

Modern trends in the functioning of media studies in informational, scientific and educational discourse

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informational, scientific and educational discourse**

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Modern trends in the functioning of media studies in informational, scientific and educational discourse.

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The monograph examines the functioning of the regional press during the period of independence of Ukraine. Through a comparison with European (primarily German) genealogy, the necessity and problems of reforming the classification of journalistic genres and groups of genres inherited from the Soviet era in modern Ukrainian journalism are determined. Zaboy magazine was studied in the socio-cultural context of the time: history, thematic palette, leading authors. The functioning of modern liberal information culture in the context of theoretical and methodological principles is characterized; the substantive and auditory characteristics of social communications as the main concepts of the functioning of liberal information culture, enlightenment of liberal information culture are characterized. A scientific and research characterization of the Russian-Ukrainian hybrid conflict in the east of Ukraine (2014-2021) was carried out. The reasons, course and results of Russian military aggression against Ukraine are characterized.

Keywords: information space, genealogy; journalistic genre (form); forms with an emphasis on facts, forms with an emphasis on one's own opinion, entertainment forms, magazine, literary and artistic periodical, editor, Ukrainianization, topics, information society, information war, mass media, regional mass media, liberal information culture, social communications.

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SECTION I. RESEARCH AND PERFORMANCE OF THE REGIONAL PRESS DURING THE INDEPENDENCE OF UKRAINE

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1.1 Press the period of restoration of independence, Ukraine (1991– 1997)

Political problems in the form in which they are formed by mid– 1991, within the next year have been resolved. Big country, big party, a great idea to have suffered a complete collapse. Together with them, suffered a historic defeat and great press, which they served. «Give us an all – Russian political newspaper, and we will turn Russia» – Lenin said at the beginning of the century, plotting Iskra. Namriyane fulfilled. But now Russia, and with it another 15 states, with the help of the press, turned over again.

This state of «double-inverted» instead of stabilization (how it happened, unlike in Ukraine and Russia, Hungary, Czech Republic, Poland), a painful impact on the world of mass communication. By Shakespeare's expression, «perevavsya period of time»: abandoned halfway through construction of communism has not been clearly replaced by something equivalent. «About what to write now?» – This is a painful question arose daily in the editorial offices, where they are accustomed for decades to praise the wisdom of the Communist Party and socialist competition coverage. «About what to write now?» – Not less dramatic question asked themselves Democrats, «ruhovtsy» who have learned over the years of perestroika destroy the old, but did not know how to build a new and so choked in the turbulent flow of events, issues and mutually exclusive ideas, projects, proposals, etc.

In Soviet Ukraine, there was a harmonious system of media that reflects the hierarchical pyramid of a totalitarian society. In 1970, the country came out in 1068

newspapers with daily circulation of nearly 20 million copies, including 14 national, 60 regional and 77 urban and combined, 430 district, 474 grass – roots.

Independent Ukraine has got the inheritance in 2609 newspapers and magazines (as at the beginning of 1992). On May 1, 1995 there were already 4,229 and about 500 television and radio companies. Quantitative growth accompanied by a sharp drop in circulation – and not just individual publications, but also the total for the country. Almost all publications were in dire economic straits. Thus, data for 1996 show that only four editions of the local level with almost 30 provide for themselves and there were no subsidies from the municipal or district budgets. The remaining donations received, and, moreover, in significant volumes, which reached the equivalent of 10 thousand dollars for a newspaper with daily circulation of 10 thousand copies. The transition from full to ensure all necessary revisions, existing under the CPSU, to the market with printers, teleradiotsentry, communications, suppliers of paper made them unprofitable [1, p. 55].

Inability of the managerial personnel of the old and new democracies kompartiyh newspapers operate under market conditions condemned all publications. Non-profit newspapers and broadcasters (TRC) to put on the agenda the issue of state financial support of the Ukrainian press. It was imperative to do to save them – and at the same time that it was impossible to do under any circumstances to preserve the independence of the press in Ukraine..

Anticipated and expected prosperity to Western-style did not happen. The reason was the severe economic crisis that hit Ukraine, once eliminated all gruntivni based on planned and regulated economy released prices. The collapse of the advertising market – a minor episode of the all– embracing crisis, but that he condemned the Ukrainian press in a pitiful begging and unacceptable dependence on power and money [15, p. 37].

It seemed that nothing worse bozgroshivya to the editor can not be. But it turned out, what could be worse. After Beria's torture chambers and Brezhnev were crazy for recalcitrant editors and journalists provided more criticism of killers. Several tragic

cases – with the editor of «Evening Odessa» B. Derevianko or Luhansk correspondent of «Kiev Gazette AP Shevchenko and others – have shown that this unfortunate reality, too, has taken root in the» arsenal «of modern management techniques the media in Ukraine.

Obviously, customers are killing each other. A tragic finale is not so much his strength as his own impotence and the inability to convince journalists to buy them or intimidate.

Ideological crisis, too, was an ordeal not only for the former Communists, whose ideology has suffered such a crushing blow, but for the National Democrats and their main opponents. Extracted power obliged to assume responsibility for and the course of history, and this implies the urgent need to consolidate the society on several major fronts. Mass consciousness, accustomed to the existence within the same ideology and to use run-flat top finished truths, unaccustomed to develop their own, demanded his own force of inertia of something of the same scale and clear like the building of communism.

But such a common idea in the retail environment and society of contention had been proposed.

Right-bank Ukraine, and especially the western area, quickly and almost unanimously changed the polarity and began to actively develop the theme of national revival, using names like Bandera, Millier, Konovalca etc. This has affected the historical experiences of the region last centuries, mainly agrarian economy, as suggested by some economic independence from the former Soviet republics.

But the left-bank Ukraine, and especially the Donets Basin, historically gravitated toward its northern neighbor. Large Enterprise major cities, a strong industry demand for its support of the existence of millions of relationships with subcontractors, suppliers, raw material bases in all former Soviet republics. History of the creation of Donetsk republic almost simultaneously with WUFR in Galicia clearly shows that these regions have long stood back to back. In the communist coercion of thought and action, this contradiction has been driven deep into, withdrawn from the asset of the

mass consciousness of both regions. Opportunity to freely express thoughts suddenly found that their desire to dramatically differ. Press the new habit before lighting the acute problems of society actually rozyatryuvala this problem.

After the beginning of 1993 appeared the first effects of the historical turn of 1991, the realities were such that in fact the country was ruled by the witty definition of the press, «the old partbyurokraty, new financial groups and tribal leaders of the Carpathians». This reinforces the segmentation, disintegration and political life, and the media world and, accordingly, the mass of thought. [11, p. 117]

In a climate of ideological uncertainty caused by the collapse of communist ideology, pluralism, the absence of a single integrating ideas for all areas and sectors of the population of the press began instinctively huddle in the power structure, the second deliberately removed from them.

However, both remained in extremely difficult economic situation: all pustishaly local budgets, which are expected to first – and, increasingly, came to decline advertising market, which had pinned its hopes of the latter. The rapid quantitative growth of 2,263 names of newspapers in 1992 to more than 6,000 in 1998, from about 70 to nearly 850 TRC in the same years and from less than a hundred to 800 publishers did not mean any way of success: after total audience of print media decreased 8-10 times (on print runs), and «electronic press» to lack of manpower to create your own software product and a lack of money for the purchase of equipment and high-quality licensed foreign programs were interrupted by long-term musical «marathon» and nizkoprobni copies of American movies, which for technical parameters generally could not be airing. Local TV studio is actually engaged in the transfer of video clubs in the repertoires of a mass audience [6, p. 10].

Content analysis of the contents of folders microphone 1992-1997, held in Luhansk, lets make some conclusions about the dynamics of thematic and organizational development at the regional public radio. For example, exceeded 80 percent of airtime in the last year studied light of life only regional center instead of 55 percent or less in the early years. This resulted in a decrease network of correspondents

in the field for lack of funds to local (city, district) edition of broadcasting. Respectively, began to fall themes of agriculture, by radio, the genre began to swell interview quantify how relatively simple in terms of their organization. The number of critical statements from radio reporters, the already low start, dropped to almost zero. But the strongly increased the already considerable airtime to speeches of politicians, parliamentarians, officials of the state apparatus.

Explosively growing number of foci press extremely exacerbated the problem of personnel. Those people who are using the provided by law to have formed their own publishing, or SEC, for the most part had no special education or experience of creative work in the editorial or management. Former teachers, club staff, at the best journalists of the old grass– roots media famously claimed responsibility for his own publication, the studio – and quickly went bankrupt, if not financially, then professionally.

The worst were three of their inability to:

- Political: to build relationships with the government,
- Professional: making high-quality, competitive product,
- Science: look at the theoretical level, the problems that life has put before the media, that is, an inability to build a relationship with science.

The remaining errors arose from it, deepening the crisis. That is why during frank discussions within the program «Tatsis» continues for media executives from the CIS in December 1994, the participants agreed that it is the training of journalists is one of the central points in overcoming the legacy of overly centralized state – the so– called «human resource «or» human resources».

The first reason was that many editors and a good, experienced journalists have failed to survive and win in a totally new environment – in the struggle with the crisis and in the competitive confrontation. «Democratic Ukraine» lost circulation of nearly half a million in mid – 1980, when she came out as «Soviet Ukraine», Republican official publication of the Verkhovna Rada of USSR, and 12 thousand copies.

«Literary Ukraine» during the adjustment was mistress of doom of the national-democratic opposition and managed to pick up on this wave, circulation up to 200,000.

Two years after regaining independence, for which she so bravely fought, stayed with 45 thousand readers, and the process of decline continued. And among the inherent merits of this newspaper is that it is among the very few publications in the days of the coup, the State Emergency Committee acted against the threat of communist revenge and even called for civil disobedience in the event of victory, «the coup». This example shows how brutal were those market relations, which called for the Democrats, Nationals, all anti-Communists of the former Soviet–planned community. [7, p. 115].

On the other hand appeared and quickly conquered the market, especially youth, erotic publications, which are chaste history of the Ukrainian press in general did not know before. «Lel», «Lel– Review», «Pan+ladies» and the like, in the first place, unable to compete in this market segment, with its chic French and American editions, and secondly, can not hide behind scientism their true purpose, as This makes Russia the «AIDS– Info».

Positive as a whole should be considered as the creation in Ukraine several dozen perfectly competitive newspapers have managed to overcome all obstacles and adversity, strengthened organizationally, financially, and now operate in the market of mass media as the true leaders. The beginning of this process gave the newspaper «mediator», and then appeared Express – announced «(Kiev, volume up to 68 pages in each issue)», «Express-Club» (Lugansk, 48 pages, with a circulation of 60 to 100 thousand copies, the most highest in the region), «Event» (Dnepro) and others.

First, they exist as a pure promotional material, and then, convinced of their own ability, have begun to give part of newspaper space (up to a quarter) covering social and political life.

Ukraine went in 1995, a difficult and long, through the formation of an extensive system of training highly qualified personnel for the media. In support of the Kiev Institute of Journalism, Lviv Department of Journalism has released the first professional journalism in 1996 in Dnepropetrovsk. Opened new offices in the department and the classical State University (Kharkiv and Luhansk, 1995) and private higher education institutions (Simferopol, Donetsk, 1993), etc. However, the whole

thing is just the beginning, not enough professors and teachers, is a weak material–technical base. At the level of scientific publications and instructional materials in early 1998 with new productions on the history, theory and methodology of media beyond the scientists of Kyiv, Lviv and Luhansk.

Decisions underlying the creation of new seats for journalists, will give real results in the next century. And the press is suffering from the domination of psevdozhurnalistic, who worked in the offices and leaving a mass audience, often do not even understand what it is they do not understand.

Ukrainian program, including many regional public broadcasting companies, in creative terms are often not competitive and with very few exceptions, bear the stamp of inferiority, not necessarily. Establishment of joint research with the European capital («1+1») and Russian (Inter Milan), promoted it, but not enough to consider Ukraine's information space is securely protected by the free choice of the viewers.

As rightly noted scholar of modern Ukrainian press A. Chekmyshev (Kiev), now a real danger of information threatens Ukraine is not so much outside as inside. The dramatic story of the closure in 1996-1998 TV «Windows», «Epilogue», «7 days», the newspaper Pravda Ukraine show that the resistance forces gradual liberation of the press (that is, finally, the democratization of public life and to further social progress) do not make weapons. [3]

The main reason is that an updated Ukrainian press, having joined in 1992, the year an influential factor in the process of democratization of society, in subsequent years gradually began to lose ground. Influential political forces, it has to interfere, and consequently, by Shakespearean expression, «The Moor has done his job – the Moor can go». As you know, 75 percent of newspapers in Ukraine is controlled by representatives of state executive power, and 80 percent of the local press – officials. [10, p. 113].

In such circumstances it is very difficult to behave in a social process as an equal of his subject.

This «helps» and faulty in legal and ethical ways the activities of individual journalists, editors, and numerous cases of abuse of freedom of expression on their part for the lack of understanding the essence of this concept, the inability to operate or through their own evil will. Because of these errors are even more become dependent to government or financial institutions and returned to the position of the tool, «cog» in the wrong hands.

The greatest progress in comparison with the ideological, organizational, financial and material directions, appeared in the media world in the legislative process.

Broken virgin soil left in that area Communists, was determined that no law was passed in the USSR in the press. All led by the statutes and decisions of the Party taken either alone or jointly with the government, if solved the problem of financial and material support of the media. The smallest hole punched through the wall of the enduring – Mikhail Gorbachevs law on mass media – in a few months, ruined not only the world kompartynoy press, but all the old society.

Ukrainian parliament, government, and later the president had to start a business virtually from scratch, and in an atmosphere of an already existing crisis, which has developed rapidly in the direction of grooves.

Now, looking at joint efforts made in this area, we can state that as at the end of 1997 has already formed a legal space with a developed system that includes:

- Constitutional provisions, in particular articles 15, 34, 54, 85 and others;
- 15 laws with numerous additions and corrections, and prominent among them: «The print media (the press)», «On Television and Radio», «On the Media», «The National Council of Ukraine on Television and Radio», about the system of public television in Ukraine», «On Publishing», «On Advertising», «On Copyright and Related Rights «and» On State Support for Mass Media and Social Protection of Journalists and others;
- Presidential Decree, such as «On the State Program of development of national publishing and media for the period up to 2000» (1995);

- Resolution of the Parliament – for example, «The creation of Broadcasting Public Broadcasting Ukraine» (1997);
- Resolution of the Cabinet of Ministers, such as «On state registration of the print media, news agencies and registration fees» (1997) or «On Tariffs of the distribution of periodicals» (1996) and others;
- Regulations of the Ministry of Information, Ministry of Labour and the like;
- Decisions of the National Council on Television and Radio, Anti-Monopoly Committee, State Tax Administration, the Supreme Court ruling, an explanation of the Supreme Arbitration Court, etc.

However, the mark and the new challenges in the development of information law in Ukraine.

The first of them is due to the incomplete process of lawmaking. There are still certain areas which require legal regulation. For example, the law established a liability for failure to provide information to journalists by officials – but the measure of this responsibility is not defined. Part of the provisions of legal acts is rather the nature of recommendations or suggestions, than a strict and fair law.

The second defined the imperfect mechanisms of implementation of laws. Firstly, some of them more as nature wishes than the legal norm does not provide sanctions for violations.

Second, the law does not set in some cases, the mechanism of introduction of these standards into practice. A striking example – the delay had already been adopted by the Verkhovna Rada the law «On State Support for Mass Media and Social Protection of Journalists», which is almost a year does not apply in legal practice, because it does not lack the political will, finance, corporate solidarity of the journalists themselves.

The third problem is that the influential factors remain legal ignorance of the media, legal nihilism, annoying tradition of disregard for the law, «telephone law» and

other negative phenomena, and antisocial, illegal but inevitable in the construction of a democratic society. [5, p. 61].

It is these phenomena cause numerous conflicts and scandals in the media world and around it.

So, at the end of the century and millennium, contemporaries with different sentiments may determine: independent Ukraine resumed, the Ukrainian press has become the path of civilized development. Now it is declared to incarnate the realities of life and its adequate reflection in the media.

The law «On the print media (the press) in Ukraine» provides for the formation of a unique phenomenon for our country, multi-layered organizational structure of the print media in society. Phenomenon of such an organization has 5 degrees of the functioning of every organ in the information market of the state: Founder – Publisher – the creative team (revised) – Distributor – the consumer as a factor in the audience is another matter that could be possible options for the distribution «based» responsibilities between the concrete structure representative this scheme (of power itself, however, more cunning legal existence of multi-stage in the print media provides an opportunity to talk about interesting trends in the Practice of periodicals.

The phenomenon of the sovereignty of print media is directly related to its independence from any external force. However, as economic and political indifference towards her from the founder, publisher and distributor of this concept is relative. As part as an element of democratic institutions, print media are themselves a particular regulation, and, in turn, serve lock legitimate authority of other social structures of society.

In the early years of Ukraine as an independent state press has suffered a truly revolutionary change. The main source of these changes was the destruction of the old system of economic existence of printed mass media. Press, funded by the state, turned to the press, financed by other actors in society – above all it concerns the non-print media. However, with the formation of models of power under the current acting President of Ukraine the situation has changed dramatically Ukrainian press is able to

reflect exactly what has never been able to write press the Soviet period: the mood and condition of its customers, a variety of palettes of their preferences, desires, interests (especially stress that in these my reflections, I abstract from issues of power and political structuring of the modern Ukrainian press). This circumstance is the primary source of all changes in the Ukrainian print media, and changes in both the better and for worse. There have been significant improvements in all aspects of print publications – from the name change, style layout, selecting fonts to the bottom of any feed material.

But you should pay attention to the fact that when you play changes in the functioning of print media stereotype developed an assessment framework of socio-political activities of a particular newspaper or magazine. First of all, the well – known is the tendency to divide the periodicals on a «good» – the state, Ukrainian, and «bad» – Russian. In this case, practice shows that, by itself language edition is not a determining factor in the political assessment of the specific representatives of the print media (eg, in Kharkov, Ukrainian– edition «Sloboda region» stably accommodates materials aimed at the development of the CIS, and Russian – speaking «Events» conducted often enough in extreme forms, antiimperial politics.

Other popular enough to simplify the situation – the separation of the publication of «Western», under the denominator of which combine print media of Galicia, and the «oriental», which-again, completely mechanical – combined regional press, say, Donetsk, Odessa, Chernihiv. Meanwhile, the practice shows that some of Lviv publications (eg, «City Hall», «Promotion») are much closer to Donetsk (eg, «City») than some of Ternopol, or the more Lutsky newspapers. It is interesting that a similar analogy can be drawn on the «horizontal» level periodicals: Lviv Young Galicia finds an almost complete political and ideological analogue not in the «young Volhynia, and Kharkov in the newspaper «Time», which is not at all youth publications.

Consequently, political, typological, creativity and style of the print media can not be uniquely divided into a left bank right coast. The separation occurs on a much more complicated scheme for which outstanding is based is the social characteristics of the region.

Talk about the division of the thematic, typological and creative characteristics of regional print media in the context of not only the existence but also the system of coordinates «West Ukraine – east of Ukraine», Ukrainian – edition – Russian edition of «would not be quite correct, though opposed to such coordinates on the basis of socio-political, social orientation really exist: for example, to print media of agricultural regions of Ukraine, which are antagonists of an ideological nature – despite the fact that their creative and organizational aspects are similar.

On the linguistic indicators, even antagonistic manner of presentation in different regional editions deeper than on purely ideological grounds. This suggests that the creative and organizational specificity of printed media is not geographically limited language. Inappropriate to speak of limiting the actual social characteristics of a particular region. [11, p. 274]

Creative characteristics of the particular edition – too sensitive reaction mechanism for the reader's demand, and new market conditions for the existence of periodicals suffered only change exactly where the greatest changes occurred in the very society. The rapid development of new market structures, changing the system of employment, in particular, the transition of large groups of working – age population in the service sector, trade and indirect manufacturing areas is a typical feature is the industrial regions.

This phenomenon gave birth to a whole new readership preferences or trends, demand for new readers of the market, based on two principles: to inform and entertain. That is what prompted the regional press to develop its publication on the principle: «All genres are good, but boring» [17, p. 74]. From this and pulled the chain and creative topics and typological experiments, the direction which is essentially the same – regardless of whether considered Lviv, Donetsk, Odessa and Kharkiv.

The consequence of these processes is the formation of the three principal characteristics of the print media in Ukraine. Each of them inherent in its social demand, a consumer as a factor in the audience, its creative structure.

1.2 Investigation of the regional press in the Ukrainian Journalism expertness Ukraine's independence

The first years of independence of our state have made adjustments to the situation in the media market of Ukraine. Central Press came under Russian jurisdiction, and therefore the number of newspapers and magazines began to claim the role of interregional and interstate. There was a sharp distinction between the Party, government, youth, businesses and other publications. Switched to weekly issue many regional newspapers.

As evidenced by the data presented in the paper «The media postcommunist Ukraine» for 1991-1993 the share of central publications has increased from 22,6% to 28,8%, while regional and local – from 35,8% to 69,2%. If in the first year of independence from Moscow (former Soviet) and Kiev (former Republican) publications, together controlled 64.2% of the public reading, then in 1994 the situation has changed diametrically: a majority of the fourth estate passed into the regional and local (regional, urban and regional) media. In the future, these trends hold, setting a new status quo: the preference for local media over the general Ukrainian (69.2% vs. 28, 8%, respectively).

In light of these changes on the extrusion market of Ukraine there was a need for market research of regional media. If the All – Russian media in general is sufficient consideration, the regional – little studied. That's why there was a need for qualitative and quantitative market research contemporary regional media.

Thus, we should state that the literature on the regional press of the modern period, is determined by the trend of studying the diversity of directions of the regional press. The greatest number of these studies concerns the freedom of speech, political and economic aspects of the media regions. Unexplored in the literature are the quality criteria for regional publications, tools to evaluate them. There are no studies on the thematic palette of newspapers, communicative, political, linguistic aspects of the existence of such publications.

This section examines the state of functioning of the Ukrainian print media of communication, depending on what a classroom expectations. In turn, the very audience palette is represented in Ukraine, rather gaudy, and it is difficult to determine. Therefore, we propose to consider the peculiarities of printed media in Ukraine in relation to those of territorial societies that stand out in a geographically – cluster dimension. Separating industrial societies, agricultural, mixed, the author classifies the principle analysis of the media at the territorial level, uzalezhnyuyucha Those on the social characteristics reprezentanta particular society.

For the objective characteristics of the regional level of the modern Ukrainian press is important to determine the comparative characteristics of the society in which this press is once formed and now operates. Speaking of the media for a particular society, we must emphasize the weight of the socio– political and economic characteristics of the latter.

In general, Ukrainian scientists zhurnalistikoznavtsi quite fruitful work in the field of applied learning features of modern Ukrainian mass media. It is worth noting that the leading scientists in a comprehensive and interesting to analyze the activity of media, paying particular attention to several components of their functional load. [2, p. 288].

In the modern Ukrainian zhurnalistikoznavchih Science witnessing a very original and, we believe, useful for science tend to organize a specialized research interests of those scholars who analyze the processes taking place in the modern information environment in Ukraine. In some way related to the exploration of these problems in the functioning of the regional press in Ukraine in the context of social order audiences.

With regard to the specific problem of the mass media in the classroom context, it is little developed. Have in mind the aspects of the relationship before the media and audiences in the context of the phenomena that characterize the state of modern Ukrainian mass media, and the characteristics of modern Ukrainian audience primarily in the regional context.

The current state of media characterized by the fact that having a (largely) only two legitimate sources of funding its activities circulation and advertising sales (quantity and quality of the latter is suffering from sold), the vast number of publications, even the public nature of the need to put a cost to obey its potential or actual reader. The publication of the territorial society can not yet and are unlikely in the near future to create a structure of presenting information without regard to the local situation – as it makes the press in Kiev.

Specificity of Ukrainian regional periodicals today is that it works in a hard market space, and journalistic offer local publications clearly reflects the reader's demand: Competition between independent newspapers and such, where among the founders appear authorities and management, leading to a peaceful solution is not many acute problems [15, p. 35].

Be correct to talk about two models of publishing behavior in relation to the regional press in Ukraine. The first model cases where the founder or co– founders of the periodical are the bodies of state power and control here and the theme and the creative intersection of each issue is formed with obligatory consideration of social and political order of power. The second model cases where the founder or founders of the periodical is the only nonstate entities (both legal and physical). Here, a large proportion of background information for each edition of the newspaper belongs to the social order of the audience.

Without considering this factor is impossible to give a realistic and objective assessment of press territorial society, to understand the emergence and development of media in the regions themselves, not to mention the need to describe in detail the principles of functioning and its impact on the audience as part of society. In this aspect, is proposed to play the type of social structures typical of modern society Ukraine.

The first type of social structure of society of large urban area frame. This type of social education in Ukraine is well include large (population of 850,000 to 2 million inhabitants) cities and urban agglomerations for this social structure is characterized by such leading social characteristics. First, the high proportion of working – age

population in relation to the catastrophic. Secondly, the high proportion of people with higher or secondary education. Thirdly, the high proportion of the population living in urban areas and predominantly work in industry and science, compared with the rural population. Range of interests of this audience is naturally oriented towards economic and political information to a sufficiently high level of cultural information, directions are not confined to the region, foreign information and a variety of posts that form a common outlook and for leisure activities

The basis of press of the first group of society is a weekly publication as well as multiple outputs for a week and possibly an evening newspaper. Created on the surface of Ukrainian independence, the authorities of local regional administrations and councils still exist, however, as analysis shows, are in a difficult financial position. The presence of large masses cause the formation of an active audience of market conditions for the press and helped to immediately differentiate its functional division into two principal groups of publications. The first group publications such as «News»: daily newspapers operational information areas with a significant element of the reporter. The second group of publications such as «Sandy»: weekly, less informative, more analytical and entertainment, created on the principle of «rough Sunday newspaper».

The second type of social structure of society with a dominant agricultural population. These include field oriented in the economically powerful agricultural production and directly related decentralized, located in the small towns of the structure and processing enterprises. Here weighty are leading characteristics. Firstly, a significant proportion of the population is the audience of pre– retirement and retirement age. Secondly, a significant proportion of the population is employed directly in agricultural production. Thirdly, the number of people with higher education and employment for highly skilled work in the industry, lower than the average for Ukraine. This means that in this group, press the territorial areas of society faces a social order of the audience, which consists of a quarter of those fairly old age, living in small towns or villages in the district scale. There are few intellectuals, students, skilled workers.

Social inquiry such a reader is fundamentally different from the first group from their social status so the reader has little interest in economic information, issues of market formation, the activity of businesses, youth issues, etc. But the strong interest in formal political information, particularly to address the socio-oriented nature. It is quite natural, considering the essential element of conservatism inherent in older people and peasant society in general, representatives of this group is difficult to adapt to the rapid dynamics of political processes of modernity. This reader is precisely because the social specificity tends to give more attention to information related to traditional folk culture, religious life, everyday life, moral, familial problems. The ratio of this society to the information that is fed press, less *vnekriticheskogo* more trust than in the first group. To a certain extent, this group stands opposite of social demands and expectations with respect to the first. Creation of press society of the second type occurs later than in the first group. However, now there are regions where the media market is represented by only one state newspaper publishing local administration. Bright medial phenomena typical of the first society,

The third type of social structure of a mixed society of Ukraine. This is a group of areas with major regional cities with a population ranging from 300 to 850 thousand inhabitants, with a well – developed industrial structure, but does not turn into a continuous urban area. On the one hand, this society is rather high proportion of the population employed in industry. On the other hand, no significant group of academic and educational intellectuals, scientists, students, other active consumers of information that make up a significant audience share of press. At the same time in this society is rather high proportion of rural population and the population employed in manufacturing (for this feature a similar structure of the population is considered to be approximate to that of the second group of society). As a consequence of migration is sufficiently large number of individuals approaching retirement and retirement age.

Specificity of social order the reader in this group is not the most complex phenomenon. On the one hand, the demand for in– depth analytical materials genres are lower than in areas of the first group, since the minor social groups are the main

consumers of these publications is: scientists, intellectuals, students, youth, economic establishment of the market environment. On the other hand, demand for the traditionally conservative official information too little compared to the range of the second group.

It is in this – mixed – type of society there is increased interest in lightweight entertainment genres in periodicals inherent in both the first and second groups of society. Despite the fact that I would like to avoid direct evaluation of characteristics should be stated that often press for typological features coming to the set naylegkovazhnishih, sometimes primitive editions, which are dominated by humor, criminal news, trade and economic information, etc. Press the mixed society of their origin to some extent reminiscent of the press in society is the first type in the main they come out from the depths, or youth, or an evening edition. Very rarely purely weekly «alternative» genesis.

Geographical address of this press was often a group or just agricultural or mixed areas, each of which may have not let the marketing foundation for a more detailed analysis of publications, but society as a result of such inter– regional association was sufficient for consumption by an audience of regional publications such as «Sandy» .

In our opinion, the definition of social formations, we have identified in connection with the operation in Ukraine, the regional media, gives a good chance to specify the behavior of these media. One only has to be clear about the main factors that influence the nature of certain periodicals in the regions, the formation of their current and future repertoire, even individual journalists and creative manner, etc. Typology of social demand on the press is specific to each unit of society, based on this typology laid the political and socio– economic characteristics of society. In this aspect, the press territorial society – in contrast to the central fully adequate social and largely political barometer of the regional society. This is a significant practical importance occurring in regional periodicals, more detached than the central press, reflects the real situation in the region. Pooled analysis of the regional press makes it possible to talk about enough.

1.3 Analysis of one of the regional papers. For example: «Rivne Vechirnie»

«Rivne Vechirnie» – the first private news media in the region. founded the newspaper in 2001, since no changes of interest to readers of the newspaper, because it not only riznotemna information, news, entertainment themes. People appreciate especially the fact that in the newspaper there is always a topic that analyze dilnist power, and often critical coverage print run 25,000 copies. In all the polls, « Rivne Vechirnie» – paper number 1 in the region. [18]

Title: Newspaper «Rivne Vechirnie», Legal name: OOO «Rivne Vechirnie»
Registration Date: 21, September 1991, Region: Rivne, City: Rivne, Web site: www.rivnepost.rv.ua, Phone (s): (0362) 62– 56– 54, Fax: (0362) 62– 56– 55, Actual address: Rivne, ul. St.Bandery, 1-B, Address for korespondetsii: 33000 Rivne vul. St.Bandery, 1-B, Chief Editor: Valentine Shah, Language: Ukrainian, Format: A3, Size: 24-28 pages, Frequency: Weekly, Circulation: 25 th Territory coverage: Regional, Distribution: Rivne, Days out for a week: Tuesday and Thursday, Distribution channels: postal subscription, wholesale and rozribny sales, editorial delivery, Colors: Full color, Subject: socio-political, Target Audience: Residents of the city aged 25– 60 years, average and above average income, Turkmenistan advertising%: 20%, Minimal advertising module: 1/32, The cost of the publication: 1.75 grn., Subscription index UkrPost. [18]

Now that a lot of talk about what national journalism is mostly informational, with virtually no analytical genres. Except for a few well – known publications such as «Mirror of week», «Day», «Uraina young», «High Castle». It is on all – Ukrainian level. What can we say about the Rivne media? Therefore I propose to consider the issues of one of the most published of local magazines – newspaper « Rivne Vechirnie». If we talk about the information richness of the newspaper, «Exactly night» holds a lot of information not only about the Rivne and Rivne region, but also

Ukrainian scale. Editorial employees often just reprint material from other well-known publications, but it's more concerns analysts. With respect to information genres, then in this issue a lot of notes, correspondence, information, interviews, rarely you can find stories. Let's start with the notes. They are in every room. Minimum of 8-9. In addition, there are specific headings – «Briefly», «happened», where the posted information about events occurring outside and within the Rivne. Here, for example, note Authorities Isaeva titled: «In exactly began to repair the sidewalks. This year, the utilities of the city plan to repair all the broken sidewalks of our city. First, footpaths have been repaired on the street. Cathedral near Shevchenko Park. It says the main city Kommunalshchik Yuri Sobchuk further repair other sidewalks in the central part of the Rivne and residential areas. «The ice in this paper answers the question»: what happened (happens), when, where. Indicate source of information (in this case, the head of municipal services – Yuri Sobchuk). [18]

– During his work in his position I do not remember the city repaired sidewalks
– admitted n. Sobchuk

– Earlier is always enough money, now there is no problem with that.

Served comment the person who has direct relevance to what is happening.

In addition to repairing the sidewalks, in early May in Rivne begin to repair roads. Repair of about 40 roads in their list of streets included part of Volyn Division, Kurchatov, Daniel Galitsky, Makarova, Basivkutskat etc. In the city budget for road repairs have 12 million hryvnia, in addition, according to Mr. Sobchuk, the budget provides more – 2008 million hryvnia for repair yards. «That is, here a detailed account of the fact, as discussed in Lida. For comparison, consider another information titled «Six months – walking up the stairs,» Oksana Wizard. [18]

Six months is not a lift in house number 8, which is on the street Strucinski in Rivne. How to tell a resident of the house Helen Protsyuk. HCS in «Pokrovske», which serves the house, people are told that the repair of elevators have no money.

