
The Journal contains collected articles in which the authors research the current issues of publishing and editing, public relations and advertising, contemporary multicultural society, libraries, contemporary art, cultural industries and information communication in contemporary social and communication space.

For researchers, graduate students, anyone interested in the items of theory, history and practice of social communication.

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THEORY AND HISTORY
OF JOURNALISM AND PUBLISHING INDUSTRY
Genre Features of Promotional Materials and Specificity of Their Customer Training

Peculiarities of an advertisement structure concerning its relation to the text are being analyzed. The article describes the way an editor should work with the texts of an advertisement and gives examples of typical mistakes in the process of this publishing matter making.

Key words: advertisement, advertising matter, genres of advertising matter, title, subtitle, body of the text, reference data, slogan, advertisement editing.

The relevance of the research issues, technologies and techniques of creating and editing marketing materials, forms and methods of their impact on reader with time becomes more acute. It’s caused by several factors.

Firstly, advertising has become a constant companion of the modern informational society. Every year it increasingly permeates all spheres of lives: sociopolitical, social and personal. It becomes widely shared in various material carriers in public places of large and small settlements, roads, transport. Insistently it’s "prescribed" on the pages of various print and electronic publications. TV shows, feature films, entertainment shows are almost universally interrupted by the long time advertising or breaks as they are known on the television.

Secondly, a perception of obsession more often could be heard in society and even aggressiveness, dishonesty, stupidity, arrogance of advertising, its illiteracy. It’s even cause the appearance of "Save yourself from advertising!" calls in internet social networks and the relevant analytical publications in periodicals [3, 7].

Thirdly, in terms of market economy development, advertising is a powerful tool especially large and medium-sized businesses. In countries that are building a democratic society – it’s also a politics instrument. So, a segment of various promotional items, according to specialists weathercast, has not achieved their possible maximum in such countries and is currently in the period of active fulfilling
of numerous available niches. It is obvious that it will actively continue to serve several functions, initially designated the advertisement, the most important of which is to inform the formation of consumer priorities, and then – some material and spiritual values of social groups [9].

_Fourthly_, that rapid spread of "Advertising and Public Relations" specialty in Ukrainian universities which we can see, in terms of whether widespread lack of specialized qualified teachers, leads to the leveling of specialty passport, blurring the criteria of knowledge and skills that students would take.

_The purpose of this article_ is to identify the genre features of promotional materials and to highlight common errors of editorial preparations.

In the scientific and academic literature there are different names for the product, which is published for commercial purposes: advertising message, promotional information, advertisements, promotional text. Prominent theorist of editing and publishing R. Ivanchenko stands as the proponent of the last one. According to the scientist, "a single sentence does not always end the full opinion, it could be complete only in the text." In other words, "in the flow of the basic unit of speech that expresses a complete expression, is not a sentence, but the text, the sentence is considered a form of text " [6, 24].

However, the above phrase is not quite accurately describing promotional product in its current form. For advertising text, prepared due to entirely computerized design studios, the output is presented to the user in a completely different form than it was at the beginning: often the text part of the total amount exceeds much more powerful figurative series that explains and supplements the text. The logical combination of text and image creates a product that would be better not to call an advertisement or information, and promotional materials.

Such word-combination – promotional material – is advisable to take when we will talk about a particular product advertising in general, without specifying its genre features.
But in the context analysis of features of the construction of a promotional material, the specifics of its editorial training is necessary to understand it in signs that point to a particular genre it belongs text portion.

It is not exaggeration to say that in recent years a variety of sizes and method of execution of promotional materials were rapidly penetrate virtually all three groups journalism genres – informational, analytical, publicistic and journalistic. Today, for example, one is not surprised by the appearance on the pages of a newspaper or magazine media advertising essay advertising reviews, advertising reportage, advertising or promotional interview article.

Construction of any text, including advertising, sister: it can be roughly separated into introductory, body and conclusion part. The title complex with its hierarchical subordination structures, organizes text: the general title, subtitle, subsubtitle. Modifications in the structure of the advertising text and its content, formation, according to the Russian researcher S. Berdyshev, subordinate only to the requirements of adaptation of the text to the effective functioning of a particular economic environment [2, 33].

What is the difference between listed in the respective genres showcase of conventional journalism and whether it has the right to exist is common in some circles believed of advertising professionals that advertising texts must be created not by journalists or editors, but by them and only them – by the advertisers?

It is obvious there is only one difference: these materials do not contain any critical facts, no doubt, no alternative opinion. Here, from the beginning a solid set of advantages and positives deliberately lay. (Considering this, it’s almost impossible to imagine the advertising material written in the genre of, for example, replica, satires, fables – otherwise it would counter-advertising/defamation). Visually, such publications often can be distinguished only in circumstances where conscientious editors submit them to the relevant pages of advertising or designate heading like "Is placed instead of advertising". Otherwise only a prepared reader can immediately identify the reason.
Thus, we can certainly say that there is no specific nature in preparation and editing of promotional materials that relate to such genres as a report, correspondence, interviews (information group genres), articles, comments (group analytic genres), essay, biography (group of artistic and journalistic genres).

The other thing, when it comes to the so-called small advertising genres. Traditionally, these include: information, note, notice, advertisement, advertising line (on the pages of newspapers, the TV, on physical media outdoor advertising). Some researchers extend this series by adding tabs to it, programs, invitations, calendars, business cards, flyers [2, 5].

We go on about the specifics of such publication material. First of all, let’s find out today’s fairly widespread in professional literature argument about who would be better to cope with the task of creating these promotional materials: an advertiser or editor? The advertiser, of course, if he is familiar with the subtleties of editing texts of varying complexity on practice. And of course the editor if he well mastered the basics of the advertising business. Among other things, knowledge of psychology would be very useful. This will enable a deeper understanding of the patterns of psychological perceptions of different types, in particular advertising, information and distinguish between primary, i.e. congenital and secondary acquired, the motives of individuals to meet their material and spiritual needs.

In determining the specific preparation of advertising, beginner editors should capture two important statements:

a) modern advertising is created mainly in advertising business institutionals;

b) several multiple entities serve as the direct creators of advertising materials: customer advertising, lyricist, editor, art designer.

No matter where the advertising order is executed (in network or a large creative agency, agency of a full cycle or small agency services), the structure of such institution must operate with the creative department, which has the following editorial positions as an editor, proofreader, technical editor of art editor (designer). There also is a copywriter – translating from English literally indicates someone who has the skill to write (create) texts. In fact, it’s going about the author of the text. So
it's unjustifiable Latinized tracing. In pursuit of fashion many advertising agencies in the staff list just mindlessly and unmotivated in terms of language literacy called the post editor now. Hence, common in advertising copywriting medium term as the process of writing advertising copy.

Still, editor is the main person in this truly collective process of creating advertising material. He is to organize the work process of the creative team that way that at each stage of the reaction-publishing process took on the idea of customer specific professional implementation. In this context it is important to emphasize that all members of the creative team are equal components of a whole process and therefore influence each other. In this manner a creative vision of text editor can be added or updated by the unexpected finding of an artist. And by contrast, an artist influenced by a number of well-chosen words has to change its original concept and consider the idea of an author or editor.

As any text, advertising one has to go through all stages of the editorial processing: agreeing with the author edits, cuts, additions, changes, revision of the author’s text on the proposal of editor; showing in the layout with figurative number.

The preparatory phase of work is required. If it’s going on about, for example, advertising product, there is a need for review of its basic parameters, to ascertain the utility to the consumer, market similar goods issued by comparison with competing innovations.

Starting to write the text, we should put a goal to do it in such a way to cause the consumer some motivational reactions. Among them: the interest, desire, belief and action. Performance, of course, involves the purchase.

What is essential in the formation of text number? First of all, to clear points and discussed in advance of its components: title, subtitle, body text, reference data slogan.

It is obvious that the main burden falls on the headline: would the potential customer read further or he’ll move the focus to the rest of the column – this will depend on laid freshness, originality, novelty, brevity, charm, rhythms and even a pun in it.
Among the main functions of subtitle is to gain the interest to keywords, encouraging the reader to read the other text blocks, the formation of the future layout.

Important details are in the body of the text. Remembering that the advertising material could be without this component we should motivate the need of this material. One of the winning technique is to use the persuasive quote. This can be ideational phrase from the piece of art, the idea of famous personality. The reader can bribe by the correctly chosen narrative tone – honest, direct, convincing.

The exact names, addresses, contact numbers, price and the main characteristics of the good or the product indicates in the reference data.

Having a slogan is very important. This is one of the key terms in the advertising business, and capacious meaning, clear advertising slogan appeal, the appeal to potential customers that is easy to remember. Sometimes it is filed with the headline, sometimes – performs its role. It successfully coined the slogan "pulls" exalts all promotional material, making it an effective, efficient.

Along with working on the text the second wing of shaped promotional material forms – it’s the figurative series. Select the main components of this series: the main illustration or collage, logo, mark.

Among the variety of different types of figurative series (photographs, drawings, pictures, charts, diagrams, maps, plans) promotional materials designers often use the first two, which got the greatest benefits. Yes, photos provide honesty, emotion, associative image, self-presence, identity. Pictures forms the imagination, catchy original style, an exaggeration. The presence of the logo as a stylized graphical image, which played the main idea of the charter of the company, enterprise or firm in the advertising material is mandatory. By this sign identifies the advertised manufacturer determines the level of its popularity. The same applies to the trade mark, which is shaped mark by which the manufacturer individualize their products and distinguishes it from similar.

There are no established requirements for the size proportionality between text and illustrative materials. It depends on the type of advertising, its purpose, method
of placement. Invariable is the rule: the two parts must be logically interrelated, they are designed to complement each other, and each made in the layout element has to work to maximize the creative project.

This is the tested general scheme of work on promotional materials by publishing practices. Now let's try to see on current example, what and in which way this scheme was used by the creators of a single promotional product. Let’s take, for example, a card-box of already familiar to Ukrainian consumers cartons of eggs of a new manufacturer and a supplier of this product – agricultural enterprise "Hospodin Petuhov'."

The front side of a two-colored, printed on cardboard improved density, cards represented by structural components: headline ("Highest category edible eggs "), three sub-headlines ("Organic products", "Without GMO, antibiotics and additives of animal origin," "Chicken eggs 10 pcs "). From the reference data the following information was given: title, phone, manufacturer’s mail and email address, sorting date, time and storage conditions, components of the energy and nutritional value. The main figurative elements of the party are the stylized logo of the manufacturer "Hospodin Petuhov" and the drawing of a rooster, which looks – healthy, courageous, self-confident, pleased with himself. If to consider that such already known on the national manufacturers eggs market elements of packages artistic design as "Gavrilovsky chicks", "Big Zhovtyaky", "Yasen Svit", "From Good Chicken", "Teleshivski Fresh" is a constant hen , in this case the solution of the main artistic illustration in the form of extravagant cock cannot be a good and original idea. There are two other interesting elements: the slogan and the main text. They are located on the back side of the card. Let’s analyze the content of the slogan – "Healthy product from Hospodin Petuhov’." Thanking you for your purchase, the company turned to the buyer with the following asks: "In the vastness of the Sumy region we keep poultry in close to nature conditions, and every day and collect a healthy natural egg. On the same day we will carefully pack and deliver them to the shops to ensure freshness and preserve properties inherent by nature on your table."
The distinctive feature of this text is simplicity and credibility. A number of factors or also so called as advertisers – well-aimed words and phrases that are able to convince the discerning consumer cause the credibility of the product. Let’s select them: natural conditions, fresh egg a day, organic eggs, natural eggs, carefully packaged, product freshness, keep natural properties. If we add the same keywords on the front page flyers – organic products, without antibiotics, no additives of animal origin, the highest category, the calculation of the creators of the material during the main benefits of the product – sustainability, naturalness and care, to be sure, it is justified. Certainly, the slogan "Simple and convincing" has been defined conceptually from the beginning to some extent muted two-tone, soft, a variant decoration fire at drawing the attention of the consumer to a successful text.

The only significant omission of the papering is selection of Russian company name version. In addition, it is presented in such grammatical form that doesn’t use in contemporary standards of Russian orthography (archaic solid mark the end of the word Petukhov’). For some extent, this approach could be justified if that firm was established and worked in Russia. It also refers to the Ukrainian producer who works in the village Kosivschyna in Sumy. This unfortunate detail about humanitarian aspect characteristics of the advertising business, which operates in Ukraine, doesn’t stand on the second place.

It is no exaggeration to say that the biggest drawback of Ukrainian advertising of the beginning of the third millennium is the low professional level of performance just in terms of editorial preparation. Language abruptly, no unnecessary caked borrowing from foreign, mostly Russian, languages, inaccurate use of keywords , which inevitably leads to ambiguous interpretation of the phrase, violation logical phrases relationship, factual errors, character distortion of own geographical names; discrepancy of text and illustrations material, failure of the principle of unification of repetitive text units – these are the most common mistakes that almost universally accompanied by modern advertising texts on a variety of media.

On already published the advertising in print and electronic media examples let’s examine these errors in that order they were listed above.
Language abruptly, tracings. It is the largest segment in terms of errors, which describes the elementary ignorance copywriter creators. Previously encountered errors of this nature within the local replication – mainly in transport, various external media, now they are increasingly appearing in the press, on radio and television.

It's hard to imagine what spelling system the author of following text used when he placed it on the running boards in the Ukrainian capital in the area of the largest clothing market (in bold color space, which is clearly in need of revision, "European Fair of Turkish goods at prices lower than the market in assortment clothing of leather."

More often repeated phrases of the same typological series: "Ryhtovka, painting cars" (correct to – "straightening, painting)," Sontsezhistni glasses "(sunglasses)," Juice klyukvenyy "(cranberry)," mushroom broth. Add flavor "(broth, raisins)," We speak the same language "(the same language)," lowest price "(lowest)," Take part "(take)" Free Entrance ",(free).

The above examples were taken from commercial advertising, creators of which didn’t know the high level language culture. And the requirements for this, weren’t exhibited to them. The other thing is, when entirely illiterate tests were ordered and were paid for by the state on behalf of a particular representative government, backed by the same high-ranking illiterate. It is clear that this is the approved capital located throughout the text as follows: " Kieven! Do not pay bribes to employees of public utilities and services. Indeed, this new formed word "Kieven" "hurts" you when you see it; such a word could not to be found either in Russian or in Ukrainian dictionaries. In such cases it is not just the matter of material losses but also the loss of moral. It is worth mentioning in this context, how publicized on the eve of the football championship "Euro 2012" among the public of the capital of Ukraine became the repeated replacement through ignorance and irresponsibility of government entities English texts in subway stations, in which ordinary passengers found many mistakes grammatical nature.

This example shows that linguistic ignorance of many advertising copywriters often begins in the corridors of the government, which approved the statutes and
official names of new companies, enterprises and organizations. There are already an experienced hand and the editor is not able to change anything. For example, can new housing construction firm in Kiev cause respect from potential customers if the logo which appears periodically, not only on billboards of the capital but also in the pages of periodicals – "Poznyakizhilbud"? After all, every student at once would find a huge mistake, ‘cause in terms of Ukrainian language the name of this company sound as "Poznyakyzhytlobud." However, the firm also called inheritance foul language abruptly, which has nothing to do neither with Ukrainian nor Russian literary language. Of course, that made him illiterate worker and claimed the same illiterate head of a government agency.

The low level of the culture of management organizations in their serving the people work (transport, shopping, medical facilities, and often in public institutions) show all kinds of promotional text messages or announcements, which is recorded in words derogatory to human repressive imperative tone. There is not enough skilled people, or at least a professional editor consult.

Sometimes among the creators of advertising peremptory statement that gross grammatical or lexical errors made not through ignorance lyricist, and deliberately so because, they say, advertising can be remembered more consumers can be heard. Of course, such arguments are absurd and shouldn’t be allowed to consider, because in any civilized world the advertised ignorance, primitiveness and ignorance of the rules always considered bad behavior. And to justify this legal illiteracy is replicated to a society completely unacceptable.

The ambiguity of the phrase in terms of usage the wrong keyword. In short advertising sentences are the key concepts that you cannot be called words, which in different contexts have different meaning. There are two characterized by texts, the semantic nature of which can confuse the reader (that were published nearly at the same time on several Kiev big-boards) "Helen! I love (люблю) you! Midge." and "Daddy! Happy Birthday! I love (кохаю) you. Tanya."

The keywords of these texts are the verbs: like (люблю) and love (кохаю). However, in both cases, they are taken correctly. In the first case the customer
advertising text should confess the girl that he love (кохає) her but not in like (любить) (you can like your friends, work, beer), and in the second one – a public confession of love from the daughter to her father means a clear perversion of one of these two. This illiterate replicated personal stuff, called now as a private advertisement, as the indifferent the author of the newspaper "Young Ukraine" comment, "can lead to" [7].

The keyword "teachers" was placed in a wrong place in the advertisement: "Supermarket" Arsen" need teachers to work with product." Of course, meant to invite people to the functions of packers and sreaders of products on the shelves in the shopping center, not a school or high educated teacher.

Another common language pun: "Kiev Zoo conducts tours of the lessons of botany, zoology and biology." The reader of this test appears visibly pattern: a group aimed at the zoo of tourists walking from class to class one school and looks as taught in relevant subjects. Instead, talking about what metropolitan zoo organizes trips for students with that theme that they learn the lessons of botany, zoology and biology.

It is hard to understand the following text, which functions the driver would actually perform, in the offering job, "PP "Artem" need for a permanent job drivers in the taxi on the cars."

*Breaking of the logical relationship of word-combinations* of one or other single sentence or text as a whole usually leads to its vagueness, incompleteness, confusion. Even gets worse, when a text becomes just absurd.

Here is an excerpt taken from the appearing in the press advertising about the benefits of the new suburban oven: "Oven must be burned only with wood and adult members of the family." In a literal sense it means that the user must put and adult family members into the oven except the wood. In fact, it sounds absurd, although significant printed copies. In this sentence two completely opposite logic series were combined: how to burn the oven and who should do it. To separate them logically was very simple: "The stove should be burned only by the adult family members. Use only wood for heating".
In the opening of specialty shop "Hunting" advertisement there is no logical words-combinations: (this word was typed on the newspapers pages in capital letters): "Everything for fishing and hunting. Hunting. Cognac. Luxurious wines. Vodka ". If do not pay attention on the extremely diverse set of concepts in the text, in such a way you can advertise even a shop, where, for example, pests controls and ... milk with meat would be sold. Of course, the owner of the commercial establishment that advertises itself may allow in advertising everything that he wants. But will such an advertising be effective?

Not only completely alogical, but the one that abuse the believers feelings, was a powerful advertising campaign in Ukrainian media which told about several days New Year concert of Russian artists with the pretentious title "Christmas meetings" that started in Kyiv on December 12. Previously the arrival of "Christmas Star" Alla Pugacheva as a hit of the program was declared. Two most coarse punctures of the advertising authors of this event could be named. The first one, is that at this time all Orthodox and Catholics still have the most important in the year pre-Christmas fasting , during which, on religious grounds, you cannot have fun and any entertaining. The second, is that throughout the Christian world, especially in Ukrainian, for more than two thousand years, a Christmas star was the only one that rised on the eve of the Holy Night of Bethlehem and informs humanity of great celebration – the Christmas Day.

Factual nature errors. Ignoring of the certainty of the facts, the reluctance of editors to check for reputable reference publications is not considered to be the most shameful defect of any text. And advertising ones cannot be an exception. However, there is a huge amount of such errors.

Deliberately we wouldn’t name the numerous examples of various false advanced remedies advertising to which customers speed the healing properties attributed to anyone who will buy them. Prudent drugs buyer stop to believe in such advertising texts. Let’s pay attention to the segment of tourism advertising, which is now rapidly developing. Thus, among the delights of Sweden, as a promising tourist destination , the authors of this booklet Scandinavian countries called the territory
"which is the fourth largest country in Europe (450 sq. km.) after Russia, France and Spain". Even after such approval the student may have a logical question: where is Ukraine with it’s of more than 600 thousand square km area? However, a book about Sweden, on which the booklet based was written by Russian authors and published in Russia, which still is a part of those politicians that consider Ukraine as one of the republics of their country [1, 6].

Inconsistency of the text and illustrations. These errors are also classified as common ones. You can hear an argument in the advertising medium that this discrepancy should be viewed as specifically conceived to achieve the desired effect.

The thesis is really doubtful. Because this effect can be achieved just, for example, by locating a large billboard near one of the roadside cafes, which shows a full-length well-fed boar, where below is the inscription: "Ukrainian skewers made of natural sheep"? It is really considered only if potential visitors of the café are really a thoughtless sheep.

The impression of vulgarity, arrogance of advertiser you also have from the other billboard, made on the basis of outrageous epatage: a huge photos of partly naked model with the expression of ecstasy on her face, which holds an open book. The inscription on the banner invites passerby to visit a bookstore ... «Business Books." In the same vein printing house is advertised: photograph of a sleeping cat near which we can see another model. If you ask "what would that mean?" it won’t be the easy deal to find the answer.

