

SUMMARY

Bashuk A.I. Press conference of the politician like the message // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.3-8.

The article determines the communication strategies of the politician's press conference, examines interdependence of non-demanded thing at the field political communication like communication strategies and message.

Key words: political communication, political PR, text, press conference, image, communication strategies, macrostrategies, message.

Buryak I.D. The shockness of the information in supertextual landscape of the publicistic thinking // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.9-13.

In clause the method of the shockness of the information at all levels from archetypes perception of the information (archetypes of subconscious knowledge) to social, psychological archetypes is considered.

Key words: shock, shockness, "the shock information therapy", the archetypes of the information, the information landscape, the publicistic thinking

Wassilyk L. Conceptual System of Political Discourse: Theoretical Aspect // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.14-17.

The article analyses notions of concept and conceptual system in theroteical terms, highlighting their importance for publicistic discourse and how conceptual analysis can be applied to a publicistic text.

Key words: discourse, concept

Vaschenko N.N. The place of Ukraine in the European informational space: the problems and perspectives of integration // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.18-23.

In the article it is researched the problems and prospects of integration of Ukraine into the European information space in the context of formation of the modern information society.

Key words: information, information society, globalization, integration

Gavrilink I.L. Graphic microsystems in the system of publicistic thinking genres // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.24-30.

The article analyses the peculiarity and function of graphic microsystems (details, tropes) in the system of publicistic thinking works.

Key words: graphic microsystems, microtypes, detail, tropes, publicistic thinking

Grankina N.I. The modern newspaper edition in system of realization of political process // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.31-34.

In clause is considered a place of mass media in political processes and the role of the modern newspaper edition in realization of political process is specified.

Key words: press, the information, political process, a political choice, the newspaper edition

Grydchyna I.I. **The peculiarity of perception of the visual information** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.35-39.

The article is devoted to psychological, physiological, cultural and ethical conditions of perception of the image. It is described „effect of defenseless” recipient.

Key words: the visual information, perception, „effect of defenseless”

Iichenko H.I. **Journalism and moral in Ukraine. The problems and perspectives** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.40-45.

The subject, researching in this article is a problem of loosing the social moral values in journalistic activities, depending on global spiritual crisis.

Key words: the press, Ukrainian journalism, mass-media, social moral, spiritual crisis, journalistic staff

Kaikova O.V. **“Public vacuum” of postsoviet antipolitics** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.46-52.

The article explains necessity of investigation in the antipolitical sphere as one of the branches of classical liberalism, like absolute discharge from the existence of politics in its public sphere or try to influence and to change it. Research in antipolitics deals with liquidation of public sphere in postsoviet space and makes a comparison with western antipolitical movements.

Key words: politics, antipolitics, influence, communication, postsoviet space, public sphere

Levchuk M. **Orthodox Church’s Periodicals in Information Air of Ukraine’ On the Material of Volyn Press’ (1867-2006)** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.53-59.

Peculiarities of functioning of Orthodox Volyn press in the Information Air of Ukraine are examined. This problem is analysed due to historical, communicative and problematic aspects.

Key words: information air, Volyn journalism, Volyn Church periodicals, subjects level edition

Mikitiv G.V., Savchin L.V. **Woman’s paradigm in the press of Zaporizhya at the beginning of XXI century** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.60-64.

The article is devoted to the explication of gender and closely-related concepts. The author also makes the systematical analysis of tipological characteristics of woman’s images in the press of Zaporizhya.

Key words: gender, gender stereotypos, gender role, image of woman, gazetta

Moiseieva T. **The Ukrainian component of the Australian media** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.65-68.

The article deals the current status of the Ukrainian press in Australia, characteristics of its functioning, tendencies caused by the specificity of the existence of the Ukrainian diaspora.

Key words: diaspora, press, national originality, assimilation

Pivtorak M.M. **Conditions of forming of film periodicals in the ukrainian informative space** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.69-75.

The investigation of conditions of newsreel’s unit is carried out in the article. The work contains the description of main prerequisite of appearance and development of film periodicals. Meaning component

of the journals, its problematical themes, types of publications are investigated. Magazines features are analyzed.

Key words: film periodical, development, meaning component, magazine features, types of journal article, informational space

Prystupenko T.O., Blohin I.S. Legal bases of mass media activities in Ukraine // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.76-83.

The article offers an analyses of the informational legislation that deals with the activities of mass media in Ukraine.