– To solve the problem we were asked to fifty hryvnia emerge from each apartment, just came out in 1800 hryvnia, – said Elena item – but later we were told

that the repair of elevators to fifteen thousand hryvnia, and the money that we have collected enough. Therefore, the fifty hryvnia we score? At the expense of rent, and lifts and face. Head ZHKPP «Pokrovskoe Alexander Dmitruk promised that it will soon lift all the same repair

– This house is not worked for three elevators, one of them already in operation, to repair spent sixteen thousand hryvnia. Other elevators have recently begun to repair the workers of the Kiev of «Arm– Eco», which won the tender. This company repairing elevators and other buildings on the street Strucinski. «In this article reported an unsatisfactory operating condition of elevators at number 8 on the street Strucinski. This is evidenced by a resident of the building Elena Protsyuk. Immediately filed a comment Chief ZHKPP «Pokrovskoe» about the winning firm Arm Eco tender for a further reduction in the working mood elevators.

Informational correspondence in the newspaper «Rivne Vechirnie».

As already mentioned in the first chapter, information correspondence is different from the notes more detailed and broader coverage of the subject. In this case, the author focuses his attention on a single phenomenon, object, action. Informational correspondence does not set a goal to find solutions to anticipated or that issue, and details about him.

Correspondence in the pages of «Rivne Vechirnie» was found in each issue. As an example, take the stuff Dennis Bulgakov «survive Airport for sale»?

The airport is not exactly the first week of taking and maintains aircraft without lights. Electricity is supplied only to the dormitory and on the runway. But without the work of all systems of the enterprise that is not enough to cater for flights at night, so that the airport operates only during the day. In the correspondence referred to the unavailability of electricity in the territory of Rivne airport, through which the company operates only during the day. «Since 2005, the company owes», Hey– I– Es «Rivneenergo» about half a million hryvnia. In addition, the debt to the Pension Fund more than a million hryvnia, the debt under the salary the past years – 230 UAH. Total

debts of the enterprise is about 4 million hryvnia. That is, served the overall financial picture of the enterprise. What led to this situation?

According to airport director Victor Yakobchuka, this situation is caused by a lack of funding companies Rivne Oblast Council.

The first deputy chairman of the regional council Valentin Korolyuk believes that the airport needed to sell quickly:

– Already, the procedure should be ordered in the alienation of the integral property complex. Sell it to the Germans, along with debt and problems ... Deputy Chairman of the State Administration Stepan Pavliuk only way out of crisis, sees the reorganization of the enterprise.

– Served views on this subject all persons who actually have to do with the airport: Airport director, vice– chairman of the regional council, chairman of the Governor. Who do not, then perhaps only those who want to sell the company.

«Meanwhile on Monday, the airport is still working without a normal supply». Such termination of the material [18], says that no matter how much and what else is said, everything remains the same places. Airport and operates in half.

I suggest another option for information correspondence: «The elections mayor will be held in the summer?» Miroslav Hornet (№ 16 (1506) of 28 february 2008.

«Exactly three weeks living without a mayor. However, while the deputies of the City Council the issue of electing a new chairman is not violated. They tend not to hurry, because talking about moral values. And what does the law say?»

Refers to the always important issue: the election. When they take place? What prevents them from carrying out?

«So, by law, upon the death of the mayor of his powers consider early termination. In this case, as explained by Vyacheslav Svirets Rivne» Committee of Voters, City Council should refer to the Parliament, so that she has set an early election».

Next, specify standards to hold early elections. Under which, as the author writes, the name of the new steering exactly will be known on June 22. Also submitted

comments of party leaders represented in Rivne City Council: Sergei Vasil'chuk – Our Ukraine, Vitali Pershoguba – BYT, Vladimir Volovodik – Socialist Party, Alexey Gubanov – The Party of Regions. It turns out, who will be candidates from their parties.

Interview. Conversations with famous people in the newspaper «Rivne Vechirnie» Interview in the newspaper «Exactly evening publishes frequently with politicians, authoritative persons, artists, athletes, businessmen, etc. For example, an interview with Mikhail Kirillov – PhD, director of the salon German optics, «chief physician» ASCENT Plus, the head of the Russian Cultural Centre, «the deputy Rivne gorodskogosoveta.

A journalist asked about the life of Mr Michael in Leningrad, as passed his childhood, how to choose a profession, the family, when I began to do their own business of parliamentary affairs, relevant to the issues.

The original is the interviews with the participants of the Rivne «From the Screw, who had recently played a concert in the colony. Interview taken by Andrei Matveev – editor of Culture and called: Let's not «Gop–Stop» and «pop–top».

Reportazhnist newspaper «Rivne Vechirnie,» Reports in the magazine are published mainly sport. For example, the material: «Pulsar» Thunder «monkey» by Sergei Tatarenko. On the victory with a margin of more than 30 points in Rivne basketball club «Pulsar» over «Cherkassy Monkeys», «Regarding the ambitions of» monkey», they are the team of Michael Brodsky missing. Interest on 70 club formed from the Legionnaires. But.» Pulsarivsky order «and the fuse broke «Monkey Class» – 109– 87. Just six of our players scored 10 or more points: 27 – Dubnyuk, 21 – Diatlovo, 19– Ryabinin, 17 – Artimovich, 12 – and 11 Fraseniyuk – Sokurov. The main success was the successful execution of three– pointers that our team got as much 18 in 40 attempts. If it did not work out long– range artillery, everything would be different, and so we have a third in the championship victory. [18]

So now we can say with confidence that the content of newspapers has been comprehensive, and various genres, and with the information you really need the

reader, resident, leads his own business, in community centers and in the region as a whole. After all, the task of the regional newspaper is to inform the reader that the situation is at one time or another in his region.

So the founder of the regional press still has the Soviet press, however, after a series of transformations, and passing of laws already in our democratic free country. Although we have gained a great legacy from the previous state and the territory of Ukraine since its independence has created no less, and I even would have said several times more, various publications, including regional ones. May also be noted on the needs of society at the expense of their desire «but what we see on the pages of our own newspapers?» Since our nation has moved from socialism to democracy, then the newspapers started writing about what is interesting and not something that we need was read. Newspapers have begun to move from public ownership to private. Filling the newspapers became interesting and diverse, of course, the specifics of the newspaper. One such paper produced at the local level, we reviewed, tracked, what genres of display commonly used in this publication. Analyzing the form and content of published material found any changes and updates need journalistic texts, examined how often they use the analytical method of representation of reality.

Mission Statement «Exactly evening» clear, precise and concise: «We will publish the news that are important for active people in our society». The main advantage of the strong side, Rivne newspaper – its editorial team of professional journalists specializing in coverage of business topics. But at the same time losses, a slight drop in circulation and competition pose a threat. For this edition of the weekly has set itself certain goals and objectives: to expand the range of news, to develop a citywide distribution system, expand the campaign to attract advertisers, increase circulation by 9 percent, increase advertising revenues by 12 percent, and increase revenues by 10 percent, holding spending stagnated.

The publisher is the principal administrator responsible for all activities Rivne newspaper. In order to simplify management and release time to develop concepts and public meetings, only two employees are obliged to report directly to the publishers –

Managing Director and Chief Editor. Director – General, in turn, obey the sales manager and chief financial officer. Editor in chief obey the editorial secretary, reporters, a prospector, a proofreader and designer.

Weekly «Rivne Vechirnie» – the main source of news, ideas, opinions and analysis on the economy and society for opinion leaders and decision makers. Is independent from the authorities, political parties, someone else's business and vested interests.

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SECTION II. PROBLEMS OF THE UKRAINIAN TYPOLOGY OF JOURNALISTIC GENRES IN THE CONTEXT OF GERMAN GENEALOGY

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2.1 Ukrainian geneology of journalistic genres

The modern Ukrainian typology of journalistic genres is considered unbreakable, «classical» by the absolute majority of researchers. It was formed over a long period of time and involves the division into three groups of genres: informative, analytical, publicistic (artistic-publicistic). «As a result of long-term historical development, three genre units were formed in journalism: informative, analytical, publicistic. They can be called journalistic families <...>» [11, p. 58]. The phrase «as a result of long-term historical development» causes some concern. Actually, this is a division into families of journalistic genres and into corresponding genres (informative – note, report, reportage, interview; analytical – correspondence, article, review (including a comment); publicistic – sketch, essay, feuilleton and pamphlet). They were established as canonical in Soviet journalism only in the 1980s, although it was formed during the previous decades of the second half of the 20th century. Then it was uncritically inherited by Ukrainian journalism of the time of independence.

The first theoreticians of «independent» journalism were mostly the classics of Soviet literary studies, who had certain important studies in genealogy. But they

continued these studies in the 1990s and in the following years without a doubt. «Different genres of journalism are usually grouped into informative, analytical, and artistic-publicistic» [11, p. 147]. The researcher does not specify where, when and by whom it was «accepted» (many teachers and students believe that it was «accepted» almost all over the world and for a long time). V. Zdoroveha gives a list of genres from each group, more extensive than the reference dictionary of I. Mykhailyn gives, and refers to the original source. This source is the monograph of the same Volodymyr Zdoroveha «Zbahnuty den sushchyi [*Understanding the Present Day*]» (1988).

This is in spite of that the Soviet genealogy of journalism, unalterably spread to all the Union republics and, accordingly, the republican classifications left out a significant part of journalistic works and genres. Thus, it completely ignored the genres of pictorial journalism in the press (photo and hand-drawn illustrations, caricatures and cartoons, infographics, etc.), works of various types of art in the press (artistic works, which mostly made up the absolute majority of «thick» magazines), the radio and television (productions, plays, a wide range of musical works, opera, ballet, movies and series). The Soviet classification of genres focused by inertia on press genres. It was inherited by the modern Ukrainian one, and did not take into account the increasing number of specific radio, television and Internet genres. There is also the question of whether it is worth uncritically transferring the ideologized Soviet genealogy (primarily a publicistic or artistic-publicistic group of genres) into the declared democratic, unbiased Ukrainian journalism.

After all, the incompleteness of the «classical» classification of genres was realized by individual researchers of the Soviet era and by V. Zdoroveha. Thus, V. Zdoroveha writes that «the general description of the system of genres of journalism will be incomplete if not to pay attention to the visual means of journalism <...>. It is necessary to pay attention to the combination of words and images in the periodical press, to the varieties and genre modifications of pictorial information» [20, p. 155]. The researcher refers to the works of Y. Shapoval of the 1980s, but makes certain notifications («The nature and originality of visual journalism is the topic of a separate,

special conversation <...>» [20, p. 155]), which at the beginning of the 2020s had to receive a resolution and implementation long ago.

It would seem that the paradigm of classification types and journalistic genres should be significantly expanded. It was partially done by V. Lyzanchuk's work «Osnovy radiozhurnalistyky [*Fundamentals of Radio Journalism*]» (2006). The work has a separate general section «Genres of Radio Journalism» [9, p. 219–233] and three more sections, which are dedicated separately to informative, analytical, and artistic-publicistic genres [9, p. 234–378, 379–461, 462–618]. (Note: according to the traditions of Soviet journalism, which considered publicistic genres to be the «highest aerobatics», «artistic- publicistic» genres have the largest page volume, when Western researchers focus with a noticeable advantage on «news», i.e. informational journalism).

At first, V. Lyzanchuk almost literally, on the verge of bona fide and dishonest quoting, repeats V. Zdoroveha's reasoning about the essence of the concept of «genre» and the criteria for distinguishing journalistic genres [9, p. 219–221, 222–224]. Then he cites various very interesting and «non-canonical» visions and approaches to defining the range of radio genres, groups of radio genres, which were given in the 1960s and early 1970s by Soviet and Bulgarian researchers [9, p. 222, 225–228]. In conclusion, the works of Ukrainian researchers from the time of independence are considered. Most of them are not different from the Soviet «classics»: informative and publicistic, analytical and publicistic, and artistic-publicistic (O. Hrytsenko and V. Shkliar); «informational, analytical, documentary and artistic» (Ya. Hoian); genealogy of V. Zdoroveha [20, p. 230].

V. Karpenko sought to harmonize the theory of journalistic genealogy with practice, and he expands the circle of division of journalistic genres into three sacred groups. In addition to the traditional informative, analytical and artistic-publicistic genres, the researcher singles out pictorial, satirical and humorous genres [8, p. 230]. As a result, V. Lyzanchuk comes to the traditional Soviet division for the press, referring exclusively to V. Zdoroveha and adding to each press genre the specification

«radio». Although, he also adds purely radio genres in the group of artistic-publicistic journalistic genres.

«There are three main ways of reflecting reality in the basis of radio genres: 1) reporting facts (news); 2) interpretation of facts and events; 3) artistic-publicistic disclosure of facts, events, phenomena.

Therefore, these ways of reflecting reality create, respectively, three relatively stable groups of genres of radio journalism:

1. *Informational*: radio message, radio reportage, radio interview, radio report, radio speech, radio press review.

2. *Analytical*: radio correspondence, radio commentary, radio interview, radio review.

3. *Artistic-publicistic*: radio essay, radio feuilleton, radio composition, radio film, original radio drama». [9, p. 230–231].

There were no significant changes in the classification of journalistic genres and groups of genres compared to the Soviet typology in both Ukrainian post-Soviet journalism studies. «The traditional construction of the system of genres is accepted by the vast majority of researchers, in particular O. Hrabelnykov, V. Zdoroveha, N. Kodola, H. Melnyk, I. Mykhailyn, S. Mykhailov, T. Solntseva, A. Tepliashyna, O. Tertychnyi etc». [8, p. 95]. Although there were few attempts to supplement or revise the traditional typology of journalistic forms.

Scientists sometimes question the importance of genre typology, the clarification of genre boundaries, genre groups, etc., considering them to be purely scientific, theoretical, classificative and unimportant in practical activity. «The genre of the material played on the radio, published in the newspaper or shown on TV is not so important for the reader, radio listener and television viewer. Many people do not really know what genres are. The main thing for them is the interest of the material» [9, p. 221]. Paraphrasing the well-known saying of B. Croce, V. Lyzanchuk proves that the genre of journalistic publications is unimportant for the recipient.

However, the importance of genre parameters for journalists is stated, because they provide an opportunity to create interesting materials. «A journalist must know very well the features and possibilities of the mass media in order to write, tell, and show about socially important facts, events, and phenomena in an interesting way. That is why, most importantly is to be able to say, not only to have information or have something to say! Therefore, the significance of the features of the genre, its specificity, the possibilities of realizing a creative idea not only shortens and facilitates the path to achieving the goal, but also makes it more fruitful» [9, p. 221]. However, it should not be limited to the facilitation of journalistic work as a result of mastering genre parameters, because the range of «achievements» of genre thinking is much wider.

The Austrian Hannes Haas formulates the importance of taking into account genre features, possibilities and limits (the concept of «type» is used as a synonym for the concept of «genre»). «Types simplify, standardize complex journalistic and editorial processes and narrow the field for decision-making. Thus, they contribute to the formation of stable expectations of organizations, journalists and recipients. They provide a practice that has proven itself well during long-term use and, thanks to the constant fulfillment of expectations, inspires confidence in itself» [3, p. 492]. It can be seen, that not only journalistic activity is facilitated, but also editorial cooperation on a vertical and horizontal level (Journalist student was taught the «classical» scheme of defining genres and their division at Kamianets-Podilskyi University. She was incredible surprised, when the editor-in-chief of the newspaper demanded to provide her with some «information» as soon as possible).

Genre parameters are also of significant importance for recipients. They subconsciously almost always form their own «horizon of expectations», which is based on common genre features of a large number of journalistic works even without having a theoretical idea about them (parameters). «Genres have also been established in journalism as a tradition of presenting media expressions, types of texts and broadcasts, standardized forms and genres of messages that give confidence through the use of expected and known forms and allow concentrating on new content. <...>

These forms either make themselves known in the name of the genre, or are recognized graphically or with the help of a layout (for example, a gloss is presented in italics and in a frame)». [3, p. 493]. Consequently, the recipient also develops his own genre «horizon of hope» over a certain period of time and apperception of a considerable number of journalistic works of related forms.

In the 21st century, the blurring of genre boundaries and the unimportance of genealogical parameters are increasingly motivated by the fact that the text is more important than the genre. It becomes beyond all kinds of typological restrictions or recommendations. Although this argument has been known for a long time. «A journalist does not always think about genre affiliation when writes a text or prepares a program. It is formed somewhere in the subconscious. Especially when the genre barriers are quite shaky» [20, p. 156]. However, subconsciously, genres are still present. V. Zdoroveha also stated that «every journalist, no matter how naturally talented he is, goes through an appropriate period of training <...>. A necessary element of this training is orientation to certain models, a kind of imitation» [20, p. 156]. So, an apprenticeship period with strict adherence to genre standards is necessary in order to become a master who will freely go beyond genre boundaries.

The most significant thing is that, the Lviv researcher goes beyond the limits of the «student» argument at the end of the chapter on genres and genre division. He emphasizes the great importance of appropriate forms of presentation of material both for the publisher, the editorial team, beginners and masters of the pen, and for the recipients, who, it seems, are again «indifferent» to the genres of the recipients. Because «nothing will work without considering the most important thing – who will make the newspaper, magazine, TV program <...> and the appropriate forms of appeal (i.e. appeal to the recipients – *M.V.*)» [9, p. 157]. Therefore, forms (genres) of journalistic works that are familiar or convenient for the consumer are very important, which largely determines the financial well-being of mass media.

The importance of genre parameters in journalistic activity was also emphasized researchers who conducted a genealogy of the Soviet division into genres and groups

of genres together with senior Ukrainian specialists. The genre is rightly called the memory of culture. <...> All the variety of television productions can be classified according to a number of formal features. This helps to single out a certain number of genres. It is important not only for the theoretical understanding of the problems of television journalism, but for the practical activities of television journalists. After all, an adequate understanding of the nature of genre is the possibility of both the fullest realization of mastery and the fulfillment of the editorial task. This thesis should not be limited only to television journalism, but acceptable and valid for other types of mass media as well.

As already mentioned, Ukrainian journalism made separate attempts to make corrections or revise the classification of genres and groups of genres formed in Soviet times. They were mainly reduced to the addition, expansion, «improvement» of the traditional typology. Thus, Anatolii Yakovets combined analytical and publicistic genres into one group [19, p. 86–103]. However, it is difficult to understand whether he does not see a significant difference between analytical and publicistic genres, combining them into one group of genres, or considers two separate groups in one chapter for convenience. In the first case, it would still make sense, especially for publicistic (artistic-publicistic) genres, which have already lost that bare emotional ideologization without facts and argumentation. Such ideology was inherent to Soviet times.

It is also difficult to understand why A. Yakovets examines the reportage in a separate section «Reportage on television» [19, p. 80–85] from the group of genres that are probably included in the information genre and are considered in the section «Activities of the information service of television news» [19, p. 54–79]. Most likely, he meant the special role of reportage as an informational genre on television, that is why a separate section was dedicated to it. Although most researchers agree that there is a significant subjective component in reportage. The analysis of reproduced events gives certain reasons to consider this genre outside the group of informational forms or as a hybrid form.

2. 2 Modern journalism on genres: formal statements about the need for reform

Changes in practical journalism, the emergence of new genre forms, primarily on television and in online publications, a radical revision of the essence and purpose of mass media, diffusion of genres and blurring of their boundaries are promoted in the domestic science of mass media. The theory of genres is distinguished by its complexity and multifacetedness. It is in a constant process of development, changing along with the living and changing practice.

When there was a statement about the need for the theory to take into account fundamental changes in practice, the inviolable Soviet system of division into groups of genres was established and legitimized. At best, the named genres are considered to be television modifications of well-known old press forms. Information genres include operational oral messages, video stories, short interviews and reportages. Analytical genres include what is often called «transmission» in practice. It is possible to single out video correspondence, conversation, commentary, review, discussion, press conference, talk show. Artistic documentary includes sketches, essays, feuilletons, pamphlets. The talk show genre and the unification of traditional «publicistic» («artistic-publicistic») genres under the title of «artistic documentary» are hints to take into account important changes. A more detailed description of the listed genres on Soviet screens follows.

However, at some point another classification is proposed. It is still more justified to divide journalism into information (the object is a single fact, a specific event, and the method is statement of a completed one) and publicism (the object is a group of causally related facts, trends in the life of society, and the method is research, analysis, author's evaluation). This division has developed historically. The information is designed to answer the questions: What? When? Where? Publicism, which reveals cause-and-effect relationships between phenomena, gives them a social

and political assessment, and answers the question: How? Why? For what purpose? Daily analytical programs and travel sketches filmed in an exotic country, a selection of video messages received by satellite communication channels, and a conversation with a Western businessman who invests his capital in the economical development – publicism created by television journalists.

This division of journalistic genres is very close to the classification of the Polish researcher Maria Wojtak. «The general understanding of the concept of information is usually associated with the grouping of journalistic genres into two main groups: informative and publicistic genres. <...> The main difference between information and publicism is: the first informs about facts and events, while the second about views and opinions. <...> Information shows phenomena, publicism combines them and interpretation. Informational forms provide knowledge about facts. <...> Publicistic activity is primarily an interpretation of reality, but also the past and the formulation of hypotheses about the future. Journalistic information genres perform primarily the function of a message. <...> Publicistic genres are usually subject to interpretive and persuasive functions as they serve to clarify reality, evaluate and highlight it» [17, p. 30, 32].

Polish researchers include almost the same types of information genres as Ukrainian journalism experts («minimum» press information (mention), press note (common information), press release (full information), announcement (information and information advertising), press portrait (information about a person and recommendation of a person), report, informative article, reportage, letter, government notice, etc.). Like Russian television researchers, they combine analytical and artistic-publicistic genres in publicism: commentary, article, editorial (introductory article), feuilleton, essay, review, etc. [17, p. 35–36]. That is, Russian researchers' categorization of genres could be called exploratory and corresponding to the Polish genealogy of journalistic genres.

However, the system of genres, there are three main approaches to the representation of reality, fixed respectively in the compositional organization of

telematerials. Firstly, a group of genres that express the desire for a simple fixation of reality. Here the author follows a specific event, phenomenon. This applies to informational genres. Secondly, the type of messages where the author analyzes real facts, phenomena in accordance with his creative task. These are genres of analytical publicism. Thirdly, the message, which composition depends on the figurative system of the author. He uses the means of artistic expression up to acting in preserving the documentary nature of the material. Such messages belong to the genres of artistic publicism». There is a hybrid of the old Soviet classification similar to the Polish one. Its achievement is the awareness of the personal factor common to the analytical and artistic-publicistic genres, the transmission of information through the subjective consciousness of the journalist. It can be seen below, that German researchers of television genres are much freer in defining the range of genres. They are more oriented to the specifics of television broadcasting than to press genealogy.

The whole group of works and forms that can be conventionally called entertaining or recreational (visual press genres, concert, hit song, hit parade, film, video clip, series, reality show, talk show, jokes, entertainment programs, etc.) remains outside the scope of the analysis both in Polish journalistic genealogy and hybrid genealogy. They included analytical and artistic-publicistic genres as genres of journalism (that is, also «publicism»). M. Wojtak clearly distinguishes the different meanings of the concepts «information» and «publicism» and interprets which of them are actualized in the terms «informational genres» and «publicistic genres».

Olena Holub considers only informational genres realizing the obsolescence of Ukrainian journalistic genealogy and the complexity of any modernization [5, p. 31–52]. However, she also includes journalistic investigation, which is considered as analytical genre by the absolute majority of researchers, to traditional news, interviews and reportages. «Analytics» or «journalistic analytics» are unexpectedly included to informational genres [5, p. 31]. The researcher does not mention other groups of genres and genre forms at all. It is not surprising, as O. Holub tries to include everything possible and impossible in a short reference book.

Why is it so important to consider a single genre in the system? This approach makes it possible to determine the place of the genre in a number of other genre varieties, to single out common and distinctive features, as well as to establish its generic and species connections with other genres

This classification is rather a modification of the traditional and «outdated» one. Publicistic (artistic-publicistic) group of genres is only named in a different way – research-figurative. Information genres are divided into two groups: operational-news (all types of notes) and operational-research (interview, reportage, report). Such a distinction makes sense, because the elements of the journalist's analysis and subjective assessment are already revealed in the selection of facts for the report, especially in interviews and reportages. There is also a sense in distinguishing research-news genres (correspondence, commentary (columns), reviews) with more facts from purely research ones (article, letter, review). There is a certain conventionality of such a distinction, which can be multiplied to infinity, to the transformation of almost every genre into a separate group. However, it can be accepted if it provides an alternative to the established «outdated» system.

Kovach B., Rosenstiel T. also cites the classification of journalistic genres proposed by Ye. Pronin. The definition of genres arises at the intersection of two bases: according to the subject of reproduction (realities, positions, ideals, absurdities, masterpieces, views, contacts, solutions, effects) and the level of understanding (notification, orientation, correction, symbolization). Pronin's classification seems too cumbersome and unsuitable for students and practicing journalists with all the appropriateness and accuracy of such a distinction between genres.

The conclusions and journalistic genealogy of Kovach B., Rosenstiel T. are particularly interesting. «Each of the types of considered classification has its own advantages and disadvantages. Taking them into account, we offer our typological table. As a basis, we take the functional division of genres into informational, analytical, and artistic-publicistic genres. We will take the following categories as comparative parameters: subject of display, target function, and methods of working

with information» [6, p. 16]. The list of genres given below in the table is very extensive and complete. Each of them receives a systematic characteristic, but it is nothing more than a minor modification of journalistic genealogy, which Kovach B., Rosenstiel T. called «outdated». Once again, it is necessary to state that pictorial and entertainment genres remain outside the boundaries of such a classification.

The blind and sharp corners of genre classification in Ukrainian journalism are discussed in Oleh Parkhitko's article «The System of Modern Journalistic Genres: New Aspects of the Issue» [13]. The researcher also cites the genealogy of S. Hurevych in addition to the above-mentioned approaches to the grouping of journalistic genres.

His textbook «*Hazeta: vchora, sohodni, zavtra [Newspaper: Yesterday, Today, Tomorrow]*». Offers a classification of genres consisting of five main groups: genres of news information (note, reportage, report), dialogic genres (interview, dialogue, conversation), situational and analytical genres (comment, correspondence, article, review, media review), epistolary genres (letter), artistic-publicistic genres (sketch, essay, feuilleton, pamphlet, parody, epigram)». O. Parkhitko rightly points out different, non-systematic criteria for distinguishing groups of genres by S. Hurevych. Obviously, this is no more than a classificatory exercise within the traditional division of genres, and it does not have any fundamental innovation.

Instead, the Ukrainian researcher offers his own very interesting classification system of journalistic genres. He singles out seven genre-creating factors, which makes the proposed genealogy somewhat cumbersome, especially if consider that each factor has several internal criteria-parameters. As a result, O. Parkhitko provides a systematic description of 27 genres according to their own parameters (which is quite a lot) in a consolidated table [13, p. 100–104]. He argues with Russian researchers about many of them, presenting his arguments for their unification or separation, etc. However, traditionally, not all visual and entertainment genres have been included in such a large number of genres.

Oleh Parkhitko proposes to divide them first into «empirical» and «rationalistic» families of genres [13, p. 105], and only then divide into smaller groups based on the

factor of «*objectivity of the reality reproduction*» [13, p. 106]. «Thus, four types of groups are formed: narrative (note, report, correspondence, question-answer, journalistic investigation, life story), individually creative (reportage, letter, experiment, feuilleton, pamphlet, essay, parody, sketch), analytically objective (sociological summary, review, article, media review), analytically interpretive (interview, comment, review). The term «narrative» means declarative, descriptive. Narrative and individually creative genres forms a family of empirical genres, and analytically objective and analytically interpretive – a family of rationalistic genres» [13, p. 106].

The author notes that the «presented classification» is «not devoid of internal contradictions» [13, p. 106]. He cites only generic uncertainty, bifurcation of the genre of the sketch as an example of such contradictions. It seems that the division into an analytically objective and an analytically interpretive group of genres is artificial. The inclusion of journalistic investigation in the narrative group of genres, etc. may be in doubt. However, there is a fundamentally new and viable classification of journalistic genres that needs clarification and development. It seems, that researchers do not dare to go beyond the boundaries of the genres defined in the Soviet era even in such a fundamentally new classification.

2. 3 German journalistic genealogy against the European background variety of criteria, genres (forms) and groups of genres (groups of forms)

There is a question whether the classification of journalistic genres valid in the post-Soviet space is universal for the rest of the world? First of all, it is not necessary to invent a wheel or a bicycle when they already exist. It is better to borrow, improve or adapt it to own roads. Secondly, it would be appropriate to rely on the achievements of other classification systems, based on the practice of mainly non-involved journalism, then search for a modification of the Soviet propaganda and agitation system of genres, which has largely discredited itself.

Note: European countries had and have nothing similar to «our» division of genres into informative, analytical, and publicistic. «Our» classification was formed exclusively by Soviet researchers during the 1970s and 1980s. M. Wojtak summarized the practice of Polish periodicals and the work of fellow scientists, and divided journalistic genres into two large groups – informative and publicistic. The second group has especially extensive number of genres [17]. German researchers mainly distinguish three groups of genres, which are partially correlated with the Soviet and post-Soviet genealogical division [19; 18; 3; 14, etc.]. French journalism scholars group genres into five to seven or even more groups [1].

The number of groups of genres cannot play an exclusive role. Adequate and complete distribution of genres by content and formal features is more important. However, the division into two groups seems too general, and more than five groups too complex and overloaded. That is why, it more optimal to single out three to five groups of journalistic genres. There are as many groups as German researchers and the Frenchman Yves Agnes distinguished.

Let consider in detail the German journalistic genealogy, which is convenient to analyze in comparison with the traditional Soviet division into three groups of genres. In addition, the extremely wide range of visual and entertainment genres, involved by German journalism in the classification, makes it possible to fill the relevant gaps in the modern, post-Soviet, Ukrainian division into genre groups and genres. It also seems appropriate and productive to compare the post-Soviet classification with the German one. The reason is that Ukrainian researchers, current and future practicing journalists have the opportunity to familiarize themselves with a significant array of scientific and educational works of German researchers thanks to the «Academy of the Ukrainian Press». So, they can get a more or less complete picture about German journalistic genealogy.

Let consider the groups of genres of journalistic works divided by German researcher. According to the analyzed works, all scientists agree on three groups, which most often differ insignificantly in the names or content. If the researchers do not

clearly articulate the names of the groups, focusing only on the characteristics of the most productive and popular genres, then these are the same three groups [20; 10; 12].

Let's start with works of an encyclopedic and reference nature, which also have a generalizing nature. According to the «media encyclopedia» «Publicistics», genres are divided into three groups, which are universal for different types of mass media. «The forms of journalism used today can be divided into three groups, despite the boundaries between media:

1. *Referring forms with an emphasis on facts*: news (as language news – message and correspondence, as photo news – photo), reportage, essay, interview, documentation.

2. *Forms with an emphasis on opinion*: front article (with political assessments), commentary, gloss, column, portrait, caricature, (political) song and review (mainly with aesthetic judgments) of a book, theater performance, musical piece, work of art, a movie, TV program. The essay contains judgments about politics and aesthetics.

3. *Forms with an emphasis on fantasy*: novel in newspapers, short story, feuilleton (small form), feature film, radio play, television play, song (also form of hit), comic, caricature. The latter forms more than others turn reality into art, but if they depart too far from reality, they cease to be considered journalistic genres. However, they can also covertly or openly serve publicistic purposes» [14, p. 238–239].

Let's consider this classification of genres and groups of genres from the «Ukrainian» point of view. Firstly, it is worth noting that Kurt Reumann, the author of the article «Journalistic Genres» for «Publicistics» [14, p. 236–262], avoids the term «genre», using the term «form». This approach is also followed by other German scholars, although not all. Obviously, «forms» indicate a certain convention and vagueness of their boundaries, much greater than for «genres». Secondly, it is unusual to us, that certain genres (forms), that have been formed in German journalism for centuries, were not even mentioned in domestic journalism. This is, for example, a gloss and a political song. The leading article in the post-Soviet space, which was once very popular in Soviet magazines, became marginal as such, discrediting itself with

propaganda and agitational involvement. Apparently, it is still quite relevant in German journalism. However, the vast majority of names of genres (forms) are familiar to the Ukrainian researcher and even the average recipient. But they do not always fall into the classifications and division into informative, analytical and publicistic (artistic-publicistic) genres.

A significant number of such «forms», «bypassed» by the Soviet and post-Soviet genealogists, are legalized by German scientists and logically included in the systematization of genres. First of all, these are visual genres that have been an integral part of magazines for centuries. Later visual forms became dominant in online publications and especially on television. K. Reumann includes photo (news), comic and caricature to press forms, which fall into two groups of forms. It seems that a significant number of other pictorial forms could be added to them and combined in the broad concept of «illustration». An infographic or a photo reportage, etc. also can be added.

The broadest spectrum of forms is included to the «forms with an emphasis on fantasy», which were productive in the mass media of the Soviet era. They are becoming increasingly popular in recent decades in the post-Soviet space: a feature film, a television performance («telespectacle»), a song (hit). They can also include TV series, various forms of hit parades and shows, music marathons, morning programs, etc. So, the German classification system makes it possible to cover virtually all forms of journalism that appear in newspapers, on radio and television, in the Internet space, including new, previously unknown ones. Almost all of these forms are also valid in the Ukrainian media, but not all of them became the objects of grouping and attribution as journalistic genres. They were outside in an uncertain status.

