as an addition to the posted articles and help to draw attention to these articles. The high quality of the photographs helps to meet users' expectations to find high-quality images as they do on most modern websites. In addition to this, the UOC-MP website HP has several sections with news which are updated regularly, thereby, increasing the trustworthiness of the site as a source of most recent information. Youth and other users who visit the site for news are thus more likely to return to the website. For those people interested in the latest messages from the leader of the Church, the website provides a special section "Publications". This section is very important because the leader of the Church is highly respected by Orthodox people who may want to know his position concerning certain questions firsthand. Therefore, the availability of the section specifically designated for messages from the leader of the Church contributes positively to the communicative potential of the site.

No options such as *Bible study materials online, software, an event calendar or a welcome message from the patriarch, bishop or priest* were found on the site. *Bible study materials online* and *software for download* might be of particular interest to youth since most of them use computers and other mobile devices several times a day and such tools might interest them because of their convenience. However, none of these options have been found on the site.

The following subsection (4.3.3) explores the dialogic potential of the UOC-MP website by analyzing tools promoting communicative exchanges

between users and the Church and between users and other users.

#### **4.3.3 Tools promoting communicative exchanges with the Church and other UOC-MP website users**

The present subsection focuses on the same tools promoting communicative exchanges as in the previous sections: *a “for more information” link, clergy emails, “contact us” information, prayer requests online, the Web master’s email, a feedback form, online surveys and polls, chat rooms and discussion forums, links to other Churches, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest), and social networks.*

The *“contact us” information* on the HP of the UOC-MP website is provided in an email address to the chief editor of the site. The page lacks such tools as a *“for more information” link, the Web master’s email, or a feedback form.* Because the *“contact us” link* is the only option that users have in order to leave a comment concerning the website or the materials it is quite important. However, it may be difficult for users to retrieve it since the *contact us information* is posted at the bottom of the page and the design of the HP is characterized by a vertical orientation.

Another way to contact Church representatives is through *social networks.* A social media section on the HP site provided visitors with the means to reach Church representatives on the Facebook and VK social networks. However, the opportunity to contact any representative from the Church is limited to subscribers

of the already-mentioned social networks.

On the other hand, the HP has an original way to *contact a specific eparchy* of the UOC-MP. The contacts are provided in the form of an interactive map (Figure 4.14).

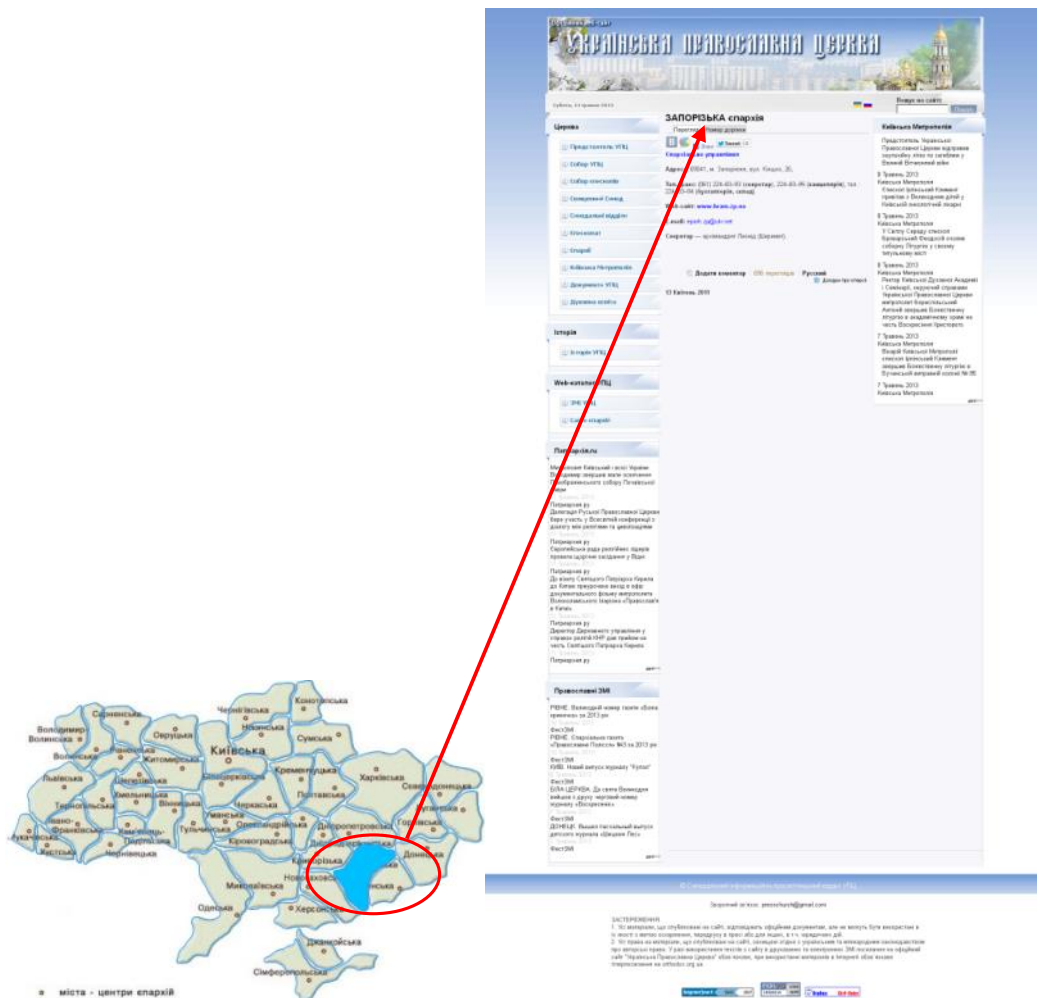


Figure 4.14: *The interactive map of the eparchies on the UOC-MP website*

In order to obtain information concerning an eparchy, a user has only to slide the mouse cursor over the desired eparchy (which then becomes highlighted) and left-click on it. This action opens a new page with the detailed information on the given eparchy including its WWW address. Providing eparchy contact

information visually, in the form of an interactive map, rather than in the form of a plain text attracts users' attention while providing them with a convenient and fast tool to find the information they need. Adding this interactive feature contributes positively to the communicative potential of the page.

The UOC-MP website has also been examined to see if it provides any of the tools already studied in the previous sections: *clergy emails, prayer requests online, online surveys and polls, chat rooms and discussion forums, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest)*. None were found.

In summary, the present subsection has discussed the tools promoting communicative exchanges with users. Only three such tools have been discovered: *contact us information, links to other Churches, and social networks*. In addition the position of the *contact us information* (it is located at the bottom of the vertically-oriented page) may reduce its communicative potential. In contrast the communicative potential of the *links to other Churches* option is enhanced by the inclusion of an interactive map. No other tools for establishing and maintaining dialogue with youth and other users have been found on the site. The following subsection (4.3.4) draws conclusions on the navigation tools and properties on the UOC-MP website with respect to the three categories examined in this section: the tools facilitating navigation on the website, the tools that allow more engaging navigation for users, and the tools promoting communicative exchanges.

#### 4.3.4 Conclusions of section 4.3

The present section concentrated on the UOC-MP website exploring the navigation tools and properties. Overall, the website may be compared to a modern library which offers users to “borrow” a variety of materials (e.g. articles, photos, and videos), but which provides few opportunities for initiating and maintaining a dialogue. If the objective of the Church is to reach youth, then this communication style on the Web may not be optimal since presently it is directed not towards developing productive communication, but rather towards posting more information in which the Web is already abundant; thus, adding one more website in this key is unlikely to help in achieving the intended communicative goal.

The navigation tools and properties have been examined within the following three categories: tools facilitating navigation on the website, tools allowing more engaging navigation for users, and tools promoting communicative exchanges with the Church and other website users.

The analysis reveals that within the first category, seven options on the website realize their communicative potential fully: *major links to the rest of the site, short navigation menus, languages other than English/Ukrainian/Russian, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, a search engine*. One more navigation option realizes its communicative potential partially: *functional navigation buttons and links*. Most of the links on the UOC-MP website HP are functional and navigate to the pages and sections to which they are intended to navigate; however, the “Church calendar” content

sections contains no functional links to the corresponding page. The available navigation options suggest that the UOC-MP website provides basic options for facilitating navigation; however, it does not go beyond this. With the content of the website constantly growing, not improving the site to provide facilitated access to the content may result in users not being able to find the content they need or even to browse the site without obstacles.

Out of twelve options explored in the second category, eight have been found: *videos about the Church and Church-related activities or events, audio sermons, Church music or singing, photos of churches, photos of services and Church activities, other photos or pictures, news articles or other publications, and other messages from bishops or priests*. These options on the UOC-MP website help to present the available content in a variety of ways (e.g. photos, audio recordings, video materials). The variability in the form in which the content is presented on the UOC-MP website helps to make navigation more engaging. This feature may be particularly appealing to young users who are used to this variability when they visit other websites on the Web (e.g. YouTube, online radio stations, Flickr).

The third category according to which the HP has been assessed contains fourteen options; however, only two of them have been found on the UOC-MP website to function to the full extent of their communicative potential: *links to other Churches, and social networks*. Another options included on the website, *contact us information* does not function to its full potential due to its position at the bottom of the page which is characterized by a vertical orientation. At the



same time, it is worth noting that the *links to other Churches* are presented in the form of an interactive map, a feature which facilitates the search for information and can potentially interest young users who tend to rely more on information presented graphically than verbally (in the form of a plain text). Any other tools promoting communicative exchanges with users have not been identified on the site. The scant number of the available tools in this category suggests that the dialogic properties of the site are extremely limited. This may lead to reduced quantity of visitors on the website. The website that does not have “ears to hear” its users cannot react adequately to their needs and, thus, cannot maintain an efficient dialogue with them.

The analysis in this section shows that the communicative potential of the UOC-MP website with regard to the navigation tools and properties is not realized fully. The website does not make use of all the possibilities to facilitate navigation on the site. Neither does it include sufficient tools allowing more engaging navigation (e.g. *Bible study materials available online*). Furthermore, the UOC-MP website has a very limited number of tools promoting communicative exchanges between users and the Church and between users and other users, a feature which indicates that the website has limited opportunities for users to provide feedback; therefore, the chief editor has fewer options to receive feedback concerning the website and, if necessary, to respond efficiently. Moreover, young users who are interested in communicating with their peers do not have corresponding tools to perform this action on the UOC-MP website (e.g. *feedback forms, discussion forums*).

To recapitulate, this section has discussed the navigation tools and properties on the UOC-MP website. The section that follows (4.4) continues exploring navigation tools and properties on the UGCC website.

#### **4.4 The Ukrainian Greek-Catholic Church website navigation tools and properties**

The analysis of the navigation tools and properties continues by using the same categories as in the previous sections: the website tools facilitating navigation on the site (4.4.1), the tools allowing more engaging browsing (4.4.2), and the tools promoting communicative exchanges between users and the Church and between users and other users (4.4.3). Finally, conclusions regarding the navigation tools and properties on the UGCC website are presented in the final subsection (4.4.4).

##### **4.4.1 The UGCC website tools for facilitating navigation**

The present subsection examines the UGCC website navigation tools facilitating browsing for users on the site. It examines the same options as it did for the earlier analyzed websites: *functional navigation buttons and links, major links to the rest of the site, short navigation menus, short drop-down menus, languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, an alphabetical index of the site, a site map, and a search engine.* For the convenience of the analysis and in order to

provide a consistent view of the UGCC website, the screenshot of the HP is provided again below (Figure 4.15); it is the screenshot from the same data collection session (April 17, 2013) as has been provided in Chapter 2.

The screenshot shows the homepage of the Ukrainian Greek-Catholic Church (UGCC). The header features the church's name in Ukrainian and English, along with a navigation menu. The main content is organized into several sections:

- ПРЕС РЕЛЕЗІ (Press Releases):** A list of recent news items, including statements from the Holy Synod and reports on church activities.
- ГОЛОВНІ ПОДІЇ (Main Events):** A section highlighting significant church events, such as the Holy Synod's meeting and the commemoration of the Bostonia tragedy.
- ЗМІНИ НА САЙТІ (Site Changes):** A section listing updates to the website, including new articles and multimedia content.
- РИК ВІРН (Anniversary):** A section dedicated to the 1025th anniversary of the Christianization of Rus-Ukraine.
- ПОКУТТЯ (Lenten Observances):** A section providing information about the Lenten season and the Great Fast.
- ФОРУМ (Forum):** A section for discussions and comments on church-related topics.
- КАЛЕНДАР УГКЦ (UGCC Calendar):** A section listing the church's liturgical calendar and upcoming events.
- АКТУАЛЬНІ ІНТЕРВ'Ю (Current Interviews):** A section featuring interviews with church leaders and experts.
- ПОКРОВІ (Protection):** A section related to the church's role in protecting the faithful.

The footer of the website includes logos for various partners and sponsors, such as Orphius, digmir.net, and the Ukrainian Greek-Catholic Church itself.

Figure 4.15: The HP of the UGCC website

There are twenty-seven units on the UOC-MP HP. All of them contain (or are represented by) a link, a clickable button and/or a banner<sup>62</sup>. Despite the considerable number of links, buttons and banners, all of them have been found to be fully functional connecting to the sections/pages to which they are intended to connect. In view of the fact that the Web is known for its link instability that all the clickable objects on the page are functional indicates that the site is well maintained. Links are a “business card” of a website: if they are well maintained, the users are likely to get an overall positive impression of the site. Therefore, the fully functional links on the UGCC HP contribute positively to the communicative potential of the site.

The HP provides *major links to the rest of the site* in the navigation menu in the title of the site and in the navigation bar below the title. The former consists of five navigation options<sup>63</sup>. In all cases the number of options does not exceed twelve elements leading to the conclusion that the HP is characterized by *short navigation menus*. It should be noted that the prominent position of the navigation menus facilitates access to the *major links to the rest of the site*.

The navigation bar contains six *drop-down menus*: “News/Press-releases”, “UGCC history”, “UGCC today”, “Official documents”, “Patriarchate”, and

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<sup>62</sup> These units have been identified in Chapter 2, they are: the title of the website, the navigation bar, “Latest messages”, “Main events”, “Strategy of the UGCC”, “Registration”, “UGCC media”, “DyvenSvit”, “previous version of the page”, “Changes on the site”, “Year of Faith”, “Forum”, “Pokuttia”, “Resurrection Radio”, “RISU”, “The Catholic Observer”, “UGCC calendar”, “Monitoring the media”, “Recent interview”, “Pokrova”, “Patriarchal Cathedral of the Resurrection of Christ”, “orphus system”, “bigmir)net”, the Web counter, “Rambler Top 100”, “Creation of Websites – WebSvit”, and “IT-support - WebKuznia”. These units have been inspected to see whether they are fully functional and whether they connect to the target section/page to which they are intended to connect.

<sup>63</sup> Also identified in Chapter 2: “We ask the priest”, “Forum”, “Web mail”, “Contact”, and “RSS”. The latter consists of seven navigation options: “News/Press-releases”, “UGCC history”, “UGCC today”, “Official documents”, “Patriarchate”, “Library”, and the search engine.

“Library”. Overall, the HP is characterized by a ramified system of drop-down menus with several subsequent menus (Figure 4.16).



Figure 4.16: *The UGCC website drop-down menus*

The longest drop-down menu on the HP, “Library”, contains twenty-four choices of the first order (Figure 4.16) and forty-five choices of the third order (the “Sermons, speeches, articles” choice in the “Library” drop-down menu). Thus, the number of choices in the given drop-down menus exceeds the norm of twelve choices several times over. Moreover, not all of the subsequent drop-down menus are organized consistently. For example, while the “Calendar” drop-down menus in the “Library” drop-down menu contains several drop-down menus organized in a chronological order starting with the most recent year on the top, the choices within each year are organized, in the opposite way starting with the earliest year on the top. Long drop-down menus and their inconsistent organization do not facilitate navigation and complicate the search of information on the site thereby

reducing its communicative potential.

The HP offers four *language* versions of the site: Ukrainian, Russian, English, and German; thereby facilitating navigation for users from different regions of Ukraine and other countries. Thus, users in Ukraine and abroad (the UGCC Church has eparchies in different countries including Canada, the USA, Great Britain, and Germany) have the option to use the website in accordance with their language preferences. A limit of the website is that it does not provide any *navigation options for facilitated browsing for visually or hearing impaired people*, thus, decreasing the communicative potential because people with visual and hearing disabilities may not be able to use the site to its full extent.

Although the HP of the UGCC has twelve banners (“Strategy of the UGCC”, “Registration”, “UGCC media”, “DyvenSvit”, “Year of Faith”, “Resurrection Radio”, “RISU”, “The Catholic Observer”, “Pokrova”, “orphan system”, “bigmir)net”, and “Rambler Top 100”), none of them contain commercial advertisements. Other sections of the page as well as other pages of the site have also been explored to see if they contain any *unwanted or intrusive advertisements*; however, no *unwanted or intrusive advertisements* have been found. The absence of *unwanted or intrusive ads* helps users’ attention to stay on the content while navigating on the site; therefore, this feature contributes positively to the overall communicative potential of the website.

*Flashy graphics* have been observed on some of the banners as well as a portion of the “Changes on the site” section. The *flashy graphics* may help to attract users’ attention to these units, but they also divert attention from other units

on the page. Considering the fact that the information in the banners is not the most important part of the website content, the *flashy graphics* contribute negatively to the communicative potential of the site.

*The last update of the site* is an option which informs users as to how recent and up-to-date the information on the website is. Recent and up-to-date information sends visitors a signal that they can use the website as a reliable source of recent information. This can be done either explicitly (by posting “the last update” date on the site) or implicitly (by posting the date of publication of an article). The UGCC website employs the latter method: every article which is published in the news sections is dated.

In addition to this, the UGCC website has *a site map* and *a search engine* facilitating navigation on the site. The *site map*, however, is overburdened by an excessive number of entries making the page “stretch” considerably down (Figure 4.17).