Key words: freedom of speech, legislation, journalism creativity, ethic principles

Smirnova T.V., Starchenko T.V. Mechanisms of political communications improvement // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.84-85.

In clause the psychological mechanisms of functioning mass media as effective means of the mass political communications are considered which as a necessary for taking into account at stimulation of public opinion on important to questions of political development.

Key words: political communication, instrument of realisation of political strategies, modelling of political image

Starish A.G. System of protection of information system // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.86-98.

On a basis neosphere paradigm of the information and theory of open systems the methodology of the control and management of information space of the state is offered. In a basis of methodology the principle of information matrixes allowing to simulate of system of protection of information systems is fixed.

Key words: information space of the state, information matrixes, system of protection of information system

Khripunkova A.Y. Language features of designing of gender roles in modern printed mass-media of East Ukraine // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.99-103.

In article it is considered problem of formation of stereotyped gender roles on pages of modern printed mass-media of East Ukraine which designing occurs first of all by means of language. The lead analysis allows to allocate the basis requirement of discrimination to a sexual attribute in journalistic texts and also to systematize language and structural methods with the help of which this discrimination is formed.

Key words: journalism, language, gender, gender roles, discrimination to a sexual attribute, printed mass-media

Shevchenko V.E. Position of art magazine on the mass-media market of Ukraine // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.104-106.

The article discusses the importance of art and cultural magazines, issued in Ukraine in the context of their impact in the development of the nation. Their peculiarity, subject matters, graphical design, style of the information representation are considered instruments to raise the intellectual level of the nation, forming social identity of the country.

Key words: cultural magazines subject matters, intellectual level of the nation

Artemonova I.M. Coding of the game as structural index of headline complex in the newspaper // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.107-112.

The article deals with the use of the diverse method of game for the formation of exact motive headline in the newspapers.

Key words: headline, coding of the game, the text formational factors of headline

Arkhyenko L.M. Jo the problem of adapting foreing words and phrases in the language of Ukrainian press (lexicographical file of English briefing, fringe) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.113-116.

There's considered the issue of foreign words adaptation in the Ukrainian press of the end XX – beginning XXI century on the base of English examples life briefing, fringe.

Key words: language of press, borrowing, briefing, fringe

Varych M.V. Interaction of languages on pages of the Ukrainian press and influence of this phenomenon on development of national journalism // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.117-119.

The article describes the language situation in the modern Ukrainian press. In particular, the question of Ukrainian, Russian & English languages interaction in the newspapers is studied. In article also, the question consequence of Ukrainian, Russian & English languages is studied

Key words: language situation, bilingual magazines & newspapers, languages interaction

Hlushkova T. General Slang in Modern Journalese Discourse // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.120-125.

Problems of functioning of general slang in journalese speech are analyse discourse. Sources of slang existing in the language are examined. Main lexis- semantic groups of the words which are used in press are determined.

Key words: argo, jargon, general slang, journalese discourse

Jevgrafova A.A. The heading as a phenomenon of intertextuality in a journalist context // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.126-130.

In the article the heading is considered as an element of intertextuality in the role of reader's frame.

Key words: heading, intertextuality, allusion, reminiscence

Korneev V.M. Increase of efficiency of structural organization of work in mass communication as a scientific problem // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.131-134.

The problem of increase of efficiency of structural organization of work in mass communication is determined in the article.

Key words: твір, масова комунікація, оптимізація

Kosmeda T.A. Scientific discourse of Ivan Franko's: problem dialogue's // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.135-140.

The peculiarities of the dialogue category revealed in Ivan Franko's scientific discourse on the example of analysis of his speech „Shevchenko to the Poles” pronounced in 1904 during celebration devoted to 43 Shevchenko's death anniversary have been considered in the article.

Key words: self talk, dialogue, communicative competence, scientific discourse.

Kuznetsova T.I. The language of interactive relations // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.141-145.

The article is focused on the language's peculiarity of interactive relations which functions with the relations of users by internet.

Key words: language of interactive relations, Internet, web-ommunication

Morozova E.I. The identifying modus of the concept LIE // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.146-149.

The paper analyses non-prototypical cases of the concept LIE evocation in English discourse focusing on lying in presupposition. It is argued that the latter should be included within a general definition of lying.

Key words: Lie, notion, concept, prototype, utterance, presupposition, assertion

Onufriy S.T. The text as requirement of self-realization of the creative person // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.150-153.

