

## ABSTRACTS

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UDC 004.9

### RESEARCH OF MODEL OF ACCESS TO SOCIAL INFORMATION SYSTEM

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**Research methodology.** *The model of access to the social information system has been examined. In the social system every information element is personalized and connected with users. It means that facilities of access must provide the set safety of information security from the moment when such query activates to the moment of completion of appeal. During such interpretation of pictures of access, the model of access must engulf all procedures which will be realized in the system at implementation of the user's query.*

**Results.** *The analysis of belonging of the information to the user has been conducted and also analysis of the status of information, which determines the legitimacy of the information providing to him. It is shown that in the process of functioning of the system the status of separate fragments of the data can change, that stipulates the prohibition of access of the proper fragments to the user. The method of the status change of information and the condition of its change has been developed and grounded.*

**Novelty.** *The research of the model of access of the social information system in which it is important not only to identify a potential user but also to verify his powers on the implementation of actions within the limits of CS.*

**The practical significance.** *The use of dynamic structure of MD(CS) consists in the fact that the structure which is formed to the moment of activation of the model of access, can change in the process of functioning of the model. Such changes can take place on the basis of analysis of the output information of a separate block. For realization of such structure, within the framework of the model of MD(CS) there must be an additional function which conducts the current analysis of its work results.*

UDC 004+655.5+655.26+65.012.123

### THEORETICAL BASES OF QUALITY ASSURANCE OF PUBLISHING AND PRINTING PROCESSES (PART 1: INTRODUCTION GENERAL PRINCIPLES)

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**Research methodology.** *The methodological base of the research is made by: systems analysis of the existing technological process; the mechanism of semantic networks to reproduce relationships between factors influencing the quality of implementation of technological procedures; analytic hierarchy process for ranking factors; methods of the*

*theory of operations research and multicriteria optimization; means of fuzzy logic for predictive quality evaluation.*

**Results.** *The study has highlighted many factors of impact on the quality of the main stages of preparation and production of printed materials; the essence of models of formation and prognostic evaluation of the process of production of book editions has been shown; a mathematical model of information forecasting of publication quality has been generalized as the premise of a numeric expression of corresponding integral index.*

**Novelty.** *The general essence and analytical support have been solved in the formation of the information technology components of a predictive evaluation and quality assurance of publishing and printing processes. The preconditions for the synthesis of multi-level models of factors priority for the design and analysis of alternative variants of performance of technological procedures, forecasting and quality assurance by means of fuzzy logic have been formed.*

**The practical significance.** *A multi-level model of research has been designed, the implementation of which will ensure the quality of the technological process implementation of book publications. A graphical model has been designed to display the quality process of book publication formally. A model of predictive assessment of the quality of the book publication has been designed.*

UDC 681.6.004.9

## TWO-DIMENSIONAL INK PRINTING SYSTEM MODEL WITH THREE FORM ROLLERS

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**Research methodology.** *To research the ink transmission and distribution processes in ink printing systems at the moment one-dimensional models are mainly in use, which give information only about the average ink layers thicknesses. In the process of this work implementation by developing two-dimensional ink printing system mathematical model with three form rollers, which more accurately describes ink transmission, methods of operational calculus, discrete transformation, graph theory and the automatic control theory were used.*

**Results.** *A methodology of creating two-dimensional ink printing systems mathematical models was proposed. Based on this methodology we have developed two-dimensional ink printing system model with multi-zone ink feeding unit that recreates the processes of ink distribution and transmission as ink micro flows sets which circulating on all ink printing system elements surfaces. The model takes into account oscillating cylinders working modes that perform ink micro flows carrying in the axial direction. This model reflects more detail the processes occurring in ink printing systems of offset machines and enables to determine the paint layer thickness at any imprint point and at each element surface of ink printing system.*

**Novelty.** For the first time a two-dimensional ink printing system mathematical model has been developed that takes into account all its elements work and makes it possible to investigate the processes of ink distribution and transmission from a system input to imprint for different character of printing elements allocation on the form. This model can be a source of new knowledge concerning the ink transfer processes.

**The practical significance.** Two-dimensional mathematical model takes into account the work of multi-zone ink feeding unit, oscillating cylinder and all other ink printing system components of small format offset machine Romajor-314 is the basis for the information technology development of the ink transfer processes analysis and the accuracy of tone reproduction determination and tune-up of these machines to print any image.