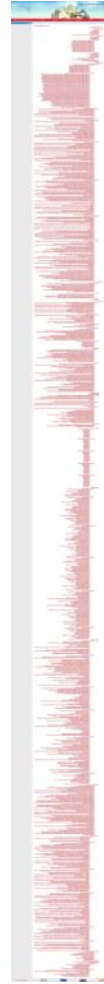


Figure 4.17: *The site map on the UGCC website*

Thus, on the one hand, users are presented with a tool that may help them to navigate on the site; while on the other hand, the amount of information may put them off from doing so. In fact, it may be difficult to find the required information unless it is posted on top of the *site map* page. There is *no alphabetical index of the site* neither on the HP nor one click away. Therefore, the only alternative for users is the *search engine* situated in the navigation bar. Due to its prominent position on the page, the search engine can be easily located by users. Providing users with more options facilitating navigation allows finding information more easily and increases the communicative potential of the site.



In summary, out of twelve options facilitating navigation which have been examined on the UGCC website, the greater part has been found to function optimally contributing positively to the communicative potential of the site: *functional navigation buttons and links, major links to the rest of the site, short navigation menus, languages other than English/Ukrainian/Russian, minimal unwanted or intrusive ads, the last update, and a search engine.* One more option on the UGCC website, *the site map*, may not function efficiently due to the oversized length of the page making it difficult to find required information on this page. Finally, none of these four options have been identified on the site: *short drop-down menus, facilitated navigation options for visually/hearing impaired people, low reliance on flashy graphics, and an alphabetical index of the site.*

The absence of the considerable number of options facilitating navigation on the site suggests the communicative potential of the UGCC website has room for improvement. It is worth noting that the simple inclusion of the options does not automatically lead to more efficient navigation. In spite of the fact that the UGCC website does include a *site map* tool, it may not contribute positively or fully to the overall potential of the site. To recapitulate, the current subsection has focused on the UGCC website tools facilitating navigation on the site. The following subsection (4.4.2) focuses on the tools that allow more engaging navigation for users.

#### **4.4.2 Tools that make more engaging navigation available for users on the UGCC website**

The present subsection examines the UGCC website tools that provide more engaging navigation for users. The following options are the same as those previously explored: *videos about the Church and Church-related activities or events, audio sermons, Church music or singing, photos of churches, photos of services and Church activities, other photos or pictures, Bible study materials available online, software available for download, news articles or other publications, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests.*

The video section on the UGCC website HP is located in the “Library” drop-down menu. The choice providing access to the video materials on the site is called “Video files”. Users can access various videos directly from the HP (by gliding over the “Video files” choice) or from the page called “Video files”. The section contains a collection of short videos on a variety of UGCC-related topics. In addition to this, video materials are also accessible through the “UGCC media” banner. The availability of these video materials is important for youth and may interest other visitors because videos provide information quickly and in a convenient format. Young users growing-up in the digital age where videos are easy to produce and where a considerable portion of their daily “information ration” consists of video content may expect a modern website to provide at least part of its content in this form. Moreover, the latest tendency of the Web to go more visual indicates the growing demand for video. Thus, the availability of

video materials on the UGCC website correlates with the interests of youth while responding to the recent trends in the WWW development and overall contributes positively to the communicative potential of the site.

Other multimedia tools that may contribute to more engaging navigation include audio materials and photographs. There is no audio material on the UGCC website despite the fact that it has a special page called “Audio files” accessed through the “Patriarchate” drop-down menu in the navigation bar. The HP does have a number of *photos of churches, services, Church activities, and other photos* that can be accessed through the “Library” drop-down menu and then through “Photo album” choice which activates another drop-down menu with a list of photos grouped into several categories represented by the choices in this menu. Alternatively, users can click on the “Photo album” choice (instead of sliding the cursor over it); this opens the “Photo album” page (Figure 4.18).

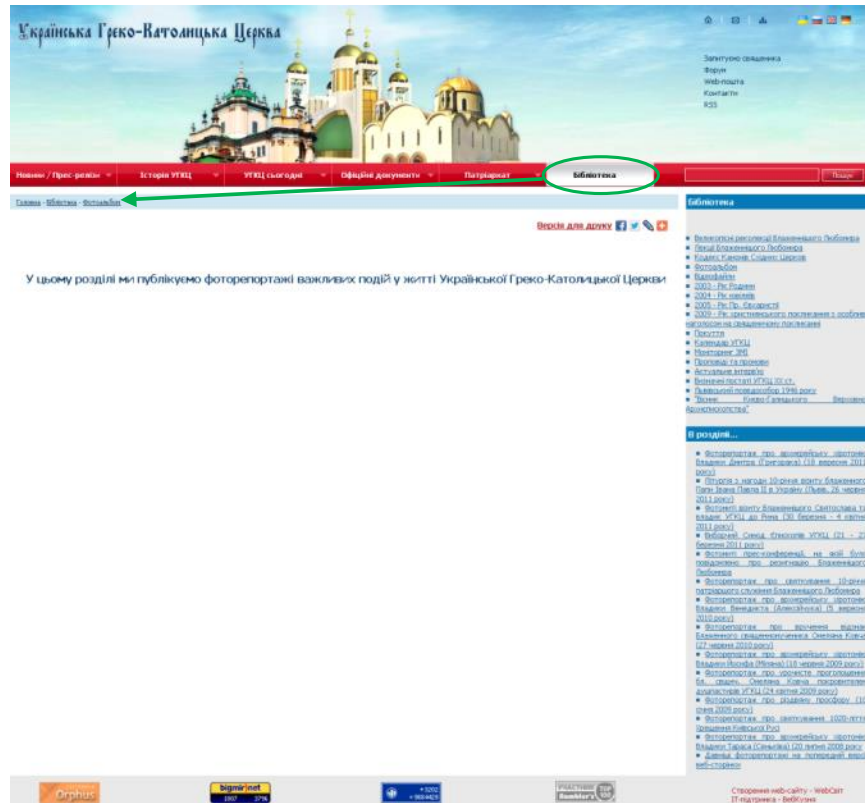


Figure 4.18: The “Photo album” page on the UGCC website

Despite the sentence written on the top which reads “In this section, we publish photo reportages of important events in the life of the Ukrainian Greek-Catholic Church the main section of this page does not contain any photos. In fact, the photo albums are posted in the lower section of the right-hand navigation pane. This design of the navigation system is likely to confound users because the most prominent (both in terms of size and location) section has no photos and only exploration in greater detail will reveal the buried links to the photo albums. Photo collections are found not only on the “Photo album” page, but also in *news articles* on the HP.

Of the four main news sections on the UGCC HP the “Latest messages”, “Main events”, are updated daily. Frequently updated news sections are an important part of the website. They show that the website is filled with content

regularly and most recent information from the life of the Church is reflected on the site. The dynamism and up-to-datedness contribute to more engaging navigation on the site and increase its overall communicative potential.

One more feature contributing to more engaging navigation on the UGCC website is the *calendar* situated in the “Library” drop-down menu. The “Calendar of the UGCC” contains subsequent drop-down menus which are organized by year and the event. Generally speaking, the Church calendar is richly populated with different events and is likely to generate return visits from existing and new users who want to be well-informed provided that it is kept up-to-date. Thus, the “Calendar of the UGCC” option can be said to contribute positively to the overall communicative potential of the site.

On inspection of the UGCC website none of the following options were observed: *Bible study materials available online, software available for download, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests.*

In summary, the analysis of the UGCC website with respect to the options allowing more engaging navigation shows several options providing more efficient communication in this respect. These options include *videos about the Church and Church-related activities or events, photos of churches, services, Church activities* as well as *other photos*. The information provided in the form of multimodal units such as videos and photos increase interest to the website and may be of particular interest to youth who are used to this kind of information. Moreover, the website also contains *news article* sections and the *calendar*. Both

of these sections are signs of a website as a source of recent information and are likely to generate return visits. Therefore, these options enhance the communicative potential of the site.

The absence of the following options suggests that the UGCC website does not utilize all the options available to make communication engaging and increase the communicative potential in this respect: *audio sermons, Church music or singing, Bible study materials available online, software available for download, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests*. The following subsection (4.4.3) examines the dialogic potential of the site and explores the UGCC website tools promoting communicative exchanges between users and the Church and between users and other users.

#### **4.4.3 Tools promoting communicative exchanges with the Church and other UGCC website users**

The present subsection concentrates on the tools that can be used to promote communicative exchanges on the UGCC website: *a “for more information” link, clergy emails, “contact us” information, prayer requests online, the Web master’s email, a feedback form, online surveys and polls, chat rooms and discussion forums, links to other Churches, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest), and social networks*.

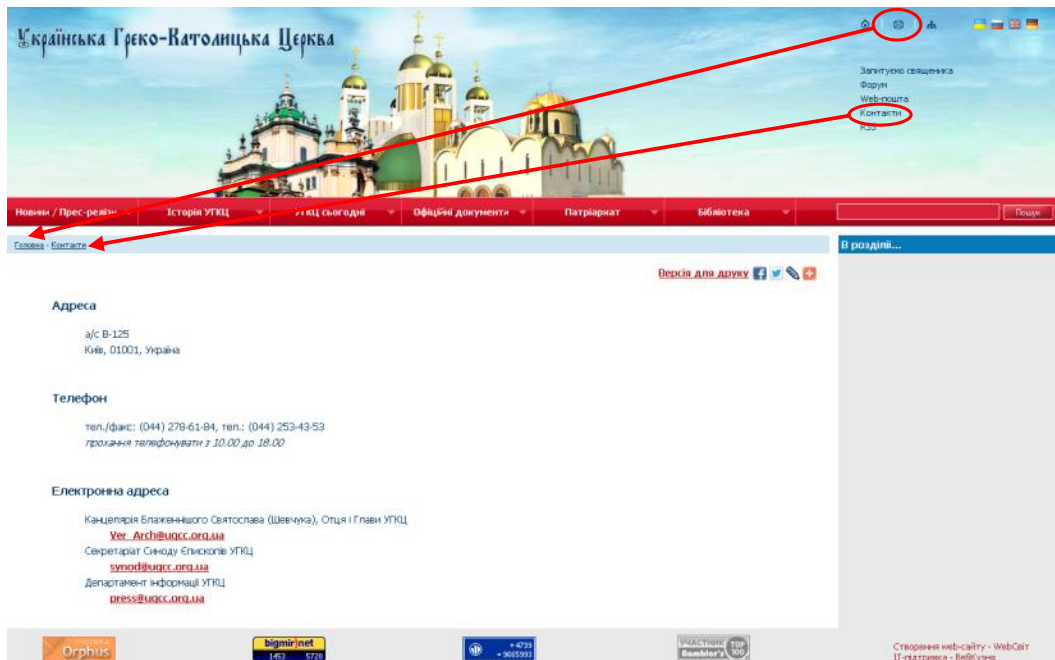


Figure 4.19: The “Contacts” page on the UGCC website

By clicking on either one or the other navigation options: the “envelope” button or the “Contacts” link (Figure 4.19) provided in the website title the user accesses contact information. The contact information comprises the address of the UGCC (Kyiv Eparchy), the telephone, and email address of the Office of his Beatitude Sviatoslav (Shevchuk) – the leader of the Church, the Secretariat of the Synod of Bishops of the UGCC, and the Department of Information of the UGCC. The available emails fulfil the function of a “for more information” link since users can contact one of the departments and request information, *clergy emails* since it provides the contact information of the Office of the leader of Church, and the *feedback link* since users can use the email addresses to provide their feedback. Moreover, if users desire to contact the *Web master*, they can use the links posted in the lower right-hand corner of the HP. The opportunity to contact the Church, the clergy and/or to ask a question concerning the website or the materials posted on it increases the dialogic properties of the site. Another tool contributing to the

dialogic properties of the site is the *discussion forum*. This tool increases dialogic properties by allowing users to interact not only with the Web master, clergy, editors, and the official representatives of the UGCC, but also with other visitors to the website. The *discussion forum* option is provided in the “Forum” section of the HP (Figure 4.20).



Figure 4.20: The “Forum” section on the HP of the UGCC website

At the top of the section ten links with religious topics for discussion provide an opportunity for users, including young people to exchange opinions with their peers. Exchanging opinions not only with the Church authorities, but also with peers may be interesting for youth who have many questions and who tend to value the viewpoint of people of the same age. The need for and success of this tool is confirmed by the topics and thousands of messages posted in *the forums*.

The “Forum” section also contains a *social network* subsection accessing



Facebook only. This subsection allows users to see updates on the UGCC website (which are posted on their Facebook page), get in touch with other people who share the UGCC contact or share the information from the UGCC website with other users who have a Facebook account. Thus, both *discussion forum* and *social network* options provide young and other users of the UGCC website with the opportunity to communicate not only with a representative of the Church, but also with other users including their peers. Since the communication in both cases is mediated by the UGCC website, these navigation tools contribute positively to the overall dialogic potential of the site.

The links to *other eparchies of the UGCC* is provided through the “Internet resources of the UGCC” page which can be accessed through the “UGCC today” drop-down menu in the navigation bar, the “Internet resources of the UGCC” choice. This page provides Web addresses of the eparchies of the UGCC in Ukraine and beyond as well as websites of individual UGCC parishes. Providing this information is important because it contributes positively to the dialogic properties of the site: users who find the information they need on this site are likely to return to it again when they need other information or in order to retrieve this information at a later period.

An important dialogic tool on the UGCC website is the *ask the priest* option that allows users to ask a priest a question. This tool can be accessed by clicking on the “We ask the priest” button in the website title. Currently, there are 175 questions and answers on the UGCC website. In addition to this, on the “We ask the priest” page, there is a link offering the old version of the site for more

questions and answers. It is important to provide this navigation option for the young, because youth who are learning about the UGCC or the Greek-Catholic faith may have a lot of questions, but at the same time they may feel uncomfortable going to ask a priest in person and may prefer using this online tool. If the website helps young users to receive answers to their questions, they are more likely to use the website in the future. Therefore, this option helps to promote communicative exchanges on the site and contributes positively to the communicative potential of the website.

On examination it has been found that the UGCC website has none of the following tools: *prayer requests online, online surveys and polls, subscription to email updates, volunteer opportunities, and online donations.*

The findings of the present subsection indicate that the UGCC has nine of fourteen possible website tools promoting communicative exchanges: *the “for more information” link, clergy emails, contact us information, the Web master’s email, the feedback link, discussion forums, links to other Churches, the ask the priest option, and social networks.* However, not all are prominent on the HP of the site making these options difficult to use by visitors to the site. For example, although users can use the “Contacts” page in order to obtain *more information* or provide their *feedback*, no special links or buttons are devised for these purposes. The possibility for communicative exchanges with a priest, however, is facilitated by the corresponding tool which is posted prominently on the page (in the navigation menu of the website title). The website provides opportunities for communicative exchanges not only with the representatives of the Church, but

also with other users through the *forum* and *social network* tools. Using these tools young users can exchange thoughts with their peers. This is important for youth since they highly value the opinion of their peers and may want to hear not only from a priest, but also from other young people.

Some of the tools promoting communicative exchanges are absent from the site: *prayer requests online, online surveys and polls, subscription to email updates, volunteer opportunities, and online donations*. Therefore, while the UGCC website has several important tools promoting dialogic exchanges on the site, there are additional tools which may further contribute to the dialogic properties of the site by providing more opportunities for communicating with the Church and other users of the site.

To recapitulate, the present subsection has concentrated on the tools promoting communicative exchanges with the UGCC and other website users. The following subsection (4.4.4) presents conclusions concerning the UGCC website navigation tools and properties.

#### **4.4.4 Conclusions of section 4.4**

The majority of the tools facilitating navigation on the website have been found on the site: *functional navigation buttons and links, major links to the rest of the site, short navigation menus, languages other than English/Ukrainian/Russian, minimal unwanted or intrusive ads, the last update, a site map and a search engine*. However, not all of these options fully realize their communicative potential. The *site map* does not function efficiently because it is

overburdened with the content making it difficult to find required information.

With respect to the twelve tools used for engaging navigation, six realize their communicative potential fully: *videos about the Church and Church-related activities or events, photos of churches, services, Church activities, other photos, news article sections and the calendar*. These options on the UGCC website present the available content in a variety of ways (e.g. photos, videos) thereby making navigation more engaging. However, in order to further enhance the communicative potential of the website in this respect, other options (e.g. *Bible study materials available online, software available for download*) should be considered.

The analysis has revealed that the website includes most (9 out of 14) of the tools promoting communicative exchanges: *the “for more information” link, clergy emails, contact us information, the Web master’s email, the feedback link, discussion forums, links to other Churches, the ask the priest option, and social networks*. These tools allow the website to open and maintain dialogue with youth and other users. However, in order to enhance the dialogic properties of the website, some of the tools would have to be revised (it is necessary to add a separate link for the tool “*for more information*” and to establish a special section for the *feedback form*) while others would have to be added (e.g. *online surveys and polls, subscription to email updates, prayer requests online*).

Overall, the analysis of the UGCC navigation tools and properties suggests that the website combines at least half of the navigation tools from each category. However, the quantity of the tools does not automatically translate into

functionality and some of the available navigation tools do not fully contribute to its communicative potential. Moreover, some of the website options need to be removed or modified (e.g. considerable *reliance on flashy graphics*) in order to increase the communicative potential of the site. The website also contains options that may interest youth (e.g. *video materials, news articles, photos*); however, these options do not always appear in the places where users would intuitively look for them. For example, the photographs on the “Photo album” page are not posted in the main section of the page, but in the right-hand corner at the bottom of the page and in the form of links (rather than photographs). This feature may confound users especially if they are new on the website and do not have time to explore all the obscure sections of the site.

To recapitulate, the present section has discussed the navigation tools and properties on the UGCC website. The following section (4.5) explores the navigation tools and properties of the UGCC-OD website.

#### **4.5 The Ukrainian Greek-Catholic Church in Odesa website navigation tools and properties**

This section is interested in the navigation tools and properties on the UGCC-OD website. The analysis of the navigation tools and properties in the present subsection is organized according to the following categories: the website tools which facilitating navigation on the site (4.5.1), the tools allowing more engaging browsing (4.5.2), and the tools promoting communicative exchanges between users and the Church and between users and other users (4.5.3).

Conclusions regarding the navigation tools and properties on the UGCC-OD website are presented after the discussion in the final subsection of the present section (4.5.4).