The author projects the structural-semiotic concept of R.Bart on the modern journalistic texts.

Key words: text, mark, code, denotation, connotation, journalistic texts

Kharchenko K.Y. „Project of Ukrainian orthography”: peculiarities of practical realization // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.154-157.

This article deals with the problem of functioning of „Ukrainian orthography” developed by Orthographic Commission headed by V. Nimchuk. Analyzing of printed production from several publishing houses adhered to the “new orthography” we can suggest that in case if proposed orthography is implemented, the problems which now faced them only would be actual for all people in Ukraine.

Key words: orthography, functioning, implementation, Ukraine

Bezchetnikova S.I. Utopia in the virtual world of television reality-show // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.158-164.

The article «Utopia in the virtual world of televisional reality-show» is devoted to utopia in the reality-show genre of television programs. In the television texts structure it exists as an element of creative work and reception and reveals in the genre interaction of metautopia and television genre of reality-show, which represents it as a “true to life drama”. Reality-show programmers split the subjects nucleus of the classical utopia on components. Literary code in them shows itself not only on the level of allusions, maintaining the elements of utopia genre matrix, but in the way of creating fiction reality.

Key words: discourse, utopia, reality-show, postmodernism, literary code

Halych V.M. Addressing as a writer’s publicism genre // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.165-168.

Form of address is reviewed as a genre of an author’s publicism using Oles Gonchar’s creative work as a material for analysis: its terminological meaning is being defined more precisely; features of genre are analysed, signs of the individual author’s style are pointed out.

Key words: form of address, journalistic genre, epistolary genre, writer’s publicism

Leshko U.O. Christian concepts of the Ukrainian children periodicals // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.169-172.

The article deals on the Christian concept of the Ukrainian children periodicals, semantic and esthetical contents.

Key words: children periodicals, Christian concept

Berezenko I.I. The mass-media AS MEANS of the brandbuilding // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.173-175.

In clause on an example of known brands is analysed brandbuilding as complex advertising positioning by means of mass-media, the algorithm of successful media-strategy is formulated.

Key words: mass-media, media-strategy, a brand, brandbuilding, positioning, the advertising action, a television roller

Bondarenko K.I. Ethnical Tolerance & Mass-Media // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.176-179.

A problem of non-tolerant attitude to other nation in mass-media is researched. A conflict salvation is examined.

Key words: tolerance, nation, ethnicity, mass-media

Yas'kovskiy Ju.P. Dependence of image of the Lvov editions from advertising slogan // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.180-183.

In clause on numerous examples from practical activity of the Lvov newspapers the basic ways of advertising of the newspapers with the help of headings and slogans are allocated.

Key words: slogan, advertising, antiadvertising, abstract slogan

Yoitovich N.O. Hidden political advertising in a press as management by public opinion // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.184-187.

During electioneerings in mass medias the amount of the political advertising grows notably. Exactly then there is most informative pressure on electors and manipulations by their consciousness. Texts of the hidden political advertising, as well as the ordinary hidden advertising appear on the pages of printing MASS-MEDIA as informative and analytical genres. Journalists (customers) mask such material under ordinary publicism appearance in a press, using all legitimate and illegal facilities of influence on an audience.

Key words: mass medias, public opinion, manipulation by public opinion, hidden political advertising

Golodnikova Ju.O. Outdoor advertising in visual communications of the city // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.188-192.

In the essay the questions are connected with the study of informational processes, occurring in a modern society are considered, a place and role of the outdoor advertising in the system of the visual communications of the city.

Key words: visual communications, outdoor advertising, perception

Ilyashenko M.A. Practice of Public Relations mix with the purpose of enhancement and popularization of art critic mass-media // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.193-197.

The article describes the practical experience of French art critique mass-media on the practice of Public Relations mix in publishing business with the aim of popularization of editions and increasing of their audience.

Key words: french media, art critical media, classical art, literary criticism, PR

Mel'nik I.I. Corporate communications: internal and external branding aspects // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.198-208.

Corporate communications are analyzed in the article from two sides: firstly, how corporate values, mission and vision are being communicated within the company, and, secondly, how the brand of a company is being shown and what is more important seen by the outside (target or potential) audience, so in this regard, it concerns the image of a corporation. It is proved that branding helps organizations, companies and people to appear as they want. This implies the fact that such issues or tools of branding as PR campaigns, ad campaigns and design of an organization can facilitate the process of a clear, transparent and efficient communication within the organization and for its outside image.