UDC 004.9

### INFORMATION MEANS OF COMPONENTS OF RISK DEFINITION

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*The methods of the risk reduction of the management system functioning by eliminating the factors leading to its growth have been examined and developed in the article.*

*Causes of relevant factors appearance are considered to be the attacks on information management systems ISU. Detecting of abnormalities on the levels of logic models ML (ISU) is implemented on the basis of the presence of logical contradictions between logical variables or fragments of logical formulas. Since ML in this case describe the domain TPP, the composition of appropriate transformations  $\Xi$ , which make an output system, has transformations that reflect the peculiarities of the domain.*

*For the first time the logic output function and appearance of peculiarities have been reviewed that appear on the logical level of values within which you can use some logic functions and, therefore, logical rules of transformation.*

UDC 083.742: 655.027

### IDENTIFICATION OF CHARACTERISTICS OF STANDARD CONDITIONS IN COLOR SEPARATION USING PROGRAM «ICAS-COLOR INKS GAMUT»

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**Research methodology.** *With our program «ICaS-Color Inks Gamut» we have made a study and analysis of characteristic color data for recommended standardized printing conditions.*

**Results.** *The maximum value indicator for TAS image in CMYK model has been calculated. The colour separation in different colors of ICC-profiles has been made to test the image that are based on the new characteristic data in accordance with international standards.*

**Novelty.** *First conducted studies helped to create a database of basic color inks vectors and their pair wise overlays for recommended characteristic (standard) printing conditions according to the requirements of the new international standard ISO 12647-2:2013.*

**The practical significance.** *The results give reason to believe that the value of the nonlinearity index depends largely on the type of paper. The average values of the nonlinearity parameter of colored inks prints have been defined on the basis of characteristic data standard in the new edition.*

UDC 655.3

## SIGNIFICANT TECHNOLOGICAL OPERATIONS OF ILLUSTRATION PROCESSING FOR PUBLICATION IN THE PRINTING EDITION

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**Research methodology.** *The paper analyzes the digital photography options needed to play the author's intention in accordance with rules of production and printing illustrated edition. Application of the method of system analysis parameters selected category as of the submission of the values that provide the desired processing photos.*

**Results.** *A list of manufacturing operations for modifying digital photos concerning the requirements that are applied to the images in the illustrated edition has been suggested. According to this particular we have set the corresponding sequence of technological operations of processing digital photos to edit a certain parameter of the image.*

**Novelty.** *The analysis of digital photographs editing allows one to identify the correspondence between the edited picture and set of technological operations of its processing. The discovered laws will formalize the process, examine its components which will provide the future of digital photography of better quality.*

**The practical significance.** *The description of technological operations of processing and clarification of values of digital image settings provides sequencing and needs some manufacturing operations of image settings. It will continue to recruit reasonably certain manufacturing operations together to perform required operations on the image.*

UDC 004.03:624.15

## INFORMATION TECHNOLOGY AND MODELS OF CORROSION MEASUREMENT FOR SURFACE LAYERS OF METALS

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**Research methodology:** a systematic analysis, synthesis, simulation, analogy, measurement, logical method, based on the principles of information technology of calculation and identification of mechanic-electric-thermo-diffusion parameters of the construction elements with defects in aggressive environment.

**Results.** The methods, models and information technology make the theoretical basis of the practical aspects of the analysis of corrosion processes for evaluating the states of construction materials that are in aggressive environment.

**Novelty.** The conceptual model of computer information technology has been developed, which involves the use of physical and mathematical models to calculate and analyze the power characteristics of the surface layers of metals in aggressive environment.

**The practical significance.** The methods, models and information technology make the theoretical basis of the practical aspects of the analysis of corrosion processes for evaluating the states of construction materials that are in aggressive environment.

UDC: 655.3.024.3

## TRENDS OF DAMPENING SYSTEM DEVELOPMENT IN FLAT OFFSET PRINTING

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**Research methodology.** The patent search and the review of scientific literature with a retrospective of 20 years have been conducted in the work to predict possible variants of dampening system development in flat offset printing. In particular, the trends of their development have been analyzed, the information on dampening systems, concentrates to the dampening solution, methods of their preparation for printing have been summarized and systematized.

**Results.** By analyzing the patent and scientific literature we have defined the perspective directions of development of dampening systems in flat offset printing. Factors of optimization of the technological process have been determined to improve the quality of the printed products.

**Novelty.** General classification scheme of dampening systems in flat offset printing has been developed and the information on features of preparation of dampening solutions has been systematized.

**The practical significance.** *The material about the development of technological instructions of preparation process of dampening solutions for printing and the improvement of its composite structure has been generalized.*

UDC 004.72+004.032

## MATHEMATICAL MODEL OPTIMIZATION OF CRITERIA HIERARCHY OF QUALITY IMPACT OF MULTIMEDIA WITH VIDEOCONTENT

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**Research methodology.** *The methodological basis of the research is made by systematic analysis of the current technological process of information perception in media publications; mechanism of semantic networks to reproduce the links between impact criteria on perception quality of the technological procedures; hierarchy analysis method for ranking criteria.*

**Results.** *The study has singled out the set of impact criteria on the quality of information perception in the design and use of multimedia publications; the essence of criteria impact and their relationship has been shown; the graph of relationships between these criteria, which are hierarchically ordered by priority of impact on the process of information perception in media publications has been developed.*