I no specific idea can attribute the presence of the city government of Odessa ordered striking social Odessites posters with congratulations on the occasion of Victory Day, archival photographs of faces ... German invaders. A similar situation occurred in Russia, one of the publishing houses has made this holiday calendars with pictures of German soldiers. [4]

Failure with principles of unification of the text. It refers to generated a requirement of editorial practices to present repeated uniform text units, the same style with the appropriate punctuation marks. The best demonstration of this thesis
could be made by the official version of the text prepared by Ukrainian railways and placed in long distance passenger trains wagons:

Dear passengers!

To improve the comfort of your stay on the route of the train we offer you to purchase from the conductor:

* Bed linen (conventional or alternative)
* Hot drinks – tea, coffee
* Confectionery (biscuits, wafers, candies, chocolate) in stock.
* Mineral and sweet water
* Printed materials (newspapers, magazines, crosswords)
* Dried Seafood in stock
* Beer, chips, nuts in stock.
* Goods for personal usage and sanitary products in stock

The main drawback of this notification in the context of unification is the lack of uniformity in the presentation of similar text units: the list of goods and their conjugation, punctuation, pronouns (large or small letters). In addition, there is unnecessary repetition of certain words.

What should be done by skillfully editor? First of all, to do some operations on its unification: the list of services of porter balanced and to re-group them by type (in the beginning – the products, then – food), in detail (in parenthesis apply decrypt peculiar position) by conjugation (all – in the accusative), by punctuation marks (at the beginning of each list item – hyphen at the end of the semicolon), list of all positions – with a lowercase letter. In addition, state-police appeal “Dear passengers” advisable to replace by the “Ladies and Gentlemen”. Inconsistency in the spelling of the word “You” should be unified and write with a capital letter.

In conclusion, we should emphasize the most important: the person who will work with advertising texts must inherent traits such as honesty and integrity. It is not acquired with the graduation diploma; it’s provided from the birth and is formed in a worldly environment. As the result the work of such a man should become not only
high quality, efficient advertising, but also accurate, fair and honest one. We have the lack of such a one today in Ukrainian advertising making business.

REFERENCES


Galina Kovalchuk

Lists of Kiev Pechersk Typography publications from the funds of the Institute of Manuscripts in the aspect of Vernadsky National Library Question of inception of the Typography

The article considers the handwritten lists of XIX century of publications by Kyiv-Pechersk Lavra printing house. Emphasis is placed on the registered in the lists first editions of printing house in the beginning of XVII century.

Key words: Kyiv-Pechersk Lavra printing house, lists of publications, the Institute of Manuscripts of the V. I. Vernadsky National Library of Ukraine, the beginning of XVII century.

The impetus for finding the lists of publications printing by Kiev-Pechersk Lavra became the I. Krypyakevych "Kyiv printings XVII-XVIII centuries. Temporary register", typescript that we found among archival material of the Department among rare and old books of the V. I. Vernadsky National Library of Ukraine (Vernadsky National Library) [10] and was deposited in the Institute of Manuscripts (IR) Vernadsky National Library [11]. Below there is a typing cover page postscript: "Ink unfinished edition of the list of Book Publishing in publishing house of KP Laura." Vlasnist I.. Krip'yakevicha."

I. Krypyakevych worked as a head of the department of old library of the USSR Academy of Sciences, as Vernadsky National Library was called, from March 1947 to March 1948 Investigation of old Kiev publishing, as we discovered in the archive of the library, it was planned scientific theme. It is known that after the departure from Kiev he didn’t apply to Kiev media studies. Therefore, we hypothesized that list, which was used for laying I. Krypyakevych temporary register of Kiev publications, is a manuscript, kept it in the library, where he worked at that time.

We managed to find this document in the F. Titov collection [9 ] in IP Vernadsky National Library. This collection of seven large format books, generally
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78 pages, lined in three columns, one or two of which are inscribed the names of black ink printing and publications Lavra years of their release. To understand the logic of the system or in the sequence listed publications is problematic: it is not the alphabetical location, not chronological and geographical course as well. Maybe a system that was adopted in the nineteenth century was used in librarianship for directories and for placement of books. The first edition represents the Bible and its individual parts, and (as for the other future publications) those years editions of the Bible first format "in the letter", and below – in other formats. Only on the 28 pages there are records about other publications printing at the monastery, with very inaccurate transferred titles, including one of the first "Virginity pattern " 1618, "Poems on sad Sagaidachnyi Cellar" 1622, "S. Kopystenskaho’s sermon on E. Pletenetskaho bury" 1625, " Omyliya – kazane S. Kopystenskaho in memory of E. Pletenetskom" 1624. Further on several pages at the end of the list of publications of the end of XVIII-XIX centuries, and then there are entries dating the first half of the XVII century. 1897 is the last date of chronology issue, which was found in the list. However, the introduction to the list the name of the Catalogue of publications XI Archaeological Congress, which was published in 1899, argues that the completion of the document in question cannot be dated before that date. 35-36 pages from 78 list of the five editions of the catalog of Congress was found in the document, and not at the end, and hence the end date of the document may be later.

The most interesting thing is that in the list are only that books which were published before the date of the beginning of the conventional printing in Kiev Pechersk Lavra (CPL) and are dated by the year of 1606 ("Akafystnyk"), 1610 ("Celebrating of Mineia (Anfolohyon")). Since the 20's of the XX century starting with the Kiev Metropolitan Eugenia’s works of the (E. Bolkhovitinova) [12], 1616 is the beginning of the publishing in Lavra, from the "Chasoslova". The above-mentioned publications highlighted with the red pencil in the list, there are red marks in other controversial positions as well, in particular, in "Paterikon Caves” 1762. Concerning Paterikon at 4 ° 1656, marked on p. 26, bear pencil question mark and made a postscript: "Something is wrong in here, First ed. of the Pat. was in 1661.
There is a pencil postscript to the position of "Paterik Pechersk in Polish language": it is going about, of course, the Paterikon S. Kossova, 1635.

But let’s get back to the origins of Lavra’s printing activities. In the "In K.P. Lavra publishing books list" particularly described on p. 13 col. "Akafistnyk" in 1606 in 4º, and separately on p. 49 indicates "Akathists Canon" in 1606 4º. As the the close dates 1844, 1845, 1847 were mentioned and subsequent chronology year, one would assume that there was a technical error, it should be year 1806, instad 1606, although this bibliography edition also wasn’t not fixed. Near this position, red pencil postscript have been done «NB. It’s hard to believe», and the recording was made in the old spelling, using the letter "iat".

It is likely that the conclusion of a list of all publications of the monastery was made with preparations for the 300th anniversary of the HRC printing, after the preparation of its history by F. Titov, or as supporting material for the writing of this story. According to V. Barvinok [1], "according to prof. F. Titov’s plan this monograph was expected to give as a historical picture of the labor Lavra, as typography and submit bibliographic descriptions of all Lavra publications that came out of the machine tools Lavra printing 300 year".

There are copies of Kiev-Pecherska publishing house publications’ lists, in S. Maslov archival [2], which were made in 1930 by W. Barwinok from archival documents which are kept, for some reason, at partially forgotten nowadays national books historian P. Balytskiy, and the named publications of 1606 and 1610 years are also in this lists.

Hypotheses concerning the earlier beginning of printing in Kiev is quite correct, in our opinion, which a prominent researcher of the history of Kiev-Pechersk printing F. Titov presented. As a professor of the Kiev Theological Academy he was not a cheerleader in this case, so it’s not accidental that it was him to be instructed to fundamental printing history by spiritual Cathedral of Kiev Pechersk Lavra. The task was taken very seriously by the scientist. His archive which is stored in the Institute of Manuscripts at Vernadsky National Library (Fund 175), the set of training materials on this topic: statements, summaries, drafts, lists, including the one that is
seen. Profound study of the subject material forced F. Titov reject the controversial issue of the earlier than customary to consider the printing time in Laurel, but rather allowed to make an earlier date, even in the name of the research "Kievo-Pechersk Lavra typography. Historical essay (1606–1616–1916 years). Tome One (1606–1616–1721 years). "Notice how F. Titov carefully expresses his observations on the early Lavra’s publishings in 1606: "Not daring to insist categorically on the full validity of Lavra tradition, nevertheless we believe it permissible to state here that the total theoretical consideration, saying in favor of it and confirms some the real nature of the data. There is absolutely nothing incredible and even more unnatural to admit the possibility of publication the dormition of Uspensky Akathist in Lavra printing house in 1606" [21, 81]. Hereinafter, he cites a number of arguments, even known today and in his tradition, and the other, more recent publications, including monographs J. Isaievych [7] S. Kahamlyk [8] and others.

Here are the main arguments for this hypothesis. We wouldn’t deal with issues of this legendary beginning of printing in Lavra in 1531 [15] or even in the days of Kievan Rus. We would like to pay attention to 1606 as the probable date of the launch of the Kiev printing without insisting on its authenticity, but did not reject it categorically.

1. That time Lavra printer Theophana Shyyanova’s evidences of 1781, about Lavra motions before the Synod on print publication "Akathists with canons" among which, as mentioned in the petition, "Akathist to the Assumption of the Blessed Virgin Mary" start printing from 1606, "as inscriptions of ancient hymns printing is listed" (remember that even after the decree of Peter I of 1720 Laurel had the right to publish only reprints of previously released books). Spiritual Lavra cathedral, and later St. Synod satisfied with this explanation – and the printing of the book was allowed [21, 79].

2. On two Akathist 1625 editions in the preface states that they are printed here for the first time, and the litany to the Blessed Virgin Mary in the same edition – he "the first time it was depicted" ie printed in the Committee, and if not to count the previous editions of litany, except of 1606, there was none of them. [21, 80].
3. Z. Kopystensky evidences (in the preface to "Anfolohiona " 1619) that the printing house was "exposed" in 1616 – 1617, could mean at that time the construction of special printing house in Lavra was completed, and moreover brought on to Stryatyna equipment (most likely – 1 worktable) may from time to time publish tests, small books in a conventional out of the Lavra room, which is also relevant evidence. The first image printing in Lavra contained in the book Athanasius Kalnofoyskoho «Teratourgema» 1638, it is quite possible that this house was "exposed " in 1616.

4. P. Balaban, who owned a printing company in Stryatyni, died May 24, 1606, in testimony, in particular, the introduction to "Anfolohiona" not called names descendants P. Balaban, who Pletenetsky acquired a printing press, that they were still minors. We can assume that E. Pletenetsky could dispose of the same year to buy some equipment and printing to carry it to Kyiv that is printed by the end of the year this equipment in Kyiv several sheets Assumption litany is entirely possible.

5. The Akathist Assumption books choice is very likely to start the printing with in Uspensky Kyiv-Pechersk Lavra.

6. The title page of this particular Akathist, which were publicated in 1625 and with the image of Assumption of Our Lady of Assumption on the back comparing to other printing litany of the same edition varied evidently traces of their application before [21, 81].

7. If to accept the hypothesis that Stryatynska printing house was acquired by E. Pletenetskiy in 1606, then, it is doubtful that the printing house haven’t been working in the midst of literary and polemical activity for 10 years [3], as P. Hildebrandt properly noted.

8. Archives Committee for printing house data in 1744 [21, 82] about the information about various priests on existing churches that belonged to Lavra, old books, which included the publication called HRC "Saints" overall in 1608 in three villages – Vishenki of Chernihiv province, Dudurkov (Dudarkiv) and John the Baptist Theological church of Osokorok (Osokorky), probably the Kiev Province
Psalter 1609 (George Church in the village. Osokorky) and Lenten lean, 1615 (in the church with. Dudurkova).

9. It is difficult to suspect the priests of various localities of incompetence initial reading date in Church Slavonic printing or plotting them (it’s not known for what exactly, because they had to pass new books instead of old ones for the worship), more than that, the "Miney" 1608 was indicated both by the priests of all three churches of different provinces. In the list of books compiled then Lavra print edition eighteenth century. In compiled dates lists of books of that days in Lavra publishing house are the printing edition of the XVIII century; all the dates are correct [20, 53]. In the XIX century Mr. Trotsky asked: "Why it should be considered that the errors were made because of those possitions? " [22] (early XVII century edition is meant).

10. Mr. Stroyev in 1825 [16] pointed out the earlier than "Anfolohion" edition of Kiev-Pechersk printing and on this basis suggested that publishing in Lavra could start with the first years of the second decade of the XVII century. By the way, he introduced a scientific journal "Chasoslov" in 1616, which was unknown to the researchers before (Bakmeyster J., A. Ornatskii, V. Sopykov believed “Anfolohion" 1619 to be the first printing edition).

11. Structuring F. Titov printing history into three periods, the first of which dating 1606 – 1616; it’s the presentation of the essay of this period Lavra’s Spiritual cathedral, to the management of the Kiev Theological Academy, etc. [17], in our point of view, it’s going about the adoption not only the periodization of Laura, but the Orthodox Church as a full structure, because without a doubt, the book took place both in the spiritual and secular censorship. Prof.S. Golubev was the main opponent of F. Titov’s the concept [4], but their relationships is the other story.

12. In Lavra’s guide dated 1912 F. Titov state even the exact date of foundation of the typography: "Lavra’s legend that was based on Lavra’s and Synod’s archives evidences relates its’ printing start to 1606 year and the foundation day is August 14" [19].
13. F. Titov found identity of letters, and prints, comparing to stryatynskyy’s "Formulary" in 1606 and Kyiv’s “Chasoslov” 1616, but if in stryatynskom edition the art print and typing are clear, with new letters and boards, but in "Chasoslov" prints were made by the already somewhat worn letters and boards, which allowed scientists to conclude in the notes to the second preface to the "Chasoslov" in "Great collection of introductions" [18], which printing supplies could also be applied to the 1616.

14. The main evidence of the beginning of the Lavra’s printing in 1616 considered the prefaces to Kiev incunabula: “Chasosliv" and "Anfolohiona." However, in the preface to the "Chasosliv” refers to the opening of Kiev collage and the first printed book for this collage, rather than about printing the first printing edition of the Lavra. Interpret the expression on the championship in the preface "Anfolohiona" can so that this is the first volume in terms of book Lavra printing.

15. The most often quoted phrase from a panegyric in honor of E. Pletenetsky "Virginity Pattern" 1618 A. Mytura is that Pletenetsky acquired "fallen with dust " Stryatynsku printing house, and it’s interpreted in the way that the equipment haven’t been used for a long time. As you know, this panegyric is the first collection of poems that was published in Kiev [5, 13], and the author's poetic phrase could be a metaphor, a poetic exaggeration , and, relatively speaking, the dust could hide it for a few months – from the end of May 1606, for example, to December 1606, when as a test print multiple pages of "Akathist" could be printed. Other that time evidences which could deny the opportunity to print books in Kiev before 1616, does not exist.

Among popular thoughts about the article we can highlight the following ones: the systematic catalog of library books of Kiev Pechersk Lavra (Volume One: Theology, 1908) in the preface emphasizes that the year of publication of some books cannot be determined with precision because they have no title page. Now everyone who work with historical books, face with this problem anyway, and the reason could be different: the use of Orthodox publications by Old Believers, by the believers of other faiths and by ordinary depreciation of original pages for several hundred years that have passed. 1718’s fire in Lavra, as well as other numerous cases of fires,
militant atheism of the Soviet years, without no doubt, influenced the poor preservation of ancient books. Because a lot of old publishings, including Kiev ones, now could be found in a single copy. This is a common thing, and maybe some publications haven’t survived at all, but that does not mean that they haven’t existed. For example, "Chasoslov" was found only in the 20's of XIX century, and still is a rarity – known only in two copies.

However, we fully agree with the following statements of scientists who warned of definitive conclusions. In particular, F. Titov wrote, "as in the archives of the Lavra, so at several our best bibliographers, there are direct references to the Kiev-Pechersk Publishing house till the 1616. But since most of these publications aren’t still found, and in our best book stacks we don’t have them, it is absolutely impossible to rely on the above guidance archive and bibliography "[21, 82]. M. Zakshevsksky, who considered the beginning of publishing in Lavra in 1616, said: “until some hitherto unknown fact which is able to change it, for example, the search for the deed, or dedicatory inscription printed books, older then Chasoslov 1616 etc. "[6, 698]. By the way, the "List" which is seen, and in the publications of different authors "Chasoslov" is dated 1617, since December 20, 1616, as stated in the publication, it’s time of writing a preface, not the book.

S. Kahamlyk showed the detailed historiography of the problem at the present phase, concluding the comprehensive possibility of an earlier start date of printing in Lavra [8, 191-199 ]. We don’t know how the control on publishing was done by E. Pletenetskiy in Lavra (like how it was in the 20's and 30's years of XIX century by Metropolitan Eugenia (E. Bolkhovitinova ) [14], because printing archive of this period didn’t preserved. Today it is known (and wrong attribution is an often thing), that ones that were stored in public repositories, but completely unknown is the composition of private and church gatherings. So, the above F. Titov’s and M. Zakrevskogo’s statements are still relevant.
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Linguistic and Stylistic Inaccuracies in Journalists Texts as Leveling of the Author’s Style

The article analyzes the negative impact of the absence of speech culture in contemporary journalists on author’s style, which undergoes leveling, including through linguistic and stylistic shortcomings.

**Key words**: language, text, author's style, the linguistic norm, improper usage, false derivation.

Compliance with the dialectical unity of the content and the form of the text is the most important task for journalist as a professional communicators, who know the art of communicating with an audience. His "textual activity" is usually considered in three aspects: semantic (how and what is shown), syntax (how to organize text), pragmatic (how to master it). Pay attention to such scholars as A. Ponomarev, S. Karavansky, A. Serbenska, D. Grigorash, A. hat, M. Yatsymirska, M. Voloschak, A. Ventskovskyy etc. works.

The article emphasizes on that features that are often ignored by the authors of printing materials. There can be minor, less important, subtle form of the work that covers many language and compositional style elements (from elementary punctuation, paragraph devision , to word- figurative incarnations and complex syntax). On the specific examples of linguistic and stylistic inconsistencies that occur in the pages of the print media, we analyze the expressions of language norms violations, indicating the author's style leveling. Therefore, the relevance of the choice of topics related to the need to improvement of concept form of journalistic statements in the press, which is essential now in competition for the reader.

*The aim of the research* – to define and edit the most common cases of incorrect usage of modern media texts that negate the author's style. Achieving the goal requires solving the following tasks:

- Consideration of the concept of copyright in a journalistic style of the text;
- Determination of causes of language norms in the mass media works;
- Conducting a content analysis of the frequency deviations from linguistic and stylistic norms in newspaper texts;
- Editing of specific examples of incorrect usage.

*The material for the article* was the number of individual Ukrainian language newspapers issued in 2011-2012.

*The practical usage of the study.* The observations and conclusions resulting from the study can be used by scientists when writing manuals, textbooks, students in writing term papers and theses as well as young journalists for educational purposes.

*The novelty* of the study is that the author considers the actual problem of communicative expression in fresh mass media content.

First of all, let’s consider the concept of "author’s style". Issues related to the study of the author's style, are one of the dialectic category, since each new stage of the language of science and media studding do not lose its relevance. Researchers are united in that fact that without understanding the concept of "author's style," it is impossible to determine compositional originality of the work, to penetrate the depths of the language of the text, explore the features of verbal architectonics at different linguistic levels.

Let’s get a start from the shortest and closest definition that has become a classical one: "Style – is personality." Georges-Louis Leclerc de Buffon – the author of the aphorism –is a French scholar, writer and translator of – gave this statement in a style speech (Discours sur le style) in the French Academy, 25 August 1753. This thesis is like an echo of the Plato statement: "Style and character is the same thing." So, if a person is the author of the text, the text becomes individual’s creative face, which shows not the foreign entity, but the inner self of the speaker. Because linguistic richness are a spiritual potential of man. Because speech abruptly, the words-parasites, logical fallacies and other errors in the wording of the phrase – witness the poverty of thought and lack of high spiritual and mental qualities of the author. Common errors, inaccuracies of word usage, common phrases (language dies) that migrate from the journalistic text in the text are prevented disclosure of the
individual author's style, artistic style, the content of his soul, so much reader interest to reduce the fuzzy and sometimes illogical, confusing copyright statements. Therefore the question of the author's style into another dimension, namely its presence or absence. Due to the style of the author is working creatively, modify the material life, following the principle of objective coverage of preserving the subjective vision of development. In the absence of the author's style of text divided into separate indistinguishable elements that have no semantic and aesthetic activity.

"Poets are interesting not because of the common things, but how they differ from each other", – said A. Block [1]. And the statement that confirms the connection between style and ideological content of the work relates to journalists who need to provide a communicative relationship with the audience.

So the question the author's style is closely related to issues of textual criticism. Since the text is the result of the selection of language, composition, speech intonation, it is affected by many factors: the identity of the author, the subject, the presentation, and the laws of language, genre, style and individual features of the style of the era.