#### **4.5.1 The UGCC-OD website tools for facilitating navigation**

The present subsection examines the UGCC-OD website tools facilitating navigation on the site and more specifically concentrates on the same twelve options applied before: *functional navigation buttons and links, major links to the rest of the site, short navigation menus, short drop-down menus, languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, an alphabetical index of the site, a site map, and a search engine.* For the convenience of the analysis and for the purpose of providing a consistent view of the UGCC-OD website, the screenshot of the UGCC-OD website in this subsection (Figure 4.21) is the same as has been provided in Chapter 2.



Figure 4.21: *The HP of the UGCC-OD website*

Out of thirty-two units on the UGCC-OD website HP, twenty-nine contain

a link, a clickable buttons and/or a banner<sup>64</sup>. These units have been scrupulously explored and all have been found working. Providing *functional links* is important because youth and other users who may come across broken link once or more may consider the website poorly maintained and the information outdated.

There are no *drop-down menus* on the UGCC-OD website HP and all the *major links to the rest of the site* are provided in the left-hand navigation pane (Figure 4.22).

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<sup>64</sup> These units were identified in Chapter 2, they are represented by the title of the website, the search engine, “Home”, “Courses in theology”, “Articles”, “Documents”, “Basics of teaching of faith”, “Bible”, “Saints”, “Contacts”, “Christian sites”, “Photo gallery”, “Questions to priest”, “Conversion to Catholicism”, “About the title of the site”, “Dossier”, “RSS”, “Rambler Top 100”, “Schedule of divine services”, the social media section, “News line” (the titles of the articles and the pictures), “Polls” (the buttons); “New materials”, “Related materials”, “Representative of Superomatic”, “Find us on Facebook”, “Creative!”, “rating@mail.ru”, and “bigmir)net”.



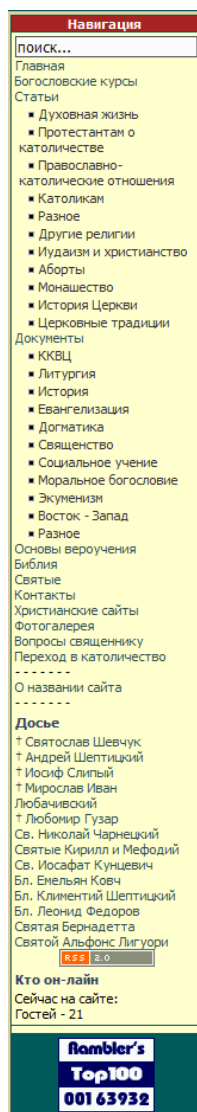


Figure 4.22: The left-hand navigation pane on the UGCC-OD website

The navigation pane consists of sixteen units<sup>65</sup>. In addition to this, some of the units contain several items. All these units and items combined exceed twelve options, that is, the navigation menus on the page cannot be classified as short. The extended navigation menu while providing more options requires more time to find information and even if users spend more time, they may miss the

<sup>65</sup> Also identified in Chapter 2: the search engine, “Home”, “Courses in theology”, “Articles”, “Documents”, “Basics of teaching of faith”, “Bible”, “Saints”, “Contacts”, “Christian sites”, “Photo gallery”, “Questions to priest”, “Conversion to Catholicism”, “About the title of the site”, “Dossier”, and “RSS”.

information they need because of the excessive amount of the units and items. Therefore, this configuration of the navigation menu may reduce the communicative potential of the site.

The *search engine* is situated in the prominent position on top of the left-hand navigation pane. The search engine allows users to perform searches of any word, word-combination or topic on the site, thus, facilitating navigation and contributing to the overall communicative potential of the site. With respect to *unwanted or intrusive advertising* and excessive reliance on *flashy graphics* only one such advertisement was found. The availability of only one advertisement allows concluding that the website has minimal unwanted or intrusive ads and no flashy graphics, thus, facilitating a more focused navigation and, contributing positively to the communicative potential of the website overall.

The *last update* tool has the function of soliciting return visits to the UGCC-OD website and is represented implicitly with users being made aware of the last update by the date of posting included with all the news articles. The news section is organized chronologically with the most recent article being posted on top. Thus, users who navigate on the UGCC-OD website can see that the information on the site is updated regularly and so is a reliable source of recent information and worth return visits.

The site has also been examined to see if any of the remaining options facilitating navigation are included: *languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, an alphabetical index of the site, and a site map*. However, none

of them have been found.

In summary, out of twelve navigation options which have been examined on the UGCC-OD website in connection with facilitated navigation, only six have been identified: *functional navigation buttons and links, major links to the rest of the site, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, and a search engine*. None of the following six options have been identified: *languages other than English/Ukrainian/Russian, facilitated navigation options for visually/hearing impaired people, an alphabetical index of the site, and a site map*. The availability of only six options facilitating navigation on the site suggests the communicative potential of the UGCC-OD website is limited in this respect. Inclusion of other options which are currently absent on the website may increase the communicative potential of the site if they are systematically reviewed and accordingly maintained. The following subsection (4.5.2) focuses on the tools which allow more engaging navigation for users.

#### **4.5.2 Tools that make more engaging navigation available for users on the UGCC-OD website**

The present subsection examines navigation options which make more engaging navigation available for users on the UGCC-OD website. Specifically, the following options are explored: *videos about the Church and Church-related activities or events, audio sermons, Church music or singing, photos of churches, photos of services and Church activities, other photos or pictures, Bible study materials available online, software available for download, news articles or*

other publications, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests.

The website contains a variety of photo materials including *photos of churches, Church services, Church activities, and other photos*. The photos can be accessed through “Photo gallery” link in the left-hand navigation pane (Figure 4.23).



Figure 4.23: The “Photo gallery” page on the UGCC-OD website

The page to which the link connects has several photo collections grouped by topic and by date. Each collection is represented by the title, the lead and one of the photos from the collection. The bottom of the page is occupied by a social media section. This structure of the page allows users not only to browse quickly through the available categories and find the materials which may interest them, but also to share the photos with other people through the social network. This inclusion of relevant photos may increase interest to the rest of the website. Young users who daily navigate multiple websites which contain high resolution photos may expect to find high resolution photos on the UGCC-OD website too or they may even navigate to the site specifically for this purpose with the intention of *seeing* how the Church and the community live rather than *reading* about it. The photos may also arouse users' interest and stimulate them to read the available materials. Thus, inclusion of the photos creates conditions for more engaging navigation and overall contributes positively to the communicative potential of the site.

The interview with the chief editor of the UGCC-OD website has revealed that the local congregation has their own channel on YouTube (<http://www.youtube.com/user/CerkvaOdUa>) where they post *videos about the Church and Church-related activities*. This has not translated into posting video materials on the site. Nor is there a link to the channel. Therefore, youth and other users are likely to miss these video materials which reduces the overall communicative potential of the site.

*The Bible study materials* can be accessed for reading only through the

left-hand navigation pane. By clicking on the “Bible” link in the navigation pane users navigate to the page containing excerpts from the Bible and related publications. The page has a special section which allows users to post a comment or to read comments by other users; thus, the inclusion of the *Bible study materials* on the UGCC-OD website can be said to contribute to more engaging navigation for users.

The only available news section on the site or the “News line” unit is the largest section on the HP and contains twenty-one titles, pictures, and leads to news articles. The picture helps to attract users’ attention, the title acts to arouse their interest and summarize the content, and the lead helps to maintain the interest and motivate the user to read the whole story. In order to navigate to the full text of the articles, users have to click on the title of the article or the “Details” link under the picture. Similar to the “Bible”, the pages which contain the full texts of the articles give users an opportunity to post a comment or to read comments by other users. The importance of the news section is that it provides users with new and potentially interesting content. Visitors may be interested in exploring this section in order to see the position of the Church regarding a particular matter or to read other relevant information. The news section on the HP is regularly updated, thereby likely generating returning visits, since users who find new articles regularly may want to use it again (rather than other websites) when they need this kind of information. Therefore, the news section of the site contributes positively to the communicative potential of the site.

None of the following tools have been found on the UGCC-OD website:

*audio sermons, Church music or singing, software available for download, event calendar, a welcome message from the patriarch, bishop or priest or other messages from bishops or priests.*

In summary, the analysis of the UGCC-OD website shows that the site makes limited use of options allowing more engaging navigation. The options that have been found include *photos of churches, services, Church activities and other photos, Bible study materials available online*. These options increase users' interest in the website while also providing information in a more convenient visual format (the photos). Moreover, the website also contains a *news section*. This section serves as a source of recent information and is likely to generate return visits. Therefore, these options increase the communicative potential of the site.

None of the following options have been identified: *audio sermons, Church music or singing, Bible study materials available online, software available for download, event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests*. The absence of these options suggests that the UGCC-OD website does not fully realize all the possibilities to make communication engaging and enhance the communicative potential in this respect. The present subsection has explored the options allowing more engaging communication for users. The following subsection (4.5.3) examines the dialogic potential of the site and for this purpose will focus on the tools promoting communicative exchanges between users and the Church and between users and other users.

### 4.5.3 Tools promoting communicative exchanges with the Church and other UGCC-OD website users

The present subsections explores the following tools which promote communicative exchanges on the UGCC-OD website: a “for more information” link, clergy emails, “contact us” information, prayer requests online, the Web master’s email, a feedback form, online surveys and polls, chat rooms and discussion forums, links to other Churches, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest), and social networks.

The “contact us” information on the UGCC-OD website can be accessed through the “Contacts” link (Figure 4.24) in the left-hand navigation pane.

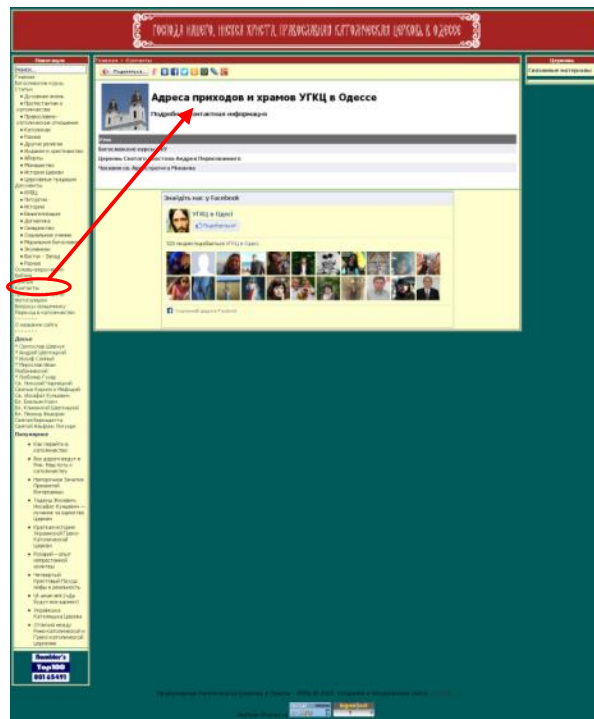


Figure 4.24: The “Contacts” page on the UGCC-OD website

The page which opens, however, does not contain the address of the Church; this information is two clicks away from the HP. In order to access it, users have to



click on the “The Church of Saint Andrew the First-called” link. This link goes to the page which contains the address and the map to the Church, the schedule of services, and a *feedback form* (the feedback form on this page is provided in addition to the feedback forms in *the Bible study materials online* and *news* sections discussed above). The easy availability of the address is important because WWW communication is not the ultimate goal of the Church, but rather one of the means to reach people and invite them to participate in activities such as Divine Liturgies, celebration of important community events and others and providing this information facilitates users visiting the Church. While it may seem that one or two clicks do not make a big difference, in fact, the further information is from the HP, the lower are the chances that it will be retrieved by users. Moreover, the current design of the “Contacts” page allows locating all the relevant information on this page. Therefore, while the availability of the contact information including the *feedback form* enhances the overall dialogic properties of the site, its distanced location reduces its potential communicative impact.

The website does not provide any email contacts (e.g. to contact the representatives of the Church, clergy or the Web master) or telephone numbers. Since youth increasingly use email, providing this information facilitates communication with Church representatives. Other users might also benefit.

It is worth mentioning that in the course of the present research it took several hours to find the person in charge of the website for the interview by visiting practically every page of the site and navigating through various sections on these pages in the search of the contact. Eventually the contact email was

found through the social media section. The absence of any *email contacts* limits the dialogic potential of the site because users cannot contact and stay in touch with the people responsible for the website by using this popular method of communication.

In addition to the “The Church of Saint Andrew the First-called” contact information, the website also provides *links to other Churches*. This information can be accessed through the “Christian websites” link in the left-hand navigation pane. The page to which the link connects contains Web addresses of various UGCC eparchies and exarchates as well as some additional links. Providing the *links to other Churches* is important because this option helps to present the UGCC-OD website not as a terminal Web resource, but rather as a part of a larger structure (the UGCC) while also supplying users with resources for further contact with the Church. Therefore, this option extends the website communicative potential.

Another important option that the website contains to encourage communicative exchanges is the *FAQ (ask the priest)* option. It is located in the left-hand navigation pane in the form of the “Questions to priest” link. This allows users to pose questions directly to a priest online. Young users who use the site may find it particularly helpful because while youth often have numerous questions, they do not necessarily feel comfortable approaching a priest face-to-face. Other users may also benefit from this option because it facilitates questions in a convenient form and takes relatively little time to use. In addition, the page with the *ask the priest* tool allows posting a comment to the answer or to another

user's question or comment. Thus, this tool promotes communicative exchanges with both clergy of the UGCC-OD and other users.

There are two more tools which promote communicative exchanges with other users on the UGCC-OD website: *online surveys and polls* and *social networks*. The *poll* section on the HP is situated in the right-hand navigation pane. It allows users to vote on a question and to see the results of the voting. During the whole period of data collection, the question remained the same, “What kind of materials do you find most interesting?”. On the one hand, this question helps the chief editor to better understand the needs of the users, on the other, users can benefit from this tool too by finding out and checking the most popular section of the website. However, the important function of website *polls* is to solicit answers on a variety of topics in order to encourage users to visit the website and share their opinion with other users and see other users' opinion. Therefore, while this section promotes communicative exchanges on the site, it would benefit from more frequent polls on a broad spectrum of Church-related topics.

The *social networks* tool appears on the top (Figure 4.25, A) and at the bottom (Figure 4.25, B) of the HP and reappears on following pages.

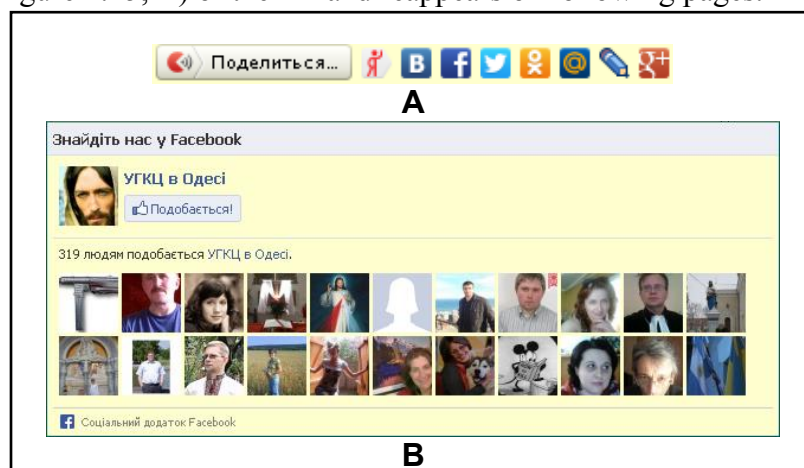


Figure 4.25: *The social networks on the UGCC-OD website*

With respect to promoting communicative exchanges with other users, there are two advantages associated with this tool: (1) it allows sharing the materials on the site with other users who have an account with one of these *social networks* (for this purpose, either top or bottom sections can be used) and (2) it allows the exchange of communication with users concerning the materials on the website or the website itself (for this purpose, the bottom section is devised). Moreover, the fact that the *social networks* tools reappears on subsequent pages reinforces its communicative impact; for example, young users who are reading a news article and want to share it with their friend are likelier to do so than if this tool is available on the same page. Therefore, the *social networks* tool on the UGCC-OD website promotes communicative exchanges on the site and contributes positively to the overall communicative potential of the site.

None of the following tools facilitating communicative exchanges have been found on the UGCC-OD website: “*for more information*” link, *prayer requests online*, *chat rooms and discussion forums*, *subscription to email updates*, *volunteer opportunities*, and *online donations*. However, it is worth mentioning that in the interview with the chief editor of the website, he pointed out that the *forum* tool had only recently been removed from the site and an excerpt of it is posted in the “About the title of the site” section. As the evidence suggests, the *forum* is an important tool which may contribute even to permanent sections of the site. In fact, it enlivens communication on the website; however, it also requires a considerable time commitment from the moderator of the section in order to review posts before they can be published online. This is, probably, the

reason for closing it, since the website is maintained by only one person (the chief editor) who works full time and studies as well.

In summary, the present subsection has discussed the UGCC-OD website tools promoting communicative exchanges. Six of the fourteen tools used for this analysis have been found on the site. They are: *contact us information*, *the feedback form*, *online surveys and polls*, *links to other Churches*, *the FAQ (ask the priest) option*, and *social networks*. Using these tools youth and other users can exchange ideas with both clergy and their peers. However, the distanced location of the *contact us information* limits its communicative potential. The *online surveys and polls* are of limited benefit because they are not updated frequently. Moreover, none of the following options have been found on the site: a “*for more information*” link, *prayer requests online*, *chat rooms and discussion forums*, *subscription to email updates*, *volunteer opportunities*, and *online donations*. The present subsection has focused on the UGCC-OD website tools promoting communicative exchanges with the Church and other users. The following subsection (4.5.4) draws conclusions concerning the UGCC-OD website navigation tools and properties.

#### **4.5.4 Conclusions of section 4.5**

The present section has discussed the navigation tools and properties on the UGCC-OD website. Specifically, the following categories have been analyzed: tools facilitating navigation on the website, tools allowing more engaging navigation for users, and tools promoting communicative exchanges

with the Church and other users.

Only six navigation tools pertinent to the first category have been found on the UGCC-OD website: *functional navigation buttons and links, major links to the rest of the site, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, and a search engine*. The limited number of tools facilitating navigation suggests that the navigation properties of the website are rather restricted and some categories of users may be excluded from the potential dialogue due to this fact. For example, non-Russian speaking youth who want to browse the content will not be able to do so because no language options other than Russian are available.