**Novelty.** *The article reveals the general nature of the analytical software in the formation of components of information technology of prognostic evaluation and quality assurance of electronic media publications. The conditions for the synthesis of multilevel models of priority of criteria action, forecasting and quality assurance by means of fuzzy logic have been formed. For the first time the graph of relationships between these criteria, which are hierarchically ordered by priority of impact on the process of information perception in media publications has been developed.*

**The practical significance.** *These results have concluded on the significance of the publication navigation in the design of multimedia resources. The results of the study have confirmed that this criterion affects all others, which are considered by the authors, at the lowest level of the criteria. The results can be valuable for future researchers who will design similar software resources, namely multimedia publications.*

UDC 686.1.055+686.1.058

## DEPENDENCE OF ROLLING FRICTION COEFFICIENT FROM COMPRESSING FORCE AND CURVATURE OF CONTACTING SURFACES

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**Research methodology.** For the development of the article the method of research of contact of two cylinder bodies has been used in obedience to the publications of Vorob'ev Yu. V., Petrukovec M. I., Sviridenyuk A. I. and Spicyna I. N., and contact durability — Föppl L., Heinrich G., Desoyer K., that at the modern development of computer technique allows to bring in certain corrections in the method of synthesis of cyclic mechanisms taking into account the values of coefficients of rolling friction.

**Results.** The researches of contact of roller with a protuberant profile show that the size of half-width of the contact area increases with the increase of radius of profile curvature and arrives at a maximum at a contact with a plane, and at the contact of with a concave profile it is opposite — with diminishing of radius of contacting surface, the size of half-width of contact area increases. Therefore for project calculations you should apply the specified value of the coefficient of friction according to the resulted graph or table.

**Novelty.** On the basis of existent methods of calculation of contact strip width and contact tensions, the method of the specified calculation of coefficients of rolling friction has been developed depending on the geometrical form of contacting bodies and operating efforts in the area of contact.

**The practical significance.** The suggested method of calculation of the specified values of coefficients of rolling friction allows to perfect the methods of synthesis and can be used for the development of new or the modernization of existent mechanisms with higher kinematics pairs.

UDC 655.027

## MODEL OF INK APPLICATION ON RASTER ELEMENTS OF SQUARE SHAPE

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**Research methodology.** To develop a mathematical model of inking raster elements of square shape (ink application) at a constant and descending thickness of ink layer, to define and to design characteristics of ink application for the element of square shape and to analyse the results.

**Results.** The mathematical dependence of ink quantity on the surface of the screen elements has been received in the case of permanent ink flow drop for a given range of raster tone reproduction. The results of simulation modelling as ink application characteristics have been presented which are nonlinear. At a constant thickness of ink the characteristics changes by a quadratic dependence. Deviations from non-linearity in tone mid-range are  $-26.7\%$ , in dark tones is reduced to  $0\%$ .

**Novelty.** The model of inking of square raster elements at a constant and descending thickness of ink layer has been analysed.

**The practical significance.** These articles can be used for the information technology as a source of characteristics of ink application and models of a raster element of square shape.

UDC 681.625.23

**INFLUENCE OF DIMENSION OF INK-PRINTING SYSTEM OF PARALLEL STRUCTURE ON UNIFORMITY OF AUTOTYPE TONE REPRODUCTION**

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**Research methodology.** *The methodological research base is made by the balance equation of modulated ink flows of a printing system. To solve this problem we have applied the theory of signals to analyze ink flows modulated by raster printing plates, graphs to describe modulated ink flows and the theory of errors to determine the unevenness of autotype tone reproduction.*

**Results.** *In the conducted study, we have worked out the mathematical model of a short ink-printing system of parallel structure of different dimensions, which describes the dependence of unevenness of autotype tone reproduction, and developed the simulation model in the package Simulink. The characteristics of unevenness of autotype tone reproduction for different dimensions that in the system of the eighth dimension are placed from +41.72 to -33.6%, and for the fifth dimension systems — within +10.02 and -20.58%. It has been established that the increase in dimensions of an ink-printing system causes an increase in unevenness of autotype tone reproduction, particularly at the beginning of the range and gray shades of bitmap.*

**Novelty.** *Scientific novelty of the results is that the unevenness of autotype tone reproduction has been quantified, which is determined by the deviation of ink thickness at a given range from a given line value; and it has been found that the increase in dimension of ink-printing system causes an increase in non-uniformity, especially at the beginning and end of the interval.*

**The practical significance.** *The determined limits of the unevenness of autotype tone reproduction at the range can be used to assess the quality of ink-printing systems of different dimensions and serve as a basis for correcting the nonlinearity of tone reproduction in the preparation stage of images for screening.*

UDC 655.335.026.25:547.458:678

**IMPROVED SQUEEGEE DEVICE FOR PRINTING ON BIODEGRADABLE FILM PACKAGING USING MANUAL SCREEN PRINTING PRESS**

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**Research methodology.** *To solve the problems related to the stabilization of the manual screen printing process on the non-absorbent film materials the improved squeegee*



device has been suggested. The assigned tasks have been achieved by the design simplification and increased technological capabilities of the device.