If we are talking about the wrong usage of journalistic material as a mass phenomenon, which you could see in recent years, it is clear there are some causes that give rise to it. This is primarily the neglect of thinking language and communication links, concentrated expression are formulated in the famous phrase of the French writer, theorist of classical N. Boileau, "Who thinks transparently, that clearly articulates his thoughts." Elementary linguistic ignorance. Non-understand the true speaker lexical meaning of the word/ concept. Inability to distinguish paronymic pairs of words (for example: wartime and military, informational and informative, professional and professor). The Russian-speaking thinking that leads to appearance of the alien language elements, namely russionised text (eg: run on all legs to be, as a coach, to contribute). Lack of internal ear, causing the author undertakes pleonasm (in particular, the unique exception, in his autobiography, the main message of the work). The difficulties that arise in the research for a particular word. Poverty by thinking that makes it impossible to avoid the language of stamps.
The haste of writing material, and therefore, the absence of a phase in it as samoredahuvannya. Laziness find reference books, including orthographic, semantic, explanatory, translations and other dictionaries.

After a sample mini-content analysis of five numbers five Ukrainian-language publications – "The newspaper in Ukrainian", "Ukrainian youth", "Young Ukraine", "Mirror of the Week", "Day" – we can state that the frequency of deviations from linguistic and stylistic norms in newspaper texts distributed as follows: most (82% of the text) in the "The newspaper in Ukrainian," the lowest (38% of the text) in the newspaper "The Day". Other places in the comparison table is divided as follows: "Young Ukraine" (67%), "Ukrainian Youth" (60%), "Mirror of the Week" (45%). In particular, often see in newspaper material misuse or lack of basic punctuation. For example, the title "the OSCE Representative will come to Tymoshenko despite the ban" (GPO, 2012, 3.03) is valid adverbial reverse is not separated by a comma. In the sentence "This is despite the fact that the nearest neighbors of Poles and Russians show interest films produced by up to a quarter of repertory cinema" is not separated by commas clarification "of the Poles and the Russians" (GPO, 2012, 26.02). Sometimes we notice flaws and content-logical. For example, in the article Natalie Malicki "Who is Oscar?" With the subtitle "for the title of best bands competing in 2011 silent film" (AW, 2012, 8.02) does not match the text subtitle (Lida), because it is not a dumb question at all movie. Will readers be interested in journalists whose texts are full of linguistic and stylistic errors? Consider an example. Let's start with the title: "Vita Semerenko won the bronze medal in biathlon World Cup" ( GPO , 2012, 3.03) . Winning is possible in a given game, raffles and more. The medal is gaining, fighting for. Headlines didn’t desirable to use abbreviations, moreover, the World Cup Biathlon – hard to say because of the coincidence of consonants. We read further: "In the sprint in women Vita finally all come together here in very decent progress in the race, she added one hundred percent accuracy and deservedly won the second consecutive year, personal medal world championship." In this sentence three times in a row to take the preposition " in " in the phrase russianized words "decent progress in the race ," and the definition of "personal " ( medal) , which contradicts
the above pronounced 'Vita Semerenko – winner of the first medal for Ukraine in the World Cup in Rupoldynhu'. This could have been avoided through editing, "In the sprint for women Vita revealed a decent course at a distance of one hundred percent accuracy and the shooter, so deserved second consecutive year won the world championship medal." Another quote from the same text 'Magdalena Neuner ahead Daria Domracheva 15 seconds, while in the Belarusian biathlete before the first shot in a prone position rifle jammed and she lost about eight seconds." Exact Daria’s surname reader finds only in a few phrases athlete Darius Domrachova name. So right should write: Darius Domrachovu ahead. In addition, "while" – n turn, it could be replaced by a complex sentence, "because the Belarusian biathlete before the first shot from a position (rather than positions, as the author)" lying "jammed rifle, it has lost about eight seconds ". Another sentence: "But in pursuit girls, however, were able to show." Here are three mistakes. 1. Not in the race, and at the pursuit 2. However – you need but 3. To get – obviously meant to win. In the analyzed text also noticed also the following disadvantages: wrong declension of the word "cup" – you need to write Cup, not the cup, in the sentence "can hardly miss the maximum quota for the next season" word drop, replace the loss.

What kind of author’s style in this case is all about, when the text is neither definition nor laconic nor transparent figurative expression? Rather, we are entitled to conclude anti-style mainly caused by mindless slavish imitation of the Russian language samples.

Another example from the newspaper "Youth of Ukraine" (2011, 3.06). Title: "Ukraine is willing to undergo tests with the Russian language a little more than 2%." First Ukrainian counterpart is "willing" – volunteers. Secondly, not "more than 2%", and more than 2%. And at the end of a sentence instead of a mark to indicate interest, better to take the word "interest." Read the sentence: "However, she stressed that while sees no reason to cancel the test from Russian..." However, as already noted – uncharacteristic for Ukrainian turn, sees no reason "yet" or "current", but even not "yet", to learn about the results of the EIT, not results, need to work
and not need to work, scholarship comprises (required only) for USD 520 (need for) a month.

But the headline of the newspaper "Weekly Mirror" (2012, 2.02-9.02), "frowning soldiers lazily" ironing "rough soles layers of gray, pop muddy wet snow." First, rather too long a sentence as a heading and difficult to understand: it is unknown to what primarily focus the reader – the lazy fighter or the murky snow. In addition, the participle "pop-up" – again, tracing with Russian, right: the one that pops up. Alternatively, suggest a caption: "Rough soles soldiers lazily" ironing "gray snow." Another error: the head of the Interior Ministry and the head of the Interior Ministry. Here is another example of content and logical errors in the title: "Found a previously unknown work of the young Mozart" (GPO, 2012, 03.03.). Why "previously unknown" and not just "unknown"? But is there "later known?" And under this heading, read the sentence: "The discovery was made by staff of the Institute of Musical Studies Tyrol Innsbruck University." Was the discovery done? As if it was talking about a product or a step or statement.

Let me give you the option of constructing normative sentence: "Find the employees owned Tyrolean (capitalized) Institute of Musical Studies University of Innsbruck."

If we stress that style – a person you imagine reading the sample text, unkempt man and indifferent to ourselves and the environment. Language untidiness just unpleasant and unacceptable in communicating with the reader, as well as external to the person. Therefore, the authors journalistic material which implied a significant amount linguistic and stylistic omissions, we say that they do not own without blur and uncertainties is common usage, style.

Low levels of literacy in journalist’s language, not only does it honor as a specialist, but also negatively affects the perception of publications' readers.

The main causes of speech culture in the pages of the print media have difficulty finding the right matches the Russian-speaking samples, synonyms for the words to avoid tautology, Ukrainian spelling ignorance and laziness of thought and finding the appropriate form.
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Aleksandr Babich

The monk Hilarion in initial history of book scriptures in Kyiv Pechersk Lavra

Exploring the significance of monk Hilarion in the early history of the book publishing in Kiev-Pechersk Lavra.

Key words: Kiev-Gaves Monaster; monk Ilarion of the Schema; archimandray Theodosius of the Pechersky; book writing; cell; Kiev-Pechersky Patericon; Studit Tupicon; calligrapher; handwrite book.

Among the settlers the Kyiv-Caves Monastery day hegumen therein Theodosius Pechersky (1059/60-1074 years), whose names are mentioned in the Life of Theodosius Pechersky, is the most mysterious figure of the monk Hilarion. The pages of the lives he appears to us as calligrapher that «повседневиинописаниесашекниғы» in cell Abbot Theodosius of the Caves [1, 49].

However, the historiography concerning the life path of the monk Hilarion are different, sometimes opposing views. Hegumen Modest soon the Archbishop Volynskiy and Zhytomyrskyy, the compiler hagiographic narratives of reverend fathers of Far Caves of Kyiv Pechersk Monastery (Kyiv, 1962), believes that mentioned in the Life of Theodosius Pechersky monk Hilarion was none other than Metropolitan of Kyiv in 1051-1053 Hilarion [2, 8-12].

In the early twentieth century then a young Russian researcher M.D.Prysolkov put forward the hypothesis whereby the removed from the Kiev metropolitan department Rusyn Hilarion in November 7, 1053 in the cave of Anthony Pechersky took the name Nikon by the schema [3, 188-201]. Since that time the discussion continues around his hypothesis in the science. We are not able to do full analysis of its within this post, so we only mention that it has its supporters and opponents in our time [4, 27-39].

Regarding the topic of our research, it has not found covering adequately in the historiography, in our opinion, through the discussion about hypotheses of M.D.
Prysołkow. Researchers have mostly focused on Hilarion’s church-political and literary chronicle activity [5, 181-201, 6, 10-22, 7, 41-49, 8, 9, 167-218].

Taking into account the topic of the research, its source base we have limited with only a few sources.

1. Life of Theodosius Pechersky, which was established within the walls the Kyiv-Caves Monastery in preparation for the canonization of Theodosius Pechersky over the years of Nikon the Great’s hegumen in the monastery (1078-1088) under his leadership and with the active participation of Deacon Nestor (Ruthenian chronicler of the future. -Author). Before our time the work has remained as part of the so-called Uspensky collection, originally dated late XII – early XIII century[10, 26a-67v]. The Life of Theodosius Pechersky contains extremely valuable information regarding participation the the monk Hilarion in book writing in Kiev-Pechersk Monastery by hegumen Theodosius Pechersky.

2. Studion charter, which the abbot Theodosius Pechersky received in two lists from Mikhail the monk of the Studion monastery, which has come to Kyiv from Greece, along with the Metropolitan George [11, 68-69], and from one of the Kiev Caves monks, whom he seconded to Constantinople, to Ephraim Skopec – the nun of Kiev-Pechersky monastery so that he helped to find Studion charter and rewriting it, bring to Kyiv [12, 19].

Receiving two lists of the Studion statute, Theodosius Pechersky, creatively elaborated and adapted them to local conditions, virtually created its own new wording of the statute or the Code of organized monk’s life rules in aggregate monasteries. His Kyiv-Pechersky hegumen has introduced in his monastery monk’s migration from the cave monastery to the newly built wooden monastery on the ground in 1062 [1, 39].

There is no doubt, that the Studion statute lists, obtained Theodosius Pechersky, had originally translated from Greek into Rus. According to the opinion of M. Tymoshyk, that "texts of statutes of the eastern monasteries, whose content is fixed the in minds of monastery monks moral standards of life by Christ, were so
original material, which has launched transcriptions and creation of new books in this important branch of the Kiev book writings in the early XI century".[13, 74].

Source base of our research complements the scientific literature on the history of Kiev-Pechersk Lavra, the Rus manuscripts XI-XIII, which is both an important historical and historiographical sources[14, 432].

The chronological boundaries of the study are limited mainly early 60's XI. The lower chronological boundary falls on 1062, when the monks moved from caves to the wooden monastery built on the ground [1, 39]. The upper chronological boundary coincides with 1066, when hermit monk Hilarion completed his mortal life [15, 66]. With the purpose of in-depth research of the value of monk Hilarion in elementary history of book scriptures in Kiev-Pechersk Monastery, in some cases, allowed the expansion of the lower chronological boundary prior to the eleventh century.

The purpose of the study is based on the aforementioned analysis of historical sources to create coherent picture of the participation of the monk Hilarion in initiating book scriptures in the Kyiv-Pechersk monastery that will be decided through basic tasks: to consider, though and in general terms, the life path of the monk Hilarion mentioned in the Life of Theodosius Pechersky, the settlement in a cave of Anthony's Pechersk 1051, based on the second legend of the lives of the monk Hilarion Theodosius Pechersky set the original focus book scriptures in Kiev-Pechersk Monastery, to describe the organization of the process of creating manuscripts, showing the value in it of the monk Hilarion, explore book scriptures place in his monastic life.

Don’t supporting the hypothesis of M. Prysolkov and leaning to monastic tradition, that the monk Hilarion, mentioned in the Life of Theodosius Pechersky, is a Kyiv Metropolitan former, whose relics imperishable buried until now in the Far Caves of Kiev-Pechersk Lavra and known as the relics of hermit Hilarion, so let us, although in general terms, to stay in his life.

From the annals we find out, that Hilarion was a presbyter (elder priest. – Author) of Palace Church in honor of the Apostles in the suburban residence of the
royal – p. Berestova [11, 67]. Nearby it Hilarion on one of the Dnipro’s slopes of hills digged a small cave, where in his spare time he prayed to God [11, 67].

The Kyiv Grand Duke Yaroslav Volodymyrovych (1019-1054) in the cathedral church of Rus – St. Sophia "gathered many chroniclers, and they were translated from Greek into Slovenian language and writing. And they wrote a lot of books "[16, 241]. Here from Berestovo also was transferred Hilarion. To our view, there he took part in the creation of manuscripts and translations different books from foreign languages into the Ruthenian. We consider, that since the time of staying in the Berestovo, Hilarion was included to the closest advisers circle of Yaroslav Volodymyrovych. On this may indicate one of the oldest monuments of the Ruthenian right "Charter of Prince Vladimir", which is written as a prince with Metropolitan Hilarion customized Byzantine ecclesiastical law to the conditions and needs of the of Ancient Rus [17, 62].

During the metropolitan temple of St. Sophia presbyter Hilarion wrote "Sermon on Law and Grace" and during 1037-1039 he concluded a Chronicle, which is called the oldest in science [18, 175].

Hilarion headed the Kiev metropolitan department in 1051, becoming the first head of the Russian Church the Ruthenian origin. But before a narrating Symon – the Vladimir and Suzdal bishop (1214-1226) in his letter to the monks of the Kiev-Pechersk Monastery Polycarp, referring to the life of Anthony of the Caves, which he used in his writings, Hilarion Anthony “was ordained as bishop and so vouchsafed "[19, 25]. However, being the Metropolitan, he spent only about three years, and was eliminated from it at the end of 1053 or at the beginning of 1054.

By this the former Metropolitan settled down in a cave of Anthony Pechersky and, in our opinion, after the introduction of the Kiev-Pechersk Monastery by Theodosius Pechersky adopted the Studion statute in 1062 the Great Schema, preserving previous name – "Hilarion".

Especially Feodosiy Pecherskiy in his Studion statute creatively revised and adapted to local conditions divided the small and large schema. However, in our
view, rule out, that Hilarion could be tonsured into the great schema only shortly before his repose.

After the construction of a wooden monastery above the caves and resettlement to it in 1062 for monks, the monk Hilarion were imposed obligations of the creation of manuscripts at the Kyiv-Pechersk Monastery. This case was his monastic obedience to complete his earthly path around 1066 [15, 66]. He was buried in the Far Caves of Kiev-Pechersky Monastery, where and until now buried his incorrupt relics.

We have no indications, even indirectly, to the fact that to resettlement of monks from the caves to the wooden monastery in 1062 therein has been for a creation of manuscripts.

Obviously, book writings had no place and at a short hegumen back in the cave monastery of the first Kiev Pechersk Abbot Barlaam (1057-1059/60), put by Anthony Pechersky.

The so-called original period or cave period in the history of Kiev-Pechersk monastery, which lasted throughout the 1051-1062 – is that time, when on the present Distant (or Feodosiy. – Author) caves took place the first meeting of monks who dug a new cave gait-corridors, cells and staged the first cave temple [16, 251].

Rather slow was increasing the number of cave’s citizens from 12 to 20 at the time of the election in 1059 or 1060 on igumen Theodosius Pechersky.

Thus, under these conditions the formation of the cave monastery and the slow increase in the number of monks and their dwelling in caves, we believe, that book scriptures hadn’t any place. And the historical sources keep a silence about it.

Legend of the monk Hilarion the lives of Theodosius Pechersky, we laid the basis for this study, to provide an opportunity to explore the place of the monk Hilarion in the early history of the bookscriptures in the Kiev-Pechersk Monastery, set the beginning of the book writing and to describe original monastic center of the case, to clarify its original organization and to show the place of the monk Hilarion in it.

The second story about the monk Hilarion we divided as:
1. «Бьяше бо и книгам хитр писати,
2. 1. и съй повся дьни и ночи
2. 2. писаше книги
3. в келії блаженного отца нашего Феодосія
4. оному же псалтырь поющу усты тихо
5. и руками прядуща вълну
6. или ино кое дъло, дѣлающу» [1, 49].

The events described in this narrative, in our opinion, belong to the period between 1062 and 1066. This is indicated by the fact that in 1062 monks, with the hegumen Theodosius Pechersky, moved to constructed wooden monastery on the ground, and the monk Hilarion passed into eternal life in 1066, as we mentioned above.

The author of Theodosius Pechersky’s Lives Nestor described Hilarion as an experienced, skillful chronicler, "Бьяшебоикнигамхитрписати..." That description given Hilarion by Nestor prompts us to believe, that the author of Theodosius Pechersky’s lives, came to Kiev-Pechersk Monastery, when Antony Pechersky secluded in a cave, and Theodosius Pechersky was building the monastery [20, 446], ie 1059/60-1062 years with the beginning 1062, the book scriptures could join, to the present case, under the supervision of Hilarion, experienced bookscriptor.

The words (Hilarion. – Author) indicate, that the books scriptures were monastic obedience for the monk Hilarion. So he was calligrapher. By the way, the earliest mention of the calligrapher is contained in the Studion statute[21, 678].

Researcher of librarianship M. Sluhovskyy believed that in the economic and legal terms:"The work of the monastery transcriber was absolutely identical with the work of other monks: some milled the flour, other baked breads, third were doing icons, fourth engaged in vegetable garden, but some multiplied monastery library and even sell their book writing’s production to the private market" [22, 7-8]. This is not entirely true. In our opinion, calligraphers had in monasteries privileged position. This is evidenced by indicating one of the requirements of Studion Statute,
calligraphers were released even from a number of temple worship that obviously they devoted more time just to the writing of books.

Researcher of the Rus manuscripts eleventh to thirteenth centuries B. Sapunov remarked, that working day of professional rewriter lasted 10-12 hours per day [23, 102]. Taking this into account and the fact that Hilarion nose obedience of the bookwriter, we believe, that he devoted less time to this work.

The initial focus of the creation of manuscripts at the Kyiv-Pechersk Monastery in 1062-1066 was the abbot's cell of Theodosius Pechersky, as indicated by the words "in the cell of our blessed father Theodosius ..." It was, like the rest of the cells of the monastery community, separate house.

Cell of hegumen consisted of several rooms. This is indicated by one of the episodes from the life of Theodosius Pechersky. Thus, to one of rooms, or premises, cells of hegumen Theodosius entered a housekeeper Anastasius, where came out to him the hegumen Theodosius and after hearing him about that, that there was left no money to buy for morning food for monks in the monastery [1, 49]. After the conversation Theodosius sent a housekeeper to pray, and he and after that, returning to the room, where the monk Hilarion wrote another book and [1, 49].

Thus, we have valid evidence that cell, ie, a separate house, abbot Theodosius consisted of at least three rooms:

1. Apparently that is a room, to which consisted from the court. Obviously, there, the hegumen Theodosius received the monks.

2. To our opinion, there is that room, in which the monk Hilarion «повсядьнинощисашекнигы». For what this room was intended in the construction of the hegumen’s cell, we do not know.

3. This is the room, where the hegumen Theodosius spent time in prayers, rest and sleep.

«Стрение книжное» had pious character for the monk Hilarion, together with Theodosius Pechersky. In the period of the hegumen in Kyiv-Pechersk Monastery of Theodosius Pechersky creation of manuscripts was given to the nature of spiritual heroism, personal improvement. Therefore, we believe that the process of creating
manuscripts was accompanied by the singing of psalms in the performance of Theodosius Pechersky [1, 49].

From the very beginning «Stroenie knizhnoe» in Kyiv-Pechersk Monastery at night hegumen Theodosius Pechersky acquires features of artisanal (or guild) organization with a clear division of labor. So the monk Hilarion «писаше книги» and the hegumen Theodosius «рукама прядуща вълну или ино кое дъло дълающу» [1, 49]. As we can see, Hilarion was writing the text book, and Theodosius was weaving threads and stitching binding for books.

The word can be interpreted as follows: the hegumen Theodosius could sew sheets of parchment in a notebook, bind books and "wear" them in the binding. It is evident, that he was writing a book. So says the famous Soviet researcher of the history of library science K. Abramov, who pointed out that Theodosius Pechersky "Pleased himself with a bookish scripture" [24, 20]. Obviously, in this opinion researcher came across the words of the Kyiv-Pechersky Patericon the scriptures of Theodosius Pechersky, "Пишеть (Feodosiy. – Author)исіевъмолитве” [12, 4].

In some our earlier studies we mentioned: participation in establishing book writing in Kiev-Pechersk Monastery, which we attribute to the 1062-1066, hosted presvitor Nikon Velykyi, the fourth Kyiv-Pechersky hegumen during 1078-1088 years [25, 27; 26, 24]. But eventually we had to abandon the idea of his involvement in the case. At a time when the monk Hilarion and Theodosius Pechersky started creating manuscripts in Kiev-Pechersk monastery, the monastery of Great Nikon was not.