What is the extent of correlation of given groups of genres of German scientists with the groups traditionally distinguished by Ukrainian (and Russian) researchers? It should be noted, that the first group of referring (from word «referential») forms with an emphasis on facts (German researchers sometimes call them «news» forms) almost completely coincides with informational genres in our traditional classification. The

«informative», «news», «referring» genres, which have been formed since the birth of professional journalism and still occupy the largest volume in many mass media, are sacred and inviolable for almost all journalists and journalism experts without exception. German and post-Soviet researchers, as well as Polish (already mentioned M. Wojtak), American, British, French, etc., clearly distinguish these genres from the rest of journalistic «forms». The opinions of scientists differed with regard to all the «rest» of genres.

Kurt Reumann, like most other German specialists, united genres traditionally considered analytical and publicistic genres (however, a feuilleton turned out from the «forms with an emphasis on opinion», pamphlet is not at all mentioned by a German specialist, but these are national specific genealogical details) in the group of «forms with an emphasis on opinion». There is some logic in such an unusual grouping of genres familiar to us. The reason is that the subjective building chains of logical or associative, emotional arguments, generalizations, conclusions is common to an analytical or advanced article, a review, a commentary, a column, «portrait» (sketch), essay, and caricature.

It has already been mentioned that almost the main achievement of distinguishing «forms with an emphasis on fantasy» is the legalization of a significant number of genres (forms). They were encountered and are increasingly encountered in the media, but were ignored by Soviet and post-Soviet researchers. K. Reumann noted that «fantasy» closely correlates with the concepts of «fiction», «art». In a certain way, this brings the corresponding forms closer to the «artistic- publicistic» group of genres from the «domestic» classification and to art «if they depart too far from reality».

Entertainment genres (forms) are ignored by Ukrainian researchers, who take into account only the works of «serious», «real» journalism. But these genres are increasingly penetrating the mass media space. Moreover, they are synthesized with «serious» genres and set various forms of infotainment, bring the main share of profits, provide a financial opportunity, in particular, for the production of «serious» content. Therefore, a modern journalist should be well aware of the peculiarities of

entertainment genres, the specifics of their creation. This will make it possible to produce high-quality entertainment content (sometimes called recreational content), and clearly distinguish informational forms and forms «with an emphasis on opinion» from it.

Do all German experts share the approach to the classification of forms (genres) given in the media encyclopedia «Publicistics»? Let's consider the corresponding article in another German encyclopedic reference edition, that was translated into Ukrainian in the reference book «Zhurnalistyka ta media [*Journalism and Media*]» (Kyiv, 2011). Hannes Haas's article on genres «Media Types» has a wider systematization and generalization [3]. «In a narrow sense, media types are exclusively genres, i.e. historically formed and highly conventionalized forms of journalistic texts with different functions (informing, evaluating, entertaining), as well as common formal, structural and/or content properties» [3, p. 492]. The functions of informing, evaluating and entertaining, which are the basis of Haas's classification, indicate that the grouping of genres given in «Journalism and Media» will not be very different from «Publicistics».

H. Haas listed a significant number of genres («news and message, documentation, interview, magazine story, reportage and essay, sketch, column, comment and gloss, editorial, portrait, review, criticism or feuilleton»), which mostly coincide or correlate with K. Reumann (the pictorial and most of the «fantasy» genres are not mentioned). Then he «divided them into forms that focus on facts, own opinions and reflections» [3, p. 493]. So, the grouping of genres is similar to «Publicistics», only «forms with an emphasis on fantasy» have been replaced by «entertainment» forms. The classification of the Austrian Hannes Haas is more complete and more complex than Kurt Reumann's one. It involves another division – «referring, interpretive and commentary forms» [3, p. 493]. This division partly correlates with the previous one, and partly intersects with it and complements it.

The classification of genres, their groupings become more multifaceted and comprehensive. However, it also coincides with the previous one in differences, as

K. Reumann also mentioned intermediate or hybrid genres in addition to the three named groups of forms. Thus, he stated that «interpretation is between referring and commentary genres. They can include a certain group of reportages and an article usually called an analytical article («A longer analysis that explains some connection or fact with the help of interpretation, journalists simply called *an article*» [14, p. 239]). Reumann also did not draw a clear line between fantasy and entertainment in the journalist's (and therefore the author's) choice of genre (form): «He uses some forms to inform, others – to convince, and others – to entertain (my selection – *M. V.*)» [14, p. 239].

«Study guide», «News Journalism» by Siegfried Weischenberg was one of the first Ukrainian material among German journalism monographs and educational publications [19]. It is already clear that the manual deals primarily with everything related to informational, referring, news, and other forms. However, the researcher briefly touches on a wide range of problems, including the grouping of journalistic genres. According to the groups of genres (forms), Z. Weischenberg uses «classical classification». He singles out «forms of reporting news» distinguishing «messages and short reports», «forms of presenting opinion» distinguishing «an (ironic) note and a comment», and «forms of presenting entertaining information» including «sketch» [16, p. 53]. Thus, Z. Weischenberg's grouping of journalistic genres almost completely coincides with the German classifications, only «forms with emphasis...» are replaced by «forms of presentation....»

Obviously, there are certain differences, for example, the previously mentioned (ironic) note among the forms of presenting opinion. There are also more fundamental differences: «<...> an additional type of visual forms in journalism is an *interview*, if it is presented in a formalized form of questions and answers. And ultimately, hybrid forms are becoming more and more important, not only due to the emergence of online journalism. First of all, it is about the mixing of elements of a commentary and an sketch, which does not attribute the «product» to any classical pictorial form» [16, p. 53]. However, they do not significantly violate the generally accepted German

genealogy of journalistic forms. In addition, the scientist thoroughly characterizes the features of «news» [16, p. 81–160]. He includes note and correspondence in addition to messages and short reports, comprehensively analyzes the specifics of the sketch [16, p. 161–215], and gives a brief description of the interview [16, p. 64–70].

Later Ukrainian reader received another educational publication – «Introduction to Practical Journalism» by Walther von La Roche [18]. The researcher focuses on the division of journalistic genres into only two groups, which are quite strongly correlated with the groups identified by the Polish researcher Maria Wojtak. Such a division is exclusive to German journalism, but W. von La Roche calls it «common». «This book has a practical orientation <...> and therefore I will adhere to the common division of genres into two groups: *informative genres*, on the one hand, and *opinionated/commentary genres*, on the other» [15, p. 62]. This division largely coincides with the previously cited classifications of German researchers. It almost completely repeats the first two groups of those genealogical divisions, and ignores the third group of genres – entertaining or «with an emphasis on fantasy».

Walther von La Roche's journalistic genres also do not include pictorial genres. His range of genres «with the expression of opinion» is quite limited: commentary, gloss and review, perhaps «analytical material». However, the group of informational genres is quite broad, but the researcher draws the line between them and «commentary genres». «<...> I will consider such journalistic genres as news, message, reportage, essay, interview, survey, correspondence and analytical material, and then – commentary, gloss, review» [15, p. 61]. The author considers the «news» separately and comprehensively [15, p. 63–122]. In addition, von La Roche includes the sketch [15, p. 131–133], and «messages of the correspondent and analytical material» to «other information genres» [15, p. 139–142].

This grouping of genres into informative and «commentary», their limited «repertoire» are at least surprising. The author of the guide emphasizes that he is least interested in classification problems and will focus mainly on practical aspects. «<...> I am not trying to invent some new definitions or concepts and supplement existing

ones with them. It's important for me to talk about «how it's done», noting exactly genres I mean. At the same time, we are talking about the main, basic forms that journalists use to convey news, various information, their opinions, etc. to the audience» [15, p. 61]. «Due to the scope of the introductory nature of this book», V. von La Roche omits or simplifies a lot of genealogical information.

Walther von La Roche and mostly of current journalist-practitioners do not focus on the problems of distinguishing genres and their grouping. Thus, Volker Wolff states only in general terms the separation of news and informational genres with clear requirements for them from all others, where the journalist can feel freer and show his own individuality, which is generally accepted in Western countries in «democratic journalism». «The victorious states, after the disastrous experience of German publicism during the Third Reich, introduced the principle of separation of facts and personal opinion in West Germany. It is considered unquestionable and is little discussed since that times» [18, p. 137]. In this sense, German journalism and journalism studies are going through the collisions and transformations after the Second World War, that Ukrainian journalism is experiencing after the collapse of the USSR and the formation of independent journalism.

As for news genres, V. Wolff, like most German and non-German researchers, does not see any particular problems in their delineation. «<...> According to the BBC, the concept of news invariably establishes the following norm: «News is new, truthfully and carefully reproduced information, <...> honestly selected by professional journalists and presented objectively without <...> editorial influences» [18, p. 137]. There is a certain inconsistency in the researchers' views according to the another non-news group of genres, which is not divided into smaller groups or even genres by the German author.

«<...> The principled separation of opinion and information about events is still preserved. As a result, articles with elements of opinion have formed their own genres. At the same time, there is the usual terminological confusion, which is obviously impossible to avoid in journalism. There is no single term either in the literature or in

editorials even to indicate the category of articles with sprinkles of opinion – the so-called «non-news». One manual uses the term «commentary» as a generic concept, other authors use the term «leading article», and others use the terms «opinion» or «genres with emphasis on opinion» [18, p. 138].

Apparently, the researcher got confused about the «commentary» and the «leading article». In the extreme case, he provides information about commentary as a genre in a separate section [18, p. 137–152]. Analyzing the specifics of news genres, he notes: «There are other genres that are mainly based on commenting. <...> They primarily perform a different function and therefore do not belong to the category of news. These are comments. And there are still mixed forms that have all possible functions» [18, p. 58]. Comment or commenting is already a generic concept. It is clear from the previous paragraph, that this generic interpretation of commentary is very closely correlated with the concept of «genres with emphasis on opinion». V. Wolff obviously groups genres into news, «commentary» and hybrid («mixed forms»). Instead, the author of the manual very thoroughly characterizes the specifics and stages of creating a note [18, p. 58–77], correspondence [17, p. 78–108], interview [18, p. 109–136], commentary, feuilleton [18, p. 153–164], «critics» [18, p. 165–190], reportage [18, p. 191–215], sketch [18, p. 216–235] and portrait [18, p. 236–255].

A practical approach to the definition of genre and group boundaries led to the formulation of a productive approach: theoretical polemics about genres and groups are being conducted and interpreted differently in mass media (V. Wolff – only in press ones. – *M. V.*). However, their treatment in a specific periodical is unambiguous. «News? Note? Correspondence? These concepts are used differently, but not in separate editions both in journalism and the corresponding field of science. Nobody knows what is hidden behind a certain concept and what should be done or not done. A small practical problem arises when terminology is changed, i.e. in the case of transitioning from one edition to another» [18, p. 58]. Therefore, genre parameters and belonging to a certain group of forms are very important within the limits of one magazine. V. Wolff does not recognize general, theoretical, hypothetical

classifications. However, there must be a theoretical standard, an invariant, with which every specific version in a specific edition can be compared, and especially «in transitioning from one edition to another».

The author of the manual absolutizes each specific journalistic genealogy, especially forms with an emphasis on opinion. «They talk about editorials, comments or analysis in newspaper editorial offices. In addition, generic concepts are used less often here, because virtually every expression of opinion has its place in the newspaper and its own designation: big analysis, small analysis, first editorial, second editorial, gloss. Any designation of this kind unmistakably identifies a specific place in a standard newspaper layout, along with the size and format important for headlines. This facilitates work processes. One word is enough» [18, p. 138]. Thus, two conclusions can be made. First of all, genre requirements are recognized as very important (even in one newspaper) up to the point that «one word is enough» to outline the exact form of the material required.

Secondly, it is possible to learn genre parameters directly only in this or that editorial office. It seems much more productive when a student, a future journalist or a novice journalist learns the general features of genres and groups of genres at the theoretical level. Then it is much easier to master their varieties or modifications in each specific edition, and to adapt in it or another edition.

Practicing journalists, the German authors of the «Television Journalism» manual, Daniel Moj and Martin Ordolff [10], are not too concerned with distinguishing genres and even with their grouping. Their guide deals with genres and the importance of the form of presentation of the material, and determines the factors of this importance. «The habits of TV viewers, the schedule of TV channels, content requirements from the editors and the place within the program force the TV journalist to coordinate his content ideas with formal requirements. Each speech format requires its own form of presentation» [10, p. 42]. Unlike V. Wolff, these researchers call «requirements to the content from the editors and the place within the program» not the first factors in determining genre parameters. The thesis of D. Moj and M. Ordolff

that the «habits of TV viewers» encourage them to choose this or that «form of presentation», can mean that «habits of TV viewers» are formed precisely by the «forms of presentation» repeated in a very large number of journalistic works by «formal requirements».

«Television Journalism» presents its own systematization of genres. Researchers almost always reject the press system of genres as original one, that's why the system of television genres will have significant differences from groups and individual genres of printed periodicals. The classification of genres by Moj and Ordolff proves that such differences exist, but they are not so radical. «Mainly, a television journalistic product is called a teleplot. Plots can be produced in various genres. The most common genres are news in a film, correspondence, magazine plot, essay, reportage, portrait, documentary, as well as interview, ironic comment (remark) and commentary» [10, p. 42]. Researchers name the criteria to define genre forms. «Although these genres intersect from time to time, they differ in their own manner of narration or dramaturgy, special requirements for content and structure, and the style of the text» [10, p. 42]. The criteria seem too general, vague, because it is difficult to guess what «special requirements for content and structure» are meant.

The authors of the manual give characteristics of most of the listed genres, although not all. If the specifics of an ironic comment are determined, then the comment itself for some reason is outside the boundaries of a fuller outline. Instead, there is a description of such a genre as «documentary «soap» (Docusoap)». There is no mention of any grouping of genres at all. However, there is a hint of it in the instructions, which is not always clear regarding the objectivity/subjectivity of those genres that do not fall into the parameters of «news». For example, «correspondence goes beyond the simple reporting of facts» [10, p. 5] (how much?), «the author places accents» in the «plot for a TV magazine» and «the author's own handwriting can be clearly guessed» [10, p. 53]. Or: «The sketch goes beyond objectivity» [10, p. 65]; «Documentary soap is a fusion of documentary journalism and fictional, staged serial drama» [10, p. 69]; «The documentary film is governed by the artistic will and

individual desired message of the author» [10, p. 71]; «The author's subjective assessment is the defining feature of an ironic comment» [10, p. 73] etc. As for reportages and interviews, which are outside the «news», there is no any objectivity to their orientation or lack of orientation.

It can be assumed that the authors of the «Television Journalism» manual, somewhere in mind divided genres into news and forms of expressing opinion, but we have no reason to unequivocally state this. Practical aspects, the results of personal observations and generalizations of D. Moj and M. Ordolff lead to a simple statement of the historically formed system of genres as they personally imagine it, including partial consideration of the work and opinions of scientists and colleagues. The results of their research appear to be valuable for domestic theoreticians of television journalism and television practitioners. However, they give the impression of incompleteness, multi-criterion and even a certain divisiveness, which is characteristic of researchers – practicing journalists. Also they are clearly aware of the concept of «serious journalism», journalism itself, which prompts them not to even mention entertainment genres («with an emphasis on fantasy»), except «docusoap».

2.4 Reasons, preconditions and needs of Ukrainian reform journalistic system of genres

Therefore, the majority of modern Ukrainian journalists, especially those who received professional education during the Soviet era, present the system of mass media genres and their classification as firmly established and even inviolable. In fact, this genealogy of journalistic works began to take shape only in the post-war decade and was finally established in the 1980s. It was based on ideological factors and the previous work of domestic and foreign practicing journalists and media researchers adapted to them. The belief in the inviolability and canonicity of the division into informational, analytical and publicistic (artistic- publicistic) groups of genres, the impossibility of revising such a division of journalistic works gave rise to the illusion

that such a journalistic genealogy is universally recognized throughout the civilized world. However, this is not the case at all.

A significant part of genres (primarily basic) is common to Western, Northern and Eastern European and American journalism with some difference in names, content and formal features. However, their systematization and classification are different, national varieties of journalistic genealogy sometimes significantly differ from each other. The formation of certain classification systems was influenced by the historical traditions of the development of the national mass media, the peculiarities of the national culture, the political system, the work of leading mass media researchers, etc. It can be stated: different states, different national mass media systems have corresponding and unique genres and groups of genres, so the genealogical classification in Ukraine (and most post-Soviet states) also has the right to exist.

Another problem is whether journalistic genealogy has any theoretical and, especially, practical significance. For example, there are often counter-arguments to attempts to define genre boundaries and classify genres. Genre boundaries are increasingly blurred. According to B. Croce, genre of a journalistic piece is not important, the main thing is to attract and captivate the reader. However, scientific studies convince that genre nature is very important in the process of training future and inexperienced journalists, communication between journalists and other employees within the editorial offices. It is important for recipients who, like journalists, have a certain «horizon of expectations», which is formed primarily subconsciously due to the perception of a significant number of typologically similar journalistic works.

There are a significant number of factors that question the inviolability of Soviet and post-Soviet journalistic genealogy. Firstly, this genealogy ignored pictorial and entertainment (recreational) genres. Their number and role in print media was very significant and only grows over time. Secondly, the Soviet and the post-Soviet classification is traditionally focused on the press, but television, online publications, and social networks have come to the fore among the mass media over the past four

decades. This fact requires the expansion and revision of genre boundaries and their grouping. Thirdly, the most important thing is that political, ideological, cultural, and mass media systems have fundamentally changed. If take into account that Soviet researchers used ideological factors as the basis for the division into journalistic genres and their groups (families), then the division itself needs to be «revised». This primarily concerns the expediency of distinguishing analytical and publicistic groups of genres according to the objectivity/subjectivity, the perception of publicistic genres by inertia as agitational and propaganda, etc.

Ukrainian journalism scholars of the late 20th and 21st centuries tried to revise traditional genealogy from time to time, realizing its imperfection and obsolescence. Surprisingly, only V. Lyzanchuk relied (for radio genres) on the work of specialists from other countries, even if they were researchers from the 1960s and 70s from «friendly» socialist countries or republics of the USSR. Others tried to develop a new classification of genres only within the limits of post-Soviet (and at the same time Soviet) journalism and publicism. It turned out not very well, because it mainly came down to two main paths: the increase of groups of genres within the traditional three groups (for example, L. Kroichyk names two groups: operative-news and operative-research genres instead of informative genres; research-news and research instead of analytical).

The second way is the involvement of a significant number of criteria that cross each other for the demarcation and division of genres. As a result, cumbersome genre-group systems are formed (for example, E. Pronin's classification provides for a two-level system of division with nine and four criteria at each level). Such divisions are mainly scientific and classificatory in nature for classification, but almost unsuitable for practical mass media activity and training. Usually everything ends with that the Soviet genealogical system was and remains the most perfect, so researchers return to it again and focus on the characteristics of genres within this system. Thereby, the O. Parkhitko's classification stands out, and it is quite viable despite all the caveats and certain inconsistencies.

There is the impression that the majority of Ukrainian journalism scholars do not have any particular desire to become familiar with other national genealogical systems (in particular, O. Parkhitko). If take into account the problems of domestic grouping of genres, then they will receive a lot of useful material, hints for ways of forming a new classification system. It is most appropriate for Ukrainian researchers to turn to the work of German journalists. First of all, German journalism and the science of it with a centuries-old reputation, stable principles, methods and forms of information presentation are considered leading in the world media sphere. Secondly, thanks to the Academy of the Ukrainian Press, a significant number of works by German journalists became available to the Ukrainian-speaking reader. Thirdly, the German classifications of media genres are compact, clear and well-argued according to the criteria of division, as it takes into account national historical features. And they are universal to a large extent and quite suitable for extrapolation to Ukrainian journalism and journalism studies.

German theoreticians involve a very wide range of genres in the definition and classification, in particular press pictorial (visual), «forms with an emphasis on fantasy», entertainment genres such as song (hit), television film, series, artistic works (literary, painting, theatrical productions, music) etc. in the press, radio, television, Internet media. If visual genres were sometimes mentioned in domestic works of the Soviet and post-Soviet era, then «entertainment» or «fantasy» genres were completely out of sight. They were ignored, probably, as alien elements from other spheres of social consciousness.

It should be noted that there is no single classification of genres in German media theory (and, accordingly, in practical activity). Almost every researcher has his own grouping of genres, quantitative and qualitative distinction, etc. However, they are all very related to each other, base on the identification of two or (more often) three genre groups, which sometimes differ in name, but much less in essence. The authors, who are practicing journalists and primarily summarize their experience, do not focus much on the clear division and definition of genres, mostly limiting themselves to the division

into two groups of genres. Theoreticians (who were previously successful practitioners) tend to divide them into three groups and clearly demarcate these groups and genres.

Another very important aspect is how German scholars group journalistic genres. Domestic specialists in independent Ukraine actively implemented Western postulates of objectivity in journalism, extending it to all genres without exception, which caused some surprise. For example, publicistic genres cannot be objective, when the subjectivity of the author's points of view and evaluations among the immanent features is singled out. German genealogists, as well as researchers from other countries, prove that «news» genres (or «referring» genres, «forms with an emphasis on facts») should be inviolably objective, focused only on the coverage of facts, events, phenomena without any evaluative judgments or personal considerations.

German practicing authors sometimes divide genres in their manuals into two large groups: new genres and genres with an emphasis on opinion (or other related names), ignoring «entertainment» («fantasy») genres. Majority of Polish scientists used this division into groups of journalistic genres in the previous decade, in particular M. Wojtak, whose monograph was analyzed. After all, the separation of informational and content-formal parameters of genres and their separation from all genres is inherent in all genealogical systems in democratic countries.

Distinguishing three groups of journalistic «forms», i.e. genres (optimal division into three to five groups or families), German researchers actually unite analytical and publicistic genres in the group of «forms with an emphasis on opinion» like Ukrainian, Soviet and Russian researchers do. «Emphasis on opinion» assumes that the subjective factor, the personal and special point of view of the journalist is common to all those genres, in contrast to informational (news, abstract, etc.) genres. It is also worth noting that this group contains genres that are absent in Ukrainian classifications and journalistic practice (for example, glosses), or are significantly more productive in German media (leading article, political song, etc.). In general, German researchers

name and characterize a significant number of genres of television journalism, which were not identified and described by domestic researchers.

The third group of «forms» «with an emphasis on fantasy» includes a large number of genres that Soviet, Ukrainian and Russian researchers bypass. They even could not decide how to classify them. They could not classify any genres to the group of entertainment. These genres are often the most rated, bring significant profits to the owners of the mass media, provide a financial opportunity to develop «serious» journalism. Therefore, their features, forms, methods and techniques of creation, influence on recipients are very important in the process of training future journalists to prepare appropriate content.

Is it necessary to borrow and transfer German typology of journalistic genres to Ukrainian? Obviously, it is completely unnecessary, because it was formed step by step in accordance with the history, traditions, national features of German mass media practical activity. It is clear that Ukrainian journalism had its origins and history of development in the Soviet period, which has a strong latent influence in modern mass media practice and emigration. However, it seems that the achievements of German genealogy could quite appropriately solve the problematic shortcomings of Ukrainian journalistic genreology. This is pertinently if take into account the fact that domestic journalism approaches to Western European journalism, borrows many genre forms and media principle, where German journalism has unparalleled achievements. It would be also appropriate to use not only German genealogy, but also to review the peculiarities of the definition and demarcation of genres, classification of France, Great Britain, the USA and, certainly, the Baltic countries. The last had the same positions as Ukrainian journalism and science thirty years ago.

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SECTION III. «ZABOY» MAGAZINE IN TODAY'S SOCIAL AND CULTURAL CONTEXT: HISTORY, THEMATIC PALETTE, LEADING AUTHORS

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3. 1 Formation of «Zaboy» magazine

On November 25, 1920, the center of the Donetsk region, which included the territories of modern Donetsk and Luhansk regions, Taganrog and Shakhtyn districts of the Rostov region of the current Russian Federation, was moved from Luhansk to Bakhmut almost a year after the establishment of Soviet power in Donbass.

In Donbass, the communists saw the forge of the cadres of a new, working-class intelligentsia: «Donbass in the strategic plans of the Bolsheviks was considered as the most powerful lever of the proletarianization of Ukraine, a bridgehead for the creation and spread of a qualitatively new type of life activity of a social organism. It brought the «backward» peasant republic to the tasks that Lenin and his associates assigned to it in order to create the World Union of Soviet Socialist Republics» [24, p. 159]. The press was the main communist propaganda tool and the most powerful weapon of the Bolshevik Party. The cooperative publishing house «Donbass» was established in Bakhmut («Rabochiy Donbassa [*Donbass' Worker*]All-Russian Stoker]». It was an organ of the Donetsk Provincial Executive Committee, the Provincial Party Committee, the Bureau of the Central Committee of the All-Russian Union of Miners and the Central Board of the Donbass Coal Industry, which became «Vsesoyuzna [*All-Union*]Stoker]

In the summer of 1923, Russian writers Mykhailo Slonimskyi and Yevhen Shvarts, who were quite famous at the time, came to rest in Bakhmut from Petrograd. They were invited to work at the «Vserossiyskaya Kochegarka». Later they were offered to organize a literary and artistic magazine at this newspaper.

The first issue of «Zaboy» magazine was published in September 1923 and had 39,000 copies. It was originally published in Russian as a monthly free literary and artistic illustrated supplement to the newspaper «Vserossiyskaya Kochegarka» and focused on famous writers. V. Val was the editor and the editorial office of the magazine was located at the address: Bakhmut, Artema Street, 16.

The first issue of the magazine contained excerpts from novel by M. Nikitin, story «Ahitator [*Agitator*]» by M. Zoshchenko and «Pomsta [*Revenge*]» by P. Treidub, poetry by M. Chukovskyi and K. Kvachov.

There was a lack of local creative forces, that is why Russian writers such as Ya. Smieliakov, O. Bezimenskyi, Demian Biednyi often appeared on the pages of «Zaboy». According to the editors of the newspaper «Vserossiyskaya Kochegarka», the main shortcoming of the first issues of the magazine was the lack of coverage of the life of the Donetsk proletariat. «Why did this happen? Because the stories are written by writers from the capital, who are hardly familiar with local life. So, this shortcoming needs to be corrected. The next issues of «Zaboy» should primarily contain the works of our Donetsk writers from the working class. Treidub, our Kramatorsk robcor, gave a good example in the first issue of «Zaboy». The rest of the comrades should follow him» (Vserossiyskaya Kochegarka, October 2, 1923).

O. Selivanovskyi wrote that «Zaboy» in the first years of its existence published mainly the works of writers known at that time, paying little attention to local authors [41, p. 14]. In addition, the selection of authors and the topics of their speeches contained noticeable randomness and chaos, the absence of any conscious editorial course. Therefore, «Zaboy» could not stand the competition with the illustrated publications of the capital, and «Kochegarka» decided to stop its existence. «Then, in opposition to such a decision, a group of editorial workers (Paperna, Oliinykov,

Schwartz, and Horbatov) launched their offensive plan. «Zaboy» should remain, it should turn into a tribune of a writer – robcor (working correspondent). A literary page should appear in «Kochegarka» without translated stories, but with works by Donbass authors» [41, p. 14]. Thus, in subsequent issues of the magazine, the literary creativity of local working youth takes more and more space. Although the poems and stories of B. Horbatov, H. Bahliuk, F. Kovalevskyi, P. Treidub, and M. Tardov were not always artistically perfect, nevertheless became a kind of chronicle of a complex period of social changes in the region. The authors started to pay special attention to the description of labor feats of Soviet people during the industrialization and collectivization campaigns, the work of factories, plants, collective farms, and depict people's faith in a better future. The circulation of the magazine began to reach 20,000 copies.

In 1924, Bakhmut was renamed to Artemivsk. The southeastern part of the province – Taganroz and Shakhtyn districts were annexed to the RSFSR. The Donbass writer's organization appeared in Bakhmut, the first members of which were the Russian critic O. Selivanovskyi, the Russian novelist B. Horbatov and local proletarians: P. Bezposhadnyi, M. Oliinykov, P. Treidub, F. Kovalevskyi, V. Kharchevnikov. «Activists came out of the pit in the literal sense of the word: miner Pavlo Besposhadnyi, blacksmith Porfyrii Treidub, horseman Valentyn Kharchevnikov, blaster of the «Korund» mine Hryhorii Bahliuk, assistant driver of the locomotive Yurii Zhukov, rake of the mine «Kochegarka» Yurii Chorny-Didenko, porter Pavlo Baydebura. Ivan Ovcharenko-Prybludnyi, a Luhansk volunteer of the Red Cossacks, stood out somewhat. But there were no intellectuals among the «Zaboy» representatives at least in the first generation» [26].

In October 1924, the first congress of writers of Donbass was held. The task was to adopt a resolution to create a union of proletarian writers of Donbass, to unite the literary forces of the mining region, to master literary skill [6, p. 47]. B. Horbatov wrote in the article «Vchora i zavtra [*Yesterday and tomorrow*]», that the idea to organize a union that would direct the flow in a certain creative direction arose unexpectedly and

suddenly in everyone.. ».And then Selivanovskyi put forward his plan. The plan was simple and clear: «Zaboy» cells in mines and factories. Center is in Artemivsk (*now Bakhmut – O. B.*). Communication with party organizations. Communication with the masses» [12, p. 17].

In the spring of 1925, the union had about two hundred people in its ranks. Branches of the writer's organization appeared in Kostiantynivka, Kramatorsk, Horlivka, Yenakievo, Lysychansk, Staline (*now Donetsk – O. B.*), Kadiivka, Mariupol, and Luhansk. The magazine «Zaboy» became the organ of the union of proletarian writers and poets of Donbass. It began to be published twice a month from February 1925.

Many of the journalists of «Zaboy» needed not only «philosophical baggage» and literary technique, but also general knowledge. «First of all, ordinary literacy is not enough. Secondly, familiarization with at least the basics of natural and social sciences. Thirdly, acquaintance with classical and modern literature. Fourthly, knowledge of literary theory. Fifthly, a wide stock of observations on different classes, everyday relations and the ability to generalize these observations, in other words, the «zaboy's member» still lacks a slender, serious worldview» [41, p. 15]. Therefore, they studied hard, went to courses and evening schools, and prepared for to institutes. Three years later, F. Kovalevskyi recalled that the days of tireless work had done their job and a strong team of talented «zaboy's members» had been forged from the 4,000-strong mass of Donetsk laborers. However, it was strange and even somehow funny for them to hold a pen and pencil in their hands instead of the usual chisel and adze at the very beginning [22, p. 20]. Journalists did everything possible to ensure that the publication covers the economic and cultural life of the region.

Since the Bolsheviks saw the press as the main ideological weapon in the struggle for the «Sovietization» of Ukraine, «Zaboy» as an organ of proletarian writers started to publish works of new literature, the literature of the «era of the proletarian dictatorship». Proletarian culture declared art as a product of ideology. Thus, A. Krynytskyi's speech «The task of proletarian literature», which was published in the

«Zaboy» magazine, noted that the party sees proletarian writers as «future ideological leaders of Soviet literature» [23, p. 25].

The idealization of labor is at the core of proletarian culture. The theoretician of the Ukrainian proletarian movement V. Koriak in the article «The Materialization of Art» emphasized that the workers themselves transform life and the labor process itself into a social work of art in the proletarian society. «Workers' life is the process of production of material values. Therefore, the real, vital art for the worker is in the very process of production... Therefore, the organization of art is simply part of a single problem: the organization of life, since the worker's life is work – the organization of work» [21, p. 42]. That is why, the main task of the artist is to show the role of the Communist Party in the construction of socialism, to immortalize its history in a work of art, to tell about the heroes of the civil war and modern heroes – vanguards of production, strikers of brigades, collective farm workers who wage an active struggle against the wealthy peasantry. The editors of the magazine «Zaboy» had such a task, since «the life of Donbass provides an unprecedented wealth of material for artistic creativity... And our great proletarian literature often slides over the surface of the depths of working life. So, our task is to combine the richness of the unconscious life experience of the «zaboy's member» with the Leninist method, to make sense of this richness» [41, p. 15].

In addition to literary and artistic works, «Zaboy» magazine also published materials of an informative nature (the sections «About Everything», «The Zaboy Chronicle», «Our Panorama»), popular science (the section «In the World of Science») and entertainment and educational tasks: puzzles, logical exercises. Bibliographical studies, reviews, and critical reviews, which were contained in the headings «Literary Notebook», «Book Reviews», «Bookshelf», «Among New Books» quite often appear on the pages of the magazine.

Reports on production topics were common on the pages of «Zaboy». Various technical processes that took place at the enterprise were described accurately, in detail, and very emotionally, using technical and scientific vocabulary. For example,

descriptions of the production of ceramics at the Kostiantyniv ceramic factory «Krasnyi Oktiabr» can be seen in the report «Ceramic production is mechanized» [36], the principles of glass production in the report «Two factories» [47].