**Results.** It was confirmed that the following technological parameters: the squeegee angle, the squeegee movement speed and the pressure, affect on the thickness of the ink layer on prints and their reproduction and the graphic performance in accordance. The squeegee device improvement has been achieved by the new carriage drive mechanism performance, which allows performing two opposing movements separated by the pause with the squeegee-holder and squeegee for one cycle period. This improvement allows increasing the device productivity, reduction of metal consumption and simplifying its construction.

**Novelty.** The main feature of the improved squeegee device is the presence of the profiled guide slide and the cam carriage drive mechanism. The use of these designs ensures the effective and uniform ink layer coating on the surface printing plate and the required ink amount transfer to the printed surface.

**The practical significance.** Resulting from the use of the improved squeegee device allows stabilizing of the printing process with the manual screen printing press, ensures the stable thickness of the ink layer on the prints and also reduces the number of defective products in accordance.

UDC 330.82

## FORMATION OF MODERN DEVELOPMENT MODEL OF NATIONAL ECONOMY

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**Research methodology.** To highlight the causes and effects of reforms in Ukraine we have applied the method of generalization and systematization. For theoretical generalizations and conclusions we have used methods of comparison, analysis, synthesis and abstract logic.

**Results.** Formation of a new model of the national economy, based on its new state regulation on moral and political grounds.

**Novelty.** Generalization of reasons for failures in reforming the national economy. A temporary model of economic development using the tools of government regulation has been suggested.

**The practical significance.** We have grounded the retreat from the liberal-democratic principles of economic reform and the orientation of the interim government regulation. The basis of this model is the trust in government, justice, security, clear goals, objectives and development priorities.

UDC 339.727.330.4

## THEORETICAL ASPECTS OF ENTERPRISE INTERNAL ECONOMIC MECHANISM

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**Research methodology.** *The method of theoretical generalization has been used regarding disclosure of internal economic mechanism, dialectical approach to the study of patterns and characteristics of its operations and systematic approach to the comprehensive review of the structure, which is reflected in scientific works of scientists.*

**Results.** *The research result is theoretical generalizations that lie in justification of the definition of internal economic mechanism of enterprises as complex systems and the isolation of its structure and it has been determined that its operations is significantly affected by the relevant instruments and actions.*

**Novelty.** *The conceptual framework of the concept of «internal economic mechanism» has been theoretically investigated and substantially grounded and the methodological approach to identify the levers that ensure the mechanism has been improved.*

**The practical significance.** *Practical principles of forming an effective domestic economic mechanism in the conditions of enterprise need highly qualified management and monitoring that helps to ensure maximum results.*

UDC 330.322.5

## THEORETICAL AND METHODOLOGICAL APPROACHES OF ESTIMATION OF INNOVATIONS INTRODUCTION EFFICIENCY IN PRINTING COMPANIES

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**Research methodology.** *The research of guidelines and practices of economic justification of innovations introduction has been carried out with the use of methods of analysis, systematization and generalization.*

**Results.** *The analysis of the existing guidelines has been done, including the existing formal methods and practices of economic efficiency rationale introduction of innovations in printing plants. We have researched criteria and key performance indicators, identified their advantages and disadvantages and noted the problems that need to be addressed through further research.*

**Novelty.** *The necessity of developing a new official method (basic principles) of economic assessment of the effectiveness of scientific developments and their*

*manufacturing base and its working methods with the industry specification industry factors and circumstances have been grounded.*

**The practical significance.** *The necessity of taking into account social, ecological and environmental factors in the economic justification of innovation introduction in enterprises and the need for a comprehensive evaluation system based on criteria and a number of auxiliary partial performance, which must find a detailed mapping techniques in industry (instructions) have been grounded.*

UDC 330.837: 330.33

## IMPACT OF INSTITUTIONAL FACTORS ON CYCLIC DEVELOPMENT OF COMPLEX INDUSTRIAL SYSTEMS

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**Research methodology.** *The methodological basis of the article is a systematic approach to the substantiation of statistical indicators measuring the impact of institutional factors on the cyclical development of complex industrial systems. Special methods were applied to resolve important problems. Among them are: method of analysis and synthesis — for detailing the object of research due to its division into separate components; abstract and logical — for generalization essence and content of institutional factors and indicators its measurement; comparison — for comparison data of various periods of research; monographic — to study and describe the state of development and functioning of the object of research.*