In February 1061 Nikon due to a conflict with the prince of Kiev Iziaslav Yaroslavovich (1054-1068, 1069-1073, 1077-1078) and the Greek Metropolitan of Kiev, Ephraim (1055-1061 years) then leave the cave monastery and went on a long Tmutarakan [3, 435]. Herehe «и церкьовь святыа Богородица възгради на нем, и бысть монастыры славень… приклад хе имыи и сии Печерський монастир» [12, 36]. Nikon returned to the Kiev-Pechersk Monastery only in September 1068 [5, 191]. At this time, the monk Hilarion was no longer alive.
Thus, the origins of writing book’s case in Kiev-Pechersk Monastery were: last pastor palace church in honor of the Holy Apostles in suburban prince residence in the Berestovo village, the nun Anthony Pechersky, the former Metropolitan of Kyiv and from late 1053 the monks of his cave Hilarion, who, after the introduction of the Kiev-Pechersk Monastery taken great schema while preserving the old monastic name, and the second Kyiv-Pechersky hegumen Theodosius. Creating manuscripts in the monastery was started between 1062 and 1066.

In our opinion the development of book’s scripture in Kiev-Pechersk Monastery was contributed by Studion statute established by hegumen Theodosius Pechersky, or rather its twenty-sixth precept: “It should be known that in those days in which we are free from bodily affairs, Guardian of books hits once in a tree and going to pitch in bookkeeping room and takes each book and read until the evening before riveting is the sacred book once again hits the only officer and everyone come and return books on writing; who tarry (late) to return the book, but will undergo to penance “[21, 676]. Prescription obliged monks in free from obedience, that is in the monastery of work days to read books that they had to get to the monastery in “bookkeeping room”, it means in library in “bookkeeper” (the monk librarian). In order to implement this prescription should be required to create a common library of the monastery, and to complete its funds had to be a significant number of books. Their creation and launched at Kyiv-Pechersk Monastery monk Hilarion and Theodosius of Kiev. This case, they sought to give massive. We believe that after 1062 in Kiev-Pechersk Monastery were all provisions.

From the "Primary Chronicle (by the monk Nestor)" we find out that shortly after the election to igumen Theodosius Pechersky monastery number of settlers increased from 20 to 100 [16, 257].

Kiev-Pechersk monastery, including even a cave for the tonsure came men with different levels of education, sometimes quite high. An example of this is the figure of the monk Hilarion, Theodosius Pechersky, Nikon Velyky and others. Among the monks of the monastery were real bibliophiles, such as pastor Damian the Healer who, according to the monks, which is contained in the Life of Theodosius
Pechersky, who lived with him in a cell, «видешакротостьегоинеспаніеповсянощи, ипочитаніесъприлежаніемкнигъсвятых…» [1 , 51] and Gregory the Wonderworker , who in his cell «иногоничтожеимеаразвекнигъ» [12 , 134 ].

We can only assume hypothetically that the monk Hilarion was charged away from the settlers of Kiev-Pechersky Monastery most capable of writing to prepare masters book writing. Given that Hilarion was once an active member of the hard work in the scriptorium at St. Sophia of re-writing, writing and translation of foreign language books to Ruthenian, he had great experience of this work.

As a calligrapher monastic under his dictation writers- beginners wrote the book, while creating multiple copies of the same book. This allowed relatively quickly replenish funds the general monastic library for public use and temple libraries liturgical purposes.

We can assume that between 1062 and 1066 in the Kiev-Pechersk Monastery to book writings was attached young man who was destined to become in the future glorious Nestor the Chronicler. The monastery he came to the age of 17 at the time, when Theodosius Pechersky monastery built on the ground, and Anthony of the Caves in seclusion in a cave of cells [20, 446-447].According to our research, Nestor coming to Kiev-Pechersk monastery, we refer to the period between the years 1059/60-1062. You may also assume that Nestor the Chronicler on the edge of the XI-XII
Displayed a new understanding of the role of planning, the designation of enterprise development, the formation of its stable position in the market due to the production of competitive, high-quality and relevant to consumers' book.

**Keywords**: book-selling business, inventory, material resources, the model, the book, the consumer industry.

Book Distribution – one of the weakest links in the chain of making, printing and distributing books. Unthinking privatization and commercialization of trade, public catering, where, as under the knife hit bookstores, a few years ago led to the complete destruction created by decades of state bookselling chains by which printed in any city book reaches the most remote corner of the state. It dramatically affected the circulation of publications since the creation of own distribution network appeared not capable any publisher. We are witnessing further and absurd situation...
where the time and place of new media we learn by accident when not even all regional centers can purchase books issued by Kiev publishers.

In previous years was carried out several attempts, including at the state level to get the matter of space. Thus, SCIP together with the organizations drafted a Concept of Open Joint Stock Company "Book of Ukraine", which could undertake the functions of the former "Ukrknyhy". However, for various reasons the case was not completed. We unduly lagged in discussion complete information network and its entry into the global space.

In the conditions of reforming Ukraine's economy, the introduction of a market economy becomes important is the continuous improvement of production management as the material basis of society. Complicated economic relations between enterprises, increased competition, were shortcomings in the work generated unusual for modern products market process the content. Also, there is a need to improve the management operations of the company, improved methods of planning as one of the main functions of management.

New economic conditions change outdated stereotypes in understanding planning as a process that is fully controlled by government agencies. At the forefront the need for a new understanding of planning, enterprise development, the formation of its stable position in the market due to competitive production, quality and other required consumer products.

*The purpose of the article* – to reveal the Material Requirements Planning on the formation inventories bookselling business and suggest ways to improve it.

To achieve the goal tasks were as follows:

- Explore methods of planning and inventory management bookselling business;

- Highlight the need for stockpiling materials for the enterprise;

- To consider the relationship between the number of deliveries, party size material supply point and general expenses;

- Identify the factors and cases that affect the practice bookselling business.
In the conditions of reforming Ukraine's economy, the introduction of market relations important to the continuous improvement of production management as the material basis of society.


Commodity stocks are any resources bookselling business, intended for use, but is currently not used. The manufacturing process cannot be provided without the availability of stocks of inputs without their progressive use. The main reason which makes it necessary to create reserves is that in the real world it is impossible to ensure compatibility inception specific resource since its use. Created resource for its use is in the form of stock.

Planning the process of forming an element of inventory management system of production and economic activity, part of the plan logistics, is to design and implement cost-based planning system values inventory and organize for their effective use [4, 148]. Temporal resources (some of the material) are always in the system of logistics, covering the stages of ordering, purchasing, transportation, storage, and others.

For planning bookselling business supply of raw materials, and creating the optimal quantities of materials appropriate to use the model theory of inventory management.

Problem of Inventory Management arises when you need to create a stock of material resources that would ensure long-term steady work company. Inventory management model should answer the question: what quantity should order and when to order materials.

Optimal planning of logistics enterprises determine the condition for the minimum total cost, which is calculated as follows:

\[ B_{MTT} = B_{np} + B_{foc} + B_{sh} + B_{pr} - B_{bep} \]  

(1)

where \( B_{MMN} \) – the overall cost of managing the supply of materials, UAH. \( B_{np} \)- the cost of purchasing materials, UAH. \( B_{foc} \)- the cost
of supply of materials, UAH. $B_{s0}$. – The cost of maintaining the materials, USD, $B_{in}$ – other costs, UAH. $B_{def}$- losses from a lack of materials, USD.

The cost of acquisition of materials depends on available prices per unit volume of material and supplies. The cost of supply of materials are determined by using a particular mode of transport (road, rail, water, air) and tariffs for cargo transportation. The cost of maintaining the materials at the company's warehouses associated with their preservation, sorting, packing, moving. Loss of material shortages businesses related to idle production capacity due to lack of necessary materials.

The total amount of expenses may also include other costs resulting from poor maintenance of production inventory values, penalties for delay in delivery of goods, damages related to the lack of goods required for the production of rhythmic and more.

Formulation of principles, methods of planning and inventory management company with the need of rational use of inputs depends on the strategic goals of the company and market characteristics of its functioning. Each strategy planning and inventory control level corresponds to specific expenditures, which is the object of study. It is necessary, given the specific conditions of the company, decide how much you need to have the materials in the form of stock, when to the process of building supplies to time and in the required amount of materials to ensure production while achieving a minimum total costs associated with the process of delivery. Definition of a planned business strategy is carried out with the use of mathematical economic models.

Economic and mathematical modeling suggests to consider a significant number of alternatives and choose the best, considering the presence of complex and uncertain factors [4, 153]. In this model, planning and inventory management objective function reflects the relationship between the number of deliveries, the size of individual batches of materials, time of delivery and total costs associated with the delivery of individual batches of material resources and their conservation. Depending on the likely characteristics of the system components supplying material
resources planning model and inventory management can be deterministic or likely. In all cases, should be considered to limit the total amount of financial resources, including emerging stock on the maximum number of deliveries, the maximum size of a single supply, the maximum value of the stock, the likelihood of a deficit. Given the specific values listed components in terms of the enterprise is determined by the content of economic-mathematical model.

Let us consider classical mathematical model of inventory management, which is widely used in planning practice building supplies, used as a base for constructing other types of models. This so-called single model of grocery inventory management company, which is characterized by a constant time demand for materials, timely completion of supplies and lack of scarcity.

In the classical model there is only one main setting: the number of supplies or scope of a delivery. In terms of optimality and quality of the system, supply of materials and other commodities taking cumulative a certain time period the T storage costs and replenishment.

The initial data are:

- The demand for materials and other commodities \( q \), the value of demand does not change throughout the period \( T \). Total demand \( G \) defined by the formula: 
  \[
  G = q \cdot T \tag{2}
  \]
- Specific costs of maintaining \( S_{m} \) and specific costs of a supply \( S_{n} \) that are independent of the total supply;
- Organization of supply of materials is carried suddenly from zero to the required level by the scheme presented in Fig. 1 [4, 154].
Chart. 1. Delivery schedule, provided that the lot size and interval of supply are not variables

- Limitations in the model are the number of deliveries \( n_{\text{noc}} \) or the size of a supply \( q \), whichever is adopted as the main indicator.

The objective function in the classical model has the form:

\[
B_{MTI} = S_{\text{noc}} \cdot n_{\text{noc}} + S_{\text{si}} \cdot \frac{q}{2} \quad (3)
\]

The task of inventory management is to determine a value of \( q \), in which the demand for materials and other commodities would be fully secured throughout the period \( T \). In this case, the total costs would be minimal [4, 155].

Given that \( q = \frac{G}{n_{\text{noc}}} \) the objective function can be represented in the following ways:

- If the manager is an indicator \( q \), \( B_{MTI(q)} = S_{\text{noc}} \cdot \frac{G}{q} + S_{\text{si}} \cdot \frac{q}{2} \quad (4); \)

- If the manager is an indicator \( n_{\text{noc}} \) \( B_{MTI(n)} = S_{\text{noc}} \cdot n_{\text{noc}} + S_{\text{si}} \cdot \frac{G}{2n} \quad (5). \)

After mathematical transformations of formula (4) the optimal batch size is defined as follows: \( q_{\text{opt}} = \sqrt{\frac{2S_{\text{noc}} \cdot G}{S_{\text{si}}}} \quad (6). \)
After mathematical transformations of formula (5) the optimal number of deliveries is, \( n_{opt,norm} = \sqrt{\frac{G \cdot S_{nl}}{2 \cdot S_{noc}}} \) (7).

Using formulas (6) and (7) we can determine that it is necessary to have a warehouse to store stocks logistical values, and how to organize the delivery of materials to ensure a common minimum costs [4, 156].

In real conditions there is a limit on the size of the party \( q_{max} \). If the calculation of the formula (6) was obtained value \( q_{onm} < q_{max} \), then for optimal size of the party takes \( q_{onm} \). If \( q_{onm} > q_{max} \), ultimately adopted size of the party at the level of \( q_{max} \). Using formula (4) makes it possible to determine how many at the same time will increase the total costs allocated to the creation of the reserve. At the same time there is an opportunity to make an assessment of what is more advantageous: to have some losses in of supply of materials or suboptimal parties make and implement the expansion of the use of the optimal size of the party.

In practice, often the amount of individual batches of material entering the plant, and the intervals between the supply of some parties are not standard sizes, so in each case they are replaced by different laws of probability. In this regard, there are a number of different economic and mathematical models of inventory management. Their study and application in the production of inventories reduces inventory, while ensuring the continuity of supply of the production process, reduces running costs [4, 157].

In this regard can be identified such three cases which happen in practice:

1. The size of all batches of materials received at the company during the period T is constant, but their delivery times vary.

2. Interval supply of materials to the plant constantly, and lot size changes.

3. Party size and spacing material supply some parties period T changes. This type of economic-mathematical model to include models with considerable difficulty likely demand for materials and supplies probable interval of some parties.
In terms of market planning bookselling business inventories is based on the new requirements of supply, formulation and use of reserves at all stages of the production process in order to minimize total costs.

System organizations should ensure prompt supply, portability required performance of the company. This system is designed to take into account the risks in volatile demand for products where there inevitably uncertainties associated with the probability of the existence of additional material costs and the inability to sufficiently accurate rapid assessment of the majority of costs. Assessment of possible risk in bookselling business in uncertainty conditions of supply of material belonging to one of the most difficult and unexplored problems.

The company has taken to abandon the way of supply of material resources, if the exposure exceeds the permissible level. Effectiveness monitoring of inventory and availability of goods in the store is significantly increased when using product lists, including the list of products that should be borne in store.

The task of continuous replenishment of goods in process of implementation based on keeping the current demand can be addressed by automating management processes of commodity supply. The exact mathematical relationship between the sale of goods and replenishment of stocks considerably simplifies the solution of this problem and enables wide use of computing.

Prediction of the demand structure is a more complex process and is based on the analysis of production trends and patterns of consumption and demand, changes in aesthetic tastes, changes in fashion, the observations of the conjuncture of commodity markets and other materials with information.

Recent advances in computer technology offers the prospect of the introduction of automated control systems for trade and especially the formation of inventory management based on continuous full account of public demand and the sale of goods.
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Anna Romanovska

TYPOGRAPHY IN VOLYN: PREREQUISITE FOR THE EMERGENCE

The article is about reasons and conditions of printing in the world and particularly in Volyn. There is highlighted the questions, that the emergence of printing preceded the evolution of other crafts. It is claimed the importance of studying the activities of the book creators.

Keywords: printing, printing history, history books, book publishing, Volyn.

The emergence and development of such phenomenon as printing, interested many researchers in different times, because the written word has quickly become an integral part of many areas of social and cultural life of the Ukrainian people. Many fundamental book study papers were published in the XIX-XX centuries. Among them it is worth mentioning the following names: Ukrainian linguist, lexicographer, teacher P. Zhytetskyy («Essay of literary history of little Russian dialect in XVII century» (1889), «Description of the Peresopnytsia manuscript XVI century» (1876) («Description of the Peresopnytsia manuscript the 16th century» (1876)) and others.,

Reasons of origin of printing in a particular time in a particular country to define clearly impossible, but the search for answers to these questions help to better understand the nature of an old book publishing. As every significant social phenomenon, printing originated and developed in the context of various, often contradictory processes of social and cultural life. Their complex relationships are often not able to draw appropriate conclusions about the hierarchy of factors that determine what was original and what is original, which was indeed decisive, but that just seemed so. Comparative study of materials of different countries and regions helps to identify certain patterns, such be the basis for conclusions or at least assumptions about the social and cultural phenomenon of conditionality as a fundamentally new printing registration forms and information dissemination.

As it is known, printing of puring movable letters emerged in western Germany in the middle of the XV century and quickly spread to all areas of Western and Central Europe and in Eastern Europe – mainly during the XVI century. Time of occurrence of printing – is the late Middle Ages and probably the emergence of the printing press was associated with the cultural life of this period. It was about needs of the contemporary church, but quickly printed books became necessary, and at universities and other educational institutions. It becomes a tool of the new humanistic education and during the Reformation the brochure and pappus serve to propaganda, designed for the broadest range of readers and listeners. It is probably customary to consider the Protestant Reformation "daughter of Gutenberg" [8, 242].
Subsequently, printing using various currents of cultural life – not only the innovative, but also conservative, but eventually printed book helped a lot more than before, the spread of literacy and education in general, was more a factor of progressive change.

In a similar way, although in other scales and much more slowly has evolved publishing in Eastern Europe, including Ukraine. Originating from the late Middle Ages church needs, which in terms of statelessness was a major national institution printing eventually became a factor and education, and literature, and religious conflicts [2, 68].

Order to highlight the circumstances of the appearance and function of early printing in Volyn, you must at least briefly describe the specific culture, an instrument which was the printed book. That's why before proceeding to the circumstances of the first printers in Volyn, appropriate to highlight some features of the cultural and social life of Ukraine in the Middle Ages and early modern times.

 Territory of Ukraine for many centuries separated permanently movable internal borders: between linguistic and ethnic groups, religions, political and cultural systems drastically different economic structure. The dual image of Ukraine founded, according to W. Lipinsky, in most of its history – from the oscillation between Rome and Byzantium in choosing Christian ceremony and ending with widely differing political and cultural attraction towards Poland and Moscow, "two different cultures, ideologies, concepts and civilizations "][7, 333, 4].

The Volyn area which remained for a long time in the Grand Duchy of Lithuania had a relatively greater autonomy compared with other ethnic lands of Ukraine. In the XVI century many local magnates were still Orthodox. This is one reason why it is the longest followed the old traditions. Notably, there was also Volyn region of Ukraine on most calm Tatar invasions, while in Kiev and Podillia, even Galicia suffered considerable material and human losses [5, 113].

The aristocracy Ukraine in the formation of the Commonwealth comprised 20 princely families, the focus of which was precisely Volyn. Here dwelt Princes of Ostrog, Sanguszko, Czartoryski, Vyshnevetsky and other descendants of feudal
princes because Lutsk became a powerful state within a state. Through education and
relations of noble families on the Ukrainian lands, rapidly spreading the reformation
ideas from the West, which are reflected in art, architecture and books. Courtyards of
princes and boyars, and later – magnates and nobles were primarily hour of their
estates. So it is natural that profits were the main concern of their respective owners.
Therefore, the archival heritage of most households confirmed by acts of land
ownership, records of property, disputes and management, including the exploitation
of the peasants. Instead, the role of courts as centers of culture are preserved only
sporadic mention. Most of them are about religious affairs – a foundation of
monasteries, building of temples, the decoration of their icons and more. The value of
these documents cannot be overemphasized, because they are very important also for
cultural development. However, the direct activity on the field of literacy, education,
science has to be judged on the basis of individual disparate examples. Unique
document is a letter from captivity Ukrainian nobleman V. Zagorovsky to his will,
which dealt with the the school and the duty deacon-teacher rewriting the book [6].
Have been preserved sources about some religious and educational foundations of
orthodox princes Sangushko, Koretsky, Chortoryisk, Zaslavsky, Catholic (T. Zamoyski, Konetpsolski, Senyavski, Sobieski) and Protestant (Ja. Potocki) moguls.
Relatively more detailed (though is also fragmentary) information is funded by
Orthodox princes of two educational centers in Volyn – in Mylyanovychi and Ostrog.

So, as much of the process of the printing think that the way of pouring font
and other items printed domestic production printers were received in finished form –
almost as they were already at J. Gutenberg. But the new technology could enlighten
fast, you might say, lightning and immediately to the mark as most needed for
printing technology in Ukraine, as in Western and Central Europe had a long tradition
[2, 77] (in fact this already existing foundries, engaged in crafts such as jewelry,
casting, after all, the process of making coins was very close to the manufacturing
process of font). Probably, heavy machine woodcuts (woodcuts, icons, reflected on
paper with wooden planks) also began to produce before printed books. This is
evidenced by the widespread production in Ukraine "paper images," and the fact that
their findings in a frame earlier editions S. Fiol, Ivan Fedorov (we should also mention a fragment of painted prints taped to bindings "Apostle" in 1574 with Lyahovets – Library named . F. Szechenyi Budapest) [3, 150-155, 8].

Thus, in the first half of XV – XVI century certain transactions that could be used in printing, artisans of various trades executed at a high level of skill. Most of these trades, despite some periods of stagnation and even regression Technical somehow evolved and improved. It is quite was established at that time and the traditional form of manuscripts, which in Ukraine, as in other countries, was the main role model for printer. Printed books inherited from manuscript formats, methods and stitching frames.

So, in general, in Ukraine and in the Volyn region, there are all prerequisites for the emergence and spread printing, and creating their enterprising and creative people, despite all the oppression and political situation. Therefore, the coverage of those who overcame obstacles created the book – and how the phenomenon of spirituality, and as a material creature, is the main content of works on the history printing and publishing.

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SOCIAL NETWORKING TECHNOLOGIES: TYPOLOGY AND CLASSIFICATION

In article the general classification of social network technologies in a context of their use as PR tools is given. Also the general analysis of their development with a short retrospective is given.

Key words: PR, public relations, social networks, networking, social mediamarketing.