The heroes of reports on production topics are technicians, miners, breakers, engineers, metallurgists, machinists and other workers. This is a new type of Soviet people, builders of a «bright» socialist future, who sincerely believe in the ideals of communism. They live for the sake of work for the benefit of the state, enthusiastically build plants and factories, raise the national economy, compete for the successful implementation and over-implementation of plans, struggle with the remnants of the capitalist past. Accordingly, as well as fiction, reports on industrial topics performed primarily an ideological task.

Caricatures and anecdotes were popular among the satirical and humorous genres. They were placed in the «Humor Page» section. Also, feuilletons were common, which exposed social and moral defects, and ridiculed the remnants of the «old» system.

Unlike many printed editions, the magazine was illustrated with photographs and drawings.

In 1925, the publishing house «Rabochiy Donbasssa [*Donbasss' Worker*]

 published the first almanac of «Zaboy» – a collection of poetry and prose by 18 proletarian writers of Donbass (edited and prefaced by O. Selivanovskiyi). The publication of the almanac was announced on the pages of the magazine «Zaboy», which noted that the collection is «the first brick laid by the Donetsk proletariat in the foundation of the literature of the revolution» [39, p. 13].

O. Selivanovskiyi in his preface to the collection admits that the published works are still imperfect, both in terms of technique and coverage of the topic. «Further elevation requires long-term study, persistent self-improvement. There is no broad Donbass canvas in the collection yet. But Donbass is shown partially. Perhaps, it is shown with insufficient perfection, but it could not be shown in such a way even a year ago» [40, p. 4]. The collection included the short stories by Arsenii Zahodiachenko

«Eshalon [*Echelon*]», L. Yudkevych «Perelom [*The Break*]», Heorhii Shyshov «Malenka istoriia odnogo shefstva [*A Little Story of One Boss*]», K. Treplev «U stepovii hlushyni [*In the Steppe Wilderness*]», Iho (I. Halakhov) «Khromkurtka [*Chrome Jacket*]», Vasyl Haivoronskyi «Popivska vytivka [*Pope prank*]», V. Sobolev «Komendant sklepu [*Commandant of the Crypt*]», an excerpt from Porfyrii Treidub's story «Iz komyshiv [*From Komyshiv*]», Yevgenii Kuzmin's poem «Try Ivana [Three Ivans]», poetry by Ivan Smirnov, M. Dimanshtein, V. Dorofieiev, Boris Horbatov, Hryhorii Bahliuk, Valentyn Kharchevnikov, Pavlo Bezposchadnyi, Foma Yeremin, and Mykola Taiozhnyi. The pages of these works told about the life of industrial Donbass, production problems at plants, factories, and mines.

In 1926, the plenum of the Writers' Union of Donbass decided to temporarily transfer the magazine's publishing house to Luhansk. «This circumstance contributed to the growth and strengthening of the local literary association, which gave the names of Matvii Matusovskyi, L. Zalomanov, Yu. Cherkaskyi, Yu. Zhukov, P. Eselson, and others». [56, p. 26].

3.2 Ukrainization of «Zaboy» magazine

On April 23, 1923, the 12th Congress of the RCP (b) was held in Moscow. Its resolution initiated the policy of indigenization, which aimed to strengthen the power of the Bolsheviks, reducing tensions between the center and the national republics by widely involving local cadres in management structures and translation a significant part of administrative, campaigning and propaganda, educational, cultural work into the native language. In Ukraine, this policy, better known as «Ukrainization», became the most extensive among all republics and spread even to regions that were not part of the USSR, but where ethnic Ukrainians lived compactly namely the Kuban and the North Caucasus.

The policy of Ukrainization was successfully implemented in education, science, culture, and journalism. «Zaboy» magazine, which actively supports the wave of

Ukrainization and begins to find its place in the Ukrainian literary process since the mid-1920s, did not stand aside. P. Treidub's article «Literaturni boi [*Literary battles*]» was published in No. 7 in 1925, where the author analyzes the activities of the then literary groups «Hart», «Pluh», AUUPW. The journalist criticizes «Hart» for «detachment from the masses and closedness» [52, p. 16], for their «contemptuous attitude towards the Robcor movement, ignoring the language of national minorities, lack of a work program» [52, p. 17]. He sees the further cooperation of «Zaboy» with «Pluh» and AUUPW, i.e. «solidarizes with their orientation towards a mass literary asset, from which real proletarian writers should emerge, not petty-bourgeois fellow travelers» [9, p. 24].

Ukrainianization of the magazine happened very gradually. In 1925, only excerpts from T. Shevchenko's poem «Son [*Dream*]» (Zaboy, 1925, No. 4), excerpts from V. Sosiura's poem «V zaboii [*In the Slaughter*]» (Zaboy, 1925, No. 8), poems by V. Kramatorskyi «Pechal [*Sadness*]» (Zaboy, 1925, No. 12), «Osin [*Autumn*]» (Zaboy, 1925, No. 18), «Voseny [*In Autumn*]» (Zaboy, 1925, No. 20) were printed in the Ukrainian language on the pages of «Zaboy». Somewhat more material was published in the Ukrainian language in 1926. In particular, the article by V. Zatonskyi about the work of T. Shevchenko «Pora [*It's Time*]» (Zaboy, 1926, No. 5), poetry – two poems by V. Kramatorskyi «Stogne dzvin [*The bell groans*]» (Zaboy, 1926, No. 7), «My [*We*]» (Zaboy, 1926, No. 9), and three poems by V. Naida «Na Donbass! [*On Donbass!*]», «Pryvit «Zaboiu» [*Hello to «Zaboy»*]», «Osinnioho ranku [*Autumn Morning*]» (Zaboy, 1926, No. 19).

Starting from 1925, the March issues of the magazine began to appear with a portrait of Taras Shevchenko on the cover and materials about him: «Shevchenko – nash [*Shevchenko is ours*]» [57], «Shevchenko – teper [*Shevchenko – now*]» [42], «Spivak selianskoi Ukrainy [*Singer of peasant Ukraine*]» [45] etc.

Since 1926, more and more materials about figures of Ukrainian literature and history have appeared on the magazine's pages.

The work of Ukrainian writers was considered in the spirit of official ideology. Thus, an editorial article «Spivak velykoho prolohu [*Singer of the great prologue*]» was published to the 70th anniversary of Ivan Franko's birthday. Its writer was called almost a forerunner of proletarian literature: «the main character of his best works of art is a proletarian – a peasant, a worker» [43, p. 25]. However, for some reason, the author calls I. Franko a Russian writer who was grown up and formed in «Russian conditions» [43, p. 25].

First of all, H. Sarailov's article «Pamiati Ivana Franka [*In memory of Ivan Franko*]» focuses on the «class» and «revolutionary» nature of Franko's life and work. I. Franko acts as a fighter against «capitalist oppression», the organizer of «the Russian-Ukrainian left-democratic party, the first with a socialist program in Galicia» [38, p. 15].

S. Shupak describes T. Shevchenko as «the poet of the working people, the poet of the oppressed in the past, the most impoverished stratum of the Ukrainian people» [42, p. 12], who hated the «oppressive lords» [57, p. 26] and called for a change in the social order. «Shevchenko was a supporter of class struggle... He predicted that the will of the people would prevail only after a brutal revolutionary crackdown on extortionists» [42, p. 13].

M. Kotsiubynskyi was called a «Singer of revolutionary intellectual optimism» [49 p. 22] by the author with the cryptonym of Iv.Tk. The article «Komu proletariat stavyt pamiatnyky [*To whom the proletariat erects monuments*]» was published on the 15th anniversary of the writer's death. The author outlines a comparative parallel between Kotsiubynskyi and Horkyi and interprets the work of the classics in favor of the prevailing ideological doctrines. At the end of the material, the editors of the magazine «Zaboy» call on readers to join the fundraising for the opening of the monument to «M. Kotsiubynskyi, the great writer of Ukraine» [49, p. 22].

The review of V. Sosiura's work was carried out with the code name «C» in the material «Lirnyk revoliutsii [*Lyrnik of the revolution*]». The review is entirely positive. The critic calls Sosiura «the strongest and most outspoken poet of the revolutionary era

not only of Ukraine, but also of the entire Union». He managed to combine «revolutionary, proletarian themes with the most tender lyrics» [29, p. 24].

An article by P. Kulynychenko was published to the 60th anniversary of Mykhailo Hrushevskyi's birthday and 40th anniversary of scientific activity. The author called M. Hrushevskyi «an outstanding figure not only in the field of Ukrainian science, but also in the arena of pre-revolutionary social life of Ukraine» [25, p. 12]. He accused him of having led the «petty-bourgeois Ukrainian nationalist movement», which led to the «occupation of Soviet Ukraine by German imperialists» [25, p. 12].

In 1928, P. Tychyna, V. Sosiura, P. Panch, I. Mykytenko, and O. Vyshnia visited Donetsk under the slogan «Workers of Donbass should know Ukrainian writers». They visited mines, performed at poetry evenings in clubs, where they were «enthusiastically met by the miners, which testifies to the great interest of the Donbass proletariat in Ukrainian literature» [33, p. 23].

The sections «Ukrainian Book in the Masses» and «Overview of Ukrainian Magazines» appear in the magazine in the «Bookshelf» section. Their relevance is determined by the fact that «the desire of the Donetsk proletariat for Ukrainian books, and especially for Ukrainian fiction, has noticeably increased in recent times» [18, p. 31]. A review by I. Tkachenko «About the modern Ukrainian novel» appears in one of the following numbers in this column. It analyzes the novel-chronicle «Mykola Yarosh» by P. Lisovyi, «novels from the life of a modern city» by V. Pidmohylnyi «Misto [*The City*]» and E. Pluzhnyk «Neduha [*Disease*]», «stories from the life of the Komsomol» by O. Donchenko «Zoloty pavychok [*The Golden Spider*]» and «Surmy [*Antimony*]». The critic's assessments are modestly friendly, although he notes that «all these novels do not yet reflect the life of the working class, nor construction, nor even the new Soviet city» [50, p. 32].

Ukrainization in Donbass has acquired a particularly important political and cultural significance. M. Skrypnyk is one of its ideologues and organizers, the People's Commissar of Education, a native of Yasynuvata in Donetsk region. He noted: «Donbass is the main proletarian core of Ukraine... If the proletariat masters Ukrainian

culture, it will be able to manage it, and it will take the leadership... It is necessary that the main cadres of the old Donbass skilled proletariat master the Ukrainian language and the Ukrainian book in order to be able to influence the new working classes... The Ukrainian book, libraries, Ukrainian theater, and the Ukrainian newspaper will help the Donbass master the Ukrainian language and acquire knowledge of Ukrainian culture» [44, p. 151-152]. V. Haivoronskyi, one of the journalists of «Zaboy», recalled those times «Unforgettable events unfolded in Donbass at that time, this Russified industrial part of Ukraine was confidently and decisively mastered by Ukrainian culture. After all, new Ukrainian personnel, educated in local schools and institutes, have increased. At that time, the labor force was already arriving not from Russia, but from Ukrainian villages. They needed their newspaper, theater, books, and lecture in their native language. This historical process of Ukrainization of Donbass found active support in cultural circles. Artists, writers, intellectuals of all fields of culture went to the country of black gold, gave lectures, organized literary evenings, formed various circles, and managed them. The Ukrainian language sounded loudly in cities and towns» [14, p. 243].

Literary life in Donetsk region is radically changing. AUAPW disbands its branches, and the literary union «Zaboy» becomes subordinate to the All-Ukrainian Union of Proletarian Writers (AUUPW). The magazine «Zaboy» ceases to exist in its former format and undergoes reorganization.

According to the unanimous decision of the 3rd All-Donetsk Congress of «Zaboy» in the second half of May 1929, «Zaboy» turned into Ukrainian All-Donetsk literary organization with Russian and Jewish sections. «Now «Zaboy» will not lag from the boiling cultural life of Soviet Ukraine. It will give maximum attention and energy to literary creativity, and simultaneously be in the first ranks of fighters on the cultural front, in the first ranks of the most active builders of Ukrainian socialist culture» [51, p. 3].

In September 1929, an updated issue of the magazine «Zaboy» was published in Ukrainian. The publication opens with the article ««Zaboy» on the cultural front»,

which tells in detail about the crisis that the literary organization and its body experienced at the end of 1928 – the beginning of 1929. The reason for the crisis is that «Zaboy» considered itself a Russian organization of writers in Ukraine from the very beginning of its existence. It «directly connected with its leading literary center in Moscow, bypassing the all-Ukrainian cultural and literary center Kharkiv [51, p. 2]. «Zaboy» only formally recognized the new situation even after AUUPW took over the leadership of all literary organizations in Ukraine at its First Congress in January 1927.

In the meantime, Ukrainization was gaining momentum – «the circulation of Ukrainian newspapers in the districts of Donbass increased very quickly several times. Ukrainian literature was sold for more than 100 thousand rubles in the Artemiv district alone during the cult campaign. All these facts clearly testify to the rapid development of Ukrainian culture, to the active participation in the Ukrainian cultural process of the broad proletarian masses of Donbass.. ».[51, p. 2]. Therefore, «Zaboy» could no longer stand aside from the cultural processes unfolding throughout Ukraine. The updated monthly «Zaboy» had a task to embody Ukrainian culture in the Donbass. That is why, the Ukrainianization of the magazine was necessary. The editorial office returns from Luhansk to Artemivsk, the circulation of the magazine reaches 40,000 copies and costs 25 kopecks. A special commission formed to distribute and spread subscriptions to the publication, which had to «coordinate its work with the newspaper department of the post office and distribute subscriptions to all industries, mines and institutions of the Stalin region, removing all obstacles to promoting the magazine to the masses» [31, p. 47].

The publication was edited by H. Bahliuk, K. Vasylykivskyi, F. Kovalevskyi, I. Le, and A. Sniezhin.

The writer I. Le moved from Kyiv to Bakhmut in 1929 «to help young people, to deepen their knowledge of industrial production» in order to «give Donbass creativity» [4, p. 12]. He heads the Union of Proletarian Writers «Zaboy» and its printed organ in Bakhmut. Having headed «Zaboy», he undertook the unification of Ukrainian literary forces and their Ukrainization. H. Bahliuk became I. Le's assistant

and deputy. Yu. Zapadynskyi as «a very useful person for the Ukrainian cause, a Kyivan who came to Donbass together with Ivan Le» became the secretary and literary editor [14, p. 243].

In 1930, I. Le went to Uzbekistan to collect material for the second volume of «Roman Mizhhiria [*The Mizhhiria Novel*]». H. Bahliuk became the head of the Union and the editor of the magazine, and V. Haivoronskyi became his deputy. V. Haivoronskyi completed three courses at the literary department of the Higher Art and Technical Institute and was actually the technical manager of the «Literary Donbass» publishing house.

«Zaboy» edited by H. Bahliuk is an illustrated fortnightly magazine published exclusively in Ukrainian with a volume of 48 pages. The magazine published works not only by local writers, but also by all-Ukrainian writers. V. Haivoronskyi being in exile recalled that «even M. Skrypnyk, People's Commissar of Education, sometimes considered it necessary to publish his articles not in Kharkiv, but in our magazine» [14, p. 244].

3. 3 Genre-themed palette of «Zaboy» magazine

The first issues of the updated «Zaboy» contained more materials in Russian. Mostly poetry, occasionally journalism and literary and critical materials were in Ukrainian. But over time, more local writers such as B. Horbatov, Yu. Cherkaskyi and others use the Ukrainian language. According to I. Dziuba, these were literary translations, because «it is difficult to imagine that such a distinctly Russian writer as Boris Horbatov was able to suddenly write his novel «Rovesnyky [*Peers*]» in refined Ukrainian, in «nationalistic» language» [9, p. 29].

As in previous years, the magazine published stories and novels that recreated the life of the industrial region, reported on the construction of industrial giants, the work of medical, educational, cultural institutions, mines, plants and factories. Thus, the pages of the magazine published the novels of H. Shyshov «Peremozhtsi [*The*

Winners]», F. Kovalevskiy «Guta», the stories of I. Le «Intehral [*Integral*]», V. Torin «Kriplinnia [*Fastening*]», D. Semenov «Druha Skhidnia [*Second East*]», F. Hadaiev «Vypadkovist [*Coincidence*]», F. Baiydachenko «Molodi Shakhtari [*Young Miners*]», M. Podlaschyk «Koly topliatsia pochuttia [*When Feelings Are Drowning*]», B. Lastov «Brak [*Marriage*]», A. Malamuda «Conveier [*Conveyor*]», R. Primera «Ekvivalent [*Equivalent*]», essays by the percussionist of the Luhansk October Revolution Plant H. Pyzhov «Narodzhennia 1-5-1 [*The Birth of 1-5-1*]», P. Chebalin «Ide vuhilnyi kombain [*The Coal Combine is Coming*]», Ya. Falkov «Komunistychnyi №709-61 [*Communist No. 709-61*]», H. Piatkovskiy «Trymaiut prapor pershosty [*Holding the Flag of Primacy*]», M. Sharaban «Bryhadyr shturmiv [*The Assault Brigade*]» and many other works of art in the Ukrainian language.

The responsible editor of «Zaboy» H. Bahliuk went through two linguistic stages in his work: at first his works were in Russian, but over time he realized the need to turn to the Ukrainian language. He published his Ukrainian-language stories in the magazine «Zaboy». His novel «Molod [*Youth*]» was also published there.

V. Haivoronskyi wrote a number of prose works published both in «Zaboy» and in the Kharkiv's «Hart» during the years of his work in the editorial office of the magazine. They include the novel «Rozminovka [*Turnout*]», and its second part «Puhachivska Rudnia [*Puhachivsk Ore*]» was published in the journal «Literary Donbass ». In 1933, it was published as a separate book by the State Publishing House of Ukraine in Kharkiv with the title «Puhachivska Rudnia [*Puhachivsk Ore*]».

The editors of the magazine introduced the sections «Among the Books», «Literary and Artistic Chronicle», which provided detailed information about the literary life of the region, about novelties of Ukrainian literature, and popularized the Ukrainian-language book.

The books published by «Zaboy» itself were also promoted: the collection of poems by the miner Pavel Bezposhadnyi «Kamennaia knyha [*The Stone Book*]» (according to the magazine «Krytyka», this collection of poetry was sold «within two weeks in large circulation among the working masses of Donbass» [53, p. 18]), short

story by P. Treidub «Lykuiushchaia zemlia [*Joyful land*]», a collection of poetry by the worker V. Kramatorskyi «Ukraine», a book of stories by V. Haivoronskyi «Poselok na Tortse [*A Village on Tortsia*]», a collection of poems by B. Pavlivskyi «Vitry vstaiut [*Winds Rise*]», poetry by O. Farber «Ataka [*Attack*]», novel by M. Snezhin «Vysomol», book of stories by R. Vul «Den [*The Day*]».

«Zaboy» pays more and more attention to the coverage of cultural topics. «Donetsk themes, the Donetsk region attract not only writers, but also famous artists with their unconventionality, social dynamism, their revolutionary myth, which clearly fit into the official ideology of the proletariat as the hegemonic class» [9, p. 29]. Materials about the theatrical life of the region appears on the pages of «Zaboy» («Teatr im. Franka na Donbassi [*Franko Theater in Donbass*]» (Zaboy, 1930, No. 8), «Teatralnyi trest Donbasu [*Theatrical Trust of Donbass*]» (Zaboy, 1930, No. 16), «Za radiansku muzychnu komediiu [*For Soviet Musical Comedy*]» (Zaboy, 1930, No. 16), «Vsedonbasivskyi ukrainskyi teatr [*All-Donbass Ukrainian Theater*]» (Zaboy, 1930, No. 16)), materials about the opening of groups and sections of fine arts («Obrazotvorche mystetstvo – znariaddia kliasovoi borotby [*Fine Art is a Tool of Class Struggle*]» (Zaboy, 1931, No. 2)), about the activities of new scientific and cultural institutions («Khudozhnia biblioteka molodoho robitnyka [*Art Library of the Young Worker*]» (Zaboy, 1930, No. 5), «Budynok nauky i tekhniky v Luhanskomu [*House of Science and Technology in Luhansk*]» (Zaboy, 1930, No. 7), «Filiia knyzhkovoi palaty v Artemivsku [*Branch of the Book Chamber in Artemivsk*]» (Zaboy, 1930, No. 7), «Instytut yevreiskoi kultury v promraionakh [*Institute of Jewish Culture in Industrial Areas*]» (Zaboy, 1930, No. 11)).

«Zaboy» also describes the development of cinematography in Ukraine, in particular, the shooting of the first Ukrainian sound film «Symfoniia Donbasu [*Symphony of Donbass*]». It was the third work of director Dzyga Vertov in Ukraine. The film intended to show the success of industrialization, collectivization, anti-religious struggle, and the elimination of illiteracy: «The film by Vertov should show the true face of Donbass today, the gigantic growth of socialist construction with its

contradictions, unimaginable heroism and uninvented pathos, the exuberant flourishing of proletarian culture» [23, p. 28-29].

Thus, cultural, educational, and mass work in Donbass was covered in detail on the pages of «Zaboy». However, this work, like any other activity in the Soviet Union, was subordinated to the «class struggle», the cultivation of intolerance to everything that was hostile, incomprehensible to the Bolshevik party, or poorly managed, and therefore unreliable. In addition, the orientation towards massism in practice meant the lowering of art to the undeveloped tastes of illiterate workers (the slogan «The book is for the mass reader») and thus the manipulation of public consciousness in the desired direction by the Communist Party. Art often has utilitarian tasks, for example, to write a commissioned work on industrial topics: «Comr. Topchii received an invitation from the workers to write any work about the life of their factory» [54, p. 48]. Writers as part of shock brigades visit mines and factories, take on obligations in socialist competitions and report on their fulfillment to labor collectives: «The brigade made more than a dozen speeches in workers' barracks, at meetings and made one general working evening at the Palace of Culture. Horliv miners received and listened to their proletarian writers with extreme attention» [55, p. 40]; «Department of AUUPW «Zaboy» at the Steam Locomotive Plant «P.R » is writing a collective book about the 64th anniversary steam train. The book is written by 6 young striking workers called to literature» [30, p. 123].

«Zaboy» covered in detail the trial over the mythical organizations «Union of the Liberation of Ukraine (ULU)» and «Union of Ukrainian Youth», which took place in Kharkiv. The communist authorities sought to discredit leading Ukrainian scientists, writers, artists, and figures of the autocephalous church in the eyes of the public. «These were enemies that prevented the people from finding a way to self-purification. Terror arose from the need to remove that ambivalence from society that daily opposed the Bolshevik project. It was a «cleansing storm» supposed to free society from weeds» [3, p. 200]. The magazine described «a counter-revolutionary organization that had the task of overthrowing the Soviet system in Ukraine, to return the nationalized land to

the landowners, factories and plants to the capitalists» [58, p. 33]. The author interprets the process over ULU as a fair proletarian trial over «Kurkul's underachievers» [58, p. 35], who wanted to «drench Ukraine with the blood of working people, walk around the country with a bayonet and in baggy pants splattered with blood from pogroms» [58, p. 35] and calls to punish the defendants «for despicable deeds and days» [58, p. 35].

Materials on the success of anti-religious propaganda among the proletariat can be also found on the pages of «Zaboy». For example, the material «Sviatyni, shcho padaiut [*Falling shrines*]» discredits the priests and aims to show the church as «the hearth of darkness», «the headquarters of the political agency of the bourgeoisie ». The author lists the «sins» of religion, including «inciting inter-ethnic enmity», «weakening the working class» and calls to «destroy these nests:» «Isn't the destruction of these nests a great celebration of the cultural revolution? It will unite all proletarians, regardless of nationality: Russians, Ukrainians, Jews, and Tatars; the old ones who went through the revolution and the civil war, and the young – our change, which is growing in the struggle for a new life» [46, p. 24]. The material «Velychezne vohnyshche v Horlivtsi [*Huge bonfire in Horlivka*]» demonstrates the success of anti-religious propaganda: workers burn several thousand icons and thereby «clean the earth of the filth of religion» [17, p. 5].

«Zaboy» also tells about the closing of churches by local authorities. This process took on a mass character at the end of 1929-1930s. Thus, the orders of the proletarians were used as a pretext for closure. The material «Zamakh iz neprydatnymy zasobamy [*Attack with unsuitable means*]» notes: «eighteen thousand Rykov workers demanded the closure of two churches and their transformation into clubs. All-Ukrainian Central Executive Committee (AUCEC) agreed with this demand» [2, p. 45]. There are many manifestations of class hatred and intolerance in the material. The author compares priests with cockroaches, calls them pitiful and lying: «The face of the class enemy, distorted by hatred and fear, peeked out from the papal robe... They squirmed and tried to justify themselves like cockroaches thrown on a hot stove, and

refused everything, pretended to be naive» [2, p. 46]. The author creates an extremely negative image of «the priest as a class enemy» in the mass consciousness and incites religious enmity in society.

Therefore, the magazine «Zaboy» played its role in inciting anti-religious hysteria in society, contributing to the complete displacement of religion from the sphere of spiritual life of the country, ensuring the monopoly of atheistic Marxist-Leninist ideology in the minds of citizens.

An event chronicle on social topics was presented in almost every issue of «Zaboy» in the «Little News» column. Many news reports were devoted to events in the USSR and the world. The chronicle information also related to geopolitical topics, in particular, the war in southwestern India. «The British military raised a war against the Indian people in Peshawar, Delhi, and Shalapura and almost in all large cities» [35, p. 36]. The events in China and other countries were also highlighted: «Japanese imperialism in Da-Yi launches landings against the Chinese Red Army» [35, p. 36]. News reports vividly reported on the successes of the domestic and foreign policy of the Soviet Union pathetically, talked about communist construction, the opening of new factories and plants, and highlighted the activities of collective farm organizations from a positive side. According to the journalists of «Zaboy», capitalist countries were subjected to merciless criticism, whose authorities were only thinking about how to destroy the Land of the Soviets: «Plans for the future attack on the world's first proletarian state are being developed on the other side of the border in the quiet offices of the general staffs of the imperialist armies» [35, p. 36], «crazy pace of armaments, their forced preparation against the USSR» [11, p. 2]. In addition, a characteristic feature of materials on international topics was the exaggeration of the problems of various spheres of social life abroad and the focus on workers' rallies and strikes that occasionally took place in capitalist countries. «The bourgeoisie does not have to eat from the cesspools of Berlin, they do not eat cats and gophers, as the hungry farmers of the United States of America eat them» [1, p. 16]. «The police dispersed the unemployed with sticks in Vienna. The state cavalry was put to the aid of the police in

Czecho-Slovakia... In Leipzig, four workers were killed and four wounded by police shots. In America, the clashes of the unemployed took on the character of battles – thousands were arrested and imprisoned» [1, p. 16-17].

The material «Pro poetiv u teplushkakh [*About poets in warm coats*]» highlights a paradoxical situation inherent in the entire Soviet Union. On the one hand, Soviet society was declared peaceful, conflict-free at the ideological level, and on the other hand, an active process of forming the image of the enemy supposed to stimulate the conflicting mass consciousness. «The main military danger is looming from the side of the imperialist war against the Union of Soviet Republics... When the capitalist states want to start a war in the name of their interests, i.e. to redraw the world map, to exterminate the working people, to redistribute the colonies, and to destroy the country of the Soviets, then we will fight for... the destruction of the exploitation of man by man, for the destruction of the rule of the capitalists. Remembering the war, we will prepare for defense» [35, p. 38].

«Zaboy» journalists created the image of an external enemy, emphasizing the hostile capitalist environment of the Soviet Union by means of ideological propaganda. For example, journalists in the materials «U nykh, u kapitalistiv [*There, in the capitalists*]» and «U nas, v SRSR [*Here, in the USSR*]» appealed to the minds of readers, simplifying the realities of complex international life, using categories and stereotypes that are understandable to a wide audience: «own» – «foreign», «bad capitalism» – «positive socialism», «bourgeoisie» – «proletariat», «enemy» – «friend». «Capitalism is in a period of decay and inevitable death» [15, p. 10]. «Economic upswing and rapid growth of production in all branches of the national economy complete collectivization and liquidation of the kulaks as a class» [16, p. 11].

«Zaboy» publications had characteristic titles that often resembled battle slogans: «Pid znakom boiovoi yednosti [*Under the sign of combat unity*]» (Zaboy, 1930, No. 16), «U borotbi za vuhillia [*In the struggle for coal*]» (Zaboy, 1931, No. 2), «Borotba za Leninsku liniu v natsionalnomu pytanni [*The struggle for the Leninist line in to the national issue*]» (Zaboy, 1930, No. 12), «Na shturm proryviv [*On the*

Assault of Breakthroughs]]» (Zaboy, 1930, No. 13), «U borotbi z reaktsioneramy v mystetstvi [*In the Struggle with Reactionaries in Art*]]» (Zaboy, 1930, No. 13). Inherent characteristics of the publication include a uniform form of information presentation, slogans about the transformation of the country from a backward agrarian country to an advanced industrially developed, general considerations, clichés and repetitions.

«Zaboy» covered the campaign of complete collectivization in the countryside. One of the primary tasks at party meetings was «propaganda of the ideas of collectivization of peasant farms and the organization of collective farms» [34, p. 563]. Accordingly, the materials of the magazine imposed the idea of «consolidation of the collective farm movement – the location of forces in the collective farms. Only this way will help to draw into the collectives that part of the peasantry that will make decisive conclusions, and then recognise the advantages of collectivization» [7 p. 4]. The authors of «Zaboy» were faced with a primary task «to introduce rural and collective farm themes into their circle of topics and subjects..., to arrange writer's trips to areas of continuous collectivization, to familiarize themselves with today's village, to gather impressions and material for creativity. Today's village sets a new social order, different from previous works about the village. It requires new publications about the village that would show a collectivized industrializing village, to show new people growing on the basis of new economic conditions» [7, p. 6].

In addition to the content, the formal composition of the publication had a powerful effect on the reader. The Bolshevik regime created a wide network of professional and amateur photographers to provide photographs for the printed publications of the time. The General Management of Photography of the All-Union Committee for Art Affairs carried out the general management of photography in the Soviet Union. The All-Union Photo-Illustrative Trust «Soiuzphoto» – an association for the centralized production of photo illustrations for newspapers and magazines directly subordinated to the Main Department of Photography. The article «Fotohrafiia dopomahaie buduvaty sotsializm [*Photography helps to build socialism*]]» appeared in the pages of the magazine «Proletarske foto [*Proletarian Photo*]]» printed by

«Soiuzfoto ».It outlined the main tasks facing photography in the era of radical transformations. «Photography, like the press, in the conditions of socialist construction has a task to be «not only a collective propagandist and a collective agitator, but also a collective organizer» [11, p. 3].

Photo illustrations of «Zaboy» magazine performed a corresponding task to reinforce the propaganda direction of communist rhetoric and form the visual style of «Zaboy».

Photo reportage was widespread on the pages of «Zaboy» that actively awakened an audience's sense of presence at the scene of the event, helped to understand the development of the events, and it was an accurate, documentary-reliable means of depicting the reality of that time. The «Zaboy» photo reportage promptly reflected the process of industrial development of Donbass and parallel changes in social life.

The photo reportage was placed on one or several pages in «Zaboy», so the reader received an overall picture of the event. Thanks to its visibility, the photo reportage was even more documentary than its verbal analog.

The nature of the photo reportage in «Zaboy» is determined by means of expression: a photo and the printed word. The text had the function of clarification, for example: «Ore burning at the Kostiantyniv Zinc Smelting Plant» (Zaboy, 1931, No. 1), «The installation of the fan with the second highest power in the USSR for the Shcherbynovsk Mine «Nova» is being completed at the Horliv Machine-Building Plant» (Zaboy, 1931, No. 3). Photos with explanatory text on the pages of «Zaboy» gave the reader the opportunity to trace the event development. Accordingly, the «Zaboy» photo reportage together with the correct comments influenced the readers much more than the textual information. It created the effect of the presence of the reader at the scene of the event, and therefore provided undeniable confidence in the authenticity of the information presented.

Photo reportages of «Zaboy» became one of the main means of agitation and propaganda campaigns and an important channel for broadcasting a stereotypical

vision of reality. It was supposed to completely coincide with official messages about the construction of a communist society.

There are also photos of Soviet leaders among the illustrations of «Zaboy:» Y. Stalin, V. Lenin, V. Molotov, S. Kosior, K. Voroshylov, P. Postyshev, and others. Portraits of local percussion workers as role models were often depicted among other photo portraits: «The percussion brigade of female students of the Donetsk Mining Institute came to Horlivka to help eliminate the breakthrough» (Zaboy, 1930, No. 15), «The best brigade coal loaders in the Lysychan district achieved an increase in labor productivity up to 200% (Voikov mine)» (Zaboy, 1930, No. 15), «Comrade Bek Makhamedov. Shock-worker of the Mykytiv mine» (Zaboy, 1931, No. 2).

There were also photographs designed to constantly remind the readership of the terrible life of working people in capitalist countries. Such pictures were signed with texts supposed to confirm the poor and social problems of capitalist countries. «Clash of workers with the police» (Zaboy, 1932, No. 1), «A common scene on the streets of the cities of the West. Thousands of proletarians are hopelessly waiting for work» (Zaboy, 1932, No. 1), «Arrest of the unemployed who wanted to break into the White House (Government House) with a demand for help» (Zaboy, 1932, No. 1). Instead, not a single photo or word mentioned the social unrest in their own country.