Key words: corporate communications, brand, branding, HR (human resources), internal branding, external branding, integrated branding approach, brand communication tools, interpersonal communication

Savchenko L.I. Corporate editions as the form business-communications: problems of typology // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.209-212.

In clause the corporate press as the specific form business-communications is considered and attempt to present its typology is done.

Key words: typology, communication, public relation, corporate press, positioning, image

Sydorenko N.N. “Anti-gender” construction of advertising in Ukraine // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.213-216.

The article describes typical gender roles and styles in the modern advertising sphere, illuminates the necessity to create new images free from stereotypes on woman and man in the society.

Key words: gender aspects, “women`s style”, image, role

Havkina L.M. A national component of creative plane in the modern advertising // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.217-223.

The article is devoted the analysis of constituents of advertising creation, related to the manner-psychological and mental features of audience (reasons, characters, stereotypes, appearances, symbol and other).

Key words: creation, reason, appearance, symbol, stereotype

Shmyga Ju.I. Communicative strategy in domestic television advertising as one of the factors of increase of efficiency // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.224-228.

This article examines the state of the investigation of the problem of the advertisement communication efficiency and peculiarities of the using communicative strategies in the Ukrainian TV advertisement.

Key words: communicative efficiency, advertisement communication, advertisement strategy, efficiency

Bogdanovich G.Ju. **Display of a subjective position of the author and professional etiquette of the journalist (on an example electronic mass-media)** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.229-231.

In clause the problem of conformity of the publications in the modern Internet-editions to the ethical standards of journalism is considered.

Key words: Internet, ethical code of the journalist, moral values

Bondarenko T.A. **Specificity of a destructive function of environmental ethic in “The Ecologist” magazine** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.232-237.

The article presents the research of destructive function of “The Ecologist” environmental ethic as a basis for construction of a new way of life and world view.

Key words: environmental ethic, ecological crisis, technosphere, globalisation, destructive and creative functions

Verbitskaya Ju.A. **Type-syndrome of the “oranje” journalist – “controlled “informed”** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.238-243.

Mass communication during the “orange revolution”: the experience of mediapsychological research”. The author researches psychological aspects of journalism. The object of analysis – mass communication during “orange revolution”.

Key words: mediapsychology, new information technologies, mass communication

Doroshko M.V., Kalnykova M.M. **The memorial of slavonic early printed book learning (the Dstrog Bible in Taurida National Vernadsky University Scientific Library collection)** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.244-251.

The article deals with the first printed Slavonic Bible published by Ivan Fedorov in Ostrogin 1581. The general description of the Ostrog edition is given. Two copies of the Bible from the Rare Book Museum of Taurida National Vernadsky University Scientific Library have been analyzed.

Key words: book printing, Scripture, early printed books, Ostrog printing-house, first printer Ivan Fedorov

Kondratskaya V.L. **Этнокультурное содержание журналистской деятельности** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.252-256.

The article analyses the question of the ethnic maintenance formation in journalistic activity as major formations factor of tolerant mass-media.

Key words: communicative culture, polyethnic, information space, mass-media, tolerance.

Koshak E.A. **Telecasting for children and youth: problems and future trends** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.257-261.

In this article it is show situation of Ukrainian television for children and youth, it problems and perspectives. In detail pick out positive and negative segments. In summary is proposed lines of development.

Key words: TV programme, nursery audience, perception, aggression, developmental broadcasts

Manakin V.M., Manakina N.M. The Role of the Intercultural Communication for Journalism Education // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.262-264.

The article focuses on different approaches to the development of theoretical grounds of the intercultural communication process, the role this course for students of the Departments of Journalism in Ukraine from the point of the world experience.

Key words: intercultural communication, national values, journalism, education

Masimova L.G. Umberto Eco's newspaper journalism: tolerance and intolerance in intercultural relationships // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.265-267.

The article examines Umberto Eco's journalistic works dealing with intercultural relationships. The study analyses a set of measures offered by U.Eco to help prevent intolerance-related violence and aggression.

Key words: Umberto Eco, culture, newspaper journalism, tolerance, intolerance

Nestor M.A. Emotions factor in forming of human behaviour // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.268-273.

Work contains analysis of emotions' part in forming of human behaviour. Author proves that key role of emotional factor could be used to influence efficiently on mass consciousness and behaviour.