It has been found that with respect to tools allowing more engaging navigation, the UGCC-OD website contains the following options: *photos of churches, services, Church activities and other photos, Bible study materials available online, and news articles*. Notably, no video materials have been identified which may result in less efficient communication with young users.

Finally, out of fourteen options contributing to the dialogic potential of the site only six have been found: *contact us information, the feedback form, online surveys and polls, links to other Churches, the FAQ (ask the priest) option, and social networks*. However, not many of these tools fully realize their communicative potential: the *contact us information* is two clicks away from the HP; the *online surveys and polls* tool is not updated frequently. Moreover, the fact that the website disposes of only six such tools suggests that in terms of dialogic characteristics the website does not realize its communicative potential. What is

more, it has been decreasing over the period of the last several months as fewer tools promoting communicative exchanges have become available to users (e.g. the *forum* tool has been removed from the site).

Overall, the analysis of the UGCC-OD website navigation tools and properties suggests that the communicative potential of site is limited. The revision of the existing tools and the inclusion of new ones in each of the three categories may increase the potential provided that the tools are maintained accordingly. At the same time the site is presently run by one individual (the chief editor) on a voluntary basis. Therefore, in addition to revising the navigation tools, it is also necessary to ensure that more people are involved in the maintenance of the site in order to make it more efficient and a better dialogic space.

To recapitulate, the present section has addressed the navigation tools and properties on the UGCC-OD website. The following section (4.6) compares the analysis results concerning the navigation tools and properties on the UOCC, UOC-MP, UGCC, and UGCC-OD websites; it also discusses the possible implications and presents conclusions regarding the analysis in the present chapter.

#### **4.6 Comparison of analysis results in Chapter 4, their implications and conclusions**

The present chapter has focused on the textual metafunction and in this connection examined navigation tools and properties of the websites under

analysis. The definition of navigation tools and properties that has been formulated in this chapter reflects two peculiarities of the website as a complex text, its multimodal nature and hyperlink basis, and also allows preserving the communicative aspect (rather than the technical one) of the navigation tools and properties as focal in accordance with the research objectives of the present study. In this context the navigation tools and properties of four websites (UOCC, UOC-MP, UGCC, and UGCC-OD) have been examined. Navigation tools and properties have been analysed according to their working together to facilitate users' orientation on a website while making browsing more engaging and providing mechanisms for efficient communicative exchanges between users and the organization (the Church) as well as among different users. Navigation tools and properties have been most extensively studied within WA and WU from which this study borrowed questions for analysis. These questions were further adjusted and supplemented with others to reflect the Ukrainian Orthodox/Greek-Catholic contexts of the websites and to address fully the research questions of the present study.

The definition of navigational tools given in this chapter includes three categories: 1) tools facilitating navigation on the website, 2) tools that make navigation more engaging for users, and 3) tools promoting communicative exchanges with the Church and other users. Tools facilitating navigation on the website were analyzed according to the following features: *functional navigation buttons and links, major links to the rest of the site, short navigation menus, short drop-down menus, languages other than English/Ukrainian/Russian, facilitated*



*navigation options for visually/hearing impaired people, minimal unwanted or intrusive ads, low reliance on flashy graphics, the last update, an alphabetical index of the site, a site map, and a search engine.* Tools that make navigation more engaging for users were analyzed according to the following features: *related videos about the Church and Church-related activities or events, audio sermons, Church music or singing, photos of churches, photos of services and Church activities, other photos or pictures, Bible study materials available online, software available for download, news articles or other publications, an event calendar, a welcome message from the patriarch, bishop or priest, and other messages from bishops or priests.* Finally, tools promoting communicative exchanges were analyzed according to the following features: *a “for more information” link, clergy emails, “contact us” information, prayer requests online, the Web master’s email, a feedback form, online surveys and polls, chat rooms and discussion forums, links to other Churches, subscription to email updates, volunteer opportunities, online donations, FAQ (ask the priest), and social networks.* These categories and questions have been used in the analysis of the navigation tools and properties on the UOCC, UOC-MP, UGCC, and UGCC-OD websites. The table below (Table 4.4) provides an overview of the analysis results concerning the communicative potential of the navigation tools and properties on the UOCC, UOC-MP, UGCC, and UGCC-OD websites.

#	Navigation tools and properties	Websites			
I. Tools facilitating navigation on the website		UOCC	UOC-MP	UGCC	UGCC-OD
1	<i>Functional navigation buttons and links</i>	limited	limited	optimal	optimal

2	<i>Major links to the rest of the site</i>	optimal	optimal	optimal	optimal
3	<i>Short navigation menus</i>	optimal	optimal	optimal	none
4	<i>Short drop-down menus</i>	optimal	none	none	none
5	<i>Languages other than English/ Ukrainian/Russian</i>	mostly English	Ukrainian + Russian, English	Ukrainian + Russian, English, German	mostly Russian
6	<i>Facilitated navigation options for visually/hearing impaired people</i>	none	none	none	none
7	<i>Minimal unwanted or intrusive ads</i>	optimal	optimal	optimal	optimal
8	<i>Low reliance on flashy graphics</i>	optimal	optimal	none	optimal
9	<i>Last update</i>	none	optimal	optimal	optimal
10	<i>Alphabetical index of the site</i>	none	none	none	none
11	<i>Site map</i>	none	none	limited	none
12	<i>Search engine</i>	limited	optimal	optimal	optimal
<b>II. Tools that make navigation more engaging for users</b>		<b>UOCC</b>	<b>UOC-MP</b>	<b>UGCC</b>	<b>UGCC-OD</b>
1	<i>Videos about the Church and Church-related activities or events</i>	limited	optimal	optimal	none
2	<i>Audio sermons</i>	limited	optimal	none	none
3	<i>Church music or singing</i>	none	optimal	none	none
4	<i>Photos of churches</i>	optimal	optimal	optimal	optimal
5	<i>Photos of services and Church activities</i>	optimal	optimal	optimal	optimal
6	<i>Other photos or pictures</i>	optimal	optimal	optimal	optimal
7	<i>Bible study materials available online</i>	none	none	none	optimal
8	<i>Software available for download</i>	none	none	none	none
9	<i>News articles or other publications</i>	optimal	optimal	optimal	optimal
10	<i>Event calendar</i>	none	none	optimal	none
11	<i>Welcome message from the patriarch, a bishop or a priest</i>	none	none	none	none
12	<i>Other messages from bishops or priests</i>	none	optimal	none	none
<b>III. Tools promoting communicative exchanges with the Church and other website users</b>		<b>UOCC</b>	<b>UOC-MP</b>	<b>UGCC</b>	<b>UGCC-OD</b>
1	<i>“For more information” link</i>	none	none	limited	none
2	<i>Clergy emails</i>	optimal	none	optimal	none
3	<i>Contact us information</i>	optimal	limited	optimal	limited
4	<i>Prayer requests online</i>	none	none	none	none

5	<i>Web master's email</i>	optimal	none	optimal	none
6	<i>Feedback form</i>	none	none	limited	optimal
7	<i>Online surveys and polls</i>	none	none	none	limited
8	<i>Chat rooms and discussion forums</i>	none	none	optimal	none
9	<i>Links to other Churches</i>	limited	optimal	optimal	optimal
10	<i>Subscription to email updates</i>	none	none	none	none
11	<i>Volunteer opportunities</i>	none	none	none	none
12	<i>Online donations</i>	none	none	none	none
13	<i>FAQ (ask the priest)</i>	none	none	optimal	optimal
14	<i>Social networks</i>	none	optimal	optimal	optimal

Table 4.4: *An overview of the findings concerning the navigation tools and properties on the UOCC, UOC-MP, UGCC, and UGCC-OD websites*

These results suggest that although the parameters on these sites meet basic navigation needs they are not optimal. The number of tools facilitating navigation varies on the UOCC, UOC-MP, UGCC, and UGCC-OD websites: 8 on the UOCC, UOC-MP, UGCC and 6 on the UGCC-OD websites. When analyzing the tools that were to facilitate navigation the following flaws in navigation were found: a) *a search engine* allowing the users to search the website only on two topics (UOCC website); b) *drop-down menus*, which are intended to provide users with a convenient access to the content, do not optimize navigation due to the extensive number of choices and numerous subsequent *drop-down menus* (UGCC website); c) not all the *links are fully functional* thereby sending a signal to users that the websites are under construction or out-dated which is not the case (UOCC and UOC-MP websites); d) a *site map* which is intended to facilitate navigation, may contribute little to this function due to the excessive size of the *map* (UGCC website); e) a unilingual site may be limited in its communicative potential since the website is located in Canada/Ukraine, adding more language options would make it more attractive for French/Ukrainian-speaking youth and other users who

prefer to get information in French and/or Ukrainian (UOCC, UGCC-OD websites). Besides the flaws navigation was not facilitated due to the absence of the *facilitated navigation options for visually/hearing impaired people* tool. The absence of this tool automatically excludes some categories of users (e.g. hearing or visually impaired youth, senior citizens) from the potential dialogue with the Churches through their websites.

The analysis of tools that make navigation more engaging for users showed the websites to have fewer tools overall: 6 tools on the UOCC and UGCC websites, 8 and 5 on the UOC-MP and UGCC-OD websites respectively. Notably, no *welcome message from the patriarch, a bishop or a priest, Bible study materials available online* (except UGCC-OD website) or *software available for download* have been identified on the sites while the latter two tools may be of particular interest to youth who often use computers and various mobile devices for which this type of resources would be indispensable. It is necessary to remark that *Bible study materials* and other religious software (including Orthodox programs) are not in short supply on the Web. Where the tools did exist they suffered from the following flaws: a) some tools were not easily accessible on the sites: for example, there is no indication on the UOCC website concerning the location of the available *video* materials although they are increasingly popular on the Web and may be of particular interest to youth who are used to receiving information in this format; in spite of the fact that the websites dispose of video materials, users may not be able to locate them especially if the users are new on the sites; b) *photos* are another popular mode in which information is distributed

on the Web however, *photos* are not always easily accessible to the users of all the websites under analysis, for instance, the UGCC website has a variety of *photos*, but the access to them is complicated which may prevent users from accessing them.

The analysis of tools promoting communicative exchanges with the Church and other users has shown that the number and the quality of these tools are lower overall as compared to the other categories and vary considerably from site to site: 4 on the UOCC website, 3 on the UOC-MP website, 9 on the UGCC website, and 6 on the UGCC-OD website. Thus, the UGCC website led with the largest number of tools promoting communicative exchanges with the Church and other users while the UOC-MP website had the least. Notably, none of the websites had the following options: *subscription to email updates*, *volunteer opportunities*, and *online donations*, although these options help to establish and maintain a dialogue with users over issues that may interest them. The analysis also showed that the communicative efficiency of these tools is often limited: a) the excessive size of the page on which they are located makes it difficult to find a required link, for example, the *links to other Churches* (UOCC website); b) the location of the link requires a certain effort to locate: the *contact us information* on the UOC-MP is located at the bottom of the vertically-oriented page which means that users may not be able to retrieve it unless they spend considerable time exploring the HP in detail; c) there is no specially devised button, link, or section to get *more information* or submit *feedback*; therefore, users who need *more information* or would like to submit their *feedback* may be

unable to perform these actions (UGCC website); d) *contact us information* may be difficult to retrieve since it is located more than one click away from the HP (UGCC-OD website); e) *online surveys and polls* are not updated frequently which discourage visitors to the website from using it (UGCC-OD website).

Overall, the analysis in this chapter suggests that with regard to textual metafunction the UOCC, UOC-MP, UGCC, and UGCC-OD websites do not realize their communicative potential fully. The findings also suggest that the navigation tools and properties on the websites may not be optimal for youth. Church websites under analysis do not provide information in an efficient and comprehensive way users may easily switch to different websites. Moreover, since the Churches seek to reach young users on the Web, they should make a better effort in order to improve the dialogic properties of their websites.

To recapitulate, the present chapter has discussed textual metafunction in connection with navigation tools and properties and has specifically addressed navigation on the UOCC, UOC-MP, UGCC, and UGCC-OD websites. The following chapter will present the overall conclusions regarding the analysis in this dissertation.

## **Chapter 5 CONCLUSIONS**

The contribution of the present dissertation to the general line of research on WWW use in the non-commercial sector lies in exploring WWW use by religious organizations in non-US and non-English language contexts, the need for which has been indicated by previous studies (e.g. Nelson, 2008; Strickland, 2004; Palmer, 2004). The contribution of this dissertation to the field of linguistics lies in developing an integral model for analysis of website communicative potential based on three key aspects: design, content, and navigation. Unlike previous studies that focused only on one aspect in determining communicative potentials of websites (e.g. Martinec and Van Leeuwen, 2009; Knox, 2009; Djonov, 2005) the integral model suggested in this study provides a means of examining all three website aspects contributing to the overall communicative potential of websites.

The model developed in the present dissertation has been applied to the analysis of four websites: that of the Ukrainian Orthodox Church of Canada, Ukrainian Orthodox Church in Ukraine – Moscow Patriarchate, Ukrainian Greek-Catholic Church, and Ukrainian Greek-Catholic Church in Odesa. The integral model was successful in guiding an analysis addressing the research questions concerned with the communicative potentials of the websites in question and providing meaningful and useful results. The current chapter provides an overview of the study and a summary of findings (5.1), discusses wider theoretical and practical implications of the research project (5.2), points out the limitations of the analysis, and identifies avenues for further research (5.3).

## 5.1 Study overview and summary of the findings

In 2010, leaders of the biggest Ukrainian Churches, including UOC-MP and UGCC signed a document in which they called for cooperation of the state and society to unify their efforts in promoting moral norms and democratic principles in Ukraine. Since the Church is the only institution that is given an invariably high level of trust by the population of Ukraine, it has an extraordinary potential to inspire the nation. Understanding its important role in society, the Church is actively looking for an efficient and effective way to carry on a dialogue with people in Ukraine. The WWW has been understood by the Church to be a possible avenue for this dialogue. Family is regarded by the Church as the core of a healthy Ukrainian society and youth as its future. Therefore, youth has been declared as the “object of particular care” of the Church and efforts are being made to engage youth in different ways and recently via the Web.

The main research question of the study was concerned with the extent of the effectiveness of the Ukrainian Orthodox Church’s use of the WWW to communicate with youth while pursuing its general goal of educating people. The research has identified three aspects of websites that contribute to their overall communicative potential: design, content, and navigation. For the analysis of these three aspects, the integral linguistic model has been developed and applied for the investigation of the communicative potential of the websites in question.

Of the four websites that have been examined: those of the Ukrainian Orthodox Church of Canada and the Ukrainian Orthodox Church – Moscow Patriarchate are the main websites of the Ukrainian Orthodox Church in Canada



and in Ukraine respectively. The Ukrainian Greek-Catholic Church websites were included because they were assumed to be efficient news sites and their analysis could help in better understanding of the factors affecting communicative potential of these websites and the Orthodox websites to which they were compared.

The websites were analyzed by applying the linguistic model developed for the purposes of this analysis. This model included three methodologies: 1) New Media Design (Martinec & Van Leeuwen, 2009); 2) Involvement theory (Chovanec, 2003); and 3) Web Architecture (Palmer, 2004) and Web Usability (Nelson, 2008). In order to integrate all three methodologies into one model and in order to reflect the Ukrainian Orthodox and Ukrainian Greek-Catholic contexts the following improvements have been suggested and adapted to the three methodologies outlined above. Specifically, diagrammatic shapes used in the New Media Design methodology were substituted for tables with an alphanumerical system of coordinates which allowed locating the position of units more accurately (both in relation to one another and to the page) and building precise non-linear models; moreover, interviews with the chief editors of the websites under analysis were conducted in order to identify the objectives of the websites. Furthermore, the Involvement theory which was originally devised for the analysis of news headlines in print media, was reviewed and organized in three categories: linguistic, structural, and audio-visual modes; the inclusion of these categories reflects the characteristic reading paths on the Web as well as the capacity of the medium to comprise audio and visual materials which are

increasingly popular on the Web. Finally, the Web Architecture and Web Usability approaches prioritizing download speed was substituted for a more balanced method which considers a) navigation tools and properties facilitating navigation on the website, b) tools that make more engaging navigation available for users, and c) tools promoting communicative exchanges with the Church and other website users. The resulting model was operating under the overarching methodological framework of SFL. This allowed for the examination of the communicative potential of design, content, and navigation in connection with three linguistic metafunctions: ideational, interpersonal, and textual.

The design aspect of the sites has been examined in connection with ideational metafunction. The analysis has identified a number of issues that prevent ideational metafunction from being realized effectively, thereby, considerably impeding the communicative potential of the sites under analysis. These issues arise in connection with the excessive number of semantic units on the home pages which complicates the search of information; the vertical orientation of the pages reducing the probability of users accessing content below the visible portion of the screen next to the bottom of the page, especially if they use mobile devices; the incongruent non-linear models revealing that the semantic boundaries are not well defined; inappropriate or underdeveloped underlying semantic structures complicating search of information on the sites; and, finally, the absence of a section or a group of units explicitly addressing youth interests which contradicts the articulated goals of the websites to communicate efficiently with youth and other users.

The content aspect has been studied in connection with interpersonal metafunction with a focus on news article headlines. The analysis has revealed that the realization of interpersonal metafunction is hampered due to deficiencies of the headlines. Specifically, not enough effort has been expended to bridge the discursive gap in the verbal mode thus reducing the potential of the headlines to engage users. Moreover, not all news headlines are consistent with respect to the structural mode; however, the structural mode is particularly important in the context of WWW communication because users spend only a limited time on reading on the Web, consequently, the lengthy headlines that have been found on the websites under analysis risk youth and other users not reading them in full or risking users who read the headlines not reading the articles since the headline has provided sufficient information. Finally, the analysis has revealed that the websites are inefficient with respect to the audio-visual mode (except UGCC-OD website) while the modern WWW is increasingly visual and requires the use of audio-visual means in order to communicate effectively on the interpersonal level. In addition to this, the news articles on the UOCC and UGCC-OD websites have been found to be few in number and not posted on a regular basis. This feature can be seen as a negative factor since youth and other users who navigate to the websites for news and are not able find it repeatedly may abandon the websites altogether.