The editors took care to establish a connection with their readers, inviting them to send their opinion about the magazine. Thus, the magazine features the sections «Zaboy in the Masses», «Reader's Tribune», which highlighted numerous letters that the magazine's subscribers sent to its editorial team. The letters stated that the publication «should maintain closer contact with factories... «Zaboy» magazine should become a favorite and close magazine for Donbass residents» [28, p. 40]. In turn, the editors constantly appealed to the readers to promote and popularize «Zaboy» among workers, miners, public figures and send their materials: messages about successes in socialist competitions, artistic works, photographs and caricatures.

The Donbass proletariat in terms of Ukrainianization not only kept up with other industrial centers of Soviet Ukraine, but even began to overtake them. A fairly positive

perception of Ukrainization is evidenced by the letters of readers that were sent to the editorial office of the magazine. «The attention of proletarian society to the state of Ukrainization in the industrial districts is not limited to knowledge of the Ukrainian language. The party's call did not pass by «Zaboy ».Recently magazine «Zaboy» reorganized into a predominantly Ukrainian becomes one of the deep guides of Ukrainian culture into the bowels of the Donetsk proletariat» [8, p. 38].

All-Ukrainian periodicals spoke positively about «Zaboy», noting that the magazine «turned into a really mass magazine, which relies on a large creative asset gathered around it, mainly from shock-workers. The magazine did a lot of work on securing and educating new literary personnel, directing their creative assets in a Bolshevik manner. «Zaboy» was able to unite around itself a group of proletarian critics who grew up in the «Zaboy» team and conducted both theoretical and mass-consultation work, and mastered the Marxist-Leninist methodology» [37, p. 208]. It «became a major factor in Ukrainian proletarian culture in Donbass, an organizer of mass work and creative experience of writers» [53, p. 18].

Since October 1932, the magazine «Zaboy» began to be published under the title «Literaturnyi Donbass [*Literary Donbass*] ».The pages of the magazine no longer contain informational and analytical materials about events in the Soviet Union and the world. Instead, it published the works of Soviet writers of Donbass and the entire USSR, the best examples of revolutionary literature from abroad, literary and critical materials. The magazine also «organizes the literary movement of Donbass and manages the training of shock-workers» [48, p. 129]. Thus, «Literary Donbass» publishes excerpts from the novels by I. Le «Roman Mizhhiria [*Mizhhiria Novel*]», B. Horbatov «Rovesnyky [*Peers*]», Y. Chernyi «Zoriana doroha [*Starry Road*]», N. Alekseev «Na trydtsiat deviatomu metri [*At the Thirty-Ninth Meter*]», stories by Z. Stolper «Andrii Kazhan», M. Sobolenko «Slava [*Fame*]», I. Horbashevskyyi «Zemliaky [*Compatriots*]», poetry by V. Kramatorskyi, Sh. Haidash, M. Upenik, P. Bezposchadnyi, M. Rud, L. Pervomaiskyi, Yu. Cherkaskyyi, Johannes Becher, Emil

Hynkel, Walter Bauer, and others. The circulation of the publication is 3,500 copies, and the annual subscription costs 15 kr.

A significant place of «Literary Donbass» is devoted to the problems of Ukrainian proletarian literature. The magazine contained literary articles about the life and works of M. Horkyi, H. Shyshov, O. Novikov-Pryboi, D. Hordiienko, V. Hzhyskyi, L. Leonov, A. Holovko, D. Biednyi, Yu. Cherkaskyi, M. Sholokhov. It evaluated the work of foreign proletarian writers – the American Michael Gold, and the German Hans Marchwitz. These authors highlighted the role and place of these writers in the establishment of communist ideology and morality, Soviet culture from the Bolshevik standpoint. «Soviet literature is inextricably linked with the practice of the working class. Fiction has an honorable place in the mobilization the working masses to fulfill the tasks of the second five-year plan, in the overcoming the remnants of capitalism in the minds of people, in the socialist transformation of man» [13, p. 95].

«Ukrainian fascists» D. Dontsov, S. Yefremov, M. Mohylyanskyi, M. Shapoval, as well as M. Khvyliovyi subjected to merciless criticism in literary and critical articles. According to A. Khvyliia, the Deputy People's Commissar of Education of the Ukrainian SSR, M. Khvyliovyi «went astray from the revolutionary Bolshevik path and fell into a nationalist alley» [20, p. 104]. He became a troubadour of Ukrainian fascism» [20, p. 104] and «fell a victim of Ukrainian nationalism, firing his last shot against socialism» [20, p. 110]. The author with the pseudonym H. B. criticizes the work of Todos Osmachka for «Kurkul-chauvinist content» [13, p. 96] in the article «Donetsk soviet literature at a new stage ».He does not stop at this and takes aim at the Odessa «Creative Group of Marine Writers» with a Petliurian orientation, «The Order of the Green Firefly» and «Hovrashok» by Valerian Polishchuk, «Chornohorriia» by Ivan Senchenko, which hides the kulak-chauvinist ideology with a mask of stupid naivety, to say that the class struggle in literature does not stop for a minute and takes on increasingly complex forms at a new stage» [11, p. 96].

3. 4 The defeat of the Ukrainian editorial office of «Zaboy» magazine in the 1930s.

The situation in Donbass changed quickly – the policy of Ukrainization ended as soon as it had completed all the tasks assigned to it. «Having successfully completed the struggle against the Ukrainian peasantry with the help of the Holodomor of 1933, it (Bolshevik Party – O. B.) focused on exterminating the young Ukrainian intelligentsia. This struggle with the Ukrainian intelligentsia in Donetsk region had the peculiarity that accusations of bourgeois nationalism were combined here with accusations of Trotskyism more often than in the rest of Ukraine» [9, p. 33-34]. The first victims of the government were young writers who gathered around «Literary Donbass ».The September issue of the magazine in 1933 was the last in Ukrainian language.

In the fall of 1933, a congress of writers and literary groups of Donbass was held in Staline. The reasons «impeded the normal development of literature in Donbass which were reinforced by the poor work of the heads of the publishing body» were found out at this congress [6, p. 50]. V. Haivoronskyi mentioned «neither he, nor Bahliuk, nor any other Ukrainian writers had the chance to be there» [14, p. 244]. The magazine in Ukrainian was scattered: «The HPU covered the cars with canvases on which «Literary Donbass» was printed» [14, p. 245].

Russian writers P. Besposhchadnyi, P. Sevierov, P. Chebalin «captured the magazine under its new title «Literary Donbass» and began a long-term Russification offensive, guided by Kremlin policy» [5, p. 6].

A «triple» (No. 10-12) issue of «Literary Donbass» was published at the end of 1933. It informed readers that the November plenum of the Central Committee and the Central Committee of the CP(b)U recognized the main danger in Ukraine as local Ukrainian nationalism, which combined with imperialist interventionists. It highlighted that the nationalist counter-revolution has been defeated, spies and saboteurs have been exposed. The stake of the bourgeois-nationalist counter-revolution

was defeated, in particular, the Trotskists who joined the ranks of the Soviet writers of Donbass were exposed [9, p. 34]. «The First All-Donetsk Congress of Soviet Writers states that some leaders of the literary movement in Donbass (Bahliuk) turned out to be agents of counter-revolutionary Trotskyism. They carried out vile counter-revolutionary work to disrupt the party line in literature and actively hindered the advancement of new artistic forces, which were nurtured and are being nurtured by the socialist revolution. They promoted counter-revolutionary Trotskyism and praised Ukrainian nationalists – spies, agents of Polish and German fascism» [32, p. 300].

In October 1934, the Soviet authorities destroyed the Ukrainian editorial office of «Zaboy ».The editor-in-chief H. Bahliuk was expelled from the party. He was arrested and accused of anti-Soviet Trotskyist activities, and then sent to the Tatar Republic for two years. In November 1935, he was re-sentenced to five years, and was shot in Vorkuta on March 1, 1938.

Deputy editor-in-chief V. Haivoronskyi was arrested and deported, but he was lucky to escape and lived in hiding in Dagestan, Stavropol and the North Caucasus. In 1944, he moved to Lviv, and then emigrated to the USA.

A poet and regular author of «Zaboy» V. Kramatorskyi (Ivaniv) died. His poems and articles about Kramatorsk's literary life could be seen in almost every issue of the magazine.

M. Oliinikov and O. Selivanovskyi, one of the founders and first authors of the magazine «Zaboy», were shot as enemies of the people during the Great Terror of 1937-1938. «Kost Gerasymenko, M. Upenik, M. Rud were able to survive that calamity and later work in literature... Several souls of talented people in the prime of their creative powers disappeared, as if they had never existed... Mykola Sobolenko died in the far north... F. Kovalevskyi, Yulian Zapadynskyi, Ivan Tkachenko are no longer heard» [14, p. 245]. Thus, a planned liquidation of Ukrainianized personnel among scientists, leaders of various levels of government and, first of all, writers was held in Donbass. «The special operation destroyed not only the first sprouts of the literary Ukrainian word in the heart of industrial Donbass, but also the entire cultural

stratum that was formed here during the 20s under the influence of the slogans of the proletarian revolution» [24, p. 521].

The new editorial office of «Literary Donbass» was no longer in Artemivsk, but in Staline. The magazine would be published «mainly in Russian» from January 1, 1934 [27, p. 300]. The participation of the best writers of Moscow, Leningrad, Kharkiv and Kyiv «would significantly improve the department of artistic prose and poetry» [27, p. 300]. The magazine also reported that «the first congress of Soviet writers of Donbass was held in Staline on November 20-23. It printed the materials of this congress, which invited the writers of the Urals to the competition. The main speech at the congress of writers and community members of Donbass was made by a guest from Moscow... He talked about everything, except, of course, issues of Ukrainian culture [9, p. 34].

In 1936, three years after the defeat of the Ukrainian editorial office, the magazine «Literary Donbass» published the article «Justify the trust of the party ».It noted that «Trotskyists have found a warm place in the Donetsk writers' organization. In 1933, the Trotskyists Bahliuk, Sobolenko, others, and their guides, such as Haivoronskyi and Zapadynskyi were found out. They were considered as sworn enemies who infiltrated the writer's organization and tried to separate the writer's organization from the masses. They prevented talented literary youth from entering the organization and the magazine, published such counter-revolutionary works as the novel «Huta» by Kovalevskyi and «Tempy» by Sobolenko in «Literary Donbass» [32, p. 301]. I. Dziuba noted that the accusation of Trotskyism is not accidental: «a letter of Comrade Stalin «On some questions of the history of Bolshevism» to the editors of the magazine «Proletarian Revolution» was directed against liberalism in the attitude to Trotskyism. They rushed to find their Trotskyists everywhere» [9, p. 39].

This was the final end to both Ukrainianization and the Ukrainian literary movement in Donbass.

So, despite such a tragic history, «Zaboy» managed to unite around itself the creative working youth of Donbass, reveal their literary talent, promote the

Ukrainization of the region in the 1920s and 1930s. I. Le rightly remarked: «The days of «Zaboy» in the literary life of Donbass was not spent in vain not only for the Donetsk literary organization, but also for the entire literature, for many writers of Ukraine» [27, p. 17].

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SECTION IV. THEORETICAL AND METHODOLOGICAL PRINCIPLES OF THE FUNCTIONING OF THE PHENOMENON OF LIBERAL INFORMATION CULTURE

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4.1 Liberal context of the functioning of social communications

Current traditions of studying information phenomena closely interact with each other and their problems are so intertwined that they can be divided only relatively. Although, the application of any method of studying the activities of the information phenomenon a priori implies an organic relationship, the interdependence of all elements of the mass communication system, an understanding of the internal determination of each of them. The elements of communication technologies in the context of the general requirements to any factors of social communications as a multifunctional phenomenon

are distinguished into:

- the type of social communication factor;
- the genre in which this carrier is represented;
- the stylistic specifics of presenting content in social communications;
- the type of information campaign in which the factors of social communications are directly involved;
- the specifics of the media (polygraphic design for the printed product, the layout of the program for electronic media, etc.).

At the same time, it must be emphasized that any single factor of social communications must ultimately be subordinated to the purpose of this activity as something holistic.

This follows from the organic connection of those categories that constitute the very essence of social communications. The subtleties of the typological content of social communications in the context of the problem chosen for analysis are not interesting, so it can be assumed that the functioning of social communications is a complex of carriers of targeted influence on public order (and certain types and kinds of social communications and audience are very important carriers of such influence) with the use of various techniques that are inherent in information practice.

Depending on the scope and vector of interests, there are hierarchies of tasks facing the functioning of social communications in a particular period of time. Hierarchies of tasks create hierarchies of types of social communications, which take into account the actual types of implementation of these tasks. Social communications (by heating up social contradictions around one or another problem) become a powerful factor in the formation and functioning of a whole set of reflections based on the exclusive preference of social communications – a monopoly on the transmission and interpretation of messages.

The so-called social-communication tradition of the analysis of activity of social communications plays the productive role in the modern theory of social communications. But the very activity of these carriers can be considered as a holistic,

targeted phenomenon, which is perceived not as a static, accidental and impersonal result of the functioning of these carriers, but as system formed and functioning in society and is determined by specific tasks, functions and purpose. This is the phenomenon of social-communication tradition of approaches to the activities of social communications. At least, that is why the context of the goal pursued by a particular carrier, and then the content and form of activity becomes clear V. Rizun [29, p. 21-23].

Social and communication attributes of the functioning of social communications are not limited to telecommunications systems or information resources. The information provided by these media must be transformed into useful knowledge, and information policy must become a knowledge-based strategy. It is impossible to allow a situation when some social factor would be «excluded» from the information space, and society will be divided into those who have access to information and those who do not have.

The process of realization of social communication features is complicated. Its complexity lies not only in the fundamental infinity of possibilities of using the categories of social communication theory, but also in the methodological undeveloped nature of its essence in the context of coverage of any problem by a specific carrier. According to the functioning of social communication factors as an audience phenomenon, the essence of such features and the relationship between them are determined by such relationships that will have the greatest functional load during the coverage of a particular problem – and very specific interpretation situation.

If the type of functioning of social communications is a generalizing category that determines the highest level of information practice and is represented in the general model by the factor of applied content of carriers, then the kind of functioning of social communications is a special category of social communication theory, which is subject to the type and subordinates some kinds at the same time.

Therefore, it is possible to assume that the kind of functioning of the factor of social communications is a single category that determines the lower level of activity of

these carriers and is subject to the gender. A specific carrier is a single category of the theory of social communications, which reflects such a separate object of activity of the factor of social communications, which really exists and acts as a unit of standardized division of these carriers. This separate object must be considered in the theory of social communications as a model of functioning of social communications. The formation of certain specific carriers on the basis of proximity in the context of a particular problem (or interpretive situation) allows talking about the formation of groups of social communication factors.

Information and cultural features of the modern functioning of social communication factors give the main coordinates in modeling the functioning of these carriers, which record the main results and are the key, and the most painful points of typification of mass media. There is the main methodological conclusion that the process of typification on the basis of the model proposed above (in its most optimal version) is possible as a process of passing from something abstract (type) through floating (kind) to something concrete (specific factor of social communications). This scheme will help to characterize both the factors of social communications and the types of audiences in the context of the functioning of interpretive situations within the functioning of these carriers.

However, any impersonal separation of information and cultural features of the functioning of social communication factors can be justified, if consider some specific functional aspect of the functioning of social communication factors in the temporary abstraction (relative) of any other factors: it will focus attention on the functional aspect of the practice of social communications.

In fact, the practice of functioning of social communication factors involves a large number of social factors related to specific characteristics of the functioning of social communication factors. But the problem is that two main traditions of studying the activities of the mass media can be considered incompatible:

- first, the general communication tradition (the theory of social communications as a complex science of the functioning of social communication factors);

- second, a partial tradition (the positions of individual scientific traditions within the theory of social communications).

It is clear that the principle of interconnection of these two traditions can be considered as the optimal way out of a when it is correct to consider the functioning of social communication factors as an element of a certain impact on the audience. However, it will be fair to say that the analysis of specific trends and ideologies of social communication factors in the context of audience behavior for a long time was conducted from the standpoint of formal grouping and systematization based on a classification of sciences, which neglected a particular era. That's why, certain models of functioning of social communication factors were understood as a process of a certain distribution of their specific kinds within the traditional classification by certain groups in terms of material content (for example, [6]).

The main feature of social communications as a phenomenon that is not considered only in terms of content, but as a perfect reflection of social activities, social consciousness was ignored. So, there are no specific forms of embodiment. This factor is serious for shaping the behavior and consciousness of the audience.

The fundamental essence of the traditions of the study of social communications is identified with the political, social and socially organized activities. The production of information gives different options for communication at different stages of social development. As a result, it is possible to clearly articulate the relationship of information practice with social activity. This relationship reflects a special kind of social activity – information activity, which involves the social communication factors. The most generalized social activity can be represented as a socio-informational combination of the following four components:

- 1) management;
- 2) cognition;
- 3) impact;
- 4) practice [28].

Two groups of factors that have a direct impact on the social communication

factors are quite clearly distinguished in the above traditions of studying social communications. The first group consists of analytical and morphological tradition, which is manifested in a fairly complete consideration of the classification features of the functioning of social communication factors. The second group is the synthetic-genetic tradition, which is the need to identify general directions of development of social communications.

Since function is only one of the essential properties of the activity of social communication factors, any factor of this activity can be a function. The understanding of the function of carriers as the relationship of all components of the social communication system is an important condition for the correct application of social information traditions of studying the functioning of social communication factors.

Ignoring this aspect of the functioning of social communication factors leads to a decrease in the effectiveness of key criteria of social and informational features of the functioning of social communication factors. Having become a function, each of these criteria is either separated from social communications (becomes a factor of psychological impact on the audience, etc.), or is added to them, but is not considered as a factor of socio-informational diversity of social communication factors.

The functioning of social communication factors exists in time and space. The set of characteristics of the functioning of social communication factors is the result of social activity, which factors are the contexts of social communications. Therefore, it is not a contradiction: the process of managing social communication factors and directing this activity to a specific audience forces to look at the typification of social communication factors as a certain constant tool of the possibility of structured communication influence on society.

The key carriers of the social communication factors in this context are different levels of informational impact on society as a whole, on a particular audience, on a particular person. According to a specific factor of social communications in the context of a single problem, the process of using these levels can be considered as a criterion for determining the socio-informational features of the functioning of these

carriers in any era.

The specific factor of social communications as a certain summary of the implementation in practice of the categories of the theory of social communications – is the purpose of these features.

However, there is no doubt that any model of functioning of social communication factors in any period of human development depends on both methodical and methodological aspects of the process of group coverage of very specific factors of social communication of a problem. The following feature in this context must be emphasized: the categories are interdependent, but only in relation to the specific social problem under consideration.

Thus, the functioning of social communication factors in the context of the problem load is carried out in the form of a certain system. At the same time, there is a task to determine the key factors of the peculiarities of the functioning of the carriers. Therefore, it is necessary to proceed from the existence of a certain model, which differs in the internal diversity of the typed subsystem and typological model in the process of defining the social essence of their activities as a certain category of social communication theory. If take into account the indirect role of social communication factors, then each of these categories must be considered in the system of categories of social communication theory, where the structure of currents and ideologies of social communication factors stands out.

Some researchers of social communications often forget that the phenomenon of information fits into the categorical apparatus of the social sciences [30]. Yu. Sherkovin emphasizes that information that is disseminated publicly should be brought «to a state suitable for relatively easy perception» [12, p. 80]. It should be noted, that according to the principle of organization and functions, the political practice of a person combines different factors of functioning of the social communication factors. The most important integrator of a person's political functions is consciousness. It also determines various forms of human activity, including behavior. However, the reduction of behavior only to conscious forms inevitably leads to simplification and

reductionism in the understanding of personal manifestations. On the one hand, unconscious instructions, emotions and their traces in a person's memory and habits affect the whole sphere of conscious activity, and on the other hand, they are a product not subordinated to it, and at the same time – initiated by it.

The peculiarity of the functional-structural system of social communication factors of a particular social problem – is that each stage of social development has a specific originality of the necessary and sufficient categories of social communication theory. Thus, similar originality can be outlined by the corresponding functional characteristics. It is correct to interpret these characteristics not in the traditional typological context of the documentary form of social communication factors, but in the interpretive context, which involves the application of flexible approaches to those carriers that more or less adequately cover a particular problem. It should be taken into account that the possibility of mass information, which is objectified in the social communication factors, is always ideological, and interpretive situations always limit the ideological application of content.

Thus, the functionality of the social communication factors is determined by the whole system of categories of the theory of social communications, and the holistic social context. It should be noted that the functionality is due to the appropriate distribution of interests. Social and communication features of the functional and structural subsystem of social communication factors should be considered not only as the embodiment of the necessary sequence and relationship of the components of the carriers, but as the formation of their typical structures. This is reflected in the practice of functioning of information culture carriers in view of ideologies and currents.

That's why, these social and communicative features of the modern model of mass media activity as a hostage of ideological currents can be considered as a certain universal coordinate system in which any group of carriers of information culture finds its place. As a result, all this demonstrates the necessary interconnection of all possible diversity of types, kinds and groups of these carriers. Concretization of such a model is possible in any field of information, any external pathogen of information culture, as

it allows drawing specific information models of the functioning of information culture carriers, demonstrating and comparing them. There is a chance to analyze a certain modification of information culture carriers depending on how they behave in their relations with various social factors and within certain ideological currents.

The historical context of the circulation of interpretations has given rise to many concepts that have been more or less related to the ideological currents, where the carriers of information culture functioned. According to nature and social consequences it is a unique phenomenon. Theoretical principles were expressed in the 60-70s of the last century [1], when the positivist currents in sociology and journalism were replaced by the ideas of conflict of societies [26, p. 112-114].

J. Alexander said that the historical background of the whole theory of social interests in general is divided into functional and conflictological [2, p. 207]. At the same time, the conflictological approach has greater opportunities both for covering problems in the carriers of information culture [13] and for their cognition [34].

The liberal attitude to realities has a leftist origin in the social sphere in general. Left-wing criticism is represented by such names as K. Marx, C. Mills, A. Gouldner, E. Fromm. All the leading theorists of liberalism in the information culture were involved in the socialist (or workers') movement. The ideas of the liberal content of social relations have always been considered in terms of the development of the labor movement.

The liberal approach in interpretive cognition made it possible to highlight, understand and offer solutions to many problems of social life. Applying a liberal approach to any social phenomenon will emphasize the fruitfulness of this approach, as it takes into account the importance of interpreting social problems, the distribution of benefits in society, the conflict of interests of social groups and institutions [27, p. 264].

A liberal approach to information culture leads to the fact that there are different approaches to seeing and interpreting conflicts. The interpretive content of social reality is based on real historical contexts. Therefore, liberalism is directly related to

the interpretive capabilities of information culture and is formed in the stream of non-perception of social functionalism. The liberalism's followers do not believe in interpretation of the image of social relations. They do not see the possibility of implementing the ideas of rationality.

However, the paradoxical nature of theoretical views on liberal practice leads to paradoxical views. In this regard, the theoretical base of key social sciences was filled with the ideas of social equality, the reorganization of the social sphere of public life. Science has become the basis of all empirical dimensions of the social status of any social system or its factor due to interpretations.

Thanks to the development of liberalism, the vision of many social problems was reproduced, including those that were reflected in the carriers of information culture. Most researchers have tried to base a free interpretation of any social fact or factor on a liberal basis: a specific vision of reality that is based on a model of total reservations and contradictions, from personal relationships to holistic social relationships. The social sciences in the context of liberalism offered new interpretations of the phenomena of social practice, new approaches to the possibilities of analytical elaboration of the events and facts.

It should be noted that liberal concepts in information culture have based their vision of social reality on conflict as a social integration and cooperative social model, according to which there are interpretations of specific historical and current contexts that either generate or eliminate conflicts. R. Collins is convinced that the doctrine of the prevalence of liberal tendencies is based on the historical scale of interpretations of the analysis of events; long-term models of the changes that accompany events; deep understanding of social relations within the functional characteristics of social organizations [7, p. 134-135].

It must be emphasized that social practice based on the application of liberal practice of social communications is interested in the social order in this particular case and the social procedure of the information situation. Possibilities of interpretations lead to the ability to model the social behavior of people, understand certain elements

of motivation of certain actions or their interpretation, and so on. This means that the interpretation of the behavior of an individual, a group of people, and large sections of society stands out, not the liberalization of social communications.

Liberal theory based on the classical visions of the social structure of society (K. Marx, C. Mills, A. Gouldner, E. Fromm) takes into account several factors necessary for the development of the event. In particular, it is necessary to find different (wave-like) access to resources that provide public goods in all social systems. Inequality of access and the possibility of using resources create inequality – that is a conflict situation. Latent conflicts associated with the usurpation of interpretive abilities cause less hidden conflicts, and this can give rise to revolutionary change.

In fact, liberal practice does not deny the fact that science has changed its view of conflicts since the time of the classical, leftist interpretation of the conflict content of social systems. Revolutionary doctrines (leftism, socialism, communism, etc.) were replaced by moderate ideas of vision and interpretation of conflict situations. As for free interpretations of this news, the so-called individual barrier was overcome (R. Darendorf called it a psychological paradigm). Thus, liberal theory has focused on the study of interpretations of social problems, the social importance of which could attract the attention not of individuals but of entire social groups and institutions, nations, and states.

The status of the liberal approach to the interpretation of social events has become somewhat different. R. Collins and M. Mann brought the liberal practice of social communications to the level of equality in the interpretation of those events that occur due to aggravation of situations. These scientists added the empirical principles of proving the essence and principles of their practice of functioning to the theoretical theses that took place in social communications. Therefore, the modern science of social communications has left the key dominants of interpretations that were identified as key by the founders of this science.

The social essence of liberalism is very closely linked to its functionality, and the latter is based on the possibility of free interpretation of events. The basis of the

social approach to the interpretive nature of conflict is the principle of social contradictions (formalization and systematization of events, social dynamics that upsets the balance of events and phenomena in societies, etc.), which is actually reflected in the practice of interpretations. According to the structural approach to the social aspects of liberalism, it is worth emphasizing that modern social sciences operate with two visions of understanding the nature of these social phenomena.

The first aspect of the ethnogenesis of liberal interpretations of free interpretations of social contradictions belongs to T. Parsons, who almost completely denied the social nature of contradictions, neglected the conflict of interests in social development in his analysis of events. T. Parsons analyzes liberalism as an anomaly, distortion, deviation from some natural, normal course of events in the social environment, the excess of social balance. In sociology, this trend was called the «theory of order» [20].

The supporters of this theory took the model of free interpretation of certain manifestations of social life as the basic principle of their reasoning. The basis of «social balance» is the desire of scholars to understand the key positive functions of liberalism in the social sphere, in social viability of society.

Followers of «social balance» believe that interpretation is not only a mandatory element of social development and social relations, but is also a certain insurance factor in any social system. According to them, the consequences of interpretations allow (due to a set of certain reforms and integration factors) bringing the social organism to such a state that would correspond to real conditions. The supporters of the theory of L. Kozer believe that the societies that are prone to liberalism have great public benefit. Such opinion is due to the fact that liberalization of social communications is the key factor of modifying and restructuring the old living conditions of societies, and creating more modern normative foundations of societies.

Thus, the essence of the liberalization of social communications is that there is a need to connect the two factors of social relations in society: integrated (sometimes unifying, sometimes archaic, sometimes authoritarian) and liberal (sometimes

progressive and sometimes even revolutionary). At the same time, it is quite difficult to specify which social feature of social life (conflict, violence, indifference, compromise, etc.) is a key factor in the development of relations between representatives of different segments of society. Liberalism of social communications assumes that social conflict has its own unique features, and therefore it is aimed at free and impartial (not limited by external circumstances) clarification of the factors of conflict situations that make social relations differ and close to the real world.

It must be noted, that the liberalization of social communications relates to those key social factors that affect the integrity of social factors in the existence of systems or regimes. Analytical abilities to study any real life situations are important – the more democratic the society is, the more open are the possibilities of analyzing the causes, course and consequences of specific events. Liberalization of social communications is aimed to find out the reasons that led to this situation and what exactly has changed in the social patterns of society.

It is worth noting that liberalization involves the consideration of the entire social system as a matrix of interpretation of the functioning of the social organism as a potential conflict system. Therefore, the current vision of the historical aspects of the liberalization of social communications presupposes the existence of the four social principles.

1) The social structure of society is interpreted as a system of various elements that has to comply with compromises until a certain time of social development.

2) Any social system is interpreted as different parts that have different social tasks, and therefore their relationship is characterized by imbalance, tension, contradictions in the promotion of their own interests.

3) All relationships between different parts of social systems are interpreted as either hostile (conflict) or friendly (compromise).

4) Any real situation can be considered as a means of strengthening the basis for the rapprochement of various parts of the social system and a source of interpretations in resolving acute disputes [21, p. 46], that depends on the level of interpretation.

In fact, all these principles are the basis of the current interpretation of liberalism in social communications. The use of these four paradigms allows talking about the potential analytical capabilities of modern social sciences, which will adapt to the specifics and diversity of forms of contradictory social relations formed at a particular historical stage through different attitudes to free interpretations.

The ability of interpretations provides a fairly clear vision of the main characteristics of the content of the social environment. According to the postulates of L. Kozier's approaches, there is such a paradigm of the functioning of social perception (rejection) of interpretations. The cause of conflicts (which interpretation takes place) are factors of social inequality: if there is a risk of losing the freedoms that make it possible to express dissatisfaction with existing social principles, then the principle of conflict arises. As a result, it leads to aggravation of the situation and the maximum level of interpretation. At the same time, exactly contextual conditions are important, for example, oppression of freedoms, inability to freely perform interpretations.

The severity of conflicts depends on the emotional factors of their course, and how conflicting vicissitudes are interpreted by social communications. At the same time, social characteristics of the conflict such as unbiased causes of the conflict and its origin come to the fore. The duration of the conflict depends on the following factors:

- the clarity of the purpose of social groups involved in the conflict;
- the degree of willingness of these groups to compromise;
- the realistic assessment of the results that may be caused by the exhaustion of the conflict.

Ukraine fits very specifically into the European context of the emergence and development of liberal thought and interpretive capabilities of social communications. [20, pp. 48-50].

Neofunctionalists, who seek to revive the ideas of J. Alexander and J. Habermas are bright representatives [2, p. 217]. Neofunctionalism, the antithesis of liberalism, is a current that prefers to consider the social structure of society as a holistic system, as

a factor of subordination to the three main dominants of functioning:

- 1) the existence of social conditions that do not depend on us (society);
- 2) the presence of personal conditions under which social relations are characterized by certain objective characteristics of functioning, which have a certain non-analytical nature;
- 3) the presence of communication conditions under which the goal of analysts is to identify universal, general factors of social structure [2].

It is believed that, unlike theorists of social aspects of liberalism, representatives of neofunctionalism single out the need for generalization, systematization of events and phenomena of the social sphere, the separation of a set of interpretations of cultural, structural and individual in societies, a set of normative elements of social systems. Neofunctionalism is abstracted from specific social characteristics, pedaling the institutional factors of social development. The economic system, the structure of government, legal relations, cultural component of societies, etc. – all this is not only naturally interpretable, but also becomes the prerogative of the followers of T. Parsons. They considered these factors of social development as objective factors (in contexts quite related to the autocratic understanding of this phenomenon).

A key methodological and applied consequence of the activity of supporters of neofunctionalism is that the key characteristic of the worldview was to find out how clearly organized the social structure is, how strong it is and whether it depends on personal factors. This is a theory of social order [20]. Unlike the theory of liberalism, it finds out the obligatory observance of the principles of analytical realism in the interpretive capabilities of social communications. Phenomena of social reality due to the large number of factors involved in their formation may differ from those norms that are determined by the theoretical foundations of the social sciences. So, neofunctionalism prepares the need to find such arguments in favor of the objectivity of social processes, which would confirm the invariability of non-subjective developments. The task is to distinguish the analytical potential of societies from the universality of relations within these societies. All this leads to the construction of such

a picture of interpretations of social relations, which should prove the systemic nature of the social world.

Neofunctionalism, in contrast to liberal practice, constructs a theoretical basis of the social sciences with artificial depletion of specific historical. Irresponsibility to a specific historical period of development of social relations deprive such a theory of subjective, purely human relations, contexts of the humanitarian model, which, according to R. Darendorf, should be «freed from utopia» [31 p. 52]. And this is a significant difference between the representatives of liberal and neofunctionalism approaches to social communications.

There is a remark. Despite some work of Ukrainian scientists who study the problems of social communications, the Ukrainian segment of the study of social processes does not fully develop the theory and practice of liberal aspects of the functioning of social communications. The reason is that, the social aspect is a systemic phenomenon, the institutionalization of which is regulated at the levels of:

- 1) the government – the public;
- 2) the authority – the public structure;
- 3) the representative of the government – the citizen.

At the same time, the free interpretation of social reality is the object of maximum interest of scholars dealing with social issues. There is no doubt, that a critical vision of the interpretive capabilities of social communication is currently the most profitable and interesting area of application of social practice. Exactly critical vision of interpretations in the social sciences, the defense of the constructive role of non-standard approaches and views on specific situations that are freely improvised, can be an extremely important factor in an objective and complete understanding of what is happening in societies.