The development of modern media needs today target approach to the development of effective social communication. Experience suggests that the goal reach only those who use integrated application packages tool using principle variadic use according to the situation and needs of a specific goal. Based on the profile of urgency is the need to use advanced social-communication technologies in developing effective media systems.

In view of the above, the purpose of the article is to examine current trends and prospects of social networking technologies as applied tools in media communications.
Considering identified relevance and purpose of the article provides for the following tasks: 1) review the basic prerequisites for the birth of social networking technologies, and 2) to analyse the current trends in social network technologies, and 3) form a basic system of classification of social networking technologies in the context of the field of media communications.

The first attempts at a scientific definition of social networking reach back to the nineteenth century, when works of some European philosophers there such a thing as "social fabric" or "web of relations".

In the one of applied aspect, the first social networking technologies have studied by D. Carnegie. Combining observations in his writings and handling, Carnegie provides basic foundations of networking in this context, as we understand it today. Carnegie Bestsellers such as "speaking and influencing the business partners" (1926), "How to win friends and influence them to perform" (1936), "How to stop worrying and start living" (1948) is still used as practical guides for sales for professionals, politicians, public figures.

Theoretical foundations of the study of social networks created in the works of leading sociologists of the 30 years of XX century. The first publication of the American psychologist John Mareno was works with a number applied sociometry devoted to interpersonal and intergroup communications [3]. J. Moreno coined the term "sociograms", seeing it as a matrix representation of interpersonal relationships in social groups.

Further the Mareno’s ideas were supported and developed by J. Barnes and E. Botta, who in 50 years of the twentieth century began systematic study of the formation of social networks. Thus the term "social network" in 1954 offered John Barnes [6]. This concept, he defined his own idea of what society – a complex web of relationships. He also explored the relationships between people – social network structure by visual diagrams in which individuals designated by dots and connections between them – lines.

Within 60 years of the last century the question of social networks explored mathematics Edosh P. and A. Regnier . These researchers first used mathematical
methods to highlight the principles of building social networks. Thus, using the theory of random graphs, researchers determined the complex networks that do not have existing principles of design. Also, they had formed the concept of "small worlds", which implies the existence of short paths between any two vertices. This principle was considered basic in the formation and development of social networks [7].

Along with the theoretical aspects is the study of social networking technologies in applied format. Particular in 1969, S. Melihrem and J. Travers put forward a "theory of six handshakes", according to which any two people on the planet can establish communication with each other through six owners – six levels of common friends.

At the end of XX – beginning of XXI century were formed a new trend in social networks as a virtual social formations. Since the beginning of their functioning social communication becomes operational, global, systematic. However, the changes were only the form, content – basic communication laws remain unchanged.

In 1995, Randy Konrads creates Classmates.com – the first virtual social networks (mainly U.S. and Canada). The main objective of the project is to assist authorized users in establishing and maintaining relationships with friends and acquaintances with whom they were dealing with for a lifetime. Seven years later, the world saw – Friendster (2002), LinkedIn (2003), MySpace (2003), Tribe (2003), Hi5 (2003). In 2004, there were Orkut, Bebo, Yahoo 360. This year, Mark Zuckerberg created Facebook, which is currently the undisputed leader in the world of social networks (over 400 million users). At first in the CIS were: My Circle (2005) Odnoklassniki.ru (2006) and VKontakte.ru (2006).

Over time, the development of virtual social networks leads to a specific set of practical tools that have shaped a system that we believe can be defined as the promotion of Social Media – Social Media Promotion (SMP). The latter has three areas of Search Engine Optimization (SEO), Social Media Optimization (SMO) and Social media marketing (SMM), which can be regarded as successive steps by
which the evolution SMP. Thus, Search Engine Optimization Search Engine Optimization is defined as – a set of measures aimed at improving the position of the web resource search engine [1: 107]. **Social Media Optimization** and **Social Media Marketing** are defined as actions aimed at promotion of website (brand, product, brand or organization) in social communities [1: 107]. In the opinion of E. Khalilov, a leading Russian specialist in working in social media today, there are at least 100 practical tools of promotion in social networks that form the 12 basic areas [5].

At present we have no systematic theoretical and methodological developments for social networking. Most thematic publications or give too general descriptive picture or analyze highly specialized subject. Selected publications on work in virtual social networks are usually dedicated practice SMM, mainly analyzing methods to collect, analyze and disseminate information on property promotion. On the level of use of technology Networking, which aimed at creating real social community, authors limited useful tips from my own experience and sometimes generalizations developments predecessors. On the one hand, such a situation is very strange, because broken perspective is in active development for over a century. On the other hand, it is a sign that this area of human activity still is within the processes of primary instrument base, which then require a methodological study.

Analyzing the history of technology development and research of social networks, try to identify some of the theoretical and methodological principles for their classification in view of the basic principles and objectives of media communications. In our opinion, the most convenient is classification system by kinds, types, structural characteristics and format technology development (see Table 1.).

All available today social media can be attributed to two types – virtual and real.

Virtual social networks are defined on the basis of the cybernetic version of Internet communication format (interpersonal, intergroup, mass) and Intranet (interpersonal, intragroup). Technologically, the Internet is a global electronic
communications network, while an intranet is usually represented by local electronic corporate networks that bring people together, purely related to a common cause.

Real social networks created by their members in the form of direct communication, real encounters and even tactile communication, which is not possible in the virtual version. Format operation of such networks is a wide range – from leisure to cooperate on joint socio-economic projects.

Each type of social networking is divided into types which consistent with the principles and means of building and maintaining their existence.

Virtual networks are types such as: social contact networks (Facebook, Vkontakte.ru, Odnoklassniki.ru etc..) Blogs (LiveJournal, Копреспондент.net, Blog.Liga.net); microblogging (Twitter, Writemore.ru); file sharing (YouTube, Flickr); social News network (Reddit); wiki (WikipediA); bookmarking sites (Google.Bookmarks, BlogMarks.net); virtual worlds (Second.Life.ru, Habbo.com); podcasts, multy instrumental media (SAY.TV).

Real networks are the following types: radiation, web, 3D- network hunting. Radial structure has a central organizational unit that combines the other members of the network who do not have personal contact with each other. This model is widely used in MLM- projects and typically a network of distribution of goods and services. Gossamer network – the structure is similar to the linear direction of the principle of communication, but in this case provides the possibility of contacts between all members of the network, with certain limitations coordinating functions of its founder. According to this model of the network it’s advertising and consulting agency, structure, operating under franchise and others. 3D Network – an association of independent members thematic communication interaction principles which govern the feasibility and usefulness. Single focal point of this option does not exist. Hunting Network – structure formed as a result of restructuring of large structures by dividing into separate independent legal structure (holding, clustering and matrix structure) [2, 107].
Technology formation and support of virtual social networks also have personal characteristics. For the first – this is Social Media Promotions, for the second, respectively – Networking.

On technology development and support activities of real social networks operate on the principles of Networking. The latter is meant as a new communication concept based on the principles of a comprehensive restructuring and outsourcing business relationship [6, 105]. The main mechanism is the formation of specialized social communities with common interests, based on the principle of personal connections and contacts. Operation Networking involves the use of tools that have the character of classic PR. The main objective of the process – increasing the number of real, direct contacts with the maximum use of their potential. The said technology is one of the most efficient in the area of social communication, because it is a personal recommendation through personal contact gives the maximum effect in the context of promoting the object of the communication process. Unfortunately, Networking, has serious limitations. Under the law Dunbar, one individual can create and maintain a personal social network, consisting of a maximum of 150 others [4].

Format SMP possible to identify 13 areas , each of which comprises a plurality of application tools (with D. Halilov – 12, with the addition of one of the article's author ). These include : the creation and promotion of brand communities (9 instruments) , promotion of niche social networks (9 tool ) to create and develop their own information sites ( 20 tools ) promote content ( 10 tools ) , conducting interactive campaigns (9 tools) , creating and promotion of interactive elements (4 tools ) work with opinion leaders (7 tools ), viral Marketing (4 tools ) personal branding (9 instruments) ; communicative activity (9 instruments ) ratings and tops ( 5 tools ) without any category (5 instruments ), multy instrumental media (SAY.TV).

Summarizing the results of our study we have to distinguish four levels of classification of social networking tools that can be used in media communications. Each of them requires specific methodological and applied aspects that the present moment is still only possible to outline in general terms. At the same time, in view of the global trend toward the benefits of applied aspects, we hope that even in the short
term specialized professionals turn to methodological developments and theoretical studies of modern networking technologies that are urgent and relevant. In particular, the determination requires processing a new communication model consisting of technology in the context of Web 3.0, for linear (U. Schram) and cyclic (E. Akhmadulin) formats don’t provide a complete picture.

**Table. 1**

**Typological classification system**

<table>
<thead>
<tr>
<th>Types of social networks</th>
<th>The Real Social Network</th>
<th>Virtual social networks (technology Web 2.0)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural characteristics of social networks</td>
<td>- Profile of the organization - Professional education - Permit association</td>
<td>- Internet - Intranet</td>
</tr>
<tr>
<td>Types of social networks</td>
<td>- radial - spider - 3D - Hunting</td>
<td>- Social Networking - blogs - microblogs - file sharing - Social News Network - Wiki - Bookmarking website - Virtual worlds - Podcasts and vodcasts - Multiinstrumental media</td>
</tr>
<tr>
<td>Technology formation of social networks</td>
<td>Networking</td>
<td>Social Media Promotion (based on SEO, SMO and SMM)</td>
</tr>
</tbody>
</table>

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The article revealed the essence of the formation process of the information space of Ukraine in particular examined the role of television news.

Key words: informative space, television news, source.

The problem of the television news space as an integral part of Ukraine's information space is one of the issue that becomes relevant. Numerous scientific basis accumulated in the theory and history of journalism but the researchers deployed new horizons of activity. Prospects for scientific research are adjusted primarily by present Ukrainian society, namely intellectual potential of the nation, economic and political conditions in the country. Changes that occur at these levels of functioning society necessarily require new algorithms for solving urgent problems rethinking knowledge and develop practical instructions that will meet modern requirements and needs.

The development of television news space can not remain aloof scholars, to whom raises the question about the need for thorough research and development of the theory and practice of the formation of our country's information space . The first steps in this direction have made such well-known experts in journalism and social communication as I. Mashchenko, A. Yakovets, M. Shostak, V. Sappak, P. Datsyuk, L. Vasiliev. In their works they unanimously determined that the news it is an accurate unbiased report of an event that includes timely information or still unknown one which satisfies the interests of viewers and has important value for their future. At the heart of this message is fact. "Information Program it is only a part of the information flow that is constantly complements, enriches and develops information world picture that is displayed in the context of television," – said A. Yakovets [12, 18]. Every journalist knows that fact is the foundation of any story: "the task of television in general and television news in particular is an objective reflection of reality" [12, 18].
The aim of the article is to reveal the essence of the process of formation of Ukraine's information space and a systematic review of the process through the study of television news as sources of this process.

Environment is the information space in which information circulates. This concept incorporates territorial, technological and human factors whereas public information is intended for the person as a consumer and without a human being it is meaningless.

So when it comes to the information field of the state, its boundaries are identified with boundaries covering the national territory, waters and airspace. In these areas there are media that which inform namely report and depict, make impression on something. But what exactly is reporting, in what way it’s depicting and what impression it is making this is concerning sphere of policy and depends on the informant. If there are three spaces of physical and virtual information, information space is actively used to influence the physical.

Ukrainian researcher Pocheptsov as much as possible approached to information disclosure mechanisms for the formation of space and set its constituents: «We are talking about a significant effect on the physical space by using information space. After all, how can we accelerate certain situations and detain them. Moreover, today referring to the idea of dynamic programming Richard Bellman, which deal with the transition to the final state through a series of intermediate states and optimal transitions between them, they say that even as a fantasy movie final state situation can "pull out" a development» [9; 2].

Thus, there are subjective and objective reasons for distortion of reality in the information space. The objective reasons primarily include restrictions existing in the human cognitive system and information systems. In the description we actually get the world that we want to see because we can choose the characteristics that will fit our visions about the object. The object has many features which can build a description on it. Therefore, the mass media describes the reality that corresponds world model that dominates in society.
Modern scientific researchers who devoted to television highlight in addition to conventional genres two forms of news, they are "hard" and "soft".

1. "Hard" news is a form that represents the reporter's work as a simple record of a documentary reflection of reality as "pure information that is most objective". But this is a completed literary form by all the trapping genres, special features of action, special style and rhythm and by specific composition. It relies on the principle of "economy of thought". During the creation of "hard" news following features are important as random selection of facts, threshold requirement of brevity and the ability to clean up something significant, compact "package" of the material (for easy instant perception) which stimulates authorial vision of information.

2. "Soft" news are those that do not require high speed response. Benefits of "soft" news form are in that they allow beneficial submit a fact which is interesting by fragment or detail but is not important. The form of news helps to apply different manipulations to recipients.

The first is the manipulation of sociology. In the studio there is always an audience poll. But any small group does not reflect the population of Ukraine. And while narrators all the time repeating the terrible word "unrepresentative" of course, it still affects the viewer. The very same group in the program is also under pressure of heard words and seen events unfolding live in front of it because the audience conclusions depend on the direction given by the authors.

The second is the manipulation of topics. It is clear that the subjects submitted for consideration of the audience will be publicized in the community. Moreover, the system of discussion as opposed to lecture monologue puts on its side a lot more people.

The third is the manipulation of procedure. Topics and people can be placed in different time intervals when the program has more or less the audience. The topic may be associated by prepared illustrative material or questions. Any topic can be stopped by commercial break after which the passions can subside a little. Strong or weak speaker also affects on perception of the topic.
The fourth is manipulation of guests. With one line statement it can be chosen even international experts as we know in advance what they say.

The fifth is the manipulation of time. Those or other people can get the right to vote or to ask question and can talk longer and they will not be interrupted. As a result necessary theme / person gets comfortable context in which to reveal.

G. Pocheptsov singles out TV political talk shows which give news material in the "soft" form and can perform the following functions:
- to create an agenda or introduce topics, or take them out of the field of vision of mass consciousness;
- to introduce and maintain the required version of the event;
- to prepare mass consciousness to a new agenda;
- to introduce new political leaders;
- to crystallize the view of spectators when there is a match of individual viewer’s thought with the one that wins on screen [8, 4].

The researcher L. Vasilieva said that news materials can be divided into three groups:

1. Calendar. They are associated with the anniversary of the events which certainly should happen and also with historical dates, national holidays.

2. "Hot" straight. Report the dramatic developments in the country and abroad, the acute problems of international life, sensation, accidents, disasters.

3. "Organized". In journalistic jargon ‘organization of interest’ is called ‘smoked herring’ by its smell it attracts attention and "shoots down a track", namely deliberately provokes interest in the "rigged" situation. It is an artificial blowing of pseudo facts, pseudo actions or biased selection of news [1, 40].

News prepared by themselves considered the "face" broadcasting company as evidence of its level. Relatively small companies that do not have their own news service, are satisfied by the information that is obtained from agencies.

News should always be based on real rather than fictional information such as facts, information and knowledge. In addition, the news must satisfy the interests of the audience. It is important to determine the significance of the facts that are selected
for newscasts that prioritize a large number of messages. First of all it should be news that is of general interest such as the social political and social life, the most important events from abroad. Sources of information may take various forms such as public authorities, the press service, own correspondents, news agencies, newspapers, radio stations.

Despite the rapid development of a global network the development of Internet journalism, high speed and volume of information sources television news as a way of obtaining knowledge about the most important events of the day is still quite popular among the people of Ukraine.

Describing the role which the media performs in democratic societies should be noted in particular that it is not limited to the coverage of socially important events. Media forms specific information environment, characteristics of which are unbounded of spatial boundaries, incompleteness, permanent additions and reinterpretation information. From this perspective we have to talk about the availability of hyper-space, where information about the event does not exist by itself but in close relationship with the other parts.

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This article discusses the implementation of the national social communication projects and their impact on the formation of a positive image of Ukraine are determined by the properties of communication, especially social projects and tasks that still have not been considered in the light of public relations as an important factor of shaping the country's image. Also analyzes the situation that arose in Ukraine around the European Football Championship "Euro 2012".

Key words: public relations, PR, image, social communication, social communication projects, social engineering, «Euro–2012».

Relevance of the topic is caused by that constant change of the political strategy of the international relations leads to a very negative image of the country as a whole. In the eyes of the international community Ukraine appears as an unwanted business partner as optional and inconsistent country in their decisions that is in a constant state of inner conflict of interest.

Considering this, it is necessary to separate social, cultural and sport life of the political vicissitudes between the authorities and opposition links by introducing state social communication projects designed to create a positive image of the country (both external and internal), which should become one of the key strategies of country in formulating and implementing government programs.

The aim of the article is to investigate the current state of social communication projects and their implementation in Ukraine and the impact of such projects on the formation of the country's image.

At the present stage of independent Ukraine development there are visible some positive trends in the PR- industry. However, the question arises: what trends and how they affect society in general public confidence in the government? Whereas
the same effects on the country in the scientific literature and the media increasingly describe the concepts of image, reputation, brand and so on that in result there is a need for promoting a positive image of Ukraine as within the state and internationally. However, these traditional methods such as political leadership have exhausted themselves because there is distrust of the political forces in the country, so there is a need to separate social and cultural life of the state from political to form positive internal and external image of the country out of political relations.

The practical significance of the study is determined by its relevance and contribution to the overall knowledge system concerning the problems of constructing the international image of the country by distinguishing social and cultural life of people from political life in Ukraine by implementing national social communication projects.

The novelty of the study is that the present communication properties, characteristics and problems of social projects were not considered in the light of public relations as an important factor in forming the image of the state.

An analysis of the scientific literature and the media showed that the above problem considers by scientists and practitioners mainly in terms of economic, political and socio-cultural stability or the level of freedom of word, political regime and state positions in international rankings. However, the fact does not take into consideration that social engineering and its communicative properties play a very important role in promoting a positive image of the country. Social design primarily intended to change public consciousness as the key to create a positive internal and as a consequence, the external image of the country.

An activity that is directly related to social development, organization of effective social work, overcoming various social problems is called social planning. Social engineering it's not just technology of achieving the desired result in the social sphere [3, 3].

PR or public relations are designed to generate confidence in the company, organization, product, service. As for the state, its image is an essential tool in
establishing harmonious relations of international cooperation in various spheres of socio-cultural, foreign economic and political activities [1].

Leading role in forming of the country's image play social engineering that means construction of individual, group or organization of action designed to achieve socially important goal localized at the place, time and resources. The essence of social engineering is the design of the future desired state. Therefore, it is possible to define "social project" as a tool for social change based on the natural properties of the human reality design [3, 6].

Any social project involves changing of the social environment, the implementation of innovations mainly not only updating (that is the meaning of the Latin word) but also a conscious activity aimed at designing new and its application to life through a rethinking of previous experience. Namely if today because of past government actions there was formed a negative image of Ukraine, it is evident that the need to change strategy and action aimed at the rehabilitation of an existing image in the minds of Ukrainian and international community and further support of a positive image.

The important thing is understanding, planning and design of the desired positive changes in the perception of Ukraine. Special formulation and intended use of the positive image of the country leads to the formation of positive status of our country in the international public opinion and opens new possibilities for full integration into the international community of civilized nations. It is especially important for social and cultural institutions and tourism which are hidden a huge potential for development and prosperity of Ukraine.

Concerning the state image the forefront there are results of social communication activities such as the formation of social memory, social intelligence and social consciousness [2, 8]. By focusing attention on communication projects that have recently been embodied in Ukraine, one can argue that it is either purely commercial projects or those which were done within social and corporate responsibility of companies and organizations and does not cause global changes in social consciousness. State (non-commercial or financed from the state budget) social
projects that build trust within society, held at the local level, are not at the same time gaining national scale. Given the tradition prevailing in our country such projects usually timed to the election and are short term in nature, without bringing tangible benefits to the Ukrainian.

A good example is the football championship "Euro 2012" starting from 2007 when the Ukrainian -Polish proposal to host won among other countries which have sought to take the fans in the country and ending in 2012 directly by the league and post- period. This event was to be ambitious nationwide project that would join all sections of the population and institutions to achieve a common goal to promote Ukraine in the world by the formation of a positive image and successful preparation and conduct of the championship.

Instead, the entire process took place against a background of political battles. Politicians including members of the opposition have done everything possible in order to the international community boycotted the Ukrainian part of the "Euro -2012" as reported by numerous media in Ukraine and abroad. A massive information war was conducting during the preparation for the championship (2010-2011) including the World Wide Web housed numerous appeal to boycott "Euro -2012" unless opposition leaders prisoners would be free, if not stop the animal abusing, if not stop pressure on the media and others.

With nearly five years in preparation for this championship, Ukraine could not just hold it in triumph, but also to establish itself as a modern, welcoming, tourism and investment attractive, economically and culturally developed countries. Poté, our state received a negative image in the eyes of the international community faced in the minds of visitors as undemocratic country where there is no freedom of speech and persecuted opposition political leaders, no cooked sites for the championship, a sufficient number of hotels and good roads and so on.