**Results.** *It was proved that institutional changes have a direct impact on the cyclical development of the economy and its sectors, and the main focus of the analysis cycle is the interaction of economic and institutional component. It was suggested the mathematical description of cyclic processes of complex industrial systems. The analysis allows drawing conclusions about the gradual cycle of complex industrial systems, because the next cycle can be drastically different from the previous only provided the revolutionary transformation of the institutional environment. It was revealed that institutional factors affecting the dynamics of the economic cycle enable to ensure the progressive development of complex industrial systems. The question of the definition of principles and criteria for evaluating the impact of institutional factors on the cyclical development of complex industrial systems has been researched.*

**Novelty.** *The approach to assess changes in the institutional environment and structure of complex systems has been designed based on the determination of the ratio of the dynamics of the cycle (cumulative changes in macroeconomic and institutional indicators) and costs (production and transaction costs).*

**The practical significance.** *The indicators have been suggested that restrict the dynamics of economic development and affect the dynamics of economic processes. The current method of assessment results allows drawing conclusions about the success of passing of the next phase of the cycle.*

UDC 330.341.1

**DIAGNOSIS OF FACTORS OF ENTERPRISE INNOVATIVE DEVELOPMENT**

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*The article defines the key internal and external factors of innovation-based development for business. Innovative development of an enterprise depends upon internal and external conditions of business activity, which determine the level, rate and size of changes in the enterprise. The external factors of development are the state, competitors, supplying organizations and consumers. The internal factors of the innovative development determine the innovative ability of an enterprise and its potential output. They are divided into financial, staffing, technical, technological, marketing and management factors. The key factor of innovative development is the financial assurance, which is characterized by financial stability of the enterprise, the level of its profitability and key performance indicators (KPI) of innovation projects. The staff acquisition of innovative development depends on the staff competence, its education, staff innovation consciousness, skills and work experience, work motivation of all staff categories. The technical and technological item of innovative development reflects the capability for an enterprise to modify and redirect quickly its production capacities and to develop the cost-effective production of new products. The marketing resources are responsible for the company image, the existing customer base, the established distribution channels, etc. The management item of innovative development provides the effective functioning and restructuring of the enterprise if the internal and external factors will be changed. The diagnostics of innovative enterprise development is necessary to determine the positive factors, to detect the negative trends early in order to evaluate their possible impact on the efficiency and future competitiveness of the production. The article contains the key indicators and summary endpoints of the innovative enterprise development. The achieved results could become the basis for improving of innovative process system at the enterprise.*

UDC 330.33.01

**PROCESS OF SOCIAL REPRODUCTION: NEW LOOK**

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**Research methodology.** *Theoretical and methodological basis of the study are works of representatives of classical, neoclassical, Keynesian, evolutionary and institutional economics directions, as well as works of domestic and foreign economists devoted to the*

*study of social reproduction, its structure, cyclical dynamics of the reproduction process, the transformation of the technological basis of society. To achieve the objectives the method of scientific abstraction, dialectical method, system analysis of the process of reproduction, economic-statistical method have been used.*

**Results.** *The institutional mechanisms of reallocation of resources in high-tech segments of the economy have been investigated. Based on evaluation factors of institutional transformation of the economy in the context of sustainable economic growth the role and the features of the institutional component in social reproduction have been determined. The potential of institutional maneuver for transition to the good economic growth, and institutional prerequisites for the formation of a competitive national economy have been identified.*

**Novelty.** *Based on the provisions of institutional economics, it was proved in the article, that the structural balance of social reproduction is a dynamically evolving process that makes the achievement of the proportions of social development, which allow to implement a generalized interest of all economic entities in the process of constant adaptation to changing external conditions.*

**The practical significance.** *Main results and provisions of the article can be used in the study of different economic courses.*

UDC 338.46 : 351.713

## **TAX ADVISING: THE POSSIBILITIES OF USING POLISH EXPERIENCE IN THE DOMESTIC CONDITIONS**

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**Research methodology.** *The methods of comparison, analysis, synthesis and abstract-logic have been used for theoretical generalizations and conclusions. The method of generalization and systematization has been used to show the causes and effects of reforms in Ukraine and the necessity to develop domestic institute of tax advising.*

**Results.** *The necessity of development of tax advisory institute in Ukraine with reference of its integration into the European community has been determined. The experience of Poland of the formation and regulation of the tax advisory market has been analyzed.*

**Novelty.** *The reasons of underdeveloped of market of consultative services in the field of taxation in Ukraine have been analyzed. The necessity of government control of market of tax advising in Ukraine based on consolidation of legislation of its operation, decision of the place, role, rights and duties of tax consultants in the system of tax legal relationships has been founded.*

**The practical significance.** *The acceptance of using Polish experience of the formation and further development of the tax advising in domestic conditions has been determined.*

UDC 336.145.2

**NON-TAX REVENUES IN THE LOCAL BUDGET REVENUES SYSTEM**

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**Research Methodology.** *To assess the place and role of non-tax revenues and revenues from capital transactions in the system of local revenues used general scientific methods and techniques of scientific knowledge, induction and deduction, comparative analysis, the formulation of inference and hypotheses nomination. Evaluation of composition and structure of the alternative income of local budgets conducted using specific methods such as statistical methods groupings, dynamic comparison. Using the methods of analysis and synthesis, comparison and prediction of the basic directions of improving the efficiency of income from property and business activity, property and property rights, services, local economy, the use of the resource base of local governments.*