The navigation aspect of the UOCC, UOC-MP, UGCC, and UGCC-OD websites has been explored in connection with textual metafunction. The overall configuration of the navigation tools and properties on these websites suggests

that the websites overlook many of the tools that facilitate browsing including a search engine for general purposes, a site map, and facilitated access for visually/hearing impaired people. Furthermore, the websites did not use the capacity of the WWW to post videos and other multimodal units as well as electronic Bible study materials and software in order to make navigation more engaging for youth and other users. Finally, the websites had a limited number of tools promoting communicative exchanges between the Churches and users as well as users and other users. Thus, the websites have only basic navigation options and do not provide adequate dialogic tools to communicate effectively with youth as well as other users browsing on the sites.

The issues which have been identified suggest that the communicative potential of the websites under analysis is limited with respect to the three aspects discussed above. Notably, the UGCC and UGCC-OD websites that had been assumed to function more efficiently were revealed to have similar flaws to the other two websites although to a lesser degree. In particular, the UGCC website has been revealed to have a more efficient design than other three websites because its home page has fewer semantic units and is characterized by the horizontal orientation while also having clearly defined boundaries among the semantic groups (as the non-linear model demonstrates) and congruent underlying semantic structures; however, correlation of the website design with the strategies of the site indicates flaws similar to the other sites. The UGCC-OD website has been shown to be more efficient than the other websites with respect to the structural and audio-visual modes (but not the verbal mode) of the content aspect.

Both UGCC and UGCC-OD websites have been revealed to communicate more efficiently than the UOCC and UOC-MP websites in connection with navigation tools and properties with respect to the tools promoting communicative exchanges with the Churches and website users, feature which characterizes the UGCC and UGCC-OD websites as more advanced in terms of dialogic properties. Thus, while all four websites have similar flaws limiting their communicative potentials, the availability of the aforementioned features renders the UGCC and UGCC-OD websites more efficient with respect to a certain website aspect: design (UGCC), content (UGCC-OD) or navigation (UGCC, UGCC-OD). For the websites to be effective, however, all three aspects need to be harmonized.

To recapitulate, the analysis has shown that realization of ideational, interpersonal, and textual metafunctions on the UOCC, UOC-MP, UGCC, and UGCC-OD websites is flawed. Consequently, their overall communicative potential is not optimized. This affects their capacity to carry on an effective dialogue with youth. The UGCC and UGCC-OD have been revealed to have better dialogic properties; both UOCC and UOC-MP websites cede in this respect. In fact, the UOCC and UOC-MP websites are currently functioning in an analogy to an old-fashioned radio transmitter or a library which broadcasts or hands over information, but offers no prospect for engaging youth and/or establishing a dialogue. The risk in this method of maintaining a website is a dropping number of young users; many will migrate to alternative, better functioning websites offering similar information and more optimal navigation options. This style of managing the websites contradicts the objective of the Church to engage youth

who, as a matter of fact, has been called by the Church “[t]he object of our particular care” (UOC-MP, 2011, para. 1).

The research findings suggest that with respect to the websites explored in this dissertation, the Ukrainian Orthodox Church and the Ukrainian Greek-Catholic Church do not use the WWW effectively to communicate with youth while pursuing their general goal of educating people. The communicative potentials of the Church websites are restricted with respect to all three linguistic metafunctions (ideational, interpersonal, and textual) preventing them from communicating efficiently with their publics. The way the Orthodox websites are organized shows that quite a lot of energy is put into producing information, but not enough in delivering it to users or building dialogic relationships especially with lay people which may result in less effective communication with youth and other website users. The following subsection (5.2) discusses theoretical and practical implications of the study.

## **5.2 Theoretical and practical implications**

The purpose of the present dissertation has been to expand empirical knowledge on WWW use in the non-profit sector in connection with religious organizations in the Canadian and Ukrainian contexts. In pursuing its research goals, the current study developed a linguistic model for analyzing all three website aspects contributing to the overall communicative potential of websites: design, content, and navigation. This model was informed by discourse studies (Martinec & Van Leeuwen, 2009; Chovanec, 2003) which were relied on to

analyze design and content as well as Web architecture (Palmer, 2004) and Web usability (Nelson, 2008) studies which permitted analyzing the navigation aspect of the websites. Unlike Web architecture and Web usability with their concentration on traffic characteristics of navigation, the present study focused on the communicative potential of the navigation aspect which was made possible due to the overall semantic approach of the current research. Thus, the theoretical contribution of the present study to the general line of linguistic research lies in developing an integral model which incorporates three distinct website aspects contributing to their overall communicative potential: design, content, and navigation and which allows analyzing websites as texts, albeit complex in structure and multimodal in nature. Furthermore, the study demonstrates the successful application of this model in analysing the degree to which the selected websites realized their communicative potential. The quantitative expression of the analysis results contributes to a high degree of precision of the results obtained with the help of the devised model.

In addition to the theoretical contribution, this study has also practical implications. Specifically, the research findings can be used:

- a) to enhance certain features of the Ukrainian Orthodox Church and Ukrainian Greek-Catholic Church websites and in this way to improve communication with youth and communities via the Web;
- b) to inform non-profit and educational institutions (e.g. charitable organizations, universities, colleges, high schools) as to how to establish and maintain effective communication with the public through their

websites.

In sum, the present subsection has elaborated on the implications of this research project. Both theoretical and practical implications have been discussed. The following subsection (5.3) outlines limitations of the current study and suggests directions for further research.

### **5.3 Limitations and avenues for further research**

Three limitations can be pointed out in connection with the current analysis. First, the data collected from the UGCC and UGCC-OD websites was gathered later than from the UOCC and UOC-MP websites and within a shorter period of time (one month as opposed to six). However, the interviews with the chief editors of the UGCC and UGCC-OD websites suggest that these websites did not change considerably over the timeframe during which the present research was conducted. With respect to differences in the periods of time over which the corpus for the Greek-Catholic Church websites was formed, it should be noted that the data collection sessions for the UGCC and UGCC-OD websites were performed every day during 30 days as compared to one day each month (6 in total) for the UOCC and UOC-MP websites. Since the intensive data collection sessions for the UGCC and UGCC-OD websites yielded more data than was required, only every fifth data collection session was considered for the analysis. This step allowed obtaining commensurable data for all four websites.

Second, in SFL, a text is viewed as a product of the communicative process (Fairclough, 1996). The process also includes two other phases:



production and interpretation/consumption. The present research has focused mainly on texts by analyzing websites which are the products of the communicative process. The study has also touched on the production phase by conducting interviews with the website chief editors. The interpretation/consumption phase has not been included into the present research. This limitation, nonetheless, did not prevent comprehensive analysis of the data in connection with the set research questions.

Third, the qualitative nature of the present research makes it difficult to generalize or predict with a high degree of precision communicative issues that may ensue in connection with other websites in the similar Orthodox or Greek-Catholic context. However, the qualitative approach adopted by the current study permitted scrupulous, in-depth analysis of the websites. This is important because the websites that have been selected for the analysis represent the major Web portals of the Churches (except the UGCC-OD website) which makes them the likeliest locales for youth and other users who desire to receive the latest news concerning the life of the respective Church or other related information; a quantitative approach in this case would risk missing important data.

One of the potential avenues for further research, possibly on the post-doctoral level, into the subject matter of the dissertation would include a reception study (interpretation/consumption phase of the communicative process) of users' responses. This sort of research can be conducted with the help of interviews, focus group discussions or eye-tracking techniques and would allow examining users' reactions to various aspects of the websites.

Another possible direction for further research would include more websites in the given contexts in order to explore if there are any regularities in the way they communicate and if so, how exactly this is reflected with respect to the design, content, and navigation of those websites as well as their overall communicative potential. This approach would also allow testing the model developed in the dissertations on a larger scale in order to reveal its strengths and possible weaknesses in connection with a quantitative approach.

Finally, since the quantity of websites, is constantly growing it would be beneficial for both discourse analysts and organizations applying the model if the model developed in the present dissertation were automated with the help of a computer so that communicative potentials of websites could be determined efficiently regardless of the quantity of Web portals and issues be repaired more quickly in order to increase the communicative potentials of websites.

In conclusion, the “communicative landscape” in Canada and in Ukraine continues to change as more people, especially youth, are using the Web. Clearly, the Ukrainian Orthodox Church and Ukrainian Greek-Catholic Church do not stand on the sideline of technological progress and try to incorporate the Web into communication with youth and communities. This tendency is evidenced by new websites launched on a regular basis by both Churches. The very survival of the Churches may depend on how effectively they use available resources to communicate with youth and communities. Although adaptation of the World Wide Web by the Ukrainian Orthodox Church and the Ukrainian Greek-Catholic

Church is a recent phenomenon, this process is not unnatural, as Dr. Fuchs, the dean of Engineering at Cornell University, known as “the minister of technology,” aptly puts it, religion and technology have two common objectives, transcending human frailty and improving society.<sup>66</sup>

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<sup>66</sup> A quote from February 2005 edition of Technology Review: “technology and religion [...] common goals: improving society and transcending human frailty” (Huang, 2005, p.21).

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## APPENDIX A: Home page coding

Below is a sample of screenshot coding for the UOC-MP HP. The coding has been done with the help of discourse analysis software *MAXQDA*, version 11, release 11.0.1.

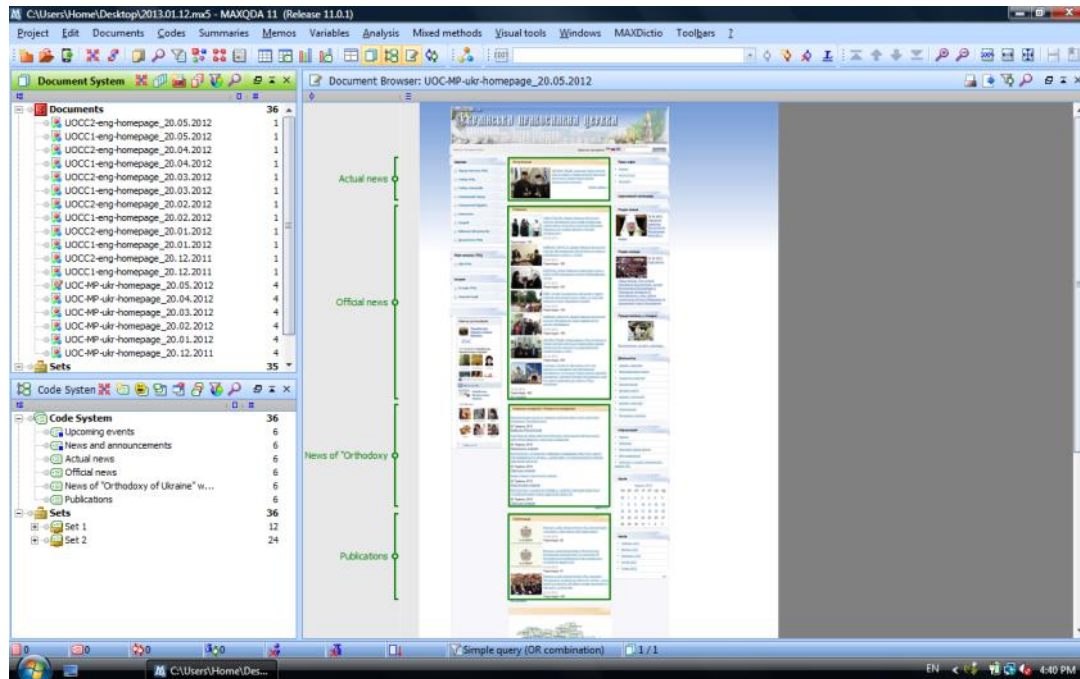


Figure A1: A sample of home page coding using *MAXQDA* software (UOC-MP HP, May 20, 2012)

## APPENDIX B: Notifications of Approval from the University of Alberta Research Ethics Office and the Questions Prepared for the Interviews

<https://hero.ualberta.ca/HERO/Doc/0/11QG1R1RDIF4P2LFND2OGT...>

### Notification of Approval

Date: March 27, 2012  
 Study ID: Pro00029833  
 Principal Investigator: [Iaroslav Pankovskiy](#)  
 Study Supervisor: [Elisabeth Le](#)  
 Study Title: Old Communication - New Means: Ukrainian Orthodox Websites, Linguistic Model  
 Approval Expiry Date: March 26, 2013

Approved Consent Form:	Approval Date 3/27/2012	Approved Document <a href="#">Consent form 5 ENG.doc</a>
------------------------	----------------------------	---

Thank you for submitting the above study to the Research Ethics Board 1. Your application has been reviewed and approved on behalf of the committee.

A renewal report must be submitted next year prior to the expiry of this approval if your study still requires ethics approval. If you do not renew on or before the renewal expiry date, you will have to re-submit an ethics application.

Approval by the Research Ethics Board does not encompass authorization to access the staff, students, facilities or resources of local institutions for the purposes of the research.

Sincerely,

Dr. William Dunn  
 Chair, Research Ethics Board 1

Note: This correspondence includes an electronic signature (validation and approval via an online system).

### Notification of Approval

Date: July 5, 2013  
Study ID: Pro00039425  
Principal Investigator: [Iaroslav Pankovskyi](#)  
Study Supervisor: [Peter Rolland](#)  
Study Title: Old Communication – New Means: The Linguistic Study of Ukrainian Orthodox Church Websites  
Approval Expiry Date: July 4, 2014

Approved Consent Form:	Approval Date 05/07/2013 05/07/2013	Approved Document <a href="#">Consent form 5 ENG.doc</a> <a href="#">Consent form 5 UKR.doc</a>
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Thank you for submitting the above study to the Research Ethics Board 1 . Your application has been reviewed and approved on behalf of the committee.

A renewal report must be submitted next year prior to the expiry of this approval if your study still requires ethics approval. If you do not renew on or before the renewal expiry date, you will have to re-submit an ethics application.

Approval by the Research Ethics Board does not encompass authorization to access the staff, students, facilities or resources of local institutions for the purposes of the research.

Sincerely,

Dr. William Dunn

Chair, Research Ethics Board 1

*Note: This correspondence includes an electronic signature (validation and approval via an online system).*

### **Semi-structured interview**

Hello,

I am a graduate student at the University of Alberta (Canada) and I am doing a research on the role and design of Ukrainian Orthodox Church websites. NAME website is a major Ukrainian Orthodox Church in UKRAINE (CANADA) and I would like to ask you a few questions about your work in connection with this website. Our interview is being recorded in order to make sure that the answers are accurately noted. Please, feel free to add any relevant information to each of the questions asked as well as any additional relevant comments. Thank you for your participation.

#### **I. General information regarding the website**

Who is the intended audience of the website and what is the main aim of the website?

Can you tell me, when the website first appeared and who decided to create it?  
To what extent has it been modified since then?

Who provides the information for the website and prepares it to be posted?  
Who is responsible for the design?

#### **II. Professional experience/background**

Can you tell me about your experience as a Web administrator of this website?  
Is it your main job? What training do you have?

How would you describe your main responsibilities as a Web administrator?  
What is the most exciting/interesting aspect of your job?

Are you familiar with the religious/historical/cultural background of the Ukrainian Orthodox Church?

Does anybody evaluate/review/comment your work and give feedback on it?

#### **III. Other factors to consider in managing the website**

What are the basic principles that you follow while preparing materials to be posted on the website?

Can you tell me, what type of content would you like to see more on the website (videos, photos, more news articles, books, Orthodox software, Bibles in different languages)?

Can you tell me about a page or a section that you like most of all on the website?

What would you like to see improved on the website? What resources do you need for this?

#### **IV Conclusion**

Is there anything you would like to add?



## **Напівстандартизоване інтерв'ю**

Доброго дня,

Я аспірант в Університеті Альберти (Канада) і я роблю дослідження стосовно ролі та дизайну веб-сайтів Української Православної Церкви (Греко-Католицької). Веб-сайт НАЗВА - один з основних веб-сайтів Української Православної (Греко-Католицької) Церкви в Україні і я хотів би задати вам кілька питань стосовно вашої роботи над веб-сайтом. Наше інтерв'ю записується для того, щоб занотувати відповіді вірно для моєї дисертації. Будь ласка, додайте, за потребою, будь-яку релевантну інформацію до кожного питання. Дякую за вашу участь.

### **I. Загальна інформація стосовно веб-сайту**

Для кого розрахований веб-сайт та яка його основна ціль?

Чи могли б ви розповісти, коли веб-сайт з'явився? Наскільки він змінився з того часу?

Хто готує інформацію для веб-сайту та переглядає її для публікації на ньому? Хто займається дизайном?

### **II. Професійний досвід/ підготовка**

Чи могли б ви мені розповісти про ваш досвід веб-майстра цього сайту? Це ваша основна робота? Яка у вас освіта/підготовка?

Як би ви описали ваші основні обов'язки в якості веб-майстра цього веб-сайту? Який найбільш захоплюючий/цікавий аспект вашої роботи?

Чи ви знайомі із релігійним/історичним/культурним контекстом Української Православної Церкви?

Чи хтось оцінює/переглядає/коментує вашу роботу?

### **III. Інші фактори стосовно утримання веб-сайту**

Яких основних принципів ви дотримуетесь, коли готуєте матеріали для публікації на веб-сайті?

Чи могли б ви мені розповісти, якого контенту ви б хотіли бачити на веб-сайті побільше (відео, фото, більше статей новин, книги, православні комп'ютерні програми, Біблія на різних мовах)?

Чи могли б ви мені розповісти про сторінку або розділ, який вам подобається найбільше?

Щоб ви хотіли покращити на веб-сайті? Які ресурси для цього потрібні?

### **IV Висновок**

Чи хотіли б ви щось додати?