Taking to account all this there are several significant errors that prevented the correct position in Ukraine minds of the European community as a modern, developed and hospitable country since the announcement of the draw and the time of the "Euro- 2012" in Ukraine:
- lack of understanding by some political forces the fact that politics and sports (sociocultural sphere) are two different things;
- inability of authorities to conduct an information policy in creating a positive image of Ukraine in the world and within the country itself;
- a significant dependence of the process of preparing the country for the championship from the political situation including non-systematic funding;
- escalation of the situation in the media, particularly the imbalance of positive and negative information about the process of preparation towards the last one, a day before the championship and a negative perception of its population;
- consciousness manipulation and stereotyping of Europeans thinking and Ukrainians on the perception of Ukraine;
- non-participation of all groups in preparation for the championship;
- lack of interest by most domestic businesses to promote football "Euro -2012" and so on.

Due to modern communication (Internet) means relations between people inside the country and abroad it is a dynamic process mediated by their nature, moods, feelings, inclinations etc. . Whereas technology develops faster than the human mind so the real ability to process information is not enough to focus on the flow of changes and features found in today's world. According to I. Panarin, "image is a natural product of processing large volumes of information. Whereas people are not able to keep the whole amount they begin to use labels that refer to such a situation then act according to the script, which is located in the brain that is used for a particular case. In this way, saving energy and time which in case of absence of this mechanism would necessarily spent on thinking about the future behavior "][4, 85-86]. So analytic function of the brain actually becomes a vestige and replaced on the ready comments and materials prepared by the media. Each communicative act is implemented through the interaction of specific individuals. If the individual acquires the status of civil, political and business leaders on the one hand and the most active part of the population on the other, so communication can be implemented on a large-scale national social project.
Important in social planning and in promoting a positive image of the country is a factor of interest. In other words the project, in this case social communication, has to wake up interest of person to participate directly in its various stages and share their achievements with friends, family and friends from different parts of the globe. When a person makes a contribution to a great affair, then it has the feeling of belonging, person feels proud of his favor and his own achievements and then spreading positive information about the project and their country and seeks to involve as many followers as it is possible. Any project can attract attention if government agencies and the public act in the same direction which aimed at positive result or not, if all structures are fragmented and criticize each other. However, it is important to remember that public projects are interesting only when they everyone can find something interesting and important.

So, we can give a definition of "social communication project" it is a guided plan of action whereby carried a unique set of processes to the interaction of power, the people and the media with the assistance of the general population (of different age, social status, race, religion), on the revival of the patriotic spirit, the moral education of children and youth, the rise of the creative, the activities of young people, particularly in culturally and economically depressed areas of the country to improve Ukraine's image in the minds of Ukrainian and in the global community.

With proper, prudent and competent approach to the organization of social communication projects play an important role in promoting a positive international image of the country. It is essential to implement national communication projects of not political or sociocultural direction, as social communication project is a powerful tool to work with a wider audience to unite them through the formation of positive thinking, motivation to action for the benefit of their own country and achieve a common goal to promote country in the world. Such phenomena as the national social communication projects affecting all aspects of human life and well integrated into the information flow, attracting a wide audience thus influencing the public opinion not only in Ukraine but also abroad.
Social projects allow to change the consciousness of the population and thus control the country's future by inspiring people to change, motivating the public to take decisive action aimed at reviving the country's formation and further support of its positive image.

Social design in the era of communication technology is an important tool for forming the image of Ukraine as a relatively new country because it aims to "reset" people's minds. Therefore, this study proves its relevance and is an important contribution to the overall system of knowledge about the problem of building a country's international image by distinguishing social and cultural life of Ukraine's political life through the introduction of national social communication projects and may be useful for further research and applied research in this area.

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SOCIAL COMMUNICATION PROBLEMS OF MODERN MULTICULTURAL SOCIETY
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DYNAMICS OF TRADITIONAL CONSUMER CULTURE DEVELOPMENT DUE TO TECHNOLOGICAL AND SOCIAL FACTORS

The article looks into the development dynamics of the traditional culture and its influence upon technological and social factors.

Key words: traditional culture, dynamic, earth, farmer.

Ukrainian are people with highly developed culture, which over a long historical development of the accumulated experience of a harmonious interaction with the natural environment. Moderation climate, soil fertility, Black Earth fund are the largest and most efficient in the world and this gives a reason to believe that the nature ‘became gentle to Ukraine’[11, 20]. Blessed land did not require excessive force to gain livelihood. O. Yefymenko called Ukrainian "darlings of nature, accustomed to its generous gifts" [6, 16]. The defining feature of the interaction of man and nature in the Ukrainian lands from ancient times was the "respect for the environment and the sustainable use of its resources", traditional "legal principle was reasonable expediency, the balance between the use and reproduction of natural resources, destruction and restoration of wildlife" [7, 264].

The first descriptions of heoclimatic conditions of the territory containe in the works of ancient authors on which the modern Ukraine is. So the details of natural resources, the climate of Northern Black Sea cites ancient Greek historian Herodotus (5 th BC. ) in his book "History", paying attention to agricultural life 'Scythians tiller', which modern scientists (B. Rybakov, D. Raevskii, B. Mozolevsky etc.) identified as Slav [3, 28-40].

Important references about the population and the nature of Scythia is in work of the greatest reformer of the ancient medicine Hippocrates (about 460-377 BC) "About the air, water and ground" [1]. The ancient Greek physician traces the cause effect relationship between climatic conditions and health and human ethnic type of
indigenous communities, which makes it possible to speak of him as the founder of Anthropogeography and "environmental medicine".

Climatic conditions features of Old Russian territory described Byzantine emperor, historian and writer K. Bogryanorodnyi (913-959) in his work "On the control of the empire". In particular, it belongs to one of the first detailed description of the Dnieper and Dnieper rapids, Slavic names match the Ukrainian enshrined D.Yavorntytsky. In that work provides definition of the main traits and lifestyles "of Rosov" severity that Byzantine explained severity of climate, comparing it to the Mediterranean. [2]

About the fertile Ukrainian black earth, inexhaustible natural resources of Ukraine wrote foreigners who visited during Cossack era. Whereas, M. Lytvyn said: "The ground of Kyiv is so fertile and suitable for cultivation that chain, cultivated only once by a couple of bulls, gives a great yield and even raw field gives the plants that feed people with their roots and stems. There are trees that provide a variety of delicate vegetables (here – fruit – M. Sh) cultivated grape vine that is normal for a meal, which in itself is growing ..."][10, 48]. G. de Boplan in "Description of Ukraine" stated that there are growing wild cherry which by its flavoring properties are not inferior to garden and wild almonds as well. The richness of the natural environment ‘land of the Cossacks’ luxury monastery gardens left evidence of L. Alepposkiy, particularly noting the salubrity of water: "... The water in this country is helpfull for women’s continued barren of any properties of water are well known and studied "[8, 94]. French traveler Blaise de Vizhener who visited the Red Rus' (Galicia), Volhynia and Podolia wrote specifically about Podolia that if there were no Tatar raids then this part of Ukraine "certainly would be the best and the most fertile country among several others because the ground gives grapes everywhere and silk without special care". And moreover: "... It is said that the soil of this country is so good and fertile, when to leave the plow in the field so for two or three days it will so overgrown with grass that it will be difficult to find it. The country is full of honey and wax and could feed the huge number of cattle, when there was the possibility of breeding "[10, 53].
About the generosity of native land Ukrainian people have created many proverbs and sayings: "Earth's the richest, water is the most powerful", "Earth gives all and takes all back", "For mother earth and in heaven boring" [12, 53]. In one of the sayings given by M. Nomysom, arable is affectionately called "loving", "Such a loving arable land that the child would grow up, if was planted" [12, 209]. Not less proverbs and sayings created by people about caring, respectful attitude to land, agricultural labor, "Bow to the Earth low, will be close to bread", "Earth- mother feeds everyone", "The Earth is a hardworker: coupling and making bread for people". "Take care of the Earth and admire golden grain", "Who gives to the Earth – it gives back three times", "Who plows and sows those stay young and fresh", "None of that craft as opener and loins", "Even if you tired cultivate your earth", "Where the host is a plow and harrow is hostess there is a full barrel and hutch", "Plow, scythe and celestial dew were not making people tired and didn’t got them into trouble", "If work and work then will receive back and will live", "As you sow, so shall you reap" [13, 76-78].

The main feature of Ukrainian nature really is the combination of soil fertility, grace, nature and picturesque landscapes. As O. Vilshanska says: "Exactly external aesthetic side of peasant life was more favorable to the descriptions outsiders" [7, 337].

According to O. Rusov datas in the "Statistics of Ukrainians in European Russia" (1916), in the early twentieth century. More then 90% of Ukrainians were living in villages, engaged mainly in farming, preserving and multiplying wealth of experience of traditions and rites, which was based on the idea of harmony with the environment.

The process of establishing the tillage ethnicity was not abrupt but it was gradual, evolutionary nature. New production experience acquired in the previous era folk knowledge, made conclusions from outlived and remained productive. In particular, ethnic memory could not retain experience of grain farming, gardening, horticulture and viticulture, due to which pra Slaves were enriched in the contact with colonists in the northern Black Sea coast. This experience extended depending on the
climatic conditions of living of the tribes that formed as known in Ukraine tribal: polish people – in the Middle Dnieper; Drevliany – Eastern Volyn; Volynians and Buzhans – Western Volyn; Ulichi – in Lower Dnieper, Northerners – the left side of Dnieper, white Croats – the Carpathian Mountains. Russian land, in the narrow sense, originated in the Middle Dnieper and Western Bug basin as a result of the integration of Eastern Tribes and create ” superunites .”

Paleobotanical complex of cultures of early medieval farmers was close to the previous: growing of millet, barley, wheat, rye, peas, lentils, oats and from crops – flax, hemp and others. Over time, plants which are undemanding to the cultivation, replaced with crops that need deep plowing and fertilizers. Gradually, was improving the quality of agricultural equipment and expanding its range. Among the tools used iron deciduous plows, sickles, scythes, salmon, hoes, hand mills. The transition to a higher level of agricultural production began with plowing black soil which initiated a new stage in the development of field crop (early Slavs, like their predecessors, preferred less fertile, but easier to cultivate the soil). Farm was complex: along with people engaged in farming livestock, bred cattle, pigs, goats, sheep, horses, and the prevalence of cattle, verified by archaeological finds, gave reason to talk not only about meat and milk production, but also development of arable farming using oxen as draft power. Important role in the economy occupied gathering, hunting and fishing. Developed crafts – blacksmithing, ceramic production, spinning, weaving, tilling leather, stone, wood and bone. People produced clothing and footwear, primitive furniture that filled the traditional dwelling (mainly small poluzemlyanky), built outbuildings.

Implemented in post-Soviet period attempts of paleoecological analysis of different ancient regions indicate significant differences and peculiarities of various regions – territorial, taxonomic and ecological. These differences are due to the lack of documentary sources, researchers failed to outline only on the basis of landscape-ecological research. Different environmental conditions in the territory of Kiev Rus were determined the scope and performance of the relevant economic grounds, and hence different ways of using them.
Scientists have proved that even in synchronous clusters, relatively close to the southern rural communities since the Middle Ages formed their experience of nature. So, in Polessye expedient for agricultural labor were wood crafts (furs, honey, wax, iron, wood and stone) which provided a stable income. In the second half of the first millennium, significant changes were farming system: "There was a set of interrelated elements forming a new system by which there were changes in the structure of the settlement, the area consists of permanent residence, and the earth was one of the main sources of wealth and power of the state" [7, 47-48]. Thus, remaining in use on the backburner shifting and hack the system as a long process of restoring fertility, typical of fallow was unacceptable in densely populated areas steppe zone. Farms were changing to the steam system with its form as two fields and Tripoli which followed in the Ukraine in the nineteenth century. Significantly was changed the agricultural machinery: the transition to a new plow plowing was provided by agrotechnical effect (lifting moisture from the lower layers of soil and aeration – air saturation of the soil to accelerate the process of mineralization). As a result of this in addition to plow fund there were involved heavy black soils and people began to grow new plants (instead of hulled crops – holozernyy), which ensured the transition to commercial production of flour and bread. This process began in the eleventh century and gained significant development in the twelfth and thirteenth centuries.

An important element of the system was also agrotechnical application of organic fertilizers increased soil fertility, combining in a single set of agriculture and livestock. In addition, there was a significant spread of gardening (grown cabbage, cucumbers, poppy seeds, beets, radishes, carrots, onions, garlic, hops) and gardening (cultivated cherries, plums, cherries, walnuts, apples). According to paleobotanists, this list of complementary products such gathering as dogwood, hazel, blackthorn, ash, black elderberry, viburnum, raspberries, blackberries, cranberries, strawberries, mushrooms and so on. [7, 48-51].

Accumulated archaeological material by Ukrainian scientists gives reason to believe that the agricultural production of ancient times has reached a sufficiently
high level and ensure the state of agriculture and livestock products, forming the foundations of its economic power, setting the stage for cultural development. Thus emerges the image of this ancient farmer, other than the one slained ruthlessly exploited serfs, which is depicted in the literature of the Soviet period. In fact it was free, self-sufficient producers of wealth who own hard work ensured a fairly high standard of living and material wealth, personal freedom (albeit relative to a feudal society) and creative self-expression in the form of festive and ritual, leisure culture and various forms of folklore, arts and crafts and so on. “High” propagation of Christianity did not eradicate pantheism to ancient peasant, new religious doctrine to some extent was popular if there were formed the outlook, the object of which was the world of mother nature, not someone else's metaphysical essence.

Agricultural tradition was the basis for the continuity of the cultural history of Ukraine-Rus “Ukrainian culture was primarily agrarian basically because the system of agriculture and technology, established already at the time of Rus, proved to be extremely stable. There were only the steppe of Ukraine of all historical times – said M. Popovic – North of the Eastern Steppe of Ukraine-Rus were moved to a system with constant Trypillya the agricultural settlements and kept it in safe with the necessary equipment to the eighteenth century. For ten centuries the land of our motherland Ukrainian plowed plow, an instrument invented based on our sample of Balkan folk masters and improved by generations of farmers, grain extracted peasant labor what is enough to feed themselves and the city "[9, 720].

Generosity of Ukrainian black soil did not stimulate the need to conquer the nature, fight with it or on the contrary led to tolerance, strengthening and deepening harmony of all types of business. This is manifested in the change fields for crop cultivation in compliance with the hunting season without hurting afforestation, tree cutting, care about cleanliness of water resources and so on. The instrument of interaction between man and nature were the means of production, characteristics which largely determined mechanisms of adaptation to environmental conditions of ethnic unity. Changing of these mechanisms under the influence of technical and social factors are predetermined the dynamics of the traditional consumer culture.
With the development of the means of production and ways of cultivation increased its productivity and hence deepening the farmer harmonious interaction with the environment, thanks to the growing wise land breastfeeding. Specificity of the geographical position of Ukraine in the southern regions of Eastern Europe on the border with Asia, with the absence of natural barriers that would protect it from hostile intruders led to the transformation of grace in their climatic conditions at the edge of the arena of constant struggle against warlike neighbors, the people doomed to till severe tests. Ukrainian preserved agricultural traditions and improved agricultural implements in terms of complex geo-political influence and military hard times such as the Mongol-Tatar conquest and predatory attacks of the Turkish-Tatar invaders systematically since the late fifteenth century, which were squeezing people into less favorable areas for agriculture as forest and steppe. In fertile, the most promising lands of Southern Ukraine, in summer there were wandering Tartar hordes which hampered the revival of agricultural production.

For an adequate understanding of the evolution of justice and traditions of peasant legal culture we should go back to the typology of peasant family because the family was the primary social focus within which were formed and kept the basic ideas of the right of peasants to land, property division, marriage, inheritance, litigation and was developing the practice of social relationships with other families and community groups. Forms of family and social structures largely dependent on the climatic conditions in which people has its place of agriculture. "Influence of fertile soil in Ukraine on its residents is particularly impress in comparison with the imprint that was left on the peasants of the neighboring poor land, O. Subtelny writes. – On the Russian north infertile sandy soils, harsh climate and short vegetation period – at least a month shorter than in Ukraine – still made the Russian peasants to pool resources for a strong cultivation but in Ukraine prevalent individual farms were much more developed. These differences led to the emergence of significant differences in mentality, culture and socioeconomic organization of two related peoples "[11, 19-20].
Problems of typology of peasant families studied A. Hurbyk. In summary, the scientist said: "Documentary materials on the fourteenth and sixteenth centuries, from history of family forms in Ukraine give all reasons to argue about small and large indivisible (regenerated based on small) families as about the main forms of family. It should also emphasize the differences undivided medieval peasant families and large patriarchal families of tribal (and transitional) societies. Last were living constantly and were on the type of transition from genus which were decaying to a small family and undivided were existing under the rule of a small family and played on its basis. Moreover, on Ukrainian soil there was increasingly noticeable trend especially in the sixteenth century to reduce the duration of the existence of the undivided family in the loop: small family – undivided family – small family " [7, 99].

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SPIRITUAL FORMATION OF UNDERSTANDING BETWEEN THE BASIS PEOPLE AS COMMUNICATIVE COMPETENCE OF MODERN SPECIALIST TECHNICAL PROFILE

We study the formation of the archetype of spiritual understanding between nations as a basis for the formation of modern communicative competence of professionals technical profile as an example of creative Comparative Study of artistic works of A. Zahayskyi and V. Medved.

Key words: communicative competence, the archetype of the artistic model, professional competence, cultural interaction paradigm.

Problem of specialist communicative competence formation is relevant and has a great educative value as contemporary documents evidenced in the field of education and science and research to address the issue of reforming the education system to meet the needs of society.

Analysis of scientific literature on the study made it possible to identify theoretical (linguistic, psychological, psycholinguistic and methodological) principles of communicative competence of specialists experts. The necessity of taking into account the relationship or nesporidnenosti languages and cultural traditions, the importance of verification option in a particular artistic models of modern literary process will help develop a paradigm of cultural foundations of modern pedagogical innovation.

Ukraine's accession to the global education and economic community, globalization of the world economy leads to changes in the nature of professional economic education (in its focus, objectives, content) it is increasingly focusing on the "free development of man", the creativity, independence, competitiveness and mobility of future professionals. The formation of the information society, the emergence of market relations contribute to more stringent requirements for the
quality and level of economic activity of enterprises, organizations and professional training of specialists today. [3]

A complex of intellectual and psychological identity formation, characterized by a person's ability to communicate effectively in certain areas of life, the presence of knowledge of language and speech rules, etiquette, cultural characteristics, social experience and the ability to use this knowledge according to the situation of communication is called communicative competence. Communicative competence is based on life experience, the formation of positivist harmonic qualities of human individuality and appropriate intellectual level. By means of the formation of these qualities is the cultural possibilities of modern science that throughout the twentieth century gained many achievements in empirical research and in terms of long-term study of the creative interaction of different cultures and their mutual creative communication that the surface of the prism in the study moved beyond psychosophical frames and as such is of great practical importance for the formation of today's professionals.

The introduction of competency approach to modern professional education accompanied by a change of paradigm (technical means, collectively beliefs, values, etc.) and provides a unification of terminology in line with European standards of competence.

Cultural as a science can serve as a basis in forming psychological and philosophical paradigms of modern specialist identity formation. Monitoring of general tendencies inherent in the Polish and Ukrainian literary system creates the archetypal model of communicative competence as the structural basis of modern vocational education. In the analysis of the works of Adam Zagajewski and V. Medved can sposterehty general trends of modern world literature.

Polish contemporary postmodern literature emerged almost at the same time as the Ukrainian in 60-80-ies of XX century and has, in our view, shared references and technical prerequisites for development. Postmodernism of 60-70s in Poland is primarily a literary era rethinking of modernism: modernist style parody, bringing avant-garde poetics to hypertrophic forms. Limit of 70-80s in the Polish
postmodernist prose to poetry was showed by hollow intertextuality, pastiche, parody and pastyshu. The late 1980s of postmodern literature in Poland again being actively developed. The most epatage Polish avant-garde version of postmodernism that time is the work of writers, united by cooperation in a literary magazine «BruLion». Polish distinctive variant of postmodernism is the phenomenon of "small motherlands prose", the general trend of which is searching for more or less stable foothold in shaky postmodern world.

Ukrainian postmodern literature has a long prehistory. Thus, the "quirky prose" 60-80s of the twentieth century is a pecific Ukrainian version of postmodernism. The emergence of postmodernism in the territory of Ukrainian culture was a result of the entry of Ukrainian society in the context of global challenges. In systematization of modern Ukrainian prose critics often use the territorial principle that distinguished Galician-Stanislavsky and Kyiv-Zhytomyr school who cultivate different types of characters. Creativity of majority of Ukrainian Writers hard to relate to a particular style of writing postmodern Western authors in each work are combined its various options. The most westernized kind of postmodernism is Ukrainian carnival metaproza characterized by the lowest level of tightness and elitist appeal to the general reader.