Key words: mass consciousness, mass behaviour, emotions, system, influence

Poplavskaya I.I. Problems of integrational processes in Ukraine and Republic of Poland // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.274-280.

The subject, which researching in this article is importance and the rule of "GazetaWyborcha" newspaper in solidarity of society on european integration way

Key words: Poland, Ukraine, European Liga, iformation, policy

Porod'ko O.I. КУЛЬТУРНИЙ КОНЦЕПТ БРАТ В ЕТНІЧНОМУ ВИСВІТЛЕННІ // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.281-284.

In this article was made an analysis of verbalized units of concept „brother” on ukrainian language materials. The author made an attempt to cover ethnocultural peculiarities of this concept.

Key words: concept “brother”, ethnocultural peculiarities

Sydorenko O.O. Transnational women's editions „Elle” and „Cosmopolitan”: traditions, standards and changes (Ukraine, Russia, Poland) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P. 285-288.

The article provides a study of the common and distinguish features of the popular transnational editions for women such as „Elle” and „Cosmopolitan” published in Ukraine, Russia and Poland.

Key words: women's editions, transnational, traditions, face

Sinel'nikova L.N. The truth and lie of the inconsistent statements // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.289-296.

In clause is submitted typology of anomalies (paradoxical speech constructions), knowledge, connected to dialectic process.

Key words: paradox, antinomy, irreconcilability, knowledge

Fedoriv I. **The view of mass media in the independent Ukraine on the Islam identity** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.297-303.

The article provides a view of mass media in Ukraine on the issues of the Orient values and Islam identity; periodicals and broadcasting items are analyzed.

Key words: Islam, mass media, identity

Shestakova E.G. **Word-cultural sources of mass-media of the word** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.304-310.

In clause the basic methodological approaches to word-cultural sources of a word of the mass communications are analyzed. It is offered to investigate these sources not in a plane of culture, that is observed in the prevailing majority of scientific works, and first of all in a plane of literature, that will allow to consider a word of the mass communications and as verbal, and not just as a generally cultural phenomenon.

Key words: mass-media type of a word, literature, sources, information, communications, integrity of literature

Yablonovskaya N.I. **The ethnical press of the Autonomic Crimean Republic: the problem of multicultural dialogue** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.311-313.

The problem of multicultural dialogue is investigated in the article, and it is essential for modern Crimean ethnical journalism.

Key words: ethnical press, Crimea, the multicultural dialogue, national minorities

Golikova A.S. **Ukrainian on-line-media in political discussion (2002-2006)** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.314-320.

The article is devoted to the study of Ukrainian on-line media role in political discussion for the last four years. Exactly at this time internet media pass a way from appearance to the stormy bloom. At the beginning of the existence online media were used as a source of operative information for journalists and politicians, but already at that time they were an example of independent journalism. As independent medias the on-line media played an extraordinarily role in events which got the name "Orange revolution". They became the catalyst of journalists fight for the professional rights. In last year on-line media lose the advantage of the unique independentmedia, that, along with an increasing competition at the market, will cause the necessity of its high-quality growth.

Key words: on-line media, communication, censorship, temnyk, informative policy

Kotsarev O.O. **The typology of the mass media** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.321-324.

The aim of the paper is to give correct and useful typology of the media in the Internet. The author offers to divide internet-media into five types: the internet-television, the internet-radio, the internet-newspaper, the internet-magazine and the news site.

Key words: Internet-journalism, Internet-media, typology, sort of the infotmation, genre, efficiency

SUMMARY

Buslayeva K. Modern standards of journalistic education: aspect of national creation // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.325-330.

The article is devoted to a problem of modern journalist generation's education in positions of patriotism and love to the native land. The aspect how to use the classical Ukrainian literature samples is examined during teaching at faculty of journalism.

Key words: journalistic education, growing up, the conscious patriot, national formation, classical fictions, motive, the poet and the nation

Khazimir I.I. Process codification and normalization of the names of birds in Ukrainian language, XIX-XX centuries // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.331-334.

This article focuses on the process codification and normalization of the names of birds in Ukrainian language, XIX-XX centuries.

Key words: names of birds, codification, normalization

Rizun V.V. Idea of journalistic education in a context discourse about university // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Series «Filology». – 2006. – V.19 (58). – №5. – P.335-344.

In clause the genesis of journalistic education in a context university discourse is considered.

Key words: journalism, journalistic education, university