## APPENDIX C: UOCC and UOC-MP website headlines

DATE	UOCC		UOC-MP			
	News & Announcements	Upcoming Events	Latest news	Official news	Orthodoxy <sup>67</sup>	Publications
2015.05.20	<p>EPISTLES: a) Patriarchal Encyclical For Holy Pascha b) The Paschal Epistle Of The Permanent Conference Of Ukrainian Orthodox Bishops Beyond The Borders Of Ukraine</p>	<p>2012 CONGRGATION REPORT FORMS NOW AVAILABLE</p> <p>St. John's Institute Residency Applications</p> <p>Holy Trinity (Vancouver) 75th Anniversary</p> <p>All Saints (Kamloops) 50th Anniversary</p> <p>Sts Peter &amp; Paul (Gaslyn, Wolia, Marlin, SK) 80th Anniversary</p>	<p>УКРАЇНА-ГРЕЦІЯ. Секретар Предстоятеля УПЦ зустрівся із Предстоятелем Критської Автономної Православної Церкви Архієпископом Іринеем</p>	<p>СЕВАСТОПОЛЬ. Вікарій Київської Митрополії єпископ Обухівський Іона провів презентацію православних журналів на флагмані Військово-Морських Сил України Фрегаті "Гетьман Сагайдачний"</p> <p>КИЇВСЬКА ОБЛАСТЬ. Вікарій Київської Митрополії єпископ Васильківський Пантелеїмон зустрівся із новообраним мером м. Обухів</p> <p>БІЛОРУСЬ. Клірик Київської єпархії взяв участь у роботі XVIII міжнародних Кирило-Мефодіївських читань</p>	<p>Паломническая группа из Украины посетила храм в честь святителя Спиридона Тримифунтского</p> <p>Чудотворний образ Святителя Миколая з Крупицького Батуринаського свято-Миколаївського монастиря у Бердичеві</p> <p>МИТРОПОЛИТ АГАФАНГЕЛ СОВЕРШИЛ ОСВЯЩЕНИЕ ПРЕСТОЛА СЯТО-ПАРАСКЕВИНСКОГО ХРАМА С. БОРИСКОВКА ТАТАРБУНАРСКОГО РАЙОНА ОДЕССКОЙ ОБЛАСТИ</p>	<p>Вітальне слово Предстоятеля УПЦ організаторам і учасникам V Фестивалю ЗМІ православних</p> <p>Вітальне слово Блаженнішого Митрополита Володимира організаторам та учасникам III Всеукраїнської конференції голів єпархіальних молодіжних відділів УПЦ</p>
2015.05.21	<p>St. John's Institute Residency Applications</p> <p>Holy Trinity (Vancouver) 75th Anniversary</p> <p>All Saints (Kamloops) 50th Anniversary</p> <p>Sts Peter &amp; Paul (Gaslyn, Wolia, Marlin, SK) 80th Anniversary</p>	<p>Hip-Hop to Hopak</p> <p>Playmaking and Pysanky</p> <p>UOCC Summer Camps</p> <p>Annual Gardenton Pilgrimage</p>	<p>КИЇВ. Голова Синодального військового відділу освятив накупольний хрест храму на території окремого полку Президента України</p>	<p>Новые издания Херсонской епархии</p> <p>МИТРОПОЛИТ АГАФАНГЕЛ ПРИБЫЛ С АРХИПАСТЫРСКИМ ВИЗИТОМ В ТАТАРБУНАРСКИЙ РАЙОН ОДЕССКОЙ ОБЛАСТИ</p>	<p>Вітальне слово Предстоятеля УПЦ учасникам Міжнародної конференції «Назустріч змінам – роль релігії в сучасному світі. Віра в умовах демократії та світського суспільства»</p>	
2015.05.22	<p>UOCC Summer Camps</p> <p>Annual Gardenton Pilgrimage</p> <p>Hip-Hop to Hopak</p> <p>Playmaking and Pysanky</p>	<p>UOCC Summer Camps</p> <p>Annual Gardenton Pilgrimage</p>	<p>КИЇВСЬКА ОБЛАСТЬ. Вікарій Київської Митрополії єпископ Макарівський Іларій відвідав дитячі центри Макарівщини</p> <p>УКРАЇНА-ГРЕЦІЯ. Представники</p>			

67 The name of the given news section has been abridged in the table for the convenience of presentation; the full name of this section is "News of 'Orthodoxy of Ukraine' website/Diocesan news".

	<p>WESTERN EPARCHY YOUTH RALLY 2011</p> <p>A Sad Day In Los Angeles – St. Andrew Parish Desecrated</p> <p>Hierarchs of the Ukrainian Orthodox Church of Canada Lend Support to the Shevchenko Monument in Ottawa, ON</p>			<p>УПЦ зустрілися із Предстоятелем Критської Православної Церкви Архієпископом Іринеем та представниками місцевої влади о. Крит</p> <p>З нагоди п'ятиріччя підписання Акту про канонічне спілкування між Московським Патріархатом та Руською Православною Церквою Закордоном Святіший Патріарх Московський і всієї Русі Кирил звернувся до повноти РПЦ з посланням</p>		
<p>2 0. 0 4. 2 0 1 2</p>	<p>EPISTLES: a) Patriarchal Encyclical For Holy Pascha b) The Paschal Epistle Of The Permanent Conference Of Ukrainian Orthodox Bishops Beyond The Borders Of Ukraine</p> <p>St. John's Institute Residency Applications</p> <p>St. John's Institute Residency Applications</p> <p>Holy Trinity (Vancouver) 75th Anniversary</p> <p>Hip-Hop to Hopak</p> <p>Holy Trinity (Vancouver) 75th Anniversary</p> <p>Playmaking and Pysanky</p> <p>UOCC Summer Camps</p> <p>UOCC Summer Camps</p> <p>Annual Gardenton Pilgrimage</p> <p>Annual Gardenton Pilgrimage</p> <p>Hip-Hop to Hopak</p> <p>Playmaking and Pysanky</p> <p>WESTERN EPARCHY YOUTH RALLY 2011</p> <p>A Sad Day In Los Angeles – St. Andrew Parish Desecrated</p>	<p>2012 CONGRGATION REPORT FORMS NOW AVAILABLE</p> <p>St. John's Institute Residency Applications</p> <p>Holy Trinity (Vancouver) 75th Anniversary</p> <p>Hip-Hop to Hopak</p> <p>Playmaking and Pysanky</p> <p>UOCC Summer Camps</p> <p>Annual Gardenton Pilgrimage</p>	<p>КИЇВ. Предстоятель Української Православної Церкви привітав духовенство і мирян зі світлим Христовим Воскресінням</p>	<p>Святіший Патріарх Московський і всієї Русі Кирил привітав митрополита Вишгородського і Чорнобильського Павла з 15-річчям архієрейської хіротонії</p> <p>КИЇВСЬКА ОБЛАСТЬ. Вікарій Київської Митрополії єпископ Макарівський Іларій освятив новозбудований храм у смт Клавдієве</p> <p>КИЇВ. Голова Синодального військового відділу привітав зі святом Пасхи особовий склад та військовослужбовців, які відбувають покарання у дисциплінарному батальйоні</p> <p>Православний священик зустрівся з українськими заручниками у Лівії</p> <p>Київські духовні школи привітали Блаженнішого Митрополита Володимира з Пасхою Христовою</p> <p>У Києво-Печерській Лаврі відбулася пасхальна акція соціальної допомоги дітям з функціональними обмеженнями</p>	<p>Днепропетровский Архипастырь в сослужении архиепископа Городницкого Александра возглавил праздничное богослужение в Тихвинском женском монастыре</p> <p>В Горловке освящено место строительство будущего Свято-Иверского храма</p> <p>Праздник любви и единства</p> <p>Архиерейское богослужение в Свято-Касперовском женском монастыре</p> <p>Лучшие пасхальные куличи пекут в Харькове и Енакиево</p>	<p>Інтерв'ю Блаженнішого Митрополита Володимира Першому національному</p> <p>Звернення Блаженнішого Митрополита Володимира до Президента України на зустрічі з Главами та представниками традиційних християнських конфесій і релігійних організацій</p> <p>Коментар голови Комісії по підготовці змін та доповнень до Статуту про управління Української Православної Церкви митрополита Донецького і Маріупольського Іларіона стосовно результатів першого засідання</p>

	Hierarchs of the Ukrainian Orthodox Church of Canada Lend Support to the Shevchenko Monument in Ottawa, ON			ТРИПОЛІ-КИЇВ. Наші співвітчизники відсвяткували Пасху в Лівії		
20.03.20	<p>EPISTLES: a) Patriarchal Encyclical For Holy Pascha b) The Paschal Epistle Of The Permanent Conference Of Ukrainian Orthodox Bishops Beyond The Borders Of Ukraine</p> <p>2012 CONGRGATION REPORT NOW AVAILABLE</p> <p>WESTERN EPARCHY YOUTH RALLY 2011</p> <p>A Sad Day In Los Angeles – St. Andrew Parish Desecrated</p> <p>Hierarchs of the Ukrainian Orthodox Church of Canada Lend Support to the Shevchenko Monument in Ottawa, ON</p>	2012 CONGRGATION REPORT FORMS NOW AVAILABLE	КИЇВ. Відбулося перше засідання Комісії по підготовці змін та доповнень до Статуту про управління Української Православної Церкви	<p>КИЇВ. Блаженнішого Митрополита Київського і всієї України Володимира відвідали у лікарні постійні члени Священного Синоду УПЦ</p> <p>КИЇВ. Предстоятеля УПЦ відвідав ієрарх Естонської Православної Церкви</p> <p>КИЇВ. Керуючий справами УПЦ доповів Блаженнішому Митрополиту Володимиру про стан справ в Українській Православній Церкві</p> <p>КИЇВ. Співробітники Київських духовних шкіл удостоєні богослужбових нагород</p> <p>КИЇВ. Секретар Предстоятеля УПЦ молитовно відзначив своє 35-ліття</p>	<p>Єпископ Никодим привітав архієпископа Переяслав-Хмельницького і Вишневського Олександра із ювілеєм</p> <p>Назвали причину пожежі в церкві</p> <p>Чорнобильські святині у Попільні</p> <p>Молебень за здоров'я звершили в центрі медико-соціальної реабілітації дітей-інвалідів «Промінчик»</p> <p>Более трехсот священнослужителей и более несколько тысяч мирян собрались на праздник в Браиловском монастыре</p> <p>Правящий Архиерей поздравил коллектив областной филармонии с 75-летним юбилеем</p> <p>Архієпископ Львівський і Галицький Августин благословив експедицію українських полярників в Антарктиду</p> <p>Обращение архиепископа Луки в связи с началом в Запорожской епархии благотворительного проекта «Любовь милосердствует»</p>	<p>Доповідь Голови Синодального відділу благодійності та соціального служіння УПЦ архідиякона Сергія Косовського на Всеукраїнській науково-практичній конференції «Соціальна політика щодо невиліковно хворих»</p> <p>Вітальне слово Блаженнішого Митрополита Володимира організаторам та учасникам III студентської конференції «Студентська наука в духовній школі»</p> <p>Вітальне слово Блаженнішого Митрополита Володимира В.В.Пугіну із обранням на посаду Президента Російської Федерації</p>

					В Запорожжє прошел благотворительный концерт	
					В Запорожжє прибыла чудотворная икона святителя Николая	
2 0. 0 2. 2 0 1 2	CHRISUMAS EPISTLES – Patriarchal Christmas Encyclical 2011 – Nativity Epistle of the Permanent Conference of Ukrainian Orthodox Hierarchs Beyond The Borders Of Ukraine  2012 CONGRGATION REPORT NOW AVAILABLE  WESTERN EPARCHY YOUTH RALLY 2011  A Sad Day In Los Angeles – St. Andrew Parish Desecrated  Hierarchs of the Ukrainian Orthodox Church of Canada Lend Support to the Shevchenko Monument in Ottawa, ON	2012 CONGRGATION REPORT FORMS NOW AVAILABLE  9th ANNUAL MEN'S RETREAT of ST. JOHN THE BAPTIST  SUNDAY OF ORTHODOXY VESPERS	КИЇВ. У Вселенську поминальну суботу Блаженніший Митрополит Володимир звершив Божественну літургію	КИЇВ. Архієпископ Мукачівський і Ужгородський Феодор передав Блаженнішому Митрополиту Володимиру частку мощей святителя Іоанна Милостивого  КИЇВ. Відбулась зустріч Голови Синодального відділу благодійності та соціального служіння УПЦ із ректором Ужгородської Української Богословської Академії імені свв. Кирила і Мефодія  КИЇВСЬКА ОБЛАСТЬ. Вікарій Київської Митрополії єпископ Броварський Феодосій звершив Літургію в селі Літки  КИЇВ. На території Свято-Іллінського храму міста Києва відбулося свято Православної масляної  КИЇВ. У Вселенську батьківську суботу, митрополит Вишгородський і Чорнобильський Павел звершив Літургію у храмі Всіх Святих на місці будівництва Свято-Воскресеньського Кафедрального Собору УПЦ  КИЇВСЬКА ОБЛАСТЬ. Єпископ Броварський Феодосій звершив Літургію в с. Рагівка та відвідав прихожан в зоні радіаційного відчуження	КИЕВ. Праздник удался на славу! На территории древнейшего храма столицы отгуляли Масленицу  УКРАИНА. Православная молодежь «Согрела своим теплом» всю Украину  КИЇВ. Новий випуск радіопроеграми «Православіє в Україні» за 17.02.12 вже доступний on-line  ОДЕССА. Православная молодежь города присоединилась к всеукраинской акции «Согрей своим теплом»  КИЕВ. Киевская духовная академия приняла участие в международной выставке учебных заведений «Современное образование в Украине - 2012»  КИЇВ. 18 лютого - панахида за всіма, хто загинув на вулиці від морозів  СЕВАСТОПОЛЬ. «Святая Русь» - в морской академии открылась фотовыстака  СЕВАСТОПОЛЬ. «Святая Русь» - в морской академии открылась фотовыстака	Відповідь Міністерства юстиції стосовно надання роз'яснення щодо застосування Закону України «Про захист персональних даних»  Звернення Блаженнішого Митрополита Володимира до учасників зборів Київської єпархії  Керуючий справами Української Православної Церкви архієпископ Білоцерковський і Богуславський Митрофан

2 0. 1. 2 0 1 2	<p>CHRISUMAS EPISTLES – Patriarchal Christmas Encyclical 2011 – Nativity Epistle of the Permanent Conference of Ukrainian Orthodox Hierarchs Beyond The Borders Of Ukraine</p> <p>2012 CONGRGATION REPORT NOW AVAILABLE</p> <p>WESTERN EPARCHY YOUTH RALLY 2011</p> <p>A Sad Day In Los Angeles – St. Andrew Parish Desecrated</p> <p>Hierarchs of the Ukrainian Orthodox Church of Canada Lend Support to the Shevchenko Monument in Ottawa, ON</p>	<p>2012 CONGRGATION REPORT FORMS NOW AVAILABLE</p> <p>PILGRIMAGE to ST. ANTHONY'S G.O. MONASTERY (Florence, Arizona)</p>	<p>КИЇВ. 3 благословення Блаженнішого Митрополита Володимира, на Оболонській набережній був звершений Чин Великого освячення дніпровських вод</p>	<p>КИЇВСЬКА ОБЛАСТЬ. Єпископ Васильківський Пантелеїмон звершив Божественну літургію у Свято-Успенському храмі м. Переяслав-Хмельницького</p> <p>КИЇВ. Президент Віктор Янукович відвідав головний лікарняний храм України</p> <p>КИЇВСЬКА ОБЛАСТЬ. Вікарій Київської Митрополії єпископ Броварський Феодосій звершив Божественну літургію в селі Горностайпіль</p> <p>КИЇВСЬКА ОБЛАСТЬ. Єпископ Броварський Феодосій звершив богослужіння в психоневрологічному будинку-інтернаті в Іванківському районі</p> <p>КИЇВСЬКА ОБЛАСТЬ. Єпископ Броварський Феодосій освятив воду для Броварського вікаріатства</p> <p>3 благословення голови Синодального відділу УПЦ у справах молоді єпископа Обухівського Іони відбувся загальноукраїнський різдвяний флеш-моб «Молодіжні колядки»</p>	<p>РІВНЕ. Просимо молитв - дев'ятеро людей загинуло на Водохреща внаслідок ДТП</p> <p>КИЇВ. Приходьте 22 січня до Національного Києво-Печерського заповідника послухати старовинну музику</p> <p>ЛЬВІВ. На Богоявлення 100-літній льотчик-ветеран святкував свій ювілей у храмі</p> <p>КИЇВ. Найближчими днями у галереї «Соборна» відбудеться два незвичайних свята</p> <p>ВОЛОДИМИР-ВОЛИНСЬКИЙ. У лютому ковельська «молодіжка» проведе КВК</p> <p>КИЄВ. 20 тисяч бутылок води освятили в Броварском вікаріатстве</p> <p>КИЇВ. Хрещенські купання на «Київському Йордані»: як це було</p> <p>Блаженніший Митрополит Володимир на Водохреще - в радіоефірі</p> <p>ВИННИЦА. При полном аншлаге в областном драмтеатре прошел рождественский концерт детского хора кафедрального собора</p>	<p>Різдвяне Послання Блаженнішого Митрополита Володимира</p> <p>Веб-конференція з головним військовим священником Київського гарнізону Збройних Сил України ієреєм Василям Стецяком</p> <p>Річний звіт про діяльність Управління справами УПЦ</p>
2 0. 1 2.	<p>WESTERN EPARCHY YOUTH RALLY 2011</p> <p>A Sad Day In Los Angeles – St. Andrew Parish Desecrated</p>		<p>ІТАЛІЯ-УКРАЇНА. Делегація Української Православної Церкви на чолі із Керуючим</p>	<p>20.12.2011. Блаженніший Митрополит Володимир поздоровив голову міста Вишневе із обранням на посаду</p> <p>20.12.2011. Предстоятель Української Православної Церкви</p>	<p>КИЇВ. Благодійний ярмарок «Три мішечки від Миколая» на Хрещатику: за три дні зібрано майже 300 тисяч гривень</p> <p>КИЇВ. Києво-Печерський історико-культурний заповідник</p>	<p>Вітальне слово Блаженнішого Митрополита Володимира вчителям, медичному персоналу, працівникам та вихованцям</p>