Against this general background features the work of Vladimir Medved, E. Pashkovskyi, B. Chaban, L. Senyk and others, work of who is the result of updating national cultural complexes. Modern "Polish " postmodern motif – a pereprochytannya and research stereotypes of national identity, and in Ukrainian literature postmodernism is defined primarily a problem of marginalized people.

According to problem themed accents articulated by national postmodernism, each of literatures dominate certain genre and style of its varieties. One of the most powerful currents of postmodernism is conceptualism of Polish, Ukrainian and Polish postmodernism is perhaps the most striking romantic tradition. Typological related national versions of postmodernism there are current as postrealizm and "Universalist" prose. Investigated national literatures common themes, challenges layers are traditional postmodern themes. However, Ukrainian literature of its identity
is closer to Polish and pay more attention to Ukrainian gained in recent years, the social and psychological experience. In general, common themes, challenges seams, articulated studied literature are Universal postmodern themes inherent in modern literature (culture): problems of human leveling, marginal attitude is common for both modern Polish, and Ukrainian literature.

In the novel by V. Medved "Blood on the straw" reflected the search for the lost paradise of man and humanity. Saving the genetic code is the last bastion of the nation's retreat, losing that leveled the nation turning into a pile of gray ash on old parchment rolls, which will erase the wind of time. The motif of death is an essential category of being.

Filosofema of being and nothingness in concept of V. Medved has philosophical and semantic generalization. "There is a belief that the world around and there should be, and if the world needs their death, they are not enemies of the world ..." [4, 44]. Prayers, groans, tears turned to his contemporaries and "non born of his countrymen" V. Medved said: "... We are the new conquerors of desire that will lead us to the other half of the world to rise up against all invaders and experience the new victorious defeat, and break out in song, tale, duma for guessing all around the world, for the coming of the new Shevchenko who covers by tear his laugh... "[4, 92].

A moral guardian of the nation in the works of Medved stands a woman, which is measured by the mausuring of spiritual state of society: "Save a woman if not by a word then with the tear, who is the thief when all are such, who is killer if everyone has a desire for blood; children are sold as slaves to a state... "[4, 93].

The essence of existentialism as a philosophy in the most general form reduces to the following statements: the individual, the reality of its existence which is the most important being the top point of reflection, man being in the absurd, chaotic world, feel estranged and lonely, constantly in a state of anxiety choosing solutions specific courses, this stress for the human condition is defined notion of "existential freedom" which, on the one hand, there is the supreme value of human existence and
on the other perhaps its most profound drama "because at each phase of self-assertion of the individual human existence depends on each of its choice on every decision".

According to our point of view, postmodernism in philosophy and literature is a kind of continuation of the existential mindset. Actually, existential problems are one of the basic features of postmodern art. The main reasons articulated literary postmodernism in this vein as a motif of absurdity from the world and alienation of the individual, existential motifs of loneliness, suffering, anxiety, confusion, despair, death, motive of marginalized persons, motives of choice. "You will not permit that the world knocked to you and you are not allowed to come. Wanting to pass this road through multiplying sins. You have taken over human sin and are so holy, and it was the sins of the world enter and multiply and there is no known where holiness and where is sin"[4 , 64 ] it’s a mythology of modern life of the people in the novel V. Medved "Blood on a straw".

The powerful energy field of the writer allows to half the suffering world to believe in the future. He stares vigilance in the face of anyone who is invisible and the latest front of our spirituality and our pier.

Creativity A. Zagajewski is a reflection on the meaning of human life, the role of social fate the fate of the individual. Describing the absurdity of being heroes, the author describes the inability of the characters at will reach the level of "existential heroes". The writer was most interested in the usual, ordinary "little peopl " are those whose name is the legion and whose being lost and lose their self-worth on the boundless expanse of the world because, in fact, are distinguished from involvement in the movement of life (author described the world of power and move far away but they do not relate to his characters).

By A. Zagajewski , if not an option then at least the hope of selection may occur when a person applies lulling his strength and will. Finally, the weak, unthinking heroes writer can quickly deduce from anabiotical state power of instinct, irresistible thirst for life and a thirst for good. In proprose "philosopher" we read:

Needless to deceive us gentlemen philosophers
work is not joy man is not the highest goal
work is a deadly sweat when God's coming home
I want to sleep but sleep is only for transmission belt
which takes me to the next day and the sun is false
Coin morning tearing my eyelids as before
the birth of my hands are a pair of migrant workers as well as
my tears are not involved in public life
as speakers with rough lips and heart that
intertwined with the brain
Labor is not joy but torment incurable
As disease of a pure conscience, as new settlements
which in high leather boots
is a local wind [2, 44].

According to the Russian researcher O. Losev, mythical detachment from reality is a sense of alienation and ideas everyday and ordinary life. Modern writers are trying to restore the integrity of recollection, to bring together everything that occurs in their memory. What deeper they "dig" the past, the more aware of the futility of their efforts as time perspective has destroyed the integrity of the myth.

Common conceptual field of art as a spiritual foundations of modern life of the people and is the fundamental structured paradigm, which provides a basis for forming an archetype of spiritual understanding between nations as a basis for forming the communicative competence of professionals today, which is the basis of modern professional competence, since the concept of "competence" has in itself apart from the professional knowledge, skills, qualities such as initiative, cooperation, ability to work in a group, communication ability, ability to learn, evaluate, think logically, to select and use information.

In proprose Adam Zagajewski reasons of everlasting eternity of human existence are sound:
Radio delivers news every hour.
Announcers know everything, impossible
It seems that every time
Killing, stealing and seeking.
That's right, hours, like lions devour
Stocks of life. Reality reminds
Sweater, grated on the elbows. The one
Who listens news, doesn’t know that
Nearby, garden, wet of rain,
Walking a little gray kitten and make merry
Measuring the strengths by the hard stems of grasses [2, 94].

Formation archetype of spiritual understanding between nations as the basis of communicative competence of professionals of modern technical profile is the primary goal of basic education of future professionals, defined as social and educational phenomenon that should provide conditions for learning, development and preservation of spiritual culture, learning foreign cultures, aimed at the formation of the individual with a high level of communicative competence. Among the topical issues of cultural important are issues of Ukrainian relations with its close neighbors, particularly Poles, descent and fate are not only similar, but also closely intertwined with more than a thousand years of history of Ukraine.

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THE CONTEMPORARY ART IN SOCIAL COMMUNICATION SPACE OF UKRAINE
THE DESIGNER BRAND AS A COMMUNICATION TOOL FOR MANAGING CONSUMER SYMPATHY TARGET GROUPS IN THE FASHION INDUSTRY

The paper analyzes the possibility of improving the efficiency of the processes of creation and advancement of contemporary apparel market in the fashion industry through the use of innovative tools of marketing communications. The role of the designer brand as a positive influence in the perception of fashion products was defined. The effectiveness of the use of the phenomenon of designer labels as a tool of marketing communication fashion industry was argued.

Key words: fashion industry, social communication, modern clothing market, innovative tools of marketing communications, brand-design factor.

The development of information technologies and the penetration of their achievements in all spheres of political, economic, social and cultural activities of the society especially noticeable on the diversification of the nature of social communication [11]. Changes took place in the fashion industry. Innovations in the field of processing and utilization of information led to the emergence of new opportunities in the design, manufacture and sale of modern fashion.

More and more number of actions in the design of the suit can be monitored and implemented automated methods, freeing resources for the implementation of creative designers search features original author solutions [5]. The development of automation technology components formalized business processes and procedures of the design allows you to take into account individual needs and expectation of narrow target consumer groups and even individual.

The advent of electronic analogues of familiar everyday actions, the development of virtualization processes, realistic visual simulation of the presence of clusters of remote working group members and potential clients not only speed up the
formation of a media style – a new lifestyle in today's information society, and fundamentally change the specific business processes of the fashion industry. [8; 9].

However, the rapid increase in the amount of information makes it difficult to use it. This creates a situation in which the company trying to efficiently generate and promote marketing information to understand potential users, which are often not able to increase the volume of their communications according to the increasing amount of information addressed to the consumer in the general segment information flow [4]. Ways to improve competitiveness are looking to move away from the principles of queuing to individualization in continuous improvement of products, services and ways to promote the product to the consumer [9]. Effective communications with customers, based on the use of modern search, display and manipulation of information are key factors of success.

The urgency of forming positive consumer response fashion market in response to innovative solutions designers. As a result of the struggle for the sympathy of consumers are facing new demands on the efficiency of market research and communications. Competition for the attention of consumers to the actual problem of finding new effective means of marketing communications that enable safe landing convey information to the consumer, in any way, marking it in a separate recognizable line against the general flow of information [8].

Investigations of the role of the designer in the fashion industry today includes a list of urgent problems costume communicative function among nonverbal channels of influence on the formation of public opinion. The study of the communicative potential of the designer brand is key to control the perception of consumers that may be similar to the impact of effective advertising. Therefore, the search for innovative means of communication in order to manage the formation of consumer likes the target groups in the market of the fashion industry is very important [7].

The role of designer brands in the fashion industry still functioning poorly understood. A paper [1], devoted to the problems of managing designer brands in today's fashion business model of the global fashion market, is based on the classification of products available on it recognizable trademark or brand. This model
is a multi-layered structure formed by different levels according to the categories of the brand [1;3].

Since the publications devoted to the promotion of models on the market of contemporary clothing, lack of information on the impact of communication components of different categories of brands on the effectiveness of the project design, the study analyzed the role of design in shaping consumer brand liking to fashion market.

The aim of the paper is to analyze the instruments of social communication that emerged through the development of the fashion industry, building and marketing strategy market fashion. As innovative tools of marketing communications for the fashion market phenomenon considered designer brands.

To achieve this goal have been formulated and solved following problems:

- an analysis of the current state of the method using social communication in shaping consumer demand and industry market analysis features modern clothing was spent;
- features of the applications of the theory of social communications for the organization of the marketing impact on the demand of target consumer groups were considered;
- the analysis of innovation, potentially promising for inclusion in a marketing tool was defined;
- forecasted outcomes designer labels use the factor as an innovative marketing tool at all stages of development and promotion of contemporary apparel market in the fashion industry were made.

The novelty of the study are the analysis of the basic features of implementation of communicative functions – imitation, dialogue management [10], the phenomenon of brand design and features of their manifestation in a market fashion industry. It is proved that imitation is characteristic for this specific process as a "brand stretching". The role of the designer brand as a factor of influence on consumer demand and a positive perception of fashion products and the efficiency of
the phenomenon of designer labels as a tool of marketing communication fashion industry.

The founder of cybernetics, Norbert Wiener, was wanting to emphasize the key role of communication in public, social and man-made social life, called his fundamental book "Cybernetics or control and communication in the animal and the machine" [6]. N.Wiener differentiated personal information held by a single individual, and social information inherent in society. In the article "Information, Language and Society" [5] he was formulated seemingly paradoxical hypothesis: "The community of people is as smart as an individual," which is based on arguments that relate to the processes of communication between members of the community, given the social reason, less effective than inside personal communication.

From the time of the publication of Wiener`s "Cybernetics" (1948) have passed more than half a century. Since then much has changed in society, many assumptions and trends provided by N. Wiener come true. The struggle for influence over the means of social communication, which is characteristic of society, post-industrial night escalated and acquired new forms.

The economy of the new generation of information infrastructure has moved to a level of basic consumer products, increasing competition for influence in the means of social communications.

On the other hand, with the development of network communications the initiative to share information is more accessible to members of the society. It encourages the development and verbal and nonverbal channels of information exchange, which include speech suit because that suit is part of the repertoire of expressive means of expression of personality. Since the accelerating pace of life is increasing the amount of information that is circulating in the community, to find the means of social communications performance management is becoming more relevant. Making conclusions N. Wiener, one can argue that in order to become a society of "smarter" so that it strengthened the trend that maintain homeostasis should be a rise in social media and improve social communication tools that are able to provide effective representation, transmission and reproduction of social information.
in a form accessible individual member of society. This requirement is important to meet one of the main trends in the post-industrial society – the desire of its members to express themselves, to individualization. It is clear that the more an individual is different from others, especially since social media is circulating in the community. But it is the development of information technology with automation technology development and manufacturing of garments made it possible to focus on meeting the requests of narrow target groups and even individual.

Today there is an urgent need for implementing identity: the important role played by fashion design. The result of the design activity is the design of the product – clothes that seamlessly complements the objective environment surrounding people and interact with them. The high level of competition encourages designers to search for more effective methods of enhancing the artistic and aesthetic qualities of the models. Increase the importance of design excellence, the ability to find relevant solutions for collection, the ability to see the future through the eyes of the consumer, to respond to his expectations. Therefore, it is safe to mention the impact of design on society. Features contemporary processes of creation of clothes: the desire for individualization, focus on the needs of target consumer groups, increasing environmental requirements, accelerating changes in fashion trends, accompanied by the diffusion of styles. Creativity in design to the fore the task of image-association, the intensification of the creative process, focus on generating new ideas, play in modern design, cultural and national traditions.

The methodology is transformed into a flexible control mechanism to adapt rapid changes in market demand design. Combined topical issues of design methodology has several important tasks that despite the unity of purpose and similarity formulations are solved by alternative methods. To one of these tasks include the formation of consumer perception based on how promising areas of fashion, design and style features.

In the fashion industry one of means to influence public perception is branding that in terms of social communication introduces the process of transferring and fixing memory consumers about a particular product or service [3;5]. Given the fact
that the fashion industry brand value is very different from the value of the goods caused by its utilitarian features, the study examined the role of different categories of brands on the market fashion. Leading designers in the world of today understand that haute couture clothing is no longer profitable. The number of customers in this category is rapidly shrinking. Pret-a-porter lines have limited opportunities in the increasing, the practice licensing adversely affect the image and brand value. The solution of the problem was the creation and development of diffusion brands with strong stylistic and semantic relationship with the parent brand of pret-a-porter.

Therefore, people interested in new fashion products (potential innovators and early followers) have been proposed diffusion brands – cheaper, more functional than designer labels pret-a-porter, made on cheaper fabrics, but those with severe emotional and stylistic connection with the parent brand.

The main objective of diffusion designer brands can be described as follows:
- they maximize profits by attracting new consumers for designer clothes, younger, less profit than consumer brands pret-a-porter;
- it is come the diffusion (the spread) of knowledges of the designer brand for the whole of young consumers and creating a chain of designer clothing consumer transition from a lower level of consumption of the brand to the next by changing the social status and social ambitions;
- the diffusion brands offer designer labels certain protection merge option of mass-market clothing, as some buffer between pret-a-porter clothes and mass production.

The value of diffusion brands in the portfolio of brands designer brand in general is high. They are an updated material to retailers of designer clothing. They generate revenues and most importantly the gain [2;3].

Key features of designer brands in today's fashion business are:
- the leadership role in shaping the identity of the designer brand;
- the rrecise positioning;
- the diversification categories: haute couture, pret-a-porter, diffusion brands;
- the respect for seasonality in presenting new fashion product;
- the creation of unique flagship stores;
- the combination of models and accessory politics within seasonal collections brands.

Describing a leading role in shaping the designer brands "Consumer 's Choice" in some recognizable trademark, we can say that the designer brand in the fashion business is individualized name, term, sign, symbol and design aspects, which serves to differentiation of their fashion products competitors and to identify the goods with the creator – the designer. An attribution of the designer labels creator often occurs because of brand name, which uses the actual name of the designer. The material components of a brand means fashion product itself, its physical characteristics and quality, brand name that allow you to create added value. For more brand value leads to the transformation of branded name in brand equity increasing the cost of the product [1].

It was made the analysis of the implementation of basic communicative functions: imitation, dialogue management [10] in the real world market fashion industry. An imitation is characteristic of specific processes as "brand stretching". It refers to the transfer of licenses to use the brand name in the manufacture of another product to enhance its competitiveness. The immensely stretching of designer labels caused considerable damage to the exclusivity and prestige, which are essential features of designer`s brands. The same can be said about the negative impact of sprains in brand value.

The communicative function is in the form of a dialogue characteristic of the interaction between progressive groups of users and innovators and designer brands that reflect long-term trends of fashion leading the world. The formation of local identity appears in interactive mode of interaction brands. Nowadays, fashion streets affects the idea of creating promising collections.

The communicative function in the form of management of social consciousness in the perception of models modern clothes due to key features of designer brands in the fashion business today means:
- the eadership role in shaping the identity of the designer brand;
- the manage the process of positioning;
- the diversification by category, from haute couture, pret-a-porter, diffuse brands, mass brands;
- the subject to seasonality in presenting new fashion product;
- creating unique flagship stores;
- the management models and compatibility criteria accessory politics within seasonal collections brands.

In social communication designer brand plays the role of stylistic, cultural, social and economic dominance for the fashion business.

Features of formation and development of designer labels defining the roles they play in the fashion business:

On-couture is style-creating factor in the fashion business as a whole. This category of clothing contributes to the preservation development and transfer of new generation high unique traditions in the production of fashion products. With regard to the creation and promotion of a particular brand of haute couture, serves as the most effective PR.

Pret-a-porter is an expression of the philosophy of the brand. When creating and promoting this category of models widely used intelligent design, apply creative techniques and innovative marketing tools in advertising and sales organization. Products pret-a-porter stimulate the functioning and development of complementary segments of fashion industry. In social terms, the category meets the requirements of customers in demonstrative consumption contributes to meet the social needs and visualization prestigious image.

Diffuse brands are the primary source of income for the designer brands in general. They are based on changes in consumer behavior, provide enhanced opportunities to stretch the brand, for example, by creating lines for certain age groups. Diffuse brand serves as a protection from the merger of the designer brand with mass market.
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Alexander Lithuanian

THE FESTIVAL MOVEMENT OF UKRAINE IN THE PERIOD OF ITS INDEPENDENCE

This article analyzed festival space period of Ukraine's independence as an indicator and catalyst intensity and quality of artistic life.

*Keywords:* festival, festival movement, festival space, youth music festivals.

In the current context of globalization and the worldwide economic crisis, Ukraine, as a country, is in a state of economic and social shock and national cultural knockout. Democratic processes occur randomly due to weak legislative and legal framework. Liberal and conservative ideas do not work in a society devoid of ideals of unity and common purpose. Global increasingly prevalent on social and national.

Contemporary cultural space characterized by a strong development Ukraine festival movement that supports and helps develop those artists, genres and areas that are mostly left unattended domestic media and press.

The realization of festivals becomes a factor in attracting the city as a valuable cultural entity with a rich space, and the festival becomes mandatory attribute value of the cultural center. It becomes an alternative festival concert season and resonant photo showcasing the cultural significance of a particular spatial locus, hence the relevance of the study.

*The purpose of the article* is to analyze festival space period of Ukraine's independence in the context of festival tourism. For the purpose of put the following *tasks*:

- to examine current national festival space Ukraine;
- to consider festival tourism Ukraine as one type of event tourism;
- to examine main problems suffered by national youth music festival.

The contemporary cultural space characterized by a strong development Ukraine festival movement that supports and helps develop those artists, genres and areas that remain beyond national media and press. In addition, given the momentum
of self-affirmation and manifestation of individuality and possibility of fulfillment of the Ukrainian youth who tired of what they impose on national media.

The festival movement is an indicator and catalyst intensity and quality of the artistic life of any country, mostly in the developed European countries. Festivals like certifies world and Ukrainian experience, determining the direction of art, new thinking, opening new horizons of limitless creativity. The festival it's not just a holiday and pleasure (French "festival" means "festivus" – a merry holiday from Latin), but also a kind of regulatory mechanism and correction of aesthetic tastes, attitudes, formation of new ideals. This is also the inspection of innovation, prioritizing and finding unbeaten paths of art and culture.

The real festival is essential for a sense of celebration, which it gives, demonstrating innovation form, content and performance. Any festival also performs the function of aesthetic education of the public and artists, promotes the search for new forms of art existence, extraordinary in producing and design, the promotion of new synthetic species as performance (a combination of musical ideas symbolically encoded actor movement), an installation (a combination of visual and acoustic ideas of life and social action), a video installation (a collision of various forms of video with music).

The reasons that prompted the festival "boom" has been a dramatic impoverishment of the concert season, on the one hand, and processes of the regionalization and the decentralization on the other. After the collapse of the Soviet Union and the removal of a single center (Moscow), reducing the funding of culture, which led to an almost complete cessation of functioning of the concert and tour activity. In the early 90th century the urgency is the same festival as an alternative to the concert season and resonant way demonstrate the cultural significance of a particular spatial locus.

The realization of festivals become a factor in attracting the city as a valuable cultural entity with a rich space, and the festival itself becomes mandatory attribute value cultural center.
A unique holiday atmosphere and the spirit of freedom that creates the organizers, participants and spectators are common for any festival. The atmosphere makes the festival a memorable spectacle. The current national festival space poses a lot of goals and objectives, among which are the promotion of healthy lifestyles, help gifted young, environmental conservation, promotion of Ukrainian music, integrating into a single global cultural space, the rise of the national idea among young people. It should be noted that the Ukrainian idea much easier to transfer cultural language than the language of politics. So by using the Ukrainian music, literature, folk crafts easily identify with and feel Ukrainian.