After all, we are talking about social organisms, which (that is quite natural) cannot follow invented dogmas and rules in the absence of coercion, and therefore they will be forced to conflict, exacerbate a situation in order to bring own views, ideas, manners and principles of behavior to some result. This can be seen as the maximum

social benefit of modern practice of interpretive content of social reality as a condition and as a consequence of liberal contexts of society and, in particular, social communications – a practice devoid of ideological stratification, extracurricular, most objective and necessary public sphere, public discussion of those problems that lead to conflicts.

4.2 Content and audience characteristics of social communications as basic concepts of functioning of liberal information culture

Large-scale informatization of society, the development of the Internet created the preconditions for a qualitatively new nature of production and dissemination of information, and necessitated the development of new approaches to individual management of information flows. Radical technological changes based on the use of computer technology have given a powerful impetus to the development and revision of the conceptual framework, which has become the object of multifaceted scientific research of Ukrainian scientists.

It is quite difficult to write down the historical and typological trends in the development of mass communication, in particular, liberal after the publication of V. Ivanov's book «Mass Communication» [15]. The work so fully and punctually describes all the main stages of development and modern functioning of mass communication that it is impossible to add even a little thought. Therefore, the attention will be paid to how the vision of liberal concepts was formed in the Ukrainian segment of the science of social communications.

Since the mid-1990s, considerable attention has been paid to the methods of individual information management according to the growing of its importance as a means of influencing the formation of public opinion, a means of manipulating public consciousness, as a significant economic factor and a means of legal regulation. Therefore, the research of scientists and experiments of practitioners in the field of social communications that are aimed at reviewing traditional technologies and the

transition to the creation of highly efficient management systems for the entire complex of information resources are relevant.

V. Rizun, who was developing a methodology for researching social communications, outlined the essential characteristics of such basic concepts as social communications, communication theory, communication activity, communicative studies, and the evolution of scientific paradigms in the context of formation and development of social sciences. According to the scientist, the formation of the methodology of social communications as a scientific field should begin with understanding the nature of the new science, its features, objects of research and awareness of how this new science differs from existing ones [29, p. 7-11]. The study of the conceptual and categorical apparatus, the delineation of the boundaries of concepts, their relationship is considered as a methodological basis for scientific research.

A significant contribution to the development of theory, methodology, activities in the field of social communications was made by Ukrainian researcher – V. Ilganaieva. She systematically revealed the concepts that constitute the object-subject field of social communications in their epistemological, ontological, phenomenological aspects. The interpretation of the concepts is based on the concept of generalized theory of social communications, which involves the formation of a new scientific discipline of communication – medialogy [11].

V. Rizun points to the «natural psychological mechanism of massification, which is inherent in us and means the need to identify ourselves with others for normal existence in society» [30]. Communication precedes the formation of consciousness. That is why the presence of mass elements is an immanent characteristic of «consciousness in general» as a generic feature of man, regardless of the types identified by different researchers: individual consciousness, group consciousness, public consciousness, mass consciousness.

V. Ivanov considered information theory and its role in social communications [14, p. 6-14]. O. Shvydka considers the directions of development of the communication environment in the information oriented society [32, p. 71-74]. V.

Demchenko explores the essential characteristics and system-structural connections of key concepts of the mass communication process – information, media, communication, that is studied in the works of leading Western scholars [8, p. 4-9].

V. Vladimirov rightly notes that «a silent object is not required to actively participate in the search for truth: the subject in a ready form in a monologue is brought to the object. A response or even a simple gesture of understanding is not expected from object: the slightest action becomes a violation of his object status» [35, p. 147]. This idea fits perfectly into the classification of social and communication technologies as «a system of manipulative decomplexes aimed at changing the behavior of society» proposed by O. Kholod [17 p. 8-9].

V. Zoliak, who was studying the functional characteristics of content convergence of mass media, drew attention to the fact that the main characteristic of integration processes is communication globalization, which led to the spread of communication products and the exchange of messages about events between regions, countries and continents. The formation of systems of global communication flows has led to the creation of a new communication space in which all spheres of intellectual activity are closely intertwined and interconnected [36].

In this context, the terms content and convergence are widely used, and they acquired those characteristics of social communications that serve as a tool for theoretical analysis.

Issues related to the application of scientific methodology to solve problems of an applied nature, in particular, the characteristics of individual audience participation in creating information, the specifics of the application of design elements of private web pages in the social communications system are related to terms information, knowledge, content. These terms are basic for social communications. These concepts are closely linked by hypero-homonymous relations. The study of the semantic fields of these basic scientific concepts allows establishing their hierarchy, to investigate the type of hypero-homonymous relations between them, to determine their place in the conceptual system of social communications.

The hierarchical relationship of the concepts of information, knowledge and content can be established by analyzing their definitions and the structure of semantic fields.

The lack of a unified definition of the term information allows updating and interpreting its individual features in different subject areas. Thus, the English cybernetician W. Ashby formulated the most common and universal definition of information: information is considered as a reflected diversity in any objects (processes) of animate and inanimate nature [20, p. 183].

Interestingly, this term in computer science is interpreted as a set of facts, phenomena, events of interest and require registration and processing. The term information in computing technics is defined as the content provided by this source [20, p. 173].

The phenomenon of reflection of reality in the definition of the term knowledge is detailed and clarified by the sign – praxeological component:

- a certain set of information about the object, its qualitative and quantitative characteristics, causal links with the outside world, tested in practice;
- the complete set of information available to the consciousness of the subject [11].

It is significant that the evolutionary paradigm of change of modern models of development of human civilization is organically connected with information and its practical approbation: postindustrial society, information oriented society, knowledge society. One of the criteria for the transition of society to the next stage of development is the percent of the employed population in the service sector:

1) the postindustrial stage of society development occurs if more than 50% of the population is employed in the service sector;

2) the information stage of society development occurs if more than 50% of the population is employed in the field of information services.

According to scientists, it took 1750 years from the beginning of our era to double the knowledge, the second doubling occurred in 1900, the third – before 1950.

This trend is intensifying, because the amount of knowledge has doubled by the end of the XX century, and the amount of information has increased more than 30 times.

The concept of forming a new type of society appeared at the turn of the century, when information began to acquire a qualitatively new form – harmonized knowledge. This form of society allowed man to move to the mass production of new knowledge using powerful tools, such as information and communication technologies (ICT), and was called the knowledge-based society, or K-society.

The rapid growth of knowledge leads to term-creating innovations: the term «knowledge resources», used instead of the terms «information», «information resources». Then information workers were called as «knowledge officers». It means, that the use of information and communication technologies for the production of new knowledge, which would acquire the characteristics of an information product, is actualized at the present stage of development of society. If the main resource of the new information order is information, then knowledge will be in the knowledge-based society.

The term content indicates a combination of audio, text and digital signals as well as still and moving images. Content is the matter of any form of presentation of data, information. Content in the system of electronic communications is any informationally important matter of a server, information complex or website. Content is often called the text content of a website, but content is also a multimedia database that contains text and image information, video clips and tables.

Content may be represented as mobile content – digital content addressed to owners of mobile devices (or received from them): text files, digital images, sound files, video files as well as other digital files that can be downloaded to mobile devices via wireless communication.

Content is defined as data in the form of text, sound, viewer images, or a combination of multimedia data in the media industry. The content covers a wide range of content of text units, photos, videos, infographics, and podcasts.

The analysis of the semantic fields of the terms information, knowledge and

content states that the concept of information includes the most extensive semantic structure, that cover all the diversity of its forms:

- the forms are circulated in inanimate nature (basic information);
- the forms are circulated in living nature (biological information);
- the forms are created and used by society (social information).

The concept of knowledge, based on extensive information resources, covers only its segment, tested in practice and mastered by society. The concept of content was formed and functions as a component of social information, created in digital form, which information has signs of knowledge.

According to the paradigmatic point of view, the typology of hypero-homonymous relations between terms is determined by two types of opposition:

1) the opposition of generic (hyperonymic) and each (hyponymic) meaning due to the absence (presence) of a distinguishing component;

2) the opposition of each other to all species meanings in the content of the distinguishing component of values [23].

In contrast to hypero-hyponymic connections that arise from the explicit development of syntagmatic meanings of hyperonyms (for example, a hyperonym newspaper has a number of co-hyponyms, an electronic newspaper, a daily newspaper, a general political newspaper), hypero-hyponymic connections of the term information develop implicitly – through the actualization of its paradigmatic meanings with hyponyms of knowledge, content.

There is some correlation of a whole and a part of the various models of hypero-homonymous relationships between terms (genus-kind, whole and part, adjacency in space or time) for the terms information, knowledge, content that is based on:

- information is an absolute whole, which is the basis for replenishment of knowledge;
- knowledge is an absolute part that covers the segment of information tested in practice;
- the content combines the features of the whole (information) created in the

digital version, and the features of the part (knowledge acquired by society).

According to McLuhan's «global village» theory, information production and communication become a centralized process. Thus, information, production processes of information products acquire signs of controllability, predictability of technological, communi-cative, economic, psychological parameters of obtaining the final information product.

Information can be considered both as a subject and as an object of management of social processes in the conditions of formation and development of the information society. Information in the context of managing social processes reveals the characteristics of the subject and implements them within the global informatization. It involves the mastery of information as a resource for management and development through the means of informatics. At the same time, information can be the object of action or influence, in particular, in the system of information management processes. According to V. O Ilhanaieva, information management is manifested at all levels of the information space:

1) in the infotechnosphere (management of the production of means of processing, transmission, collection, accumulation, dissemination of information, including marketing, advertising, strategies, software and design activities);

2) in the infosphere (management of information flows, including their logistics, methods of presentation, access, use, analysis of documentary information flows, the formation of secondary documentary and secondary information flows);

3) in the semiosphere (content management, linking in context, censorship, publishing policy, media policy and other IC structures for the formation of documentary resources, distribution of artistic and aesthetic products, the choice of symbolic forms and accents of information representation messages).

There are components that form or reflect the essence of the concept of knowledge management as a specific form of management, where knowledge, like information, is considered as a product that is accumulated, processed and directed to certain information flows in all selected areas.

The use of documents in journalism is a phenomenon rather journalistic, mass, often designed for emotional rather than intellectual perception of the audience, and is an event quite rare, but effective in the case of information confrontation.

A document in journalism is a special purpose weapon. The current event, documented as a live broadcast recording, makes the audience responsible for being in the event of this live broadcast. Journalism «embeds» us directly into the pages of history, we document everything from press conferences, presentations, lawsuits, wars, hidden cameras, and so on. Documentation of historical moments, people, and current events has become as important as the events themselves. A document in journalism gathers the official factor of a specific event or problem covered by media – and it is a reflection of technological methods of formation and operation of the media.

A journalist who makes news is often asked: what are the organizational and creative factors in processing documents for further publication, in particular, in news journalism?; what information should not be disclosed?; what questions journalists face when deciding to publish such material?

Stephen Ward, a professor of ethics and media, an expert in journalism at the University of Madison, Wisconsin, and a former military correspondent, provided coverage of the Gulf Wars and the conflicts in Yugoslavia, Bosnia and Northern Ireland for Canadian Press. He is the author of *Global Journalistic Ethics*. S. Ward argues that journalists face such situations on a daily basis and should consider two factors:

- 1) the news value of information can be of great importance to the public in the context of threat and risk prevention;

- 2) the disclosure of documentary information may have different effects on those who participate in the preparation of reports as documents.

It is really interesting if document-based information can help the public understand the event better than a journalistic descriptiveness, more maturely assess the current state of the problem, its factors and solutions. On the other hand, journalists should ask: will this information harm anyone, or will its disclosure lead to a blurring of the problem in general?

In principle, journalists should look for ways to make such information available to the public, because it is less dangerous to make a mistake in openness than to make a mistake under pressure of various circumstances (including an internal censor, although it is also a problem to keep documentary facts hidden) [33].

But, none of the authors should fall into journalistic carelessness in the search for openness. It would be worthwhile to speak publicly and openly, using the absolute difference between documentary facts and any other information (the possibility of references to the document).

We are dealing with balancing, a day-to-day compromise that a journalist should solve, a compromise between journalism and documentary. Solving this compromise is often not as easy as it seems. At the first sight, this balancing act is nothing new in journalism. In principle, journalists are always faced with compromises, especially when they consider the publication of documents as a dramatic result of research of corruption, dishonesty, deception or other forms of violations. Of course, there is a possibility to compromise. However, journalism as a socialized form of communication often uses a principle: decision-making secrets are more controversial and threaten with problems if they are not submitted to the public.

Privacy. The publication of confidential information may put into question the legitimacy of certain individuals (the dangers for journalists are not going to be detailed), that may cause the criminally treated acts against these individuals. On the other hand, the disclosure of up-to-date documentary information is actually seen as an expression of respect for national security and (albeit often subjectively) is used to draw the government's attention (yes, exactly government, the audience is not taken into account now) to either intentional or criminal mistakes.

There is no doubt that dominant of liberal journalism [31, p. 188-200] may conflict with the political views or values of the journalist (nationalism, devotion to paternalism, Ukrainophobia). In addition, the disclosure of documents may conflict with the patriotic feelings of the journalist, because the release of documentary information will definitely not contribute to the image component of the existence

of the journalist's homeland. Therefore, a journalist may risk being at the center of accusations of lack of patriotism or violation of national security. And there is no need to nod only to Russia with its problems of Chechnia, the North Caucasus, managed democracy and steadfastness of the leadership. This is the concern of those countries where many leading and not very leading citizens would prefer to forget once and for all about official documents within the limits of even official powers.

Image? Olga Porfimovych notes: «the image is an artificially created product, which is measured by the public opinion about the object of study» [25, p. 7-8]. Therefore, it is not very correctly to directly link the notion of image and manifestations of liberalism in journalism. Document as the object of journalistic interest and as the subject listed on the document are not intersected in the context of audience positioning, because mass character, pursued by journalism, blurs the personalization of responsibility and comfortably falls within the expectations of the audience.

The journalists *must* publish documentary materials if they are checked, and at the same time it is proved that: the publication of documents will stop the development of corruption (censorship, murder, lies, etc.) in the future. But at the same time, journalists have the right to minimize the damage that would potentially be done to ordinary performers

Where is this «golden mean»?

Let's remember Wikileaks (it is impossible to disclose a title problem without it). The portal was absolutely right in the need to issue documents. According to documents, there were no comments, analysts, and online was not even expected. The documents themselves have not been appealed in all the vicious sentiments of world politics and lawsuits against the portal owner personally, as their overall authenticity is beyond doubt. So, it remains to make own independent analysis of the data, no matter how annoying it is going to be.

It is difficult to see any serious direct harm to societies or the inhabitants of these societies as a result of Wikileaks documents, and society was even happy that the hated

government (and this is not only a Ukrainian phenomenon) was left in the dust. Of course, Wikileaks itself raises many questions about journalistic ethics (in particular, the so-called ethical rules of «statelessness»), but this is the nature of the Internet, and Wikileaks must follow these rules.

Another question is if such sources of documents can lead to attempts to impose severe restrictions on the media? This issue is threatening. Even the observance of ethical rules «without citizenship» cannot control the documentary support of the activities of governments, politicians, businesses, criminals of any one state or nation. That is why the disputes of Wikileaks raises extremely serious questions about the fact that the publication of documents in a journalistic context is a necessary, exciting and disturbing event. This is exciting for those who advocate the free flow of information and do not recognize secrets, but it is worrying for those who fear the consequences of the free circulation of documents in the media.

Thus, it must be said, that the study of the documentary principles of journalism does not take into account the main feature of the media, which act as an organic combination of content (socio-cultural information), symbolic (literary information) and constructive-visual (documentary information) forms. Current operational information as content, perfect reflection of social activity, public consciousness – does not exist outside of specific documentary forms of embodiment.

The main purpose of the media functioning is the desire to find optimal forms of embodiment in society a consciousness, which is the product of active social activity of society. The mass media is a reflection of the consciousness of both the individual and society as a whole. All attempts to single out the socio-cultural features of modern media, which do not take into account the media themselves as a phenomenon of combining content (socio-cultural information), symbolic (literary information) and constructive-visual (documentary information) forms of information, go beyond the journalistic characteristics of these media.

Thus, it is correctly to interpret any events not in the traditional typological context of the documentary form of the media, but in the technological context, which

involves the application of flexible approaches to the media. It should be noted that the very possibility of mass communication, which is objectified in its means, is always ideological and authorial (i.e. subjective), and the subjectivity of the content is limited.

This statement gives the opportunity in the future to consider the functionality of the media in the context of technological and documentary distribution of those interests that are determined by the journalistic practice.

4.3 Enlightenment of liberal information culture

Classical liberalism has always considered public education to be perhaps the most important function of information culture. At the first sight, a person can study (in addition to a small part of the world around) quite a lot in order to know and understand this world, to place own worldview factors in this world. That is why a person must largely depend on the information culture.

Besides, information culture «decorates» a person with information and analysis, shapes a person's opinion. Every person should formulate own ideas, transmitted through the carriers of information culture. In 1823 T. Jefferson in a letter to M Korea i remarked: «The press is the best tool for the education of the human mind and for improving person's rational, moral and social being» [16, p. 711].

The principles of servicing political systems are closely related to the function of public education of the press. The government imposes serious responsibility for the press activity, which (according to liberal theory) provides protection under guarantees of its right to free expression of opinions and impressions in accordance with the need to respect human rights. The liberal policy of the government is based on the assumption that the people, who willingly maintain a society, agree to express opinions from the side of this society.

Every citizen has the right to act independently, he must know social problems, because free views are at the center of solving these problems, and well-grounded decisions are based on this appeal. Thus, the reality of individual autonomy and the

success of democratic governments may depend on the opportunity of carriers of the information culture to freely disseminate thoughts, and how people make intelligent use of vital thoughts and information.

The core of the liberal theory of information culture is the implementation of the idea of individual autonomy. Only a free man can develop his abilities to the fullest level and, as the result, society as a whole gets the benefit. Although violations of individual freedoms may come from many sources, the authorities should understand that liberalism and free reason are the gateway to the freedoms of people and society itself.

The carriers of information culture are developed from liberal theory, and liberalism begins to make noise when a person's freedoms begin to be violated. If the freedom of information culture is not maintained, it will be useless to understand the tendencies of people's aspirations, and therefore people will start a riot against the encroachments of tyranny.

The liberal worldview convincingly substantiates the receipt of information by the information culture carriers. Liberal theory states that: only free journalism operates within the system of private enterprise, and this is characteristic of classical liberalism. Private entrepreneurship in journalism performs the task of raising the level of public education, full service of the political system, protection of private civil liberties. Only a free press, indebted to neither the government nor any power structure, can serve the truth, and then the individual's right to a private interest in the public sphere will dominate. Therefore, the press must be an autonomous *commercial* enterprise in order to be free to present opinions and information without fear and passion.

As T. Peterson notes: «the line of liberalism, even of private considerations, in provoking further steps of freedom must have been used to justify large journalistic enterprises.» The author of these words motivates his statement by the fact that a large, prosperous structure of information culture better withstands the pressure of government, fiscal authorities, competitors, etc., than its small, marginal factor [24, p. 34].

Of course, the current state of the liberal state of pro-government information culture is critical. Information culture carriers that are directly owned by the government, would be more interested in maintaining the current party of power than society actually wants. Also information culture carriers are subsidized by governments, that means that the very funding of their information culture ideas will threaten the autonomy of private and corporate non-governmental communications. In addition, any tax coercion to show the profits of any type of information culture will not lead to an unfair economic advantage over the traditional commercial activities of information culture carriers. Thus, a free and open market of ideas and opinions is excluded.

This correlation of the autonomy of information culture carriers for profit has a clear affinity with the economic theory of A. Smith. According to his theory, each individual carrier serves the welfare of society for its own benefit. The need to make a profit closely narrows the intentions of the information culture carriers to satisfy social needs and desires as much as possible.

Although, a number of publishers may find it profitable to follow lies, but more and more media managers are still trying to deal with truth and good taste. The publisher follows the principle of comparing desires and needs (both his own and the audience) when combining own and commercial interest in making a profit with common sense.

Neoliberal critics have taken a clear position on this issue. The well-known law of Thomas Gresham ([http://uk.wikipedia.org/wiki/](http://uk.wikipedia.org/wiki/Gresham's_Law) Gresham's Law) states that journalism should contain at least one bad publication that will be able to overshadow good ones. According to apologists of this view, this activity is often devoted to the irresponsible pursuit of profit – not in publications, or the desire and need to create a community, but in contexts that cannot meet the demands of a complex industrial society in financial terms. At the same time, neoliberals have a certain contempt for preserving the meaning of communication in traditional liberal theory, as they believe that man by nature and essence is a moral phenomenon, and the pursuit of profit does not lead to responsible journalism.

Making compromise content decisions related to the function of profit is a very serious task of the media, which arose in parallel with the development of modern advertising [11, p. 77]. The importance of advertising, which today has a circulation in the samples of information culture, largely explains the leading role of the functions of servicing the economic system of information culture carriers.

Today, the unification (realized through advertising) of the interests of both buyers and sellers of goods and services is an important factor in the liberalization of the functions of information culture carriers [20]. In addition, advertising has recently contributed to high levels of consumption, the ability to help allocate resources, stimulate the product range, and making possible prices beneficial to society.

Thus, the self-government of information culture carriers through freedom in economic life as in politics (through the ability to publish vital information) is encouraged. But entertainment as a form of content is a definite factor of content filling. Persuasions, agitation, argumentation of political, social, economic direction are only a part of the content.

Let's not forget that the early newspapers in England and the United States of America were very far from moral and primarily informational, but even they were no less desirable for their readers in terms of severity. The increasing share of material that is openly intended for entertainment is an opportunity for the mass audience to escape from the serious image of serious aspects of life.

In fact, this is how the traditional liberal theory of the press works. Liberal journalism based on theoretical assumptions and applied modifications, without damaging main values, remains a powerful factor in policy formation in public communication. In fact, it is an expression of freedoms as a natural right, as a factor of great importance in maintaining individual autonomy and freedom of the press. This is a prerequisite for a liberal society.

The liberal theory of the press as its ultimate goal has a moral conviction, an appeal to a transcendent society according to the formation of values of personal freedoms, social principles of the importance of the status of free thought in society.

The truth (the will of God or the laws of nature) is a manifestation of the rationality and is a moral victory in the competition between truth and lies.

Freedom is the knowledge of truth and life in accordance with reality. The center of fact and event is a factor in their individual interpretation. Freedom of the press is a universal phenomenon, a personal right of every member of society. The right to speak freely, to publish, to be free is subject only to the individual mind and conscience with minimal restrictions for a free society.

This constitutes the behavioral autonomy of a person. This is a complex theory that impresses with its applied scope. It was founded rather as a myth, as a complex of situations from a liberal fairy tale. It was closely connected with the astrophysical cosmology of the Enlightenment, with the liberal concepts of autonomous self-government, atomistic concepts of classical liberalism in society. Theorists of liberalism, taking the order of the constant, latent or hidden conflict of mind and will as a postulate, acted in a stable, inviolable framework of transcendent values and universal law. Exactly it helped to shape the character and order the development of a modern vision of the liberal press – even in the context of historical aspect.

One of the key characteristics of classical liberalism was its adjustment to the autonomy of the individual mind. The theoretical base for freedom of mind in liberal eras, provided by Isaac Newton's cosmology and John Locke's philosophy of natural rights, was widely known as the essence of freedom itself, where all other freedoms seemed secondary.

In principle, according to human freedom, the general thesaurus of human knowledge allows not only to freely discuss everything known to man with a purpose to form certain opinions, not only to express their opinions freely, but also to create competition of knowledge and beliefs in the rational discourse. As a result, it can help to get rid of ignorance and prejudice, to enable people to shape their behavior in its conformism with fundamental invariance to understand the capable laws of nature and, in particular, freedom (Carl Becker was the first who talked about it [3, pp. 29-30]).

The whole liberal theory of the press is based on this optimistic metaphysical

conception of the process of discovering and using the truth. The classics of liberalism often mention the phenomenon of «the permanence of the process of truth.» Indeed, the same Carl Becker suggests that there are four types of participants of communication liberalization:

- 1) the one who wants to know the truth;
- 2) the one who wants to know the truth and be guided by it;
- 3) the one who wants to know the truth, to be guided by it and to constantly establish the truth for himself;
- 4) the one who wants to know the truth, to be guided by it, to constantly establish the truth in open discussions and disputes.

In this case, the latter characteristic must be consistent with the phenomenon of law, because the sphere of publicity means a priori and the sphere of responsibility. Whereas people's opinions are inevitably differentiated, each person must be allowed appealing his own opinion, if the appeal is consistent with the law, in particular, the right of another person to respect the opinion of that person. The generally accepted rules of liberalism emerge due to this mutual tolerance and comparison of different opinions [3, p. 33].

John Milton, among the liberals of past centuries whose liberalism took the form of aristocratic republicanism based on an abstract attitude to the natural rights of citizens and the transcendence of moral law, was the clergyman of the liberal theory of freedom of the press. Milton was an ardent follower of liberalism from the very first days of his understanding of freedom.

Milton believed that God's law coincided with the causes of human desires, but «what is subject to this desire is a free cause, and man has made it as an own right» [19, p. 34]. Puritan theological theories served as the best signal to embody the idea of borrowing freedom as the cause of the divinity from ancient communication practices and, above all, from the Stoics. Milton's concept of freedom is incompatible with power at all. According to Milton, good and evil grow together almost inseparably. The cognition of good is so subtly intertwined with the cognition of evil, that this

intertwining is impossible for a person with freedom who plans to fully understand himself.

If poet Milton reflects the critique of life, expressed in general in a sharp rejection of the lack of freedoms, then theorist Milton understands the need for compromise. His political pamphlets are a struggle against the practical implementation of the problem of consolidating freedom – they are sharp, often too sharp to allow anyone to be distracted by the sentimentalism of the opportunistic nature of his own, but already the theorist...

J. Milton has three fundamental denials of communication chaos in the context of continuous, chaotic and thoughtless reading of books:

- 1) unsystematic is an infection that can spread to a person's perception of the world in general;
- 2) the temptation to read anything leads to unsystematic knowledge;
- 3) the stability of perception of real events and serious analysis is lost.

However, J. Milton said: if the infection of chaos leads to the suppression of freedom of choice, then the whole system of human self-education will lead to the destruction of clear boundaries between good and evil, real and imaginary, value and insignificant. At the same time, there is no reason to keep a person from purposefully choosing communication channels.

J. Milton was generally inclined to compare books with medicine. However, there are books that do not lead to experience or the desire to learn something new. Therefore, medicine as an analogue of human communication activity, is not always associated with useful remedy. Often it is just a mineral, a useless medicine.

J. Milton considered regulation of something in any field as stupidity. If the government seeks to use the same type of communication structure and communication content, then regulation will take precedence over other communication characteristics. Regulation is a defraudation.

The liberal philosopher believed: if consider regulation only as an analytical part of information culture, then this is a mistake, because regulation is also a matter of

entertainment. There are natural contexts and artificial contexts that are taken from the outside. Information culture is sometimes content chaste in order to limit people's interest by a certain external framework.

It includes not only religious topics, but also completely secular journalism. Those who seek to remove sin need to understand what sin is. J. Milton believes that truth and understanding should not be monopolized, because they have different statutes and internal structural standards. There is the Milton's opinion that any state is not only based on the ideas of freedom, but also (depending on the level of regulation established by the same state) can be quite a «skilled doctor.»

J. Milton was a supporter of various experiments in search of truth and freedom in the communication space, but his protection of freedom and tolerance was unequivocal and could be limited by purely Puritan factors. J. Milton is a classic of expression of liberal ideas even with the limitations of Puritanism. Thomas Jefferson in the functional context of these ideas remains not only a model of classical liberalism in North America, but also outlines the field of liberal knowledge that is considered individualistic in modern communicative studies.

The idea of freedom was the core of democracy for T. Jefferson. It is significant that the use of the term «democracy» in the context of Jefferson's understanding of freedoms should be perceived exclusively in the stream of republicanism and classical liberalism. In practice, it looks very different, because there is much in common with the mass information culture and democracy of the XX century, that is, with neoliberalism in any sector of theory or practice. The whole theory of society is based on the liberal traditions of rationalism and individualism. On the other hand, mass democracy stems from the intellectual revolution.

According to the tradition of John Locke, Thomas Jefferson took it for granted that the best government was one that exists solely to preserve human life, freedom, and property. Regulations in the field of freedoms are acceptable (this is a significant difference from the views of J. Milton!), because the individual needs the blessing of freedom. At the same time the concepts of regulation and freedom are mutually

exclusive and T. Jefferson puts up with the phenomenon of self-government. According to him, society requires some axiomatic practice of government control [16, p. 7].

Society must have rights to control the government and this is not just a matter of expediency, but a natural social need. T. Jefferson rejected indifference as an argument, because society is able to govern itself and offer an alternative to paternalism. Therefore, a democratic society is inconceivable without education as one of the greatest social needs.

Like J. Milton, T. Jefferson advocated the freedom to discuss any problem as a reproductive technology of truth and understanding. «Differences will arise with variances in perception and imperfection of mind in every country where a person is free to think and speak» [16, p. 6]. But T. Jefferson admits that the presence of these differences can help cleanse from violent common thinking.

The key essential difference between J. Milton's and T. Jefferson's approaches to the concepts of liberalism is that the first was essentially the leader of certain theological concepts of liberalism, and the second – the leader of naturalistic concepts. According to Milton's approaches, truth and freedom are equated with the will of God, and according to Jefferson – with the laws of nature. And yet, they both appeal to the transcendental order of magnitude. The truth is that: both the Will of God and the laws of nature must be revealed in the course of free and open encounters of ideas and thoughts. Freedom itself is the truth and it is necessary to live in accordance with it.

T. Jefferson believed that the created government is much less happiness from the general happiness, from the education of the people and free press, that together should provide a higher level of public education. Moreover, he was convinced that the main function of information culture is to serve civil liberties [16, p. 12].

People are the only censors of power factors, and any mistake will be kept in the true principle of its origin. Any expression of freedom must be safe in order to avoid such mistakes. According to T. Jefferson, the ways to prevent freedoms are regulatory actions that prevent information reasons to become public property. The first and

foremost, societies must retain the right on freedom to receive all information and to be able to understand it.

Thomas Jefferson's doctrine of freedom of the press and the theory of government have a very democratic basis. However, it is worth recalling that T. Jefferson's liberal experience was implemented in Kentucky, where the Republican-controlled legislature used T. Jefferson's ideas in adopting the famous «Kentucky Acts» – a kind of civil freedom resolutions. These Kentucky documents became the basis for declarations of acts of a federal nature, and later – the ideological platform of the Republican Party (the so-called «Republican Platform») [16, p. 144].

Initially, the authorship of documents based on liberal ideas was a mystery due to the uncertain situation of the party and T. Jefferson. But a convincing victory in the election of 1804 not only strengthened his conviction that lies would be overcome by truth, but also revealed the mystery of the authorship of liberal ideas [16, p. 52].

Even the third President of the United States of America saw own administration as a participant in a great experiment in the era of the free press and democratic society. Thomas Jefferson, due to the incredible attacks of opponents, who could not forgive him for decentralization, said: «The world would not be interested in any of our experiments if these experiments were unfair and incorrect. Therefore, there will be freedom of discussion without the help of the authorities, that is enough to spread and defend the truth... The experiment was tested, all witnessed that the citizens made their verdict honestly and honorably for those who will serve them, and therefore each person can be trusted with deeds» [22, p. 7-8].

T. Jefferson was convinced that only society or an individual can be «censors of governors» [16, p. 52], and even their mistakes will keep them from making mistakes in the future under such conditions. In order to prevent future mistakes, it is necessary to prevent the suppression of civil liberties. The way to prevent mistakes is to provide the public with complete information on government affairs, the community must have true reports of real events. In this case, people must have documents, not their interpretations.

Opponents of Thomas Jefferson, not Democrats but Federalists drafted the well-known Act of Incitement of 1798, which aimed to stop the so-called «writer's images». This law challenged Jefferson's doctrine of press freedom and his theory of a democratic government.

Instead, Thomas Jefferson and James Madison have produced a series of powerful statements on the USA democratic development at the Republican legislature in Kentucky. The resolutions state that the greatest mistake of mankind at this time is the triumph of mockery of the mind, humanity as well as the oppression of people [18, pp. 54-55].

Thomas Jefferson began to mention the oppression of the people in a few months before resigning from the presidency. He noted that a large number of citizens used to suppress other people's rights. He stated that the press cannot adequately perceive the mood of society, more completely deprive the nation of the vestiges of past imprisonment and make the advantages of honest journalism over lies.

Thomas Jefferson compares the newspaper to a dirty car from which nothing can be seen. It is like a person who is never interested in the press, that's why he is less informed than one who reads. Therefore, the truth, for a person who is poorly informed, appears where his knowledge ends, in this case the truth is filled with indifference, and the truth itself is something suspicious. Thomas Jefferson insisted that a free press was the best means of public education and the only reliable protection of civil liberties.