2 0 1 1	Hierarchs of the Ukrainian Orthodox Church of Canada Lend Support to the Shevchenko Monument in Ottawa, ON		справами УПЦ молитовно вклонилася мощам святителя Миколая Чудотворця у місті Барі	привітав міністра внутрішніх справ України із Днем міліції 20.12.2011. МОСКВА. Намісник Києво-Печерської Лаври вручив старості Богоявленського кафедрального собору в Єлохові вищу нагороду Української Православної Церкви 20.12.2011. КИЇВСЬКА ОБЛАСТЬ. Вікарій Київської Митрополії єпископ броварський Феодосій очолив богослужіння престольного свята в Училищі міліції 20.12.2011. КИЇВ. Секретар Київської Митрополії відслужив молебень біля храму-пам'ятника на Звіринці 20.12.2011. КИЇВ. На свято Миколая до Спасо-Преображенського храму на Теремках завітало близько тисячі дітей 19.12.2011. КИЇВСЬКА ОБЛАСТЬ. Єпископ броварський Феодосій очолив богослужіння престольного свята в селі Блідча	представив інноваційну версію свого сайту ДОНЕЦК. Отныне гостей гостей шахтерской столицы первым будет встречать Никольский храм КИЕВ. Галерея «Соборная» приглашает на авторский вечер протоиерея Андрея Ткачева КИЇВ-БАРИ. За здоров'я Предстоятеля та український народ делегація нашої Церкви молилась біля мощей святителя Миколая РІВНЕ. Сезон православного кіно в селі Велика Омеляна відкрила кінострічка «Поп» ДНЕПРОПЕТРОВСК. «Христос Рождається! Славим Его!» - вышел в свет первый том книги из серии «В помощь регенту» ЗАПОРОЖЬЕ. Освящен Никольский храм, богослужения в котором не прекращались во времена богоборческой власти	Цюрюпинського будинку-інтернату з наступаючими святами Святителя Миколая, Новим роком та Різдва Христовим Веб-конференція з представником Української Православної Церкви при Уповноваженому Президента з прав дитини протоієреєм Олегом Мельничуком Вітальне слово Блаженнішого Митрополита Володимира з нагоди 20-річчя Збройних Сил України
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Table A1: UOCC and UOC-MP website headlines

## APPENDIX D: UGCC and UGCC-OD website headlines

DATE	UGCC				UGCC-OD
	Latest messages	Main events	Changes on the website	Monitoring the media	News line
1 6. 0 5. 2 0 1 3	<p><i>Моці верховних апостолів Петра і Павла почитали у Дрогобицькій семінарії</i></p> <p><i>Блаженніший Любомир: «Українці й поляки повинні запитати себе: чи їм далі маємо воювати?»</i></p> <p><i>У Бучацькій єпархії говорили про допомогу залежним від алкоголю</i></p> <p><i>Комісія «Справедливість і мир» організовує зустрічі з молоддю на тему «Ціннісні орієнтації сучасної молоді»</i></p> <p><i>Рух «За тверезість життя» Львівської архієпархії УГКЦ видав «Порадник душпастирю в утвердженні чесноти тверезості»</i></p> <p><i>З нагоди Року віри в Чорткові відбувся 3'їзд молоді Бучацької єпархії УГКЦ</i></p> <p><i>В Івано-Франківській теологічній академії відбувся показ фільму, який висвітлює актуальні катастрофічні наслідки кліматичних змін</i></p> <p><i>II Всеукраїнська проща духовенства УГКЦ</i></p> <p><i>Глава УГКЦ звернувся до батьків, діти яких цього року приступають до першої святої Сповіді</i></p> <p><i>Минає 120 років від заснування першої захоронки сестер служебниць</i></p> <p><i>У Крехівській обителі відбулися облечини дванадцяти</i></p>	<p>«Наша Церква є більшом в оці для всіх тих, хто не прагне справжньої єдності...» - Глава УГКЦ для КАІ</p> <p>Завершився візит Блаженнішого о Святослава до Греції (доповнено)</p>	<p>Звернення Блаженнішого Святослава до батьків, діти яких приступають до першої святої Сповіді</p> <p>Чи насправді ми бажаємо "єдиноспасаємого" примирення?</p> <p>Лист Блаженнішого Святослава до дорогих матерів священників, які служать в Українській Греко-Католицькій Церкві у світі</p> <p>Великоднє послання Блаженнішого Святослава</p> <p>Послання Блаженнішого Святослава до священнослужителів Української Греко-</p>	<p>Чи насправді ми бажаємо "єдиноспасаємого" примирення?</p> <p>Блаженніший Любомир: Про співжиття Церкви і Держави</p>	<p>Одесситы готовятся к паломничеству на Святую Землю</p> <p>Пасха: каким должен быть состав пасхальной корзины (фото)</p> <p>В Одессе состоялась премьера экспериментального фильма «Крестный путь» (фото)</p> <p>Пасхальное Послание Блаженнейшего Святослава</p> <p>О телевидении, культе силы и греха</p> <p>Розклад богослужінь на Страсний тиждень і Пасху</p> <p>Плавучие города будущего</p> <p>Отвага быть христианином в своей профессиональной деятельности</p> <p>В Экологическом университете представят экологическое учение Католической Церкви</p> <p>В Одессе пройдут экологические чтения</p> <p>Во всех храмах УГКЦ молились за защиту детей от аборта</p>



	<p>кандидатів</p> <p>У Комісії УГКЦ «Справедливість і мир» проведуть цикл семінарів на тему «Етика і економіка»</p> <p>У Брюховичах працювали над впровадженням Стратегії розвитку УГКЦ на період до 2020 року</p> <p>В УГКЦ розпочався Тиждень подружжя</p> <p>Духовний відпочинок працівників Курії Львівської архієпархії</p> <p>Для священнослужителів Сокальсько-Жовківської єпархії проводять щорічні реколекції</p> <p>Польська делегація відвідує пам'ятні місця Волинської трагедії</p> <p>В Івано-Франківську відбувся VI Фестиваль Христового міста „Вгору серця - 2013”</p> <p>У Брюховичах (біля Львова) освятили наріжний камінь під забудову собору при Василіанському інституті філософсько-богословських студій</p> <p>У Львівській архієпархії проведуть дитячу проща до Крехова</p>		<p>Католицької Церкви на Страсний четвер</p> <p>Послання Блаженнішого Святослава, Верховного Архієпископа Києво-Галицького, до молоді</p> <p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p> <p>Владика Дмитро (Григорак) про виклики для сучасної сім'ї та підтримка Церкви</p>		<p>Влияние компьютерных игр на формирование аддиктивного поведения подростков</p> <p>В книжную лавку при Свято-Андреевском храме завезли новые книги</p> <p>В Одессу привезли мощи святых Космы и Дамиана</p> <p>В Одессе обсудили отношение Церкви к политике и государству</p> <p>В Одессу привезли нетленные мощи католического святого (фото)</p> <p>В Одессу приезжают мощи святого Иоанна Боско</p> <p>Назад у зиму або Вояж греко-католицької молоді до Буковелю</p> <p>Католики в современном мире</p> <p>Летняя англоязычная школа Украинского католического университета</p>
1 1. 0 5.	<p>До 20 травня прийматимуть пропозиції митців щодо наповнення частини інтер'єру Патріаршого собору у Києві</p> <p>Глава УГКЦ розпочав Пастирський візит до Греції</p> <p>Блаженніший Любомир скуштував паску із студентами-католиками</p> <p>У Парижі відбулася чергова нарада ієрархів УГКЦ у Західній Європі</p>	<p>Глава УГКЦ розпочав Пастирський візит до Греції</p> <p>У Києві розпочав роботу II Конгрес мирян Києво-</p>	<p>Лист Блаженнішого Святослава до дорогих матерів священників, які служать в Українській Греко-Католицькій Церкві у світі</p> <p>Великоднє послання Блаженнішого</p>	<p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це</p>	<p>Одесситы готовятся к паломничеству на Святую Землю</p> <p>Пасха: каким должен быть состав пасхальной корзины (фото)</p> <p>В Одессе состоялась премьера экспериментального фильма «Крестный путь» (фото)</p> <p>Пасхальное Послание Блаженнейшего</p>

2 0 1 3	<p>Відбудеться піше паломництво та велопроща духовенства і вірних Київської архієпархії УГКЦ до Вишгорода</p> <p>На Івано-Франківщині перепоховали 640 жертв НКВС</p> <p>Пану Євгену-Оресту Садовському - 100</p> <p>На II Конгресі мирян обговорили, чого очікують від священнослужителів</p> <p>У Львівській архієпархії проведуть дитячу проща до Крехова</p> <p>У Києві розпочав роботу II Конгрес мирян Києво-Галицької митрополії УГКЦ</p> <p>БФ «Карітас-Київ» провів акцію «Великодній кошик бідним сім'ям»</p> <p>«Ми маємо стати на дорогу, що веде до прощення та поєднання», – римо-католицькі єпископи Польщі</p> <p>Від Великодня ведеться пряма трансляція богослужінь із катедрального храму в Сокалі</p> <p>Пасха в Євпаторійському зенітно-ракетному полку</p> <p>«Бути матір'ю священика - це привілей і благородне покликання...» - Блаженніший Святослав</p> <p>«Патріарший собор УГКЦ - знак єдності, до якої кличе пам'ять про Київську Церкву...» - Глава УГКЦ</p> <p>«Цивілізаційний вибір України зробив ще князь Володимир – це європейський вибір», - Блаженніший Святослав</p> <p>Гаївки на Софійській площі</p>	<p>Галицької митрополії УГКЦ</p>	<p>Святослава</p> <p>Послання Блаженнішого Святослава до священнослужителів Української Греко-Католицької Церкви на Страсний четвер</p> <p>Послання Блаженнішого Святослава, Верховного Архієпископа Києво-Галицького, до молоді</p> <p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p> <p>Владика Дмитро (Григорак) про виклики для сучасної сім'ї та підтримка Церкви</p> <p>Владика Йосиф (Мілян): «На святкування 1025-річчя Хрещення Русі-України наша</p>	<p>не дієтичний ритуал, це звільнення від гріха"</p>	<p>Святослава</p> <p>О телевиденні, культі сили и греха</p> <p>Розклад богослужінь на Страсний тиждень і Пасху</p> <p>Плавучие города будущего</p> <p>Отвага быть христианином в своей профессиональной деятельности</p> <p>В Экологическом университете представят экологическое учение Католической Церкви</p> <p>В Одессе пройдут экологические чтения</p> <p>Во всех храмах УГКЦ молились за защиту детей от аборта</p> <p>Влияние компьютерных игр на формирование аддиктивного поведения подростков</p> <p>В книжную лавку при Свято-Андреевском храме завезли новые книги</p> <p>В Одессу привезли мощи святых Космы и Дамиана</p> <p>В Одессе обсудили отношение Церкви к политике и государству</p> <p>В Одессу привезли нетленные мощи католического святого (фото)</p> <p>В Одессу приезжают мощи святого Иоанна Боско</p> <p>Назад у зиму або Вояж греко-католицької молоді до Буковелю</p>
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	<p>Капелани освятили паски у виховній колонії в Прилуках</p> <p>Глава УГКЦ під час Пасхального Богослужіння закликав «прийти, побачити і увірувати»</p> <p>Пряма онлайн-трансляція Воскресного Богослужіння, яке очолить Блаженніший Святослав</p>		<p>Церква, як мати, прийме в обійми своїх дітей з усього світу»</p> <p>Папа Франциск і отець Степан Чміль</p>		<p>Католики в современном мире</p> <p>Летняя англоязычная школа Украинского католического университета</p>
<p>06.05.2013</p>	<p>«Цивілізаційний вибір України зробив ще князь Володимир – це європейський вибір», - Блаженніший Святослав</p> <p>Гаївки на Софійській площі</p> <p>Капелани освятили паски у виховній колонії в Прилуках</p> <p>Глава УГКЦ під час Пасхального Богослужіння закликав «прийти, побачити і увірувати»</p> <p>Пряма онлайн-трансляція Воскресного Богослужіння, яке очолить Блаженніший Святослав</p> <p>«У Його смерті смерть зруйнована...» - Глава УГКЦ під час виставлення плащаниці в Києві</p> <p>Блаженніший Святослав у Страсний четвер: «Ми стали учасниками Тайної вечері»</p> <p>Святкові богослужіння в Римі з нагоди Великодня за юліанським календарем</p> <p>В Івано-Франківську пройдуть Дні Європи</p> <p>У селі Підбірці, біля Львова, вшанували пам'ять Митрополита УГКЦ Григорія (Яхимовича)</p> <p>В УКУ проведуть семінар «Святі XX століття між</p>	<p>«Цивілізаційний вибір України зробив ще князь Володимир – це європейський вибір», - Блаженніший Святослав</p> <p>Глава УГКЦ під час Пасхального Богослужіння закликав «прийти, побачити і увірувати»</p>	<p>Великоднє послання Блаженнішого Святослава</p> <p>Послання Блаженнішого Святослава до священнослужителів Української Греко-Католицької Церкви на Страсний четвер</p> <p>Послання Блаженнішого Святослава, Верховного Архієпископа Києво-Галицького, до молоді</p> <p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p>	<p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p>	<p>Пасха: каким должен быть состав пасхальной корзины (фото)</p> <p>В Одессе состоялась премьера экспериментального фильма «Крестный путь» (фото)</p> <p>Пасхальное Послание Блаженнейшего Святослава</p> <p>О телевидении, культе силы и греха</p> <p>Розклад богослужінь на Страсний тиждень і Пасху</p> <p>Плавучие города будущего</p> <p>Отвага быть христианином в своей профессиональной деятельности</p> <p>В Экологическом университете представят экологическое учение Католической Церкви</p> <p>В Одессе пройдут экологические чтения</p> <p>Во всех храмах УГКЦ молились за защиту детей от аборта</p> <p>Влияние компьютерных игр на формирование аддиктивного поведения подростков</p>

	<p>нами»</p> <p>У Борисполі презентували мистецтво в'язнів «Переображення Господньою любов'ю»</p> <p>Перший транслюватиме Богослужіння у Великодню ніч без перерви</p> <p>Вийшов перший випуск вісника Київського гарнізону «Господь – моя сила»</p> <p>Відбудеться ювілейне молодіжне піше паломництво до Свято-Успенської Унівської лаври</p> <p>Глава УГКЦ зустрівся з послом Німеччини</p> <p>Оргкомітет Всецерковної прощі до Патріаршого собору зібрався на чергове засідання</p> <p>У Городку на Львівщині вшанували військового капелана УГА о. Миколу Хмільовського</p> <p>Ярослав Грицак: «Україна – територія пограниччя, тому тут не можна накласти "ідею перемоги" у війні»</p> <p>Відбудеться паломництво з нагоди ювілею 125-ліття вступу Митрополита Андрея (Шептицького) до монастиря отців василіан</p>		<p>Владика Дмитро (Григорак) про виклики для сучасної сім'ї та підтримка Церкви</p> <p>Владика Йосиф (Мілян): «На святкування 1025-річчя Хрещення Русі-України наша Церква, як мати, прийме в обійми своїх дітей з усього світу»</p> <p>Папа Франциск і отець Степан Чміль</p>		<p>В книжну лавку при Свято-Андреевском храме завезли новые книги</p> <p>В Одессу привезли мощи святых Космы и Дамиана</p> <p>В Одессе обсудили отношение Церкви к политике и государству</p> <p>В Одессу привезли нетленные мощи католического святого (фото)</p> <p>В Одессу приезжают мощи святого Иоанна Боско</p> <p>Назад у зиму або Вояж греко-католицької молоді до Буковелю</p> <p>Католики в современном мире</p> <p>Летняя англоязычная школа Украинского католического университета</p> <p>Новый Папа Римский Франциск — воспитанник греко-католического священника</p>
01.05.2013	<p>У селі Підбірці, біля Львова, вшанували пам'ять Митрополита УГКЦ Григорія (Яхимовича)</p> <p>В УКУ проведуть семінар «Святі XX століття між нами»</p> <p>У Борисполі презентували мистецтво в'язнів «Переображення Господньою любов'ю»</p> <p>Перший транслюватиме Богослужіння у Великодню ніч без перерви</p>	<p>Глава УГКЦ зустрівся з послом Німеччини</p> <p>«Вербові галузки символізують усе те добре, що ми можемо</p>	<p>Великодні послання Блаженнішого Святослава</p> <p>Послання Блаженнішого Святослава до священнослужителів Української Греко-Католицької Церкви на Страсний четвер</p>	<p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це</p>	<p>Пасхальное Послание Блаженнейшего Святослава</p> <p>О телевидении, культе силы и греха</p> <p>Розклад богослужінь на Страсний тиждень і Пасху</p> <p>Плавучие города будущего</p> <p>Отвага быть христианином в своей</p>