This is reflected in the Festival of Ukrainian musicians, folk artists and other ethnic media and other culture. The art that they propagate in the festival environment finally gets a chance to be heard, seen, and sometimes even conscious of what in "slagging" national information space is almost impossible to achieve.

Cultural phenomena need nationwide, including financial support. Only then the quality will increase and will improve competitiveness, while culture does not seem lifeless museum piece, whose life is artificially supported.

Guests at the festival every year feel themselves much liberate: it is interesting not only to concert on the big stage, they boldly take part in master classes with dance, much boldly taken to the pottery, taken to respond to literary events, livelier interest in books stands and other associated festival events. In short, much more organic feel as Ukrainian in its world.

Any festival is to discover new names should declare these names. The more names it opens, the more viewers will get to see something new.

If in carrying out festival performances urban residents generally do not show much interest in what is happening on the festival grounds, but this is not the spectators who come from different parts of Ukraine. This can be called a festival tourism in Ukraine is almost no such development, as in other countries where Festival events attract millions of tourists.

The festival tourism is a type of event tourism (an event tourism), which allows visitors to become living witnesses and participants of the biggest events in the world
of sports, culture and arts. It is necessary to make the festival a product that can compete in the market and give moral and material dividends.

The development of tourism stimulates economic development of the city, region and country. It can be argued that the festival is a catalyst for the tourist market. According to the organizers of the festival "Lemko Bells" in 2011 was attended by nearly 20 thousand participants from Ukraine and from abroad, particularly from Poland, Slovakia, Serbia and Croatia. In Lviv 40% of the city budget comes from tourism. As the president "Tavriykii games" Nicholas Bagraev, during the festival infrastructure (private sector, trade, etc.) of the city receives a large income, about four days – the annual revenue. Despite the economic crisis and financial problems as organizers and visitors of the festival audience ranks increase every year. In 2009, during the week of the festival "Art- Pole" was visited by about 50 thousand people, Kyiv "Gogolfest" for 17 days visited 120 thousand spectators. Organizers of the festival "Kievan Rus Park" predict that after the completion of the "Park" will become a tourist mecca of Ukraine, and will take up to 3 million visitors a year from all over the world.

A survey conducted in December 2010 in the top five EU countries – Germany, Spain, France, Britain and Italy showed that along with the two parameters leaders the visit cultural and historical sites (top 56%) and rural tourism (44%) up to promising for Ukraine of tourism respondents rank as well as nature reserves (44%) and festival tourism (39%). The results were the basis for the strategy of building a positive image of Ukraine and promotion of its brand overseas.

An effective use of the cultural and historical potential, architectural and natural attractions makes it possible to develop new more promising economic trends. Unlike traditional sectors, the tourism sector has unlimited resources and eventually is able to evolve exponentially.

In recent years, city officials in several regions discussed the expansion of festival tourism in the city and the region, the creation of new tour itineraries.

According to the foreign practice, festivals belonging to stimulating factors in the programs of socio-economic development of individual settlements. Of the
festival promotes the economic development of villages, bringing revenue from
tourism flows, while not requiring large financial investments. As an example,
Ternopil region and Zaporizhia region can be attributed to the so-called depressed
areas where many settlements are in poor condition due to lack of jobs and limited
local budgets. According to recent reports in Ternopil over 20 festivals held annually
with different statuses: district, regional, national and international. At the National
Reserve "Khortytsya" from 2004 is made reproduction of historical and cultural
complex "Zaporizhskaja Sich". Moreover, in this region is a serious rise of festival
movement in different statuses and trends.

In places where festivals take place, the tourist traffic enlivenes, the
infrastructure improves and new opportunities for tourism and sustainable regional
development appears.

The main purpose of event tourism is as tourists of the measure and its direct
participation, "inclusion" in the events taking place. It is a resource for attracting
tourists may be some social action, namely the festival as an outstanding cultural and
artistic event which establishes a status is also a tourist event, which annually is
interested for dozens or even hundreds of thousands of tourists.

On the main problems of Ukrainian youth music festivals that do not pay
attention to domestic producers can identify the following:

- the lack of a clear concept, which is mostly determined by the originality and
  authenticity of the event. Most festivals have the same face, almost identical
  performers and distinguished name and location;

- the stupid infrastructure. Man can not fully enjoy the entertainment and music
  when she is physically uncomfortable (no drinking water, showers, toilets, shade
  etc.). Foreign spectators in the first look is on comfort level and get paid for this
currency. The famous British festival Glastonbury (Glastonbury Festival of
Contemporary Performing Arts) will not take place in 2012 due to the Olympic
Games in London, which will need to organize so many toilet cubicles, that music
lovers may not be enough. Last year, for visitors of the festival, there were about 190
thousand people, only 3,225 thousand toilets were working. On any number of
national festivals toilet cubicles at best no more than 5 dozen;

- the little understanding in preparation for the festival of the target group of
potential visitors: it is small children who are not the conditions for recreation. In
addition, the organizers did not calculate the expected number of accommodation
possibilities spectators. In 2010, at the festival "Svirzh" expected about 50 thousand
spectators were actually 10,000, but camping places still was not;

- the transportation to the scene yet. Some national festival getting to the scene
resembles extreme sports. Although the European festival organizers are keen to
come as more viewers and therefore are free buses that they get from the station to
the festival location ("Heineken Open air", "Siget" etc.);

- the ensuring the conditions for receiving VIP-guests and visitors from abroad
(parking for cars, food, showers, etc.);

- one of the biggest problems is setting up of internal and external
communications. Not only spectators but participants do not know who speaks and
when. Also, they do not know to whom from organizers they can handle with certain
issues;

- most of the organizers creating a festival out of principle: less money – more
artists, and quality of the festival suffers from this;

- the main problem is the reluctance of the media to cooperate with the
organizers of festivals tend performers, we're used to on television and radio, differ
significantly from those performances in the festival grounds.

Thus, the festival requires a high level of resources, people, tourists,
developing infrastructure and opening up new talents, creating new jobs and gives
local governments financially. The festival is not a one-time event, but an annual
event in the country, region and city.
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Alexander Manshylin

THE FORMATION OF THE METHODOLOGY OF M. CUNNINGHAM’S CREATION IN THE CONTEXT OF AVANT-GARDE MOVEMENTS IN ART IN THE MIDDLE OF XX CENTURY

The article investigates the latest trends in art and philosophy of the mid-twentieth century, which influenced the creative methods of American choreographer M. Cunningham. The context of his work outlines the concepts of art by A. Coomaraswamy, D. Suzuki, artists M. Duchamp, J. Cage, M. Graham and others.

**Keywords:** modern dance, dance technique, methodology, creativity, dance composition, procedures, accident, avant-garde, eastern philosophical paradigm.

The modern dance as an artistic phenomenon is developed in Ukraine more dynamic every day. The survey focuses on the works of American choreographer M. Cunningham (1919-2009) – one of the leading artists in the history of modern dance. The relevance of the study is to analyze the material not covered in the Ukrainian art history studies.

The aim of the study is to examine the events that influenced the creative method M. Cunningham. It was posed following problems:

- to identify aspects of American Modern Dance 1930;
- to define the role of artistic searches of the composer John Cage in the formation of creative methods M. Cunningham;
- to determine the value of the latest philosophical paradigms associated with the intensification of the influence of Eastern cultures (India, China, Japan) in shaping the art of M. Cunningham;
- to correlate methodological bases of M. Cunningham of finding contemporary artists in music, visual arts, literature, drama theater.

The research of contexts in which creative techniques emerged by M. Cunningham, enables comprehensive analysis of these methods. Only such an approach makes it possible to understand the methodology of modern art. The
practical significance of this work is to build the lexicon of contemporary art-reflection dance that affects the awareness aspect of their own work by practices.

Special studies on the methodology of M.Cunningham did not commit in the Ukrainian art. However, during the development of other themes Ukrainian writers to some extent stayed at work M.Cunningham as having identified the main trends in the development of modern dance. This applies to works of O.Chepalov, D.Bernadska, D.Sharikova, O.Shabalina and other researchers.

The work is largely based on studies of foreign authors. The greatest value in consideration of aspects of the work with M.Cunningham has works of R.Kopeland, D.Vaughan, J.Leshav, D. Reynolds and other researchers. Significant facts dedicated to the works of M.Cunningham are contained in the monograph E.Surits "Ballet and Dance in America: Essay of history".

French writer M.Lartigue said: "It seems that we come to understand that M.Cunningham provoked in the field of dance fracture, comparable to the effected P.Picasso in painting the "Ladies of Avignon" (1909) or T.Tzar in poetry the "25+1 poems" (1918) the fracture, especially in terms of technology" [5, 32-33].

In the history of modern dance, which began only in the twentieth century, 50 and 60 years were a period of dramatic change. Creativity of M.Cunningham gave a powerful impetus to these changes and was largely determined by its direction. His work, which goes to the beginning of 1940s, fundamentally changed the image of modern dance as an artistic phenomenon.

M.Cunningham is known primarily as a radical reformer whose ideas were realized not only in his own work, but also gave impetus to further research. However, on the other hand, M.Cunningham methodology contains many elements and ideas borrowed from the previous time, but sold it in uncompromising, absolute form. In this respect, Cunningham continuing the traditions moved creativity in contemporary dance with narrower, highly choreographed plane, in the context of avant-garde experimentation in the visual, musical and performing arts. It became an important source of innovation. Eventually methodology of Cunningham should
include consideration of all the above three components: innovation, tradition, integration. This article will cover the first of the last of these components.

The first acquaintance M.Cunningham with latest choreographic techniques (the modern dance) was held in 1937, when he joined the Cornish school in Seattle (now it is Cornish College of Art). M.Cunningham tried to gain the profession of an actor. However the program of Cornish school is not aimed at a narrow specialization of students. It was declared that "the school is for cultural and professional study of music, drama, dance, radio, graphic arts (according to E.Jaques-Dalcroze), and foreign languages" [1].

In the Cornish School M.Cunningham studied modern dance techniques with B.Byrd (the dancer in the M.Graham`s troupe) and choreographed piece in L.Horst (the music director of the same troupe). After the first year of study B.Baird offered Cunningham to visit courses in Benninhton dance school. Because of this he was able to get acquainted with other methodologies of modern dance, because during the summer residences in Bennington (except M.Graham) worked D.Humphrey and Ch.Veydman, H.Holm (the student of M.Vihman), L.Horton.

During the year, M.Graham suggested to M.Cunningham becomes a member of the troupe. At that time (1939) she has just started to involve male dancers to her works. Over the past ten years M.Graham`s troupe consisted of only female dancers. A year before the invitation M.Cunningham joined the troupe E.Hokinz. Thus, there was a change of aesthetics Graham`s performances. For six years (1939-1945) that M.Cunningham worked in the Martha Graham Dance Company, was established productions, which are now considered some of the best works of M.Graham and are a regular in the repertoire: "Every Soul Is a Circus" (1939), "El Penitente" (1940), "Letter to the World" (1940), "Punch and the Judy" (1941), "Deaths and Entrances" (1943), "Appalachian Spring" (1944).

In the early 1940s M.Cunningham began regularly attending classes in classical dance founded by George Balanchine's "School of American Ballet". By comparing the technique with which he worked in the company of M.Graham, and lessons of O. Obukhov, he said: "In Graham`s I could see that Martha was able to do
something and how amazing it was, but she could not explain this. She could give a kind of emotional explanation and I noticed that dancers often have some sense, but could not do the same. Then I went to the "School of American Ballet" and there was only a wonderful teacher named Obukhov, a former Russian. He gave a very complex exercise horribly complicated, and they were a bit old-fashioned, because he was so, but it did not matter because it was quite clear. In fact, in Graham`s troupe, as well as for ballet lessons, I wanted to see the movement, not how as you feel, you feel it; how do you get from this position to the next... You have to learn the idea of that the movement is derived from something, not from something emotional, but from a certain inertia or force, and this should be understood to happen next movement"

[4;67-68].

At that time (1942) John Cage arrives to New York. He and M.Cunningham met back in the Cornish school: a young composer was accompanist for dance classes of B.Baird. In recent years he has worked on developing their own creative method. Cage`s composition occurred as a result of thinking of many protest ideas of the art of the first half of the twentieth century, such as:

- ideas that the meaning of an artwork is its own material, that what is called "means of expression" (later, in 1960 M.Mcluhan formulated this idea in the famous "The medium is the message");

- ideas of the value of artistic work "means of expression" (for example, color and line in painting , sound and rhythm in music) with a "concept". The essence of this idea was brilliantly demonstrated by M.Duchamp in his "solution" of the mystery of Leonardo`s "Mona Lisa", work "L. H. O. O. Q.");

- ideas of the need for revision adopted in the Western musical art of tones and harmony. This John Cage repelled by the method of one of his teachers – Schönberg.

- ideas of the relationship between rhythmic and harmonic structures in the music. John Cage wrote about this: "The sound has four properties: a pitch, a timbre, a loudness and a duration. The silence is opposite and necessary companion of the sound. From four characteristics of the sound only duration applies both the sound and the silence. The structure, based on the duration (rhythmic: a phrase, a time
period) is exact (correlated with the nature of the material), whereas harmonic structure is incorrect (derived from height, which does not exist in peace)" [2;63].

Working in Seattle, John Cage organized a percussion band, and invented a compact tool to realize his ideas – prepared piano. Metal objects stuck in some piano strings when you press keys reproduce sounds similar to the sounds of percussion instruments. Moving to New York, John Cage did not find the possibility to transport all the instruments of the orchestra, so in future he had to use the prepared piano.

John Cage`s creative collaboration with M.Cunningham started the same in 1942 as a summer residence in Benninhton school several participants corpses M.Graham (Jean Erdman , N. Fontanoff and M.Cunningham) organized a concert with their performances. This same program has been shown in the autumn in New York. John Cage`s music was used in two formulations: a dance duo and solo. In half two years the dancer and the composer created a concert consisting exclusively of John Cage`s music and six solo dances of M.Cunningham ("Triple-paced", "Root of an Unfocus", "Tossed as it is untroubled", "The Unavaible Memory ", "Totem Ancestor ", "Spontaneous Earth"). In this concert it was the first use of a fundamentally new method of composer`s and choreographer`s cooperation. The method was that music and dance materials were not completely dependent on each other, and were created by the authors alone. M.Cunningham said: "John has offered to try to work in a way that he developed – with the rhythmic structure. He explained it very simply: it will set the number of sections, music and dance will consist of them with periods. Everyone should clearly understand the beginning and the end of the section, and then start again and so on. So we can gather in these spots connection sections. But we can be fairly independent between them... I very clearly remember that feeling of freedom it gave to me: it do not need to adjust the music"[1].

Despite this change, M.Cunningham`s settings in 1940s continued the tradition initiated modern dance. In particular, the dancers recreated some emotional states tried to create a specific image: in "Totem Ancestor" it was the image of absolutely wild creature`s particles unknowable nature, in "Root of an Unfocus" it was an aghast person.
The most important change in the general sense of the art of M. Cunningham took place after he with John Cage in the late 1940s listening D.T. Suzuki`s lectures, dedicated to Zen Buddhism. They took quite a great way of the worldview inherent in the philosophy of Zen: events without the consideration of rigid concepts around them, the perception of emptiness and the free play of the space, the realization of the equal importance each of the elements in this game. In one of his articles on the relations between the new dance and new music, John Cage noted: "In Zen they say: if something is boring after two minutes, try to take it four minutes. If still boring, try to take eight minutes, sixteen, thirty-two etc. Finally, it is clearly understand, it's not boring, but is very interesting"[2;93].

Under the influence of Zen ideas, the composer and the choreographer began to develop a way of the composition, in which the work of art ceased to be the result of the author`s arguments and the expression of its concepts. Instead of that, the work had translated some higher law and unconscious. In the USA in 1950 was published the English translation of ancient Chinese book of divination "I-Ching" [6] ("the change`s course") – one of the canonical texts of Confucianism. John Cage began to use "I-Ching" as a tool for the composition. Generalized his method consisted in the following: the material of the composition means sounds, pauses, intervals, rhythmic patterns, were located in the table of "I-Ching" hexagrams. The building of the work going by tossing coins or dice gambling, bringing elected each successive element in the table. It's called "chance procedures".

Procedures of an accident, according to John Cage gave to avoid the limitations of the human mind and gave to an artist tools "the imitation of nature in its mode of action". This programmatic statement – "The art is the imitation of nature in its mode of action" John Cage used with reference to a researcher of Indian art and A.Coomaraswamy`s philosophy. The last of them in the "Transformation of Nature in Art" (1934) cites T.Aquinas: "ars imitatur naturam in sua operatione" (from the Latin "An art imitates nature in its action") [3; 27,31].

At that time (1940-50's) methods that included case as one of the technical means used by a large number of artists. Starting from the period of the symbolism
and S. Freud`s ideas, experimenters in various forms of art were looking for one or other way of escaping from the rational-positivist to irrational, "different" methods of the work. The case was hailed as a tool and method of literary "an automatic writing" (for example by surrealist A. Breton) and "an automatism" of abstract paintings by expressionists J. Pollock, F. Klein, Willem de Kunning. Serial technique and the aleatory music (P. Boulez, K. Stockhausen) are also derived using the case.

The use of chance procedures in dance opens a wide field for new opportunities. M. Cunningham began experimenting with the body of a dancer, the inner workings of the artist, the spatial structure of the song, the rhythm of movement, the distribution of the choreographic text in time and of course the viewers perception.

In keeping with the philosophy of "I-Ching" J. Cage and M. Cunningham wanted the least interference with prescribed procedures using random combinations of elements. Those what the case pointed had to be fulfilled. According to the music to follow this rule was not too challenging, but the dance is created a number of problems that needed solving. One of the first attempts to use random procedures to choreographic text was the work of Cunningham "Untitled solo" (1953). In the process the director recorded cells to the hexsograms table pre-prepared combination of movements or individual movements of legs, arms, head, shoulders etc. Then he tossed the coin and thus defines a set sequence of movements or movements that need to be performed simultaneously. As a result, the entire production occurred on paper (just as a result of the work of the composer's score appears). This "score" was extremely hard to do: first, it seemed impossible to coordinate the simultaneous movements of different body parts in the line and arc trajectories, and secondly, the solo require too much physical endurance. But instead of having to abandon the complex elements, to simplify them, Cunningham decided to abandon the other: from an idea of what is possible and where is the line at which begins the impossible. It is interesting to compare this M. Kaninhem`s setting with considerations of E. Grotowskii, a decade later expressed: "The so-called exercise are the very soil
where active calls overcome themselves. For those who do this, they must be almost impossible to implement. However, he must do this"[7, 134].

The use of M.Cunningham`s procedures has become an instrument in order to "explore the limits of its capabilities and try to overcome them" [7, 94].

An aesthetics and an art practice of M.Cunningham and E.Grotowskii on using the motion are drastically different (except that belong to different periods). However, common elements in their methodologies are noteworthy as indicating the vector of theatrical techniques in the second half of the twentieth century. First, two methodologies seek the help of physical movement come to act transgression – to overcome the limits of their capabilities. This orientation was characterized in the literature in 1940-50`s, particularly drama, that is actively applied to the philosophy of existentialism and categories of transcendence.

M.Cunningham said about the work on "Untitled solo": "After David Tudor (the composer who worked with M.Cunningham) smiled and said: "Well, of course it's impossible, but we will continue to move and certainly do it... It completely changed my idea of what is a coordination of moves... I also began to realize that there are many different things that we think, if they can not do, and obviously this is not true, we can make them, but if we are not object them" [4; 80-81].

The composer L.Bernstein in 1952, invited M.Cunningham on founded by him «Creative Arts Festival". For the festival's program he was offered to create two choreographic compositions: the first was based on the music of "Vesillyachko" by Stravinsky, the second was based on pieces of "The symphony for one person" by P.Schaeffer and P.Henry. This program product of the new direction ("the concrete music"), written in 1950, was executed in the United States for the first time. M.Cunningham used chance procedures to create the choreography for "Symphony...". The experiments of M.Cunningham and John Cage were in conjunction with the search for European artists.

The role of integrative part in shaping M.Cunningham`s methodology means:

- modern dance techniques were reinterpreted in the context of contemporary art searches;
- the discourse of contemporary art history and philosophy used in particular related to the opening of the new Eastern cultures;
- as a basis for creative methodology was used only ideological beliefs about the role of case in reality;
- there was a creative engagement with avant-garde artists. The most lengthy and methodical been working with composer John Cage; artists R.Rauschenberg and John Jones. In addition, various years M.Cunningham collaborated with composers K.Wolf, D.Tudor, G.Brayers and many others; artists J.Pollock, A.Warhol, M.Graves, N.Lancaster and others.

Further study of M.Cunningham´s work should contain a detailed analysis of the constituent elements of his creative method. The understanding these elements is essential for its proper use as a practice of modern dance, as well as researchers, art historians.

REFERENCES