We are interested in the whole range of thoughts and ideas of T. Jefferson's attitude to the press. In fact, T. Jefferson insisted on the belief that a free press is an integral part of a democratic system. We must understand the complexity of the character of T. Jefferson himself in order to understand the ambiguity of his ideas about understanding the concepts of «press» and «democratic system». Jefferson declared that government censorship is a major impediment to the development of the press, that's why he should be outraged by journalists' criticism of his administration. However, the president wrote: «Happy citizen is that one who can restrain his own passion and act rationally in the midst of a storm on allegations of abuse» [18, p. 64].

Professor Richard Mott reminds that «T. Jefferson's testimonies for freedom of the press, free flow of news and facts, and a bright light of publicity, which does not allow even minimal restrictions on state laws, were saved until the end of his life» [21, pp. 64-65]. The process of free competition of individual opinions, and, above all, free press, is a necessity in any democratic system.

According to T. Jefferson, the release of the press from censorship, as for American realities, is not essentially anti-republican views. Therefore, T. Jefferson's theory (together with the philosophy of John Stewart who was quite far from the Enlightenment, but was in love with romanticism with a sharply anti-liberal worldview) broadened the horizons of social relations during the XVIII-XIX centuries. The fact is that the liberal worldview of an individual representative of society can be distinguished from the liberal theory of the press by a kind of «refusal» of the first phenomenon from substantiation of natural rights. Freedom of thought and behaviour is an axiomatic category based on potential signs of frustration in classical liberalism, which can be combined in rationality and significant human well-being.

That is why liberalism is an individual perception of the world, an individual need of each person. The liberal movement is a doctrine based on the laws of rationalism and law.

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SECTION V. THE RUSSIAN-UKRAINIAN HYBRID CONFLICT IN THE EAST OF UKRAINE. THE CLASSIFICATION FROM THE CONFLICT RESOLUTION VIEWPOINT (2014-2021 years)

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5.1 Reasons, run and results of the Russian military aggression against Ukraine

As the result of the last three years, Ukraine gained the national dignity and defined its future. That was the time of radical changes, though they seemed to be impossible. The Yanukovich regime left behind as the Revolution of Dignity overwhelmed it. The aggression of Russia caused the annexation of Crimea. Thus why, the military conflict in the east of Ukraine started.

The war of 2014 in the territory of Ukraine will come to the history of Independent Ukraine with different titles: «modern Ukrainian-Russian», «undeclared», «hybrid», «nonlinear», «the controlled chaos war», «the first oligarchic». Such war combines military, informational, terroristic and other aggressive actions directed to

achieve the strategic aim. The aim of this war is the full control under the Ukraine made by the expansionary neo-imperial Kremlin plans. The content, character and features of this war differ from the traditional models of previous wars. The experts say about so-called hybrid war caused by the controlled chaos.

What is the meaning of hybrid? Hybrid war is the desire of one nation to reign over the other one with a help of economic, political and informational tools [11]. Thus why, the military actions are almost additional in the conditions of hybrid war. The first place is taken by the informational deeds and other sources of influence. The meaning of this term can be found in the striving of one nation to act aggressively on the conscience of the other's habitants. In the geopolitical system, it means that there is a full geopolitical destruction of a victim-country as well as the neutralization of its geopolitical aspects. They can be described as the shape of the territory, the number of residents, the nations' world status, economic possibilities, military powers and overall potential. It is a desire to frighten and demoralize the millions of people. Due to the rapid informational spreading, this war became not only the good, but weapon. The War can be described in the wish of a one country to make an aggressive influence on the citizens of the other one. The real role, place, interests and aims of the aggressive country can be found in the sphere of social attention. They are also hidden with a help of «informational garbage» and demagoguery.

The controlled chaos war has three stages:

- Undermining the situation and inspiration of the internal conflict in the victim-country with a help of crisis;
- Degradation, devastation and disintegration of the country to turn it into a so-called «incapacitated» state;
- Changes in political power into the entirely controlled by the aggressor.

Ukraine firstly faced this phenomenon closely. However, the military experts in this type of hostilities are known for a long time. The problem in its modern sense began to develop back in 1960-70 years in the works of the «stab-war» Yevgeny Messner who was the former colonel of the General Staff of the Russian imperial army.

In particular, he wrote: «The invasion of the territories was important in the previous wars. The invasion of the souls of the enemy nation will be important soon. There will be neither wars in the two-dimensional space, nor wars in the three-dimensional space, as it was, but in the four-dimensional where the nations' conscience appears to be the fourth dimension; the wars of rebels, saboteurs, propagandists will take a new stand». «Evidently, that was taken to the mind in Kremlin when the instability of Eastern and Southern regions of the country was set in motion.

The Russian military aggression against Ukraine has become a long-term factor influencing Ukrainian political, economic, military and social reality. As a result of actions of the Russian Federation in 2014, the system of global and regional security, as well as the current system of international law was distorted. Almost all international security guarantees for Ukraine (including within the Budapest Memorandum) were incompetent in a situation where the aggressor was chosen to be one of the guarantors - Russian Federation. Russia used the concept of «hybrid warfare» that is largely unique against Ukraine. It is a «hybrid» and «asymmetric» war.

If it is necessary to make a brief historical overview, we can mention that hostile actions of Russia concerning Ukraine were recorded in autumn 2003 near the island of Tuzla in the Azov Sea in the days of Leonid Kuchma's presidency. Since 2005, after the Orange Revolution, Russian officials have constantly reminded the West that Ukraine is a failed nation (country that never took place). The gas war in 2006 and 2009, to demonstrate the unreliability of Ukraine as a gas transit country, can also be called hybrid elements of war against our country. A notable factor of a so-called «third force» in the Euromaidan, was the Russian annexation in spring 2014 in the Autonomous Republic of Crimea. However, there was local and support radical elements and the full invasion of the Russian troops to the eastern regions. It was a continuation, not the beginning of the hybrid Russian war against Ukraine, though every aspect of this war can't be described as a brand new. The informational aspect seems to be an independent feature in some cases and stays as important as the military one.

However many scientists and researches indicate the «hybrid» war character, the conceptualization in this sense is ambiguous and incomplete. Thus, in the western scientific thought there is the concept of «hybrid war» roughly since the mid-2000s but in many cases it appears to be interpreted in other terms and concepts than it seems to be now. Such concepts as «unconventional warfare» (unconventional warfare), «irregular warfare» (irregular warfare) or «Mixed War» (compound warfare), or state-sponsored «hybrid war» (State-Sponsored Hybrid) can be taken to characterize the modern conflict between Ukraine and Russia. In all these facts, the «blur» of the outlines of military conflict and involvement of non-military can be found.

What are the reasons of the beginning of the hybrid war? Hybrid war against Ukraine reveals the Russian trying to resolve the actual number of geopolitical problems. The first - is to get rid of a competitor in the influence of the former Soviet Union, because our country has a potential for the only post-Soviet countries to compete with Russia on this issue. The second – is a hypothetical defeat of Ukraine that demoralizes the significant number of Central and Eastern Europe’s countries. The third - is that Ukraine inefficiently used the opportunities received since independence. The domestic national elite didn’t use properly neither unique transit capacity nor the Soviet legacy in the economy, or even energy events on the Maidan in 2004. Moreover, the foreign policy was inconsistent, resulting in early 2014, and official Kyiv had the best relationship with Moscow thus why there were no alternative agreements on military-technical cooperation. And there was an influence of the frustration of inefficiency Budapest Memorandum. As a result, Ukraine was seen as easy prey by Russian government, which tried to deal with two trained shocks – with amputation of the destabilized Crimea and Donbas.

There is a rhetorical question – did Russia prepare to this hybrid war? Despite the statements of Vladimir Putin, that the annexation of the Crimea was a reaction to the events of Maidan, the analysis of military coordination, information and diplomatic operations in the first quarter of 2014 and further tells us about the extensive preparation to destabilize the situation in Ukraine. There is a reason to believe that the

active phase was passed in 2010, with the arrival of Viktor Yanukovich. The only comment – the Kremlin planned to start the mechanism of aggression during the presidential campaign of 2015, which by definition is a period of crisis and instability for the country's transition to democracy.

I think, it is naively to believe that Kremlin seeks to achieve its actions in the formal liquidation of Ukrainian sovereignty. In the current international situation, this scenario is not possible. For Russia and its current leadership, it is more important to reach the demoralization of the Ukrainian society and the collapse of the Ukrainian state project from inside.

The head front of the hybrid war is mainly informational. It is concentrated on the public-private partnership actively used with Russia. The media aspect plays one of the main roles in the forming of «right» victim's silhouette from the aggressor's viewpoint. It is more important than the victory.

The murdering of alien soldiers comes to be an additional aim. It is enough to kill own people and provide the relative informational accompaniment in such kind of war. The aggressor usually attributes the victim with what he makes. Orwell converts a victim in the eyes of informational consumers converted into the aggressor, and the aggressor – into avenger. In fact, it is a so-called «informational exposure». Objectives and methods of this war – is to encourage citizens to betray their own nation and support aggressor. In fact, the Kremlin realizes three interrelated objectives: creates favorable to its actions background information in Russia, carries out carpet disinformation bombing and enables the formation of an informational environment in the West. The power front looks important and the Kremlin uses energy as a tool of political influence in Europe for a long. In the case of Ukraine, it is important to note the use of pro-Russian lobby and representatives of radical political forces in the Old World, the history rewriting and intense influence of Russian Orthodox Church to the events in the post.

Thus, why the following question arises: is it the local hybrid war? The Russian-Ukrainian conflict can't be unnoticed by the international community.

It is evident that the military actions in Donbass will pay attention again. We agree with the statement that Vladimir Putin is fighting with Barack Obama and Ukrainian Donbass appears to be the field of this fighting. It is also important that the EU, despite the strong position of the pro-Russian lobby in some of them, managed to impose sanctions against Russia.

An important characteristic of hybrid warfare is the use of asymmetric active hostilities, characterized by significant differences in military power and strategy and tactics of the participating parties. This pattern of warfare is extremely difficult to deal with because there is no formal grounds to fight against the aggressor country, which only unofficially (but overactive) supports militants and terrorists. So there are the extensive secret service agents, Russian saboteurs and mercenaries in the East of Ukraine. Russia supplies them with weapons and new fighters to shell our positions from its territory. In an undeclared war against Ukraine, Russia actively uses methods of informational and psychological war, expecting to destroy the morale of the soldiers and civilians of our country.

So-called «journalists» of Russian channels LifeNews, Russia Today and some similar act the formation of the «right image» for propaganda purposes and intelligence-subversive function as agents of special services of Russia. The Russian military experts and scientists develop the theme of informational and informational-psychological war.

In my opinion, we should give more common determinations that are connected with the informational war as the integral part of a hybrid one:

Informational warfare – is a complex of targeted steps to ensure information superiority through the injury information, information processes and information systems of the enemy while ensuring the protection of proprietary information, information processes and information systems. The components of the information war are also «information-psychological» (information and psychological warfare) and «cyber war» (cybernetic warfare) [17].

Information-psychological war is directed to make an influence on the military and civilian population – that is the receptor prepared by spreading information in the informational and psychological operations.

Cyber war – is a part of the informational war aimed at causing harm or destruction of enemy informational infrastructure (including software and hardware) by access operations to the infrastructure, including unauthorized manner.

Informational weapon – is a set of technical and other methods and technologies, defined not only with their own properties. Informational weapon – is a concept that integrates all methods of influence based on any society that is presented with information [17].

I think that the current situation is unique and virtually unprecedented. This is manifested primarily in military and military-technical terms. Acquired priority actions of the Russian reconnaissance, sabotage groups of terrorist acts, and use guerrilla methods of struggle with the involvement of the so-called militia of local people and criminals and Russian mercenaries. Used against Ukrainian army and battalion tactical group of Russian troops. In particular, it was observed in the battles of Ilovaisky in the second half of August. The threat of opening a «second front» in the south of Ukraine (including the south of Rostov region) in the western direction in order to form a land corridor to Crimea, and under favorable conditions - even to enter the connection Transnistrian Moldavian Republic is quite high. Russia uses the conflict in eastern Ukraine for testing new weapons and modern warfare tactics. Thus, Russia is using Eastern Ukraine as a large range, which hones in practice new methods of warfare. It is difficult to disagree with the expresident of Lithuania D.Hribauskyte that «Ukraine is struggling for the sake of the world, for all of us. If the aggressive nation is not stopped, it will spread to Europe and beyond. «In addition to purely military classical methods within Russia «hybrid war», the concept of «war three quarters» is used for the first time.

A modern soldier should be ready to fight in the one quarter, to perform police functions in the second and to carry out humanitarian missions in the third. In 1991

Israeli scientist M. von Creveld defined the characteristic nowadays «postmodern» war period as «neutral» because they do not fit into a triple scheme: Government - Army - Population». F. von Kappen said about the paradigm shift of the «hybrid warfare» as about the mix of classical type of war using irregular military formations. The state, which is «hybrid war», realizes deal with non-performers - militants groups of local people, organizations. This type of communication is completely denied. These artists can deal with things that the nation has no possibility to do ... The whole dirty work can be shifted to the shoulders of non-state actors. The concept of three quarters war», implemented by Russia in Ukraine demonstrates the validity of these concerns. This became especially apparent during the annexation of Crimea. But the concept was realized neither in «space» nor in «time» specter, but in «reverse». Firstly, «green men» appeared in Crimea with quasi «humanitarian» mission to ensure «the rights of Russian / Russian-speaking population». But they gradually shifted to perform the functions of quasi «police» to ensure the right of Moscow «referendum». Soon, they performed so-called quasi «war» functions to impose the results of the «referendum» [19].

However, the Russian «military crime» campaign held in Crimea was almost bloodless the eastern regions faced a real tragedy. The trying to repeat the success of the Crimean awash faced the armed confrontation. Accordingly, Russia was forced to return to the classic scenario of «frozen conflicts» such as Transnistria or Karabakh.

The energy component of «hybrid warfare» is an important aspect of the «hybrid warfare» that was demonstrated by the Russian aggression. There is an influence on the livelihoods of society. This energy infrastructure has become a subject of special attention from aggressors' viewpoint, because its capture (or destruction) causes not only significant economic losses, but also threatens the sustainable operation of the system of society in general.

Later, this aspect in accordance to the «hybrid war» was used by the aggressor with even greater scope in the parts of Luhansk and Donetsk regions. Many coal mines as well as transport infrastructure were actually destroyed by the purposeful actions.

Thus why, it caused the problems with the supplying of coal, in particular to the thermal powerplants. It was a challenge for the stable functioning of the unified energy system of Ukraine. As a result, there was a worsening of socio-economic situation not only in the East but also in general among Ukraine. In addition, it formed a long-term challenge of energy security of the state as a whole. The further work was made by the informational component of the «hybrid warfare»: The anti-crisis solutions taken by the Ukrainian government in the energy sector were actively used to form a negative attitude to the government officials and to the rulers of the country. The same information was actively used to form a negative image of Ukraine among the neighboring countries and partners of Ukraine.

In accordance to the large number of domestic and foreign politicians and experts, Ukraine and Russia are on the verge of full-scale military conflict that can become an expected trigger for the World War III. There is a great background to provide this conflict, there are a lot of causes and effects, but the circumstances that force the confrontation sides to continue the confrontation and transfer it into a full-scale military is the essential part of this situation.

On my opinion, the Russian-Ukrainian conflict has all the necessary conditions for its solution. Firstly, the conflict is sufficiently mature, thus why the warring parties are aware of the contradictions that objectively exist between them and see the differences and counteracting that require surgery to remove them. Secondly, there is a necessity and interest of each of the parties to the continuation of the conflict to overcome the contradictions that arise. Thirdly, it is possible, including mediation of the third parties, to resolve the conflict that took place between them.

An armed attack of Russia became a surprise for Ukrainian politicians and the public, and the international community. However, objectively war was caused by the imperatives of Ukrainian policy. Prominent military theorist Carl von Clausewitz in his classic work «On War» (1832-1834 years), the fundamental tenets which are relevant today, said: «War is the continuation of politics by other hands». Thus, the revival of Ukraine's independence is inevitable due to the restoration of national

memory and exceptional national history. Therefore, Russian understand that without the return of Ukraine (with its territories, resources and human potential) in the bosom of any attempts to restore its imperial status is futile.

Behind the facade of relations inherent in a civilized relations between sovereign states, Russia prepares a special operation in Ukraine, which is dominant in three main imperatives:

1) In resistance to the integration policy of Ukraine in the west as its membership in NATO and the EU makes the idea of the revival of Russia (under the guise Eurasian) neo-empire absolutely impossible;

2) In elimination of the Ukrainian within and outside of Russia, as only the destruction of Ukrainian identity can be a precondition and guarantee of the existence of such an empire;

3) In maintaining, the constant controlled chaos state to provoke separatist movements aimed at weakening national institutions, dismemberment and destruction of the country's statehood.

The realization of these imperatives is put on the special services, diplomacy and in the armed forces. The main methods in their arsenal is the subversion of agents and agents of misinformation and blackmail, threats and pressure, bribery and involvement in special operations of criminal elements, involving mercenaries units of the regular army unmarked and etc. An important factor influencing the contents, methods and ways of realization of Ukrainian politics is identity of Russian President Vladimir Putin. It is indiscriminate in choosing the ways to achieve the goal, acting cunningly and cynically, claiming the role of lifelong national leader, called history perform high mission the revival of empire, with barely concealed arrogance belongs to the leaders of Western democracies and demonstrates the paranoid hatred and contempt for the Ukrainian and Ukraine. Every accident on his election in 2000 as president of the Kremlin Ukrainian policy has become tougher, bigger and more systematic. Along with the opposition of Ukraine's European and Euro-Atlantic integration of Russia on the path of expanding humanitarian aggression against our

country, exercised through its agents and the fifth column in the information, linguistic, cultural, historical and religious spheres. Thus northern neighbor sought and seeks to destroy the Ukrainian identity, which is a backbone component of the Ukrainian nationality, and provide «final solution of the Ukrainian question» in the context of traditional Russian imperial ambitions. The collapse of the Yanukovych regime and removing him from power in February 2014 opened a perspective for the termination of the devastating destruction of statehood Ukraine's national identity and restoration of the course to European and Euro-Atlantic integration. Feeling a loss of control over Ukraine, Putin has resorted to military aggression, not only as for the revenge for the Ukrainian Maidan but also as planned way to quickly quell the power of our country forever. In the political and information spheres, the attack made by Russia was called by different terms. Perhaps this approach is an attempt to reflect the specific verbal war waged by Russia, which by means of their driving is different from traditional classical wars. Perhaps, the only way to avoid the use of accurate and legally calibrated term «war of aggression». The use of euphemisms is consistent with the infamous «do not irritate Russia policy», that policy «not to irritate Russia», which mingled much as Western and Ukrainian politicians and intellectuals.

However, on the other hand, there are also some attempts to describe the situation caused by the Russian armed attack on Ukraine as «internal crisis», «civil war», «Ukrainian-Ukrainian war». In fact, such attempts to deny the power seizing Crimea and Russia look at the war on the Eastern Ukraine both internationally and as the internal conflict, responsibility for which lies on the Ukrainian government. A striking example of such course is the position paper of 30 June 2014 and the first report of 24 July 2014 based in New York, Human Rights Watch. The legal analysis of the situation proposed by this human rights organization is based on a selective use of facts, has a manipulation. It is essentially imitating the official line of the Russian ruling establishment that tries to mislead the international community to justify its illegal behavior, to deny Russia's participation in the aggression.

Russia's military aggression has more far-reaching aim than just getting rid

Ukraine of its territory. The Kremlin's attempt to impose his devastating for Ukrainian independent statehood plan «peaceful» settlement and its implementation to involve Western powers is a particular proof. In the 5 of March, 2014 Minister of Foreign Affairs Sergey Lavrov during talks with US Secretary of State John Kerry outlined the main elements of the plan, namely Ukraine not sign an Association Agreement with the EU; refusal of entry into NATO; postponement of the presidential elections on May 25, 2014 at a later date; development of new Ukrainian Constitution; federalization of Ukraine; Russian language as the second state language.

It is obvious that Lavrov plan is a program of international isolation of Ukraine, its fragmentation and reckoning, russification and destruction of identity of the Ukrainian nation, and hence the elimination of state. Soon more expanded and slightly modified form Lavrov plan was outlined in a statement the Foreign Ministry of Ukraine for a support group, published in March 17, 2013. The content and direction he intended to deprive our country the right to participate in the Euro-Atlantic security leave her alone with Russia and create a basis for the Kremlin interference in internal Ukrainian affairs.

As Lavrov rejected the plan, the new Ukrainian government, and the Western democracies, the Russian side no longer insists on its immediate and full-scale implementation for tactical reasons. However, it has not abandoned it, while striving to implement in phases, focusing first on building in Donetsk and Lugansk regions of the frozen zone, but rather glow like Transnistria conflict to destabilize the situation in Ukraine and blocking its European and Euro-Atlantic course.

However, Russian aggression has another and less visible purpose that is to verify the readiness and ability of Western democracies to resist by force the implementation of plans of Russia aimed at returning the territories that the Russian Empire had in the past. At the same time there are messages that are included to the informational space intended to call into question the legitimacy of the US title. This overtones text is reinforced with active discussion of the issues relating to the modernization of the Armed Forces, equipping them with new systems.

The most important and unrelenting challenge for Ukraine is the providing of national security. Neither annexed Crimea nor Donbass temporarily occupied territories can not be considered as a «thing in itself». Ukraine expected to get freedom by choosing European way, but faced with thinking and perceptions of security at the household level that can be associated with the words «We want the stability.» Cherished «stability» is now taken by those who (consciously or forced) live in Donbass and Crimea. Are they safe? In their mind - yes. Do they have freedom? This question is both rhetorical and problematic.

So, now the «price of return» depends closely on the quickness of «defusing» the people's conscience to solve the problem of national identity, which should meet the economic and social interest of Ukrainian citizens. We can not claim the «demining» of the consciousness of residents of Crimea and Donbas, without «spoiling» the brains of the inhabitants of other Ukrainian regions. This, of course, takes time. But it is worth recalling the words of VP Horbulin: «... in Ukraine at the turn of 2020-2025 years there will be only two ways: either to become a strong nation or to find the real danger of absorption» [10]

It seems that the countdown has begun five years earlier. Ukraine's national security depends almost entirely on the results of solving the problems of Donbass and Crimea. It will remain like a camel passing through the eye of a needle for long without this.

The Russian aggression against Ukraine, the annexation of the Crimea and the actual occupation of the certain areas of Donbass began a new era of stimulated international conflicts, intensified action of the negative factors available in the international security environment and launched more destructive trends, violating international legal principles of world order. In case of return in terms of globalization to the «law of force» in international relations (as Russia is trying to do through its policy) there is a risk of collapse of the international system, which will cause the disintegration further uncontrolled multiplication of threats.

The Ukraine's position on the world stage over the past year has undergone dramatic changes that require understanding and definition of the main principles of

foreign policy. Ukraine needs a clear foreign policy doctrine, subordinated to the task of preserving sovereignty and strategically aimed at restoring territorial integrity, impaired due to the annexation of the Crimea and the military actions on the territory of Donbass. The invasion of Russian troops on the territory of Ukraine and annexation of the part of its territory force us to reconsider strategic NATO policy acted over the past decades.

It became evident that the security of NATO countries was guaranteed more with confidence in the strength of the concluded agreements than military causes. Russia has destroyed this trust. NATO countries in response to the illegal invasion of the territory of Ukraine and Crimea occupation had to stop any kind of military and civilian cooperation with it. The transformation of the partner to the enemy pushes NATO to refuse voluntarily assumed obligations due to the urgent need to create the conditions for the implementation of security guarantees for the countries of Central and Eastern Europe and the Baltic States. Rejection of the principle of «three no» is strategically necessary to correct the imbalance of power that emerged in the Eastern Europe. It follows far-reaching consequences for the overall balance of power in the region and the world and for the future of the Alliance.

New challenges to the international security have cross-border nature and require the joint efforts of the international community to overcome them. The task of building a flexible and differentiated system of Ukraine's relations with main international actors that will meet the challenges of the globalized world and contribute to strengthening the role of our country in the world takes the first place. It is a prime way for Ukraine to find the appropriate international and national security model.

The Ukraine's relations with its strategic partners are one of the main principles of its foreign policy. The inclusion of Ukraine into the strategic relations with leading countries of the world demonstrates the importance of our country as an international actor. However, prime question is to bring its own ability to be an effective partner adequately engaging the scheme of distribution functions in international relations and security.

But today, the main task of the mechanisms of strategic partnership is the Ukraine's international assistance to counter the main threat to its national security. It means that we need to counter the Russian aggression. In countering an aggression Ukraine wants to build on some existing agreements with the United States, in particular the Charter of Strategic Partnership and full use of the tools prepared to intensify the intergovernmental dialogue and actively offer new ways of cooperation, aimed at Ukraine's involvement in global processes as a full actor.

The strategic format of bilateral relations between Ukraine and the United States was launched by the presidential statement on April 4, Section 55 [1]. The armed conflict in Ukraine in terms of geopolitics 2005 and further enshrined in the Charter on Strategic Partnership of 19 December 2008. This document affirmed the principles of bilateral relations, confirmed the importance of security guarantees to Ukraine from 1994 and identified ways to strengthen defense and security cooperation, particularly in energy, economy and trade, democracy, human contacts and cultural exchanges, and contains provisions regarding the program enhanced security cooperation. Nowadays USA is the main partner of Ukraine in confronting to the Russia's armed aggression.

With this in mind, our country as priority foreign policy objectives in the near future should put the goal of achieving a new level of partnership with the US and the empowerment of bilateral cooperation in the military sphere, including the Principal US ally outside NATO. During the undeclared war, Ukraine has lost at least 20% of economic potential. For the real sector, as well as for the overall economy, 2014-2015 years were a period of stress tests: They checked the strength of Ukraine's entire structure - industrial and agricultural complex infrastructure, logistics transportation etc.

The real sector felt the crushing blow during the armed conflict. located in the eastern regions of The power sectors of coal, metallurgical, machine-building, chemical industry, located in the eastern regions that provided a significant part of domestic industrial production and export have suffered enormous losses, as well as the number of transport and logistics facilities was destroyed. As a result of the fighting

in the Luhansk and Donetsk regions as well as the destruction of transport and energy infrastructure, many companies were forced to suspend or terminate production processes. Substantially damaged machinery, heavy and mining, including coal industry. Most of them are located in the area of ATO.

Destruction and damage suffered major enterprises in industries that form the region's budget; activity stopped a significant number of town-forming enterprises. SMEs have reduced economic activity on the 90% and almost 40 thousand. According to the Ministry of Economic Development and Trade of Ukraine, the economic activity on temporarily uncontrolled territories of Ukraine has decreased by five times.

There is the disappointing situation in the agricultural sector. Major damage to the agriculture in the region caused the loss of land, material and labor resources. Partial loss of the agricultural sector in the Ukrainian government controlled areas was caused by military actions (attack, mining, etc.). As a result of the fighting in the Donetsk and Luhansk regions and a large number of transport infrastructure has suffered damage and destruction. The airport named «Donetsk» was completely destroyed (though it was prepared for Euro 2012. There was spent more than 1.5 billion dollars) and Airport «Lugansk». Damage or destruction suffered 28 air traffic control facilities. Fully assess the value of destroyed infrastructure facilities transport- term can access after all destroyed objects. Many of them now remain under the control of militants. The latest continue systematically and deliberately destroy transport infrastructure of Donbass, which directly affects the performance of the transport sector. The deliberate destruction caused by terrorists under the number of objects of industrial infrastructure in the Donbass significantly worsened the socio-economic situation in the eastern regions and attacked the entire economy of Ukraine. The budget losses caused by the military aggression are counted by the billions of hryvnias. The liquidation of the factories caused the decreasing in revenue at all the levels, rising unemployment, increasing social tension in the region.

Ex-president Poroshenko in his speech at the UN summit on the sustainable development of Ukraine noted that «War costs \$5 million per day in Donbass that would have been invested into the development of the country.

The finding of the budgets of all levels in Donetsk and Lugansk regions decreased because of hostilities. This is due the destruction and/or damage to fixed assets, business downtime, reduction in staff number of employees, reduction of wages with the moving of taxes to the other regions. It should be noted that as a result of military aggression the number of taxpayers significantly decreased. The warfare in Donbass caused further deterioration of the environment because of falling shells and numerous emergency malfunction of mining, chemical, power, metallurgical industries. There is damage and destruction of production infrastructure and equipment. The lack of the raw material, energy and electricity resulted in discharges and accidental releases of hazardous substances. As a result of the fighting in the Donetsk and Lugansk regions the number of environmentally dangerous factories in Slavyansk, Luhansk and Kurakhovskaya TPP JSC «Azot», Horlivka «Styrene», Yasynivka, Avdeyevka, Yenakiyevko Coke Plant, Yenakiyevko Steel plant, refinery Lisichanskiy Donetsk national factory of chemical products was damaged. The destruction of industrial infrastructure and harmful emissions were repeatedly recorded. The numerous range of disconnection of electricity in coal mining companies was observed.

The destructive Ukraine's wastes caused the shock impacts to the national economy, which had already entered into a recession. It significantly worsened the state of economic security, exacerbated macroeconomic imbalances and critically reduced dynamic socio-economic development. Military threats, macroeconomic instability, sudden loss of purchasing power and the public and corporate sector are basic factors curtailing investment activity.

The significant deterioration in forecasts of economic development of Ukraine by international and national professional organizations indicates a significant decline in economic security. Its current state is determined by the total impact of the economic

recession, which began before the Russian aggression and annexation of Crimea and the consequences of military conflict in the Donbass. Obviously, the loss of the national economy spread between these components is not possible, so we can consider their cumulative effect, due mainly Russian military aggression in Donbas.

The social consequences of annexation, aggression, war is no less significant than the political and economic, but perhaps painful, those relating to any and all residents of Ukraine, and those who are in occupied territory or directly involved in the ATO, and those who continue to live a normal life away from the combat zone.

Today Ukraine is bleeding, the yesterday students receive summons while women - the coffins with the bodies of their children and men. People give their lives for the freedom, as this is the most precious thing. To prevent the enormous opportunities that opened with the fall of the tyranny for Ukraine's European modernization, there is a real war, planned and unleashed on the Ukrainian Donbass. The acute social problems that currently face the citizens of Ukraine, don't appear right now and are not the direct consequence of war. They accumulated over the years, but the war and the economic crisis that accompanied it greatly strengthened. In the conditions of a significant financial, organizational, human resources combat diverted to protect the sovereignty and integrity, virtually impossible to measures to improve the socio-economic status.

In addition, the foreign aggression led to the emergence of new, very pressing problems in the social sphere imposed on existing. Thus, the social consequences of military aggression of Russia against Ukraine include both direct losses and destruction caused to residents and industrial and social infrastructure of the region covered by the fighting and the consequences for Ukraine in general, the most significant of which relates to large-scale forced displacement, and mobilization and social situation of citizens who are directly involved in the ATO. The social and demographic risks in Ukraine related to the involuntary movements of hundreds of thousands of Ukrainian citizens forcing to leave their places of residence because of the annexation of Crimea

and military operations in the east are the major contemporary social-demographical risks.

The forced migrations are fundamentally different from voluntary that are prepared to improve the financial and social situation, as they, on the contrary, lead to loss of social status and welfare of the settlers destroy the settlers' welfare. The emigration mood of the population that becomes an additional challenge for the nation is significantly increasing in Donbass under the influence of the military conflict.

The difficult political and economic situation in Ukraine has a negative influence on the immigration to the country. Apparently, there is no reason to expect a noticeable repatriation flows, the return of the migrant workers will be as fell as the Ukraine's attractiveness for foreigners, including foreign students, will fall. However, illegal migration due to the weak control of the eastern border may even intensify.

As a result of military Russian's aggression the demographic Ukraine suffered losses caused by increased morbidity, mortality and migration. The resulting destruction of the economic crisis and job losses deprive labor sources of income for many people. Significantly reduced the level of social welfare is significantly reduced; the risks of poverty are increasing. The public accesses to the educational and health services are deteriorated. After the destruction of social infrastructures that covered military actions, there is also a difficult situation were the children, elderly and disabled are the most vulnerable population. There are new categories of Ukrainian citizens in need of social support, including those who are internally forced to live their lands. There are acute problems of social security of citizens who are directly involved in the ATO. In addition to the direct damage, the war worsened economic conditions for the implementation of social policy pushed to the unpopular steps to reduce benefits, raise fares, and increase taxes on salaries to make the pensions frozen. Appropriate response to the social challenges might find only if lasting peace and economic crisis, because first of all it is necessary to remove the causes of the situation. However, despite the reality of war, it is necessary today to strengthen the social orientation of the nation.

The fact that the current crisis has coincided with a strong public demand for

change, gives grounds for optimistic hopes for further development. Indeed, despite a sharp decline in living standards and the enemy attempts to use social ills to destabilize the situation in Ukraine where the peace is still preserved. The progressive social development, however, will be possible only if the concerted and coordinated efforts of government and civil society are aimed at effective spending of limited funds and fight against corruption and abuse.

The response to the challenges and threats of social security has become an effective reform of social security and health care, so-called «optimization» of the labor market, proper social protection of servicemen and their families, to support internally displaced persons, aimed at meeting the needs of this group of citizens and interests of local communities of their stay.