<p>Вийшов перший випуск вісника Київського гарнізону «Господь – моя сила»</p> <p>Відбудеться ювілейне молодіжне піше паломництво до Свято-Успенської Унівської лаври</p> <p>Глава УГКЦ зустрівся з послом Німеччини</p> <p>Оргкомітет Всецерковної прощі до Патріаршого собору зібрався на чергове засідання</p> <p>У Городку на Львівщині вшанували військового капелана УГА о. Миколу Хмільовського</p> <p>Ярослав Грицак: «Україна – територія пограниччя, тому тут не можна накласти "ідею перемоги" у війні»</p> <p>Відбудеться паломництво з нагоди ювілею 125-ліття вступу Митрополита Андрея (Шептицького) до монастиря отців василіан</p> <p>Релігійна драма «Розіпни Його» відбулася в Міністерстві оборони України та Генеральному штабі</p> <p>У Борисполі відбудеться презентація Національного конкурсу образотворчого мистецтва в'язнів «Переображення Господньою любов'ю»</p> <p>«Вербові галузки символізують усе те добре, що ми можемо принести Христу як підсумок Великого посту», - Глава УГКЦ у Вербну неділю</p> <p>Блаженніший Святослав у Великодньому посланні: «Сьогодні український народ можна порівняти з учнями Ісуса Христа»</p> <p>Презентація книги «Служити в'язням» відбулася в Чернігові</p>	<p>принести Христу як підсумок Великого посту», - Глава УГКЦ у Вербну неділю</p>	<p>Послання Блаженнішого Святослава, Верховного Архієпископа Києво-Галицького, до молоді</p> <p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p> <p>Владика Дмитро (Григорак) про виклики для сучасної сім'ї та підтримка Церкви</p> <p>Владика Йосиф (Мілян): «На святкування 1025-річчя Хрещення Русі-України наша Церква, як мати, прийме в обійми своїх дітей з усього світу»</p> <p>Папа Франциск і отець Степан Чміль</p>	<p>не дієтичний ритуал, це звільнення від гріха"</p>	<p>професійної діяльності</p> <p>В Екологічному університеті представлять екологічне вчення Католицької Церкви</p> <p>В Одесі пройдуть екологічні читання</p> <p>Во всіх храмах УГКЦ молились за захист дітей від абортів</p> <p>Вплив комп'ютерних ігор на формування аддиктивного поведінки підлітків</p> <p>В книжкову лавку при Свято-Андрієвському храмі завезли нові книги</p> <p>В Одесі привезли мощі святих Косми і Даміана</p> <p>В Одесі обговорили стосунки Церкви з політикою і державою</p> <p>В Одесі привезли нетленні мощі католицького святого (фото)</p> <p>В Одесі приїжджають мощі святого Іоанна Боско</p> <p>Назад у зиму або Вояж греко-католицької молоді до Буковелю</p> <p>Католики в сучасному світі</p> <p>Летня англійська школа Українського католицького університету</p> <p>Новий Папа Римський Франциск — вихованець греко-католицького священника</p> <p>Мексиканські монахи моляться в Ватикані</p>
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	<p>У Страсний четвер владика Михайло (Колтун) митиме ноги військовослужбовцям</p> <p>Блаженніший Святослав у Лазареву суботу: «Коли ми грішимо – вкладаємо себе в гріб»</p> <p>В УГКЦ вийшов перший номер молодіжного часопису «ДивенСвіт»</p> <p>В УГКЦ вийшов перший номер молодіжного часопису «ДивенСвіт»</p> <p>У проєкті «Врятуймо добру людину!» переміг «Карітас Коломийсько-Чернівецької єпархії»</p>				<p>за избрание нового Папы</p> <p>Три направления деятельности доминиканского Института св. Фомы</p>
<p>2 6. 0 4. 2 0 1 3</p>	<p>У проєкті «Врятуймо добру людину!» переміг «Карітас Коломийсько-Чернівецької єпархії»</p> <p>Фахівці в галузі релігійного фандрейзингу провели семінар для монахинь та працівників Патріаршої курії УГКЦ у Львові</p> <p>Салезіани проведуть Хресну дорогу та зустріч із юнаками</p> <p>На Львівщині тривають місії тверезості</p> <p>Церква формує «екологію людини», яка є запорукою «екології довкілля», – проф. Володимир Шеремета</p> <p>У Коломії провели презентацію програм залучення осіб з особливими потребами в життя Церкви</p> <p>Комісія УГКЦ "Справедливість і мир" запрошує на суспільно-етичний форум Німеччини</p> <p>Святіший Отець написав листа Главі УГКЦ</p> <p>Єпарх Стемфордський закликав вірних своєї єпархії взяти участь у святкуванні 1025-ліття Хрещення Русі-</p>	<p>Святіший Отець написав листа Главі УГКЦ</p> <p>«Молюся, щоб Святий Дух пробуджував у серцях священників справжній місійний дух», - Блаженніший Святослав (Шевчук)</p>	<p>Послання Блаженнішого Святослава до священнослужителів Української Греко-Католицької Церкви на Страсний четвер</p> <p>Послання Блаженнішого Святослава, Верховного Архієпископа Києво-Галицького, до молоді</p> <p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це</p>	<p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p>	<p>Розклад богослужінь на Страсний тиждень і Пасху</p> <p>Отвага быть христианином в своей профессиональной деятельности</p> <p>В Экологическом университете представят экологическое учение Католической Церкви</p> <p>В Одессе пройдут экологические чтения</p> <p>Во всех храмах УГКЦ молились за защиту детей от аборта</p> <p>Влияние компьютерных игр на формирование аддиктивного поведения подростков</p> <p>В книжную лавку при Свято-Андреевском храме завезли новые книги</p> <p>В Одессу привезли мощи святых Космы и Дамиана</p> <p>В Одессе обсудили отношение Церкви к политике и государству</p>

	<p>України в Києві</p> <p>У Львові вперше проведуть Хресну дорогу для осіб, які нечують</p> <p>Патріарх маронітів відвідав єпархію Покрови Пресвятої Богородиці УГКЦ в Аргентині</p> <p>Головною темою християнського часопису «Кана» є радість Воскресіння Христового</p> <p>"Українським Збройним силам потрібні військові капелани", - Центр Разумкова</p> <p>Блаженніший Любомир презентував свою нову аудіокнигу «Суспільство і закон»</p> <p>«Молюся, щоб Святий Дух пробуджував у серцях священників справжній місійний дух», - Блаженніший Святослав (Шевчук)</p> <p>«Шлях болю» у Вінницькому медичному коледжі</p> <p>Відбудеться піше паломництво та велопроща духовенства і вірних Київської архієпархії УГКЦ до Вишгорода</p> <p>Екобюро УГКЦ бере участь у Міжнародному екологічному форумі</p> <p>Великопісні реколекції в Барселоні</p> <p>На Донеччині відбулися реколекції для дружин священників</p>		<p>звільнення від гріха"</p> <p>Владика Дмитро (Григорак) про виклики для сучасної сім'ї та підтримка Церкви</p> <p>Владика Йосиф (Мілян): «На святкування 1025-річчя Хрещення Русі-України наша Церква, як мати, прийме в обійми своїх дітей з усього світу»</p> <p>Папа Франциск і отець Степан Чміль</p> <p>Пастирське послання Блаженнішого Святослава до вірних УГКЦ на Великий піст 2013 року</p> <p>Маємо українського Папу...</p>		<p>В Одесу привезли нетленні мощи католицького святого (фото)</p> <p>В Одесу приїжджають мощі святого Іоанна Боско</p> <p>Назад у зиму або Вояж греко-католицької молоді до Буковелю</p> <p>Католики в сучасному світі</p> <p>Летня англійська школа Українського католицького університету</p> <p>Новий Папа Римський Франциск — вихованець греко-католицького священника</p> <p>Мексиканські монахи моляться в Ватикані за вибори нового Папи</p> <p>Три напрями діяльності домініканського Інституту св. Фомы</p> <p>Папа просить молитися за призначення жінки на посаду в розвиток суспільства</p> <p>Секретні документи Ватиканського архіву</p> <p>Вшитий образ Дмитрія Блаженнішого</p> <p>Представники УГКЦ провели зустріч з дітьми з колонії неповнолітніх</p>
21.04.	<p>Заступник міністра оборони України Олександр Олійник відвідав гарнізонний храм у Львові</p> <p>«УГКЦ розширюватиме стосунки з Церквою древнього Константинополя», - Глава УГКЦ після</p>	<p>«УГКЦ розширюватиме стосунки з Церквою древнього</p>	<p>Послання Блаженнішого Святослава, Верховного Архієпископа</p>	<p>Блаженніший Любомир: Про співжиття Церкви і</p>	<p>В Екологічному університеті представлять екологічне вчення Католицької Церкви</p> <p>В Одесі пройде екологічне читання</p>

2013	<p>зустрічі з Патріархом Вартоломеєм I</p> <p>Оргкомітет із відзначення Року соціального служіння в УГКЦ провів робоче засідання в Коломиї</p> <p>У Києві презентували молитовник для військовослужбовців</p> <p>У рамках паломництва святими місцями Константинополя Глава УГКЦ зустрінеться із Патріархом Вартоломеєм I</p> <p>Блаженніший Любомир виступить на Саміті професіоналів-християн</p> <p>Владика Венедикт відвідав Східну колегію в Айхштетті</p> <p>Відбудеться презентація нової аудіокниги Блаженнішого Любомира «Суспільство і закон»</p> <p>«Я бачу нашу Церкву і єпархію в Бразилії живою, надійною та енергійною», - владика Володимир (Ковбич)</p> <p>Мігранти та їхні родини здійснять прощу</p> <p>Блаженніший Святослав: «Зневага парламентаризму в Україні викликає велике занепокоєння в суспільстві»</p> <p>Глава УГКЦ висловив співчуття з приводу Бостонської трагедії</p> <p>«Метод розпізнавання плідності - не контрацепція, а світогляд і спосіб життя у згоді із Богом», - о. Андрій Логін під час конференції у Львові</p> <p>У Чорткові перебувала копія Туринської плащаниці</p> <p>В Івано-Франківську відкрили виставку плащаниць із</p>	<p>Константино поля», - Глава УГКЦ після зустрічі з Патріархом Вартоломеєм I</p> <p>У рамках паломництва святими місцями Константино поля Глава УГКЦ зустрінеться із Патріархом Вартоломеєм I</p>	<p>Киево-Галицького, до молоді</p> <p>Блаженніший Любомир: Про співжиття Церкви і Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p> <p>Владика Дмитро (Григорак) про виклики для сучасної сім'ї та підтримка Церкви</p> <p>Владика Йосиф (Мілян): «На святкування 1025-річчя Хрещення Русі-України наша Церква, як мати, прийме в обійми своїх дітей з усього світу»</p> <p>Папа Франциск і отець Степан Чміль</p> <p>Пастирське послання Блаженнішого Святослава до вірних УГКЦ на Великий піст 2013 року</p>	<p>Держави</p> <p>Блаженніший Святослав (Шевчук): "Піст — це не дієтичний ритуал, це звільнення від гріха"</p>	<p>Во всех храмах УГКЦ молились за защиту детей от аборта</p> <p>Влияние компьютерных игр на формирование аддиктивного поведения подростков</p> <p>В книжную лавку при Свято-Андреевском храме завезли новые книги</p> <p>В Одессу привезли мощи святых Космы и Дамиана</p> <p>В Одессе обсудили отношение Церкви к политике и государству</p> <p>В Одессу привезли нетленные мощи католического святого (фото)</p> <p>В Одессу приезжают мощи святого Иоанна Боско</p> <p>Назад у зиму або Вояж греко-католицької молоді до Буковелю</p> <p>Католики в современном мире</p> <p>Летняя англоязычная школа Украинского католического университета</p> <p>Новый Папа Римский Франциск — воспитанник греко-католического священника</p> <p>Мексиканские монахи молятся в Ватикане за избрание нового Папы</p> <p>Три направления деятельности доминиканского Института св. Фомы</p> <p>Папа просит молиться о признании вклада женщин в развитие общества</p>
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<p>колекції архикатедрального собору Святого Воскресіння</p> <p>Комісії «Справедливість і мир» проведе цикл семінарів на тему «Етика і економіка»</p> <p>Про екуменічний та місійний напрямки Стратегії розвитку УГКЦ говорили в Самбірсько-Дрогобицькій єпархії</p> <p>В Інституті кримінально-виконавчої служби відбулася презентація книжки «Служити в'язням»</p> <p>Глава УГКЦ відвідав сестер служебниць у Львові</p> <p>У Чернівцях пройшла екуменічна Хресна дорога</p>		<p>Маємо українського Папу...</p>		<p>Секретные документы Ватиканского архива</p> <p>Вышитая икона Дмитрия Блажейовского</p> <p>Представители УГКЦ провели встречу с детьми из колонии несовершеннолетних</p> <p>Львовян призывают стать наставниками для детей-сирот и детей, лишенных родительской опеки</p> <p>В Одессе пройдет конференция на тему экономического учения Церкви</p>
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Table A2: *UGCC and UGCC-OD website headlines*

### APPENDIX E: Palmer's study overview

The table below lists the categories and the questions used by Palmer (200) to explore navigation tools and properties in her study entitled “*An investigation of the Web sites of the 100 largest nonprofit organizations in the United States*”.

Category	Meaning
Questions related to the ease of making a donation	<p>Does the organization request donations on its Web site?</p> <p>Are online donations accepted?</p> <p>How much time has it taken the investigator to complete a \$10 donation?</p> <p>Are there any difficulties in completing the donation?</p> <p>How many links are traversed from the homepage to the initial donation screen?</p> <p>How many pages between the start of a donation to the completion of a donation?</p> <p>What credit cards are accepted?</p> <p>Does the donation processing appear to be part of the same site?</p> <p>What is the name of the vendor processing the donation?</p> <p>Was HTTPS used on the donation screens?</p> <p>Does the third party such as VeriSign assure transactional integrity?</p> <p>Does the organization allow a donor to opt-out of receiving additional mail from the organization?</p> <p>Do donors have the option to receive an email acknowledgement instead of a physical receipt?</p> <p>What time and on what date does a donor receive an electronic acknowledgement of the gift?</p> <p>On what date does a donor receive a mailed receipt?</p>
Questions related to the ways that NPOs use the Web	<p>Does the organization solicit in-kind donations?</p> <p>Does the site promote planned giving?</p> <p>Does the site promote an option to specify that a gift was in honour of a person?</p> <p>Does the Web site allow a donor to designate how the money is spent?</p> <p>Does the organization accept checks online?</p> <p>Does a site accept any alternative forms of payment?</p> <p>Does the NPO promote any affiliate programs?</p> <p>Does the NPO Web site promote email newsletters?</p>

<p>Questions related to Web design, navigation, performance, popularity, and usability</p>	<p>Does the NPO Web site make the organization's IRS Form 990 available?  Does the NPO make any financial reports other than the IRS Form 990 available on the Web?  Does the NPO use its Web site to promote volunteer opportunities?  Does the organization accept applications online for volunteer or paid positions?  Does the NPO Web site accept advertising from third parties?  Does the Web site display seals from independent agencies?  Does the homepage contain elements that distract a user?  Does Web site use a tagline?  Is there a statement of purpose or link to such a statement on a homepage?  Must individuals scroll a Web page to see all the content at the following resolutions: 1,024 by 768, 800 by 600, 340 by 480?  Has the Web site outsourced Web design or development?  Does the Web site indicate the modification date of pages?</p>
<p>Questions related to the information collected on NPO Web sites</p>	<p>Does the site include features to facilitate access for people with disabilities?  How many links does an NPO homepage contain and how many of these links do not function?  What is the size of a Web site's homepage (related to downloading time)?  Has a site's homepage passed the W3C HTML validation test?  What is the Alexa popularity of a Web site?  What is the number of pages that link to the site?  What is the placement of NPO Web sites within the search results of commercial search engines?  What navigational aids does a Web site provide?  Does the site include any pages in languages other than English?</p>

Table A3: *The overview of Palmer's study*

## APPENDIX F: Nelson's study overview

The table below lists the categories and the questions used by Nelson (2008) to explore navigation tools and properties in the study entitled "*Designing web usability: The practice of simplicity*".

Category	Meaning
Material designed to convert/evangelize the user	(1) links within the Web site to other religious information; (2) presentation of "plan of salvation"; (3) text of pastor's sermons available online; (4) links to Bible study material not on the church's Web site; (5) Bible study materials available online;
Information to show the local church allied with a larger community/denomination	(1) link to denominational information; (2) other logos; (3) denominational information on church site; (4) listing of missions or service opportunities; (5) articles from news services or other publications; (6) calendar events for entities other than the church;
Material designed to present the church as an organization	(1) worship service times; (2) church address/phone number; (3) photos of main church building; (4) weekly schedule information; (5) listing of church staff; (6) special church event listing; (7) church mission statement; (8) photos of other buildings; (9) biography of pastor; (10) biography of other staff; (11) pastor's welcome to visitors; (12) church logo; (13) photos of church activities; (14) church newsletter; (15) church policies;
Usability functions	(1) site map; (2) major links to rest of site; (3) search engine box; (4) low reliance on graphics; (5) short scrolls of text; (6) minimal navigation menus; (7) minimal pop-up windows; (8) minimal unwanted or intrusive ads;

Material designed to allow users to interact with the Church or others	<ul style="list-style-type: none"> <li>(1) “for more information” e-mail link;</li> <li>(2) the listing of the pastor's e-mail;</li> <li>(3) other staffs' e-mails;</li> <li>(4) webmaster's e-mail;</li> <li>(5) the ability to submit prayer requests;</li> <li>(6) a guest book;</li> <li>(7) the ability to read prayer requests;</li> <li>(8) a feedback form;</li> <li>(9) online sign-up for church activities;</li> <li>(10) printable sign-ups for church activities;</li> <li>(11) online donations;</li> <li>(13) discussion forums;</li> <li>(14) chat rooms;</li> <li>(15) online polls;</li> <li>(16) online surveys;</li> <li>(17) the ability to join the organization via online forms;</li> </ul>
Up-to-dateness	(1) posting of last updated date and time;
The generation of visitors	<ul style="list-style-type: none"> <li>(1) pastor's welcome to visitors;</li> <li>(2) statement of philosophy/mission; ability to join organization online;</li> <li>(4) church history; description of church;</li> <li>(6) links to denominational information;</li> <li>(7) logo of denomination; speeches from congregation leaders;</li> <li>(9) posting of last updated time and date; legal disclaimer/privacy policy;</li> </ul>
Dialogic loop properties	<ul style="list-style-type: none"> <li>(1) Contact information;</li> <li>(2) opportunity for user-response;</li> <li>(3) regular information available through e-mail;</li> <li>(4) things that can be requested by mail/e-mail;</li> </ul>
Playfulness	<ul style="list-style-type: none"> <li>(1) games;</li> <li>(2) music;</li> </ul>
Media relations	<ul style="list-style-type: none"> <li>(1) press releases;</li> <li>(2) community service information;</li> <li>(3) text of pastor's sermons;</li> <li>(4) speeches from congregation leaders;</li> <li>(5) clearly stated positions on policy issues;</li> </ul>
External relations	<ul style="list-style-type: none"> <li>(1) feedback form;</li> <li>(2) guest book;</li> </ul>
Internal relations	<ul style="list-style-type: none"> <li>(1) online sign-up for church activities;</li> <li>(2) printable sign-up for church activities;</li> <li>(3) calendar events for entities other than the church.</li> </ul>

Table A4: *The overview of Nelson's study*

**APPENDIX G: The UOCC original HP and the “Links” page**

Below snapshots of the UOCC website HP (A) and the UOCC website “Links” page (B). The original dimensions of the pages were minimized proportionally for a better comparison.

**A****B**

Figure A2: *The UOCC HP (A) and the UOCC “Links” page (B)*