**Results.** *Building a budget of Ukraine on the principles of subsidiarity involves the creation of adequate conditions for the expansion of the financial base of local governments. However, as the current fiscal and economic practice, this requires a number of measures aimed at balancing formal and actual sources of local revenues and, consequently, reduction of budget reallocation through horizontal intergovernmental transfers. In the context referred to in Article specifies the place and role of non-appropriation forms of GDP in financial provision of local budget authority on the basis of the payment obligation and its legal regulation, the relationship with the general or special fund appropriate level budget bezekvivalentnosti and individual chargeless payment made.*

**Novelty.** *Grounded methods and sources of non-tax revenues and revenues from capital transactions of local budgets in terms of fiscal decentralization with regard to their position and role of space in various stages of socio-economic development of society, primarily as a counter-cyclical macro-financial budgetary measure the achievement of budget balance. Argued ways of creation of a new mechanism for the formation of extensive environmental non-budget tax exemptions by extending the terms of reference of the regional groups to expand autonomy of local self-governing communities to provide local services budget, disposal of local socio-economic infrastructure, expanding the size of the intangible component of revenue .*

**The practical significance.** *The theoretical and methodological foundations, research results, conclusions and recommendations of the author can be used by state and local authorities, specialized state financial bodies to improve the efficiency of fiscal policy as a whole and its separate territorial units in the expansion of the financial base local government, which, in turn, provides a systematic and comprehensive use mostly non-revenue sources.*

UDC 657.1+655

## MODERN STATE AND PROBLEMS OF ACCOUNTING POLICY DEVELOPMENT OF A PRINTING COMPANY

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**Research methodology.** Theory and methodology of the study has been grounded on scientific researches of Ukrainian specialists in accounting and the State legislative and regulatory acts as well on the guide rules concerning the regulation of company accounting policy development. Scientific methods of abstraction, analysis and synthesis have been applied to solve the predefined tasks.

**Results.** Modern state of an enterprise accounting policy development has been investigated. Main principles of effective regulatory acts concerning the accounting policy of domestic enterprises have been clarified.

The methods of assessment and calculation as well the accounting procedures have been emphasized as the expedient data that should be disclosed in the regulatory act concerning the accounting policy. The list of elements has been offered in order to be considered when composing the accounting policy regulatory act according to the international standards of financial reporting.

**Novelty.** The peculiarities of accounting policy development and its documentary registration have been researched at printing companies, typical drawbacks related to the serious flows related both to the poor legislation in the field of accounting regulation and the approaches to the company accounting procedures development have been identified.

**The practical significance.** Recommendations aimed to improve the legislation and development of a company accounting policy will contribute to complete visibility of all of the fundamental issues concerning the organization of accounting, will improve the objectivity and accuracy of information disclosure about the company's activity in financial reporting.

UDC 657+339.9

## COMPARATIVE ANALYSIS OF ACCOUNTING FEATURES OF SMALL BUSINESSES IN UKRAINE AND SOME EU COUNTRIES

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**Research methodology.** The research is based on a systematic approach to: the study of specific economic events, the fundamental provisions of the accounting of small business entities, economic analysis. In the process of research we have used a set of general and specific scientific methods of knowledge, logical synthesis, analysis and comparison.

**Results.** *The scientific work is devoted to theoretical and practical approaches to study the best practices of the EU and their use in the development of small and micro businesses in Ukraine.*

**Novelty.** *The analysis shows that the state's influence on the process of entrepreneurship is clearly insufficient. In particular, issues due to poor regulations hinder the promotion of foreign economic activity of small businesses; development of innovation in business structures; training and retraining of personnel employed in the small business; improving information and legal support of entrepreneurs in small business and so on.*

**The practical significance.** *Suggestions and recommendations have been proposed in the study, designed to facilitate the creation of new small businesses in Ukraine, improve the taxation under a simplified system and in particular, enhance their performance as a whole. The results of the study can be implemented in the educational process of Ukrainian Academy of Printing as a higher educational institution.*

UDC 658:65.012.8

## MANAGEMENT OF COMPANY ECONOMIC SECURITY ON TIME HORIZON

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**Research methodology.** *To design a model of management of company economic security on the time horizon we have used methods: induction and deduction, comparison and systematization — the study of terms «strategy of economic security» and «tactical management level of economic security»; theory of modeling — to develop models of management of company economic security on the time horizon; morphological analysis — to refine the conceptual and categorical apparatus of economic security; graphic — for visual presentation of theoretical and methodological material; abstract logical — for theoretical generalizations and conclusions of the study.*