Looking at the lack of resources to prevent further aggravation of social problems it is necessary to intensify the international cooperation, to actively attract the foreign aid using organizational and financial capacity of international organizations to provide the effective and transparent development funds received under the constant supervision of the public.

5.2 The features of the highlighting materials of the military conflict in Ukrainian and Russian media (2014-2021 years)

The truth is always the first victim of the war. These words were said by the English pacifist Lord Arthur Ponsonby. Today, in order to become a true victim, it is not necessarily to start a war. However, if you already took up arms, and the count reaches thousands killed, the media must understand that they bear the same responsibility for human lives as the military leadership of the country. The Ukrainian media, unlike Russian, were not ready for war. By 2014, the discourse of war existed only in the context of international events that occupied a small share of media space.

Kremlin tightly controlled the latest war in the territories of Ukraine – The Second World War II - in media.

Today, the Ukrainian media have different owners and therefore different goals - from business to politics. Authorities have virtually no effect on information policy in the media, but only in the event, that media owners do not have the mandate or the deputy presidential powers. However, even coverage of the armed conflict occurs in a variety of formats and pro-national (Channel 5, 1 + 1, Radio «Era» magazine «New time»), and with the pro-Russian bias (radio «News» newspaper «Vesti» magazine «Reporter»). A completely different situation with the media in its northern neighbor, whose troops researched by the international human rights organizations participated in the hostilities in Donbas [1]. The Russian media continue to cover the events in the Ukraine-style «invent himself - himself believe». The Kremlin's skill to spin the reality is manifested not in the statements, but in the information provided to the citizens. In fact, The Russian TV news began to curve a reflection of reality.

It is worth to recall one of the funniest curiosities of Kremlin propaganda. The discourse of war in the Russian media independence there throughout the Russian Federation. Chechnya, Dagestan, numerous attacks. Thus, why, the Russian journalists were prepared for the horrors of war and violence of terrorism. In addition, all major Russian media still control the Kremlin that clearly indicates who appears to be the enemy, and who is a friend. It is important to understand how the Ukrainian-Russian conflict in the media and, therefore, in the minds of Ukrainian and Russians is displayed. Especially, when the conflict is still ongoing.

The object of our study is not just the image of the war in the media, but the war propaganda made by the audience' informing dividing the correctness of such opinions or other, forming attitudes to «the enemy», explained in the right perspective or that of the government. The notion that during the armed conflict, war highlights as well as other events, subject to traditional journalistic standards, is very controversial. After the war journalism is not only the «fourth estate», but also «the fourth weapon».

If there is a war in the country, it begins in the media. But the media patriotism

is questionable, because the audience influenced by its powers is left without critical information. [2] The research of propaganda war in the media is important for the citizens of the country in which it occurs, first to see whether all the views are presented. The studying of areas such as the media of other countries party gives the opportunity to see a display field where the citizens of the country stay. Thus, the informational war vector will be seen (or not). Propaganda, according to the traditional understanding is useful for creating power of messages that apply across government and through independent media. [19]

Media that is filled with the «correct» media reports during the war – is the main strategy for any government and any country involved in the conflict. Taylor Ph. M. who investigated the activities of the media in war, said that «following the policy of the state, the media often acts as accomplices in spreading propaganda during the war than they admit this, and may even play a role in fueling conflict». The war propaganda, displaying the «right image» was noticed by the British pacifist Arthur Ponsonby. In his book, he explored the Allied propaganda during the World War II. The author has identified several dozen ideas that were directed against the enemy and circled during the war. Arthur Ponsonby tried to warn readers that during the war the authorities are forced to lie primarily depicting criminal enemy, the devil, to justify all military operations, and secondly to heroize war and provide the required number of voluntaries to continue the struggle. [19]

In particular, the military component of the conflict objectively remains the major factor in its deployment, and the scope of the informational component becomes larger. The informational war against Ukraine was deployed by Russia, said most accurately European Allied Commander F.Bridlav: «This is the most amazing blitzkrieg information that we have ever seen in the history of informational warfare.» Media Front «hybrid war» takes on multiple fronts. Above: (1) the population in the conflict zone; (2) among the population against any aggression carried out, but the area, which is not covered by the conflict; (3) among the citizens of the aggressor and (4) of the international community. Although the informational component of the truly

crosscutting theme was the «hybrid warfare», but it is not really independent and supportive role, mostly escorting military phase of the operation. However, in the Ukrainian case we are dealing not just with enemy propaganda, described by the specialists as the «war meanings / senses». The whole set of channels to deliver information is involved for retransmission.

The basic structural element in this war are simulacra-images of what in reality does not exist. Examples of such simulacra are: «Nazis in Kiev», «atrocities punitive battalions», «crucified boys», Ukraine banned the use of weapons. The strategic goal of the operation of simulacra is to replace the objective representations of target groups about the nature of those «phantom informational conflicts» required by the aggressor. The active phase of military confrontation that began with the end of February - beginning of March 2014, was accompanied with the tactical information support that also used the techniques of construction and operation of simulacra. Ukraine was able to adapt and respond quickly to the challenge. «The Crimean campaign» showed the weakness of the Russian informational component of its version of «hybrid warfare» does not maintain a permanent thorough media view. Accordingly, almost the first thing that made various «militias» and «green men» in the occupied territories - is disconnected Ukrainian TV channels. Forming a unified and fully controlled information space is an obvious strategy of deployment information component of the conflict with the aggressor. It is not surprising that during the events in different cities of Donetsk and Lugansk militants were searching pro-Ukrainian streamers to stop their activities (for instance, the situation with Luhansk streamers and Internet TV journalists).

It is important to notice that the Russian Federation launched one of the fronts of «hybrid warfare» against the citizens of Ukraine forming a pattern of behavior is respectable before the Federal Press (more than 60% of Russians trust in it). The reluctance of a significant number of Russian citizens to look at things from a different angle and fear caused by the occurrence of cognitive dissonance between reality molded by Russian media, and real events. So much for the Russians can be really said

as about the people who «firstly fell under the pressure of their own television». For example, with the Oleksandr Turchynov's announcement the anti-terrorist operation in the East, Russian media the frequent use of the phrase «civil war» by the Russian media has increased.

Accordingly, the journalists started their artificial inflation of the topic. Most of the airtime given to coverage of Donetsk and Lugansk regions. «The great barricades grow in front of the buildings. It seems that the Kiev government does not provide a second exit «- the Russian journalists often tell. The continuous news attribute is a live broadcast from the scene. The Russian television correspondents speak from Slavyansk, Gorlovka, Kramatorsk, Yenakiyev, Donetsk and Luhansk. They show the men armed with guns and barricades as well as Russian flags over the women shouting «Russia» and Soviet patriotic songs against the background of the theater of the absurd. «We are ready to fight to the last. The authorities can not hear us, but we will fight», - says the emotional guy in a mask with St. George ribbon on the sleeve.

An essential aspect of such reports is presented with pictures of the military in the region as well as with armored vehicles and flying fighters; however there are the comments about the militaries in schools, hospitals and sanatoriums.

«The current Ukrainian leadership does not trust conventional army units and especially the police of the eastern regions, because they are afraid of their transition to the side of protesters. In this regard, the authorities are betting on special forces and national guard» – the propagandists claim.

By the way, the National Guard is called Maidan by the Russians. They say these are the hundreds that were in Euromaidan. As if they received the weapons and special clothes to be taken to kill the «damned Russians». However, in recent days media heroically reports that the Ukrainian military move in their direction.

In Slovyansk, the military refused to shoot at people, and even partially switched sides. Now, the locals have 6 combat vehicles and small arms in the location. This outcome of events was called «military cunning» in Kiev.

The footages are accompanied by women's applauses as well as with mothers

and children who give the flowers to the military and take photographs against the backdrop of tanks - in short, peace and harmony.

Media began promoting the topic of poor military, which hardly makes the new government to go to Donetsk and Lugansk to kill the separatists. «People peacefully came to prepare against the enemy power that sends the soldiers, threatening us to be prisoned from 3 to 6 years» - said a male voice from the railway station.

The outside front is important too. The scope of «funds», «cultural communities», «think tanks» and simply «experts» of pro-Russian Europe are truly significant. However, even here the general concept of «hybrid warfare» «in Russian» is felt itself: part of these experts is fictional and published on their behalf necessary comments and conclusions - the last such case was a fictional German expert. Now anxiety scale Russian news show penetration and Europe. In 2014 Latvia was the Center for NATO Strategic Communications (NATO Strategic Communications Centre of Excellence), among whose tasks is to provide an adequate response to the attempts of other countries to influence the information environment NATO. The importance of strategic communications was underlined after the NATO summit in Wales. In particular, it explicitly stated that the Centre should take care of issues of «hybrid war». Some countries including Poland and the Baltic States hope in the force of the Centre to counter Russian propaganda. An important space for driving confrontation was the Internet. A variety of real and imaginary «activists» «cyberpartisans» «cybertroops» as well as special units of the various security agencies to conduct confrontation in cyberspace was provided as an important aspect of cyber attacks and special psychological operations in the social networks and the Internet in general (For example, the Russian special services protests at the presidential Administration in October, 2014).

However, the space prepared for the confrontation informational aspects failed - many advocacy statements by the Russian television on Ukrainian subjects quickly refuted and most Internet users are increasingly becoming «ordinary informational warfare».

In 1975 a British scientist of international affairs E.Makk made an important conclusion: in most contemporary conflicts strong country doesn't suffer military defeat, they are defeated politically - not able to impose its will on the enemy. Political victory the weak side was that it - with asymmetric means of warfare (mostly partisan) - would deplete powerful enemy to continue the war and achieve goals. Accordingly, the dual task of Ukraine in the current asymmetric confrontation is two-dimensional. In the external dimension - not succumb to external imposition, we obviously destructive to our state, the political will of the Kremlin, but in this case to exhaust the enemy. And it is necessary to provide the dominating of our political power in the problematic regions in the inside dimension. However, the current priority task – is to give an effective and meaningful response to the primarily military, as well as information aggression against our country. In the military sphere will depend on external factors (including - international assistance). Rather, Ukraine will continue to require significant support from its partners in the military sphere and will be ready to repel the military in case of further escalation of military components of «hybrid war». The task of forming a system of Hazard Analysis and Critical Infrastructure Protection is required too. Thus, it is obvious that the protection of energy infrastructure (especially in the area close to the ATO) has become a priority for the nation. Given the importance of energy infrastructure of society, its protection system must have the appropriate level. Most entities in the energy sector and individuals responsible for the protection of critical infrastructure must be held as relevant public authorities and the private sector (operators of energy infrastructure). However, other stakeholders, including local authorities and the public should also be involved in activities in this field. A holistic response should be informative and aggression. The series of measures is already taken, however unlikely this may be the complete answer to these challenges. Much will depend on the media sector and civil society activists, since the lion's share of Russian state propaganda often doesn't restrict. However, we have to create the conditions to replace all national quality information product. The realization of the national informational politics should be implemented on the occupied regions. Not

fully used the potential of information resistance in the international arena is not fully used: Foreign Minister of Ukraine does though many, but it is unlikely to close all problem areas. Accelerated implementation requires the creation of effective broadcasting - we must recognize that today it exists more de jure than de facto. The tools of public diplomacy should be used more likely. We cease to ignore the difficulties of the Russian information space, although the latter Russia actively closes any third party participants. An example of this - the last legal decision to limit the share of foreign ownership in the media.

However, despite this, the Ukrainian nation should find mechanisms for information exchange with the Russian audience. The confrontation with Russia in «hybrid warfare» will be difficult. The enemy was preparing for this confrontation for years and knows exactly what it wants. However, the country should resist the challenges of «hybrid warfare». If this conflict is not won, we always have to deal with immortal hydra that appears on the site of the supposedly defeated enemy. It should be added that the Russian cinematography was uncomfortable in the Ukrainian air. During the last two years, the State Agency of Ukraine for Cinema denied the state registration or canceled rental license of more than 500 TV series and films. This is a new and uncomfortable reality for television that the middle of last decade used to fill your stream Russian product. In the autumn of 2014, the Russian content in the air of Ukrainian TV channels was the same as Ukrainian - 41%. According to the monitoring community, «Boycott Russian cinema» channel «Ukraine» showed 87% of Russian product, NTN - 71%, «Inter» - 67%. Many films that were broadcasted on the radio, praised the virtues of the Russian secret services and the military - those that are currently killing Ukrainian Donbas.

Finally, in the 5 February, 2015 Parliament adopted the Law «On amendments to some laws of Ukraine on protection of information television and radio space of Ukraine», which prohibits distribution in Ukraine movies made in Russia, as well as films that promote the police, armed forces and other military or power formation. Adapting to new realities, the channel previously showed mostly Russian product,

rebuilt broadcasting network and launched a number of series. The part is relieved with the own production Media Group, while the other part with the independent production at its request. Dissatisfied restrictions on the display of Russian content broadcasters are trying to circumvent the rule of law through the so-called co-production which involves both Ukrainian and Russian companies. These tapes are not considered as Russian, so the limit on them doesn't work.

The informational warfare that accompanies conflict in Donbas isn't fundamentally new. The technologies of media exposure, allowing to click on hot spots of social consciousness, arousing feelings such as fear, anger, resentment and hatred are not only used by those engaged in propaganda, manipulation and black PR. These techniques are gradually becoming an integral part of journalistic tools and all active Internet users.

Let's select some of the most popular in the current information war media technologies of injection of fear and hatred that are used by both parties of the conflict. Using tokens alarm tone. Russian media against the Ukrainian security forces in the area ATO actively use tokens «punitive», «fascists», «Neo-Nazis», «foreign mercenaries». Ukrainian media instead use the term «terrorists», «gang», «pro-Russian mercenaries». Remarkably, that the enemies can be only destroyed whilst own soldiers dramatically killed in the language of military propaganda. For example: «About fifty terrorists were killed today. Two of our soldiers were killed. «Such method of informational war has started widely with the beginning of the First World War and continues accompanying any military conflict. The images of destruction of residential areas, schools, hospitals, high-rise burnt accompany almost every story about the conflict in Donbas. Often the same footage of destruction is used by both Russian and Ukrainian media – only the culprits of the disaster changed. Almost every day you can hear the message from artillery shelling residential areas. Depending on the media, bias blame for this rests with the Ukrainian military or pro-Russian separatists. Particularly acute is a reaction to reports of the use of ballistic missiles «Point U», which is indeed armed with Ukraine, but the facts whose use is quite controversial. The images of the

movement of military equipment as the escalation of the conflict are used too. This media reception was used in winter 2014, when in the media from time to time there were reports about the tanks moving to disperse the protesters on the Maidan. During the conflict in Donbas, photos and video footage movement of armored columns become regular. Ukrainian media repeatedly showed footage of the Russian column of T-72, allegedly sent to Ukraine. (In fact, these pictures were dated 2008 and concerned the Russian-Georgian conflict). There is a using of the image of a foreign (Western) technology, which supposedly comes to Ukraine in the Russian media. The most remarkable here can be called the photo of column of German tanks «Leopard», which in September 2014 circled the entire Russian sector of the Internet with an emphasis that Germany sends his technique to help Ukrainian troops (in fact German tanks «Leopard» took part in military exercises «Rapid Trident 2014» in the west of Ukraine).

There is the using of images of prohibited weapons. Examples of such weapons are cluster munitions, the use of which Ukrainian and Russian sides blamed each other. In addition, Russian media often accuse Ukrainian law enforcers to use phosphorus bombs (this rather demonized especially weapons of Soviet propaganda, and then the appropriate media virus has a background in the minds of older people). One such example was allegedly recorded on camera bombing aircraft Ukrainian Donetsk phosphorus bombs. As Ukrainian media was indicative of the incident in charge of tactical nuclear attack on the Lugansk airport).

The using images of the consequences of war crimes. This range of media techniques are the most exploited, the most effective in excitement emotion. This footage killings of civilians and killings of dissidents, and reports of torture and abuse, which are widely used in the media in all sides of the conflict. This message about the mass graves under Slavyansk and Donetsk, the mines littered with corpses, the death of children, cut skin patriotic tattoo of Ukrainian prisoners and burned soldering iron tridents in the chests of the detained supporters of the New Russia. The fall of the Malaysian «Boeing» was the most exploited media event in this context because

civilians were killed, including women and children from neutral countries. There is the using of images of «collusion» Conspiracy, a popular pseudoscience that is simple explanation of complex phenomena, is especially popular during military conflicts. Russian media reports constantly reproduce conspiracy of the West against Russia, the NATO forces that secretly fighting in Donbass that in fact is the US is waging war against the hands of Ukraine. In popular Ukrainian media, we can find the claim about the conspiracy of Ukrainian and Russian presidents as well as about the secret agreement between Russia, West and the Ukrainian elite of Ukraine on redistribution, deliberate destruction of the Ukrainian authority's volunteer battalions by sending them straight into hell etc.

In the context of the influence of these media images on the human mind does not matter whether they are real or fake facts (after all, taken separately realistic media image is not a reflection of reality - it reflects only a fragment of reality, but it is not a complete picture). This is the kind of propaganda techniques, in which the emotional component is much stronger than rational. In other words, if a user believes the media or if he saw that the video or photo is fake, it will not change his point of view and will not affect its perception. The argument is as follows: «Yes, this particular video - fake, but this does not mean that such facts doesn't take place». Or: «Yes, this photo tells about the dead girl in Syria, not in Donbass, but this does not mean that the Ukrainian children don't die».

So, the active use of video-shocking in the current period of video-shocking photos and messages is dictated not by what they reveal a «truth» about the war, but because they are the most effective ways of propaganda for political purposes. The Shock Technology propaganda is constantly fed with not just fresh media materials from the combat zone. They need constant increase in degree of severity of these materials, as proven during regular viewing audience each time violence less responsive to violence, seen on the screen and become less sensitive to it (in media psychology there is the term «desensitization»).

In my opinion, society cannot be characterized with a shocking number of media

technologies and media reaction to these technologies. And this statement raises a range of issues. Why do so many media users are exposed to the primitive propaganda raid in the stage of World War I? Why, with the vast opportunities of the thoughts and senses plurality that enable Internet space, man becomes easy prey for manipulators? Why do the conspiracy versions seen in the mass consciousness are perceived like a strong case? Psychology can partly answer. It is told about the certain feature of the human's conscience that is called the selective perception in this scientific branch. It is the possibility of men to pay attention to the aspects of the environment that are similar with the expectations and to ignore the other. In such way, the person chooses only the news and statements connected with viewpoint. As a result, this person easily forgets about the contrary ones. For example, an internet user searches the network only those messages and arguments to support his opinion or his responsible position. If such a person attends resource that covers the opposite point of view, it is only with a strong bias. Staunch supporter of the New Russia can not believe that separatists kidnapped and tortured innocent people. In his opinion, that is made by the National Guard in the form of DNR / LNR to discredit the New Russia. As a staunch supporter of Ukraine can not believe that Ukrainian army shelled residential neighborhoods. The argument is similar – the prepared pro-Russian fighters to discredit the Ukrainian authorities do that.

The biggest problem in the current information war is that any arguments are powerless against the prevailing propaganda labels and stereotypes. Even the most convincing and logical arguments miss the target reflexively rejected twist and turn on the accusation of lying and cause irritation, anger, resentment, which in turn forces defend their case more aggressive. Image and self-esteem building completely absurd semantic structures to support themselves that any forces to avoid cognitive dissonance.

In the current period, the total selective perception of information on the conflict in Donbass to objective journalism is incredibly important task difficult, which actually sounds simple – just observe journalistic standards. That is, at least, avoiding of media

techniques that reinforce the emotional impact and distort the objective reality and cause fear, frustration, anger, hatred, etc. As a maximum, to inform the public about what is really going on, not to distribute a default set of stereotypes and labels that inevitably accompanies any military conflict and contributes to its escalation. Prohibition of independent broadcasting Russian TV channel «rain» undermines press freedom in Ukraine. It is noticed in the statement of the international NGO Freedom House, «Ban authorities broadcast channel» rain «- censorship that limits access to the Ukrainian selection point of view,» - said Robert Herman, vice president of Freedom House of international programs. At a time when Russian troops occupy the territory of Ukraine it is necessary for Ukrainians to receive the access to the independent coverage of events in Russia and one of the few remaining independent Russian media, «- he said. As you know, January 12 National Council on television and Radio seized Russian TV channel «rain» from the list of foreign programs content which meets the requirements of the European Convention on Transfrontier television and laws of Ukraine.

TV «Rain» was removed from the list due to the banned advertising broadcast (law prohibits advertising in the broadcast of Russian TV channels retransmitted in Ukraine) and through broadcast media that infringe the territorial integrity of Ukraine («Rain» depicting Crimea as the territory of the Russian Federation). A decision on withdrawal shall take effect one month after publication. The owner and director of the channel «rain» Natalia Sindeeva informed the National Council that «Rain» created a special online version to Ukraine without advertising. But the National Council has not received the «Rain» of documents for entering the Ukrainian version of the List of foreign channels, and the channel has not decided the question of Ukrainian providers of retransmission of their separate versions - relay providers currently satellite version of «rain», which is advertising. Sergei Kostynsky, the member of the National Council Sergei also told that there is a system politics in the TV «Rain» in the connection with the Crimea. Journalists of «Rain» visit Crimea violating the Ukrainian law and calling the administrative border between Crimea and Kherson region, «Russian-Ukrainian

border». Crimea is shown in the broadcast maps as the territory of Russian Federation.

Under the information, war is necessary to understand the complex information of management influence on mass consciousness in terms of information openness to change behavior and thoughts planting them outside of their area of interest and even opposing them. It is the synonymous with the term «information confrontation». This is also trying to engage the Kremlin - the consciousness of its own population, Russians, though has long been modified and changed, but the «finishing touches» on the formation of the «correct image» Russian mass media do not stop. The situation in Ukraine was more complicated, but, in fact, during the entire period of independence in our minds «poured» the thought of his older brother - Russia, in 2014 it grew into 'all for your own good «by» return» «ancient land» through highlighting the position of «helping the country's population».

The Russian aggression against Ukraine that began in February 2014 with the annexation of Crimea continues today in Donbass and it discovered a critical vulnerability of the Western world to power «hybrid» policy of the Kremlin. The fragmented and burdened with internal problems West («migration crisis», Brexit) as well as with the external challenges (D.Thramp's Phenomenon, war in Syria), experiencing a critical shortage of unity and coordinating action with Russia, public awareness of the nature and purposes of the Putin regime, fear of nuclear confrontation with Russia. The processes of national radicalism, Euroscepticism, populism, isolationism, so-called «LePenizatsiya» of Europe can be improved by the elective results in France and Germany (There were the elections in Bulgaria and Moldova and the pro-Russian socialist policies won). This happens on the background of total devaluation of global and regional safety structures and influences not only the escalation of continental conflicts but destruction of the European Union. The West doesn't form the adequate and effective tools and ways to stop the Russian hybrid expansion. Vice versa, the danger of destruction of the sole «sanction front» increases and it will be understood by Kremlin as the impunity and encourage to the active deeds.

So that is why the conflict in Syria made it clear that the emperor's Kremlin

politics doesn't limit with only the post-Soviet space and Ukraine seems to be only the intermediate point, such kind of springboard for the following expansion. There was a chain of analytical researches published during the last years presented by national and foreign experts where the aims, functioning and technologies of Russian hybrid war in Ukraine and Europe are noticed. The strategical tasks of the Russian hybrid aggression are the gradual discretization of European valuables that granted the union of the EU countries. There can be found the disorientation of public thought, the forming of leading pro-Russian lobby in the European establishment and the promotion of deepen in the sphere of differences between the European countries and EES institutions. That is now the question not about the resistance to European influence in the post-Soviet zone of privileged Kremlin interests but about the proceeding of full hybrid expansion on the EU territories. The aim is to provide the weakening or fragmentation (collapse) of the European Union, minimizing moment in American presence on the continent and reformatting established European political system according to the Russian scenario.

5.3 The Ukraine's image and the highlighting of the military conflict in the world's mass media.

The West wasn't ready to the Russian expansion. First of all, because the number of internal problems, however there was a refusal to believe in the perspective of mass confrontation with Russia, insertion of the previous hopes to liberalize and democratize the society, belief in the immutability of comfort, prosperity and security on the continent. Quite popular is the idea that «you can not drive Russia into a corner», «should give Putin to save face» and so on. In the European business establishment, there is a common «purely pragmatic» approach to the effect that the confrontation

with Russia (including sanctions) unprofitable, inexpedient, as is the financial and economic losses.

Naive approach of US ex-president Obama to geopolitics, which led to incorrect assessment of the intentions of the Kremlin's power and ill-conceived policy of Moscow».

For example, in June 2016. Polish media reported the prospect of a new paramilitary force against the «hybrid» Russian aggression. A.Matserevych Defense Minister noted that it was planned to start the new set of volunteer militias. Their task - to repel an aggressor attempts to solve the «hybrid» war like the one organized by Russia against Ukraine in the Crimea and Donbas. 20 October 2016 Polish Sejm supported the Declaration memory and solidarity on the events of World War II Russian aggression. The paper noted, «The conduct of Russian foreign policy includes an aggressive information about the hybrid war threatening peace and security in the whole of Europe».

There is reason to talk about the lack of adequate assessments connected with European establishment of geopolitical situation in Europe. Overall unfounded is the idea that Europe, while in «postmodern complacency» itself is «demobilized and disarmed, despite clear signs that Russia, the successor to the Soviet Union, is extremely nationalist and revisionist.» On the other hand, if we speak about the weaknesses of the West, «points of vulnerability», experts often say that the Russian side very effectively uses the typical Western democracies «man-centered» features - wide political pluralism, liberal freedom of speech and association, respect for individual rights, law-abiding tolerance, political correctness. All this makes the vulnerability of the EU to hybrid «special operations» carried out outside the rules, regulations and ethics. The authors of the study «Trojan horse Kremlin»: «think that Moscow views Western values, pluralism and openness, a vulnerability for use. Its tactics are asymmetric, subversive, it is not so easy to resist». Russian hybrid aggression is the result of internal processes in Russia that the West could not see and do not understand. So create an authoritarian state with elements of personality cult

with totalitarian internal and aggressive foreign policy, with disdain, cynicism and hypocrisy respect of international rules and regulations. With this event the state, coexist in the short term. One should not underestimate the fact that Moscow is using its own media and intelligence services actively creating «favorable image» - using the political corruption of the elite western, buying media and some opinion leaders.

Obviously, the main challenge for the EU is presented with primarily internal problems, conflicts and contradictions (economic crisis, «migration crisis», Brexit, GROWTH populist sentiment, conflicts between the EU underperforms bureaucratic mechanisms and institutions of official Brussels, etc.). This difficult situation, as well as openness and liberalism European community actively uses the Russian side to strengthen their own positions and influence in Europe. The political processes in the EU (national isolationism, xenophobia, increased activity of right-wing forces) threaten weakening and corrosion of the unity of the European Community. This situation gives rise to talk about the real threat to adjust policy towards Russia after the elections in the main European countries - the Netherlands, Italy, France and Germany. On the other hand, after the elections in the US occurred uncertainty of future relations on US-Europe axis, in particular, the position of the new Administration of the White House concerns relations with NATO and the EU. This has raised concerns of European policy makers. Clearly, at least in the near future we should not expect the democratic changes in the political situation in Russia and the corresponding changes for the better in the Kremlin's policy towards Europe. Vice versa, the Russian side will continue (and possibly strengthen) the impact on European policy for the purpose of the disintegration of the EU, minimizing the continent to the presence of European and US reformat the current system for the Russian scenario. And Russian «hybrid» expansion takes place against the background of total devaluation of global and regional security structures (OSCE is in a crisis situation trying to resolve the Russian-Ukrainian conflict that is blocked by Russia).

Thus, in the medium term the West will have to coexist with Putin's Russia - a country with a totalitarian internal aggression and external policies and disregard for

international rules and regulations. In this situation, the EU is extremely important to maintain solidarity course of action on Russia, in particular to keep «sanction front» in the Russian direction for themselves and address, and sectoral sanctions are crucial deterrent politico-economic and psychological effect. Their cancellation (weakening) in the current situation will be perceived by the Kremlin as a weakness of the West and encourage action. Obviously, maintaining the unity of the European Community and its democratic system largely depends on the successful overcoming internal problems, and on the effectiveness and coordination of actions in opposition to the Russian hybrid expansion on the continent.

The course of the armed conflict in Donbas strengthened the conviction of the international community about the futility of solving the crisis by force, caused the spread of skeptical assessments concerning the ability of the Armed Forces of Ukraine withstand regular units of the Armed Forces, especially in the case of a military conflict with Russia. According to many experts, the US, Belgium, Great Britain, Italy, Poland successes illegal armed groups changed the situation in the East of Ukraine in favor of the consolidated loss of control over Kyiv large territories in the East. However, growing awareness of what such developments have contributed to the refusal of the US and NATO military assistance to Ukraine. Currently, the citations of rapid de-escalation in eastern Ukraine are missing. The conventional wisdom is that Moscow has a course on frozen Transnistrian conflict scenario. Remained quite high expectations of military intervention in Ukraine.

Politicians and experts completed a reassessment of the role of events in Eastern Ukraine among Western media in September. The Russian Federation now clearly perceived in the West as a direct participant and initiator of the conflict, which has a decisive influence on its course. Common Vision promotes the consolidation and convergence of positions of countries - EU members, and accordingly, the EU and US against Russia and programs continued hard line regarding Russia and intensification in the direction of Russia - EU. Quite clearly observed in the context of the implementation of the Association Agreement, where there is a direct contact and

conflict of interests of Moscow and Brussels. Accordingly, the question of revision of the Association Agreement by the EU to pressure Russia is unlikely to achieve the desired result for it. Noteworthy is the significant growth in journalistic and expert community of Great Britain and the United States of expectations from the management of Ukraine in the implementation of real political and economic reforms and fighting corruption. This may explain the appearance of publications that indicate that on the background of absence of significant progress in mine reforming, judicial and law enforcement systems Ukraine into a «bottomless barrel» for financial investments of the West. The perception of Ukraine as a «not successful», while European-oriented state is still very common in the West.

The analysis of the information space of the United States shows a marked increase of domestic pressure on the White House, particularly from Congress, the issue of armed assistance to Ukraine. Probability that if further aggression of Russia in Ukraine and critical deterioration such aid will still be provided, is one of the factors of deterring Russia's actions in Ukraine. The American press continues criticizing «inert» and the fence the US in the application of more stringent sanctions against Russia because of her violation of international law and a threat to both Ukraine and international order. In the context of the new round of sanctions, the EU and the USA noted that in the case of real assistance Russia to end the conflict in Ukraine, the sanctions are lifted. That was made in 12 September against Moscow. Splash of attention to issues observed in the Ukrainian media Britain before and during the NATO Summit in Wales. British journalists favored the production within the Alliance tough response to security threats to member countries emerging from, and providing effective assistance to Ukraine, including armed. The number of messages observed after criticism of Obama not tough on Russia and NATO due to the inability of the organization to contain Russian aggression. According to the British experts, Ukraine has not shown significant progress in reforming of the main sectors, judicial and law enforcement systems in the future may exacerbate social tensions in the country. In the British political science, community tries to spread the urgent need of qualitative

reforms in Ukraine, even in the conflict with Russia.

In Italy, neutral materials on Ukraine dominated the media space, while there was a tendency to increase the number of positive publications. A powerful source of pro-content media was associated with former Prime Minister S. Berlusconi. Publications were related to the content of anti-Ukrainian activities. There were representatives of business circles of Italy, popular in Russia artists who express support for the Kremlin's policy towards Ukraine and called for the lifting of sanctions against the EU.

The leading Spanish publications support Ukraine in the confrontation with Russia. According to the journalists, the Western powers try to provide Ukraine with financial resources, military-technical assistance to strengthen security mechanisms for its allies - Russia's neighbors. Was discussed the impact of Western sanctions on the behavior of Russia. Spanish experts are convinced of the need for more active involvement of the EU in resolving the situation in Ukraine. Instead, expert circles consider Estonia a war waged by Russia against Ukraine as the first war against the West. Analysts believe unrealistic return Crimea to Ukraine. Among other topics raised in the media, there was a thought to increase the number of applications for Ukrainian citizen's refugee status and treatment of Ukrainian service members in hospitals Estonia.

German media generally support the position of the German government to resolve the situation in Ukraine political and diplomatic means. According to the journalists, Ukraine can not be the «gray zone» between Russia and the EU and its future can not be seen in terms of «spheres of influence». In editions, the economic direction has increased the number of publications in which the negative effect or denied Western sanctions for the Russian economy, or notes in favor of the inclusion of Russia into the global economy.

His political situation in Ukraine was highlighted by the media in the context of approaching elections. The public opinion in Germany is marked with mainly positive attitude to Ukraine. The situation around Ukraine continues to be one of the most

discussed topics of the Polish media market. Local media are paying attention to the analysis of the geopolitical aspects of Ukrainian-Russian conflict, including the impact of the current situation in eastern Ukraine on security and foreign policy of Poland. A notable intensification of anti-Ukrainian sentiment in September was characterized by media space in Hungary, although most publications and reports about Ukraine had a positive or neutral.

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