**Results.** *Taking into consideration the difficult conditions of doing business of most domestic enterprises, the priority of their use of strategic and tactical management of economic security has been proved in order to ensure the necessary level of security for the survival and development. The interpretation of the strategy and tactics of economic security, the relationship between the structure and tools to be used to track changes as the level of economic security, and the degree of aggressiveness of the environment have been clarified.*

**Novelty.** *The model of management of economic security on the time horizon has been designed, which taking into consideration the potential risks and threats to both the external and internal environment, involves the use of a set of tools designed to: control the level of company security, protective action by developing strategic plans*



*and the implementation of tactical decisions that take into account the current level of the company economic security, changing of the environment and consistent with the parameters of the economic strategy.*

**The practical significance.** *The theoretical conclusions, scientific practical recommendations and other results of scientific research are being tested in terms of ten machine-building enterprises of Ukraine.*

UDC 658:65.012.8

## **PRIORITY OF ECONOMIC SECURITY SUPPORT OF ENTERPRISES OF HIGH-TECH ECONOMIC SECTOR**

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**Research methodology.** *To justify the need for multilevel governance of economic security of high tech economic sector enterprises such methods have been applied: induction and deduction, comparison and systematization — the study of the term «high-tech industrial enterprise»; modeling theory — methodological principles of forming economic security of high-tech enterprises sector; morphological analysis — to refine the conceptual and categorical apparatus of economic security; graphic — for visual presentation of theoretical and methodological material; abstract logical — for theoretical generalizations and conclusions of the study.*

**Results.** *The article has found out the importance of development and efficient operation of high-tech economic sector enterprises to overcome the backwardness of the national economy of the leading countries in the market of products and services, which is the basis for creating unlimited use of new resources — information and knowledge. Taking into consideration the difficult economic conditions of the national enterprises of high-tech economic sector the priority of use of multilevel management of economic security has been grounded.*

**Novelty.** *The expediency of two-level management of economic security of high-tech economic enterprises has been grounded: at the level of each individual entity — with the use of internal entities of security, and at the state level — consolidated interaction of external entities of security to create a «security sector».*

**The practical significance.** *The theoretical conclusions, scientific recommendations and other results of scientific research are tested in terms of ten industrial enterprises of Ukraine.*

UDC 330.131.7:334

## EVALUATION OF SMALL BUSINESSES PARAMETERS AS THE BASIS OF DESCRIPTION OF THEIR ECONOMIC SECURITY LEVEL

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**Research methodology.** *Theoretical and methodological basis of research is scientific works of domestic and foreign scholars in economics, management, economic security research in the field of methods.*

**Results.** *The work is devoted to the assessment of performance of small businesses and presents the basis of the characteristics of their level of economic security.*

**Novelty.** *Scientific novelty of the results lies in the implementation of development and the solution of actual problems relative to small industry enterprises of Ukraine under market conditions. In the context of the research and development of the stabilization mechanisms on the level of small, industrial enterprises in scientific work, for the first time we have developed the requirements for small businesses, which represent a specific economic system of management of economic security of small businesses, at the micro level – the development of an appropriate strategy to stabilise the level of economic security of small industrial enterprises in Ukraine.*

**The practical significance.** *The suggestions and recommendations proposed in this study are aimed at improving the process of development of small industrial enterprises in Ukraine and, in particular, to increase their economic security. All the results can be incorporated into the educational process of higher educational institution “Ukrainian Academy of Printing.*

UDC 658:65.012.8

## ANALYSIS OF COMPANY FINANCIAL CONDITION AS AN INFORMATION BASIS OF COMPANY ECONOMIC SECURITY

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**Research methodology.** *When studying the evaluation of enterprise financial condition we have used methods: induction and deduction, comparison and systematization — the study of the term «financial condition»; morphological analysis — to clarify the concept of «financial condition»; abstract logical — for theoretical generalizations and conclusions of the study.*

**Results and novelty.** *Taking into account a large number of interpretations of the term «financial condition» we have presented our own version, which in the narrow sense brings advanced overtones. The basic methods of evaluating financial condition have been presented. The algorithm of phased strategy development has been suggested based on a diagnosis of the financial condition in order to strengthen the economic security.*

**The practical significance.** *The theoretical conclusions, scientific recommendations and other results of scientific research can be used in the future when assessing the financial condition of the company.*

UDC 657

## BASIC ASPECTS OF ACCOUNTING AND ANALYTICAL SUPPORT OF COMPANY DEBT MANAGEMENT

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**Research methodology.** *The scientific research has been carried out with the use of scientific methods and research facility, specific methods of economic research, including methods of analysis and synthesis to study the nature of accounting and analytical support for company debt management, methods of economic analysis, similar to formation of indicators that allow assessing the impact of debt support on balance sheet.*

**Results.** *Summarizing the position of scientists we have suggested the interpretation of the category “accounting and analytical support for company debt management.” Methodical tools of analyzing the impact of the accumulation of debt on the balance sheet have been improved, in particular by providing the following indicators: results from investment in receivables, result of maintenance of payables, the level of efficiency of investment in receivables, efficiency level of payable maintenance, the total level of effectiveness of debt accumulation on the balance sheet.*

**Novelty.** *Debt instruments of analyzing the company have been improved, which unlike the known system show the system of indicators covering accumulation of debt on the balance sheet that allows objective evaluating the effectiveness of management.*

**The practical significance.** *Theoretical and practical results of the study can be used in the process of strategic, operational and financial management of industrial enterprises and training process.*

UDC 658.1

## ESSENCE OF ANTICRISIS MANAGEMENT IN AN UNCERTAIN MARKET ENVIRONMENT

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**Formulation of the problem.** *It should be stressed that anticrisis management is an essential element of the enterprise control system In countries with developed market*

*economies. It is a system of measures aimed at preventing crisis situations, and in the case of its emergence - elaboration of company activities for getting out of crisis and eliminating the consequences. Therefore, the development of mechanisms for improving crisis management in uncertain economic environment is an important scientific task that requires careful and thorough research.*

**Analysis of recent research and publications.** *Special attention has been paid to the problem of crisis management by such well-known authors and scholars as E. Altman, V. Beaver, J. Blank, J. Brihhem, A. Kovalev, R. Heat, G. Yuna, and others. The current period is characterized by increasing number of studies and publications relating to crisis management. First of all, this is due to the deep crisis that has covered many different industries. The issue of crisis management has been explored in the writings of many domestic and foreign scholars, including: A.P.Balashov, I.O.Blank, V.O.Vasilenko, A.P.Gradov, A.G.Hriaznova, S.S.Ilin, E.M.Korotkov, L.O.Lihonenko, E.S.Minajev, L.S.Sytnyk, O. O.Tereshchenko, A.D.Cherniavsky, Z. E. Shershnev, A. M.Shtanhret. The theoretical foundations and methodological tools of crisis management in the conditions of transitive economy have been examined in the given scientific studies.*

**The aim** of the study is to define the essence of anticrisis management in an uncertain market environment and to identify the basic principles of anticrisis management.

**Presenting main material.** *Anticrisis management now is a new phenomenon for the economy of Ukraine due to the process of transformation and it is dictated by the necessity of financial recovery of many companies that are able to operate in an uncertain environment. Scientists often cannot give clear distinction between the content of the concept of "crisis management" and given categories, that accordingly leads to contradictions, inconsistencies and substituting essence of terms in economic literature. Taking everything said above into account, several theoretical conclusions and generalizations should be made. It also gave the possibility to determine the presence of several key approaches. Anticrisis management is a management system that is complex and aimed at, crisis prevention and detection of causes of the crisis, the type, stage and patterns of its occurrence, possible scenarios, tools for getting out of it, in order to further operation of the business. Compliance to the formulated basic principles of anticrisis management will give the opportunity to implement it as efficiently as possible.*

UDC 007:351]:004.77(477)

## SOCIAL NETWORKS IN THE SYSTEM OF GOVERNMENT COMMUNICATIONS

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**Research methodology.** *The aim and objectives of the article have led to the use of several complementary methods. By means of the method of analysis of documents the*

*scientists' works concerning the problems of social networks and requirements to them are considered, texts of messages of the leading Ukrainian officials in social networks are worked out. The system analysis which allowed defining the place and role of social networks in the government communications is used.*

**Results.** *General conclusions of the article have added to the already known ones and created new knowledge about social networks as an Internet-platform of the communications. The needs for the active introduction of social networking in the public administration in Ukraine have been considered in the context of modern requirements to public communicators. Reasons for using of social networks in state bodies' practice are indicated.*

**Novelty.** *Social networks is considered as an effective communicative possibility in the sphere of state administration which foresees additional forms of public bodies' cooperation with the community on the basis of wide application of media communicative technologies. Author determined the value of social networking as a communication platform in the context of constantly growing requirements to the use of all types of modern mass media (printing, audio, visual, Internet) in government communications, forming the informative culture and professional activity of state bodies in the informative society.*

**The practical significance.** *Author's works can be used in subsequent general theoretic research of social networks in the system of government communications, and also used in the practical implementation in the communications «government — public».*

UDC 007:304:659.3+004.738.5:316.77

## WAYS TO ATTRACT THE ATTENTION OF AN ONLINE AUDIENCE

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**Research methodology.** *Research into the information online special projects for media audience required comprehensive approach to the selection of research methods. Theoretical methods including analysis, synthesis and systematization of scholarly advances in social communications, marketing, project management and many more allowed the theoretical review that resulted in defining the nature of specifically developed information products. Comparative analysis was used to outline the differences between special projects and related concepts. Classification and systematization of theoretical and empirical data made it possible to determine typological features characteristic of special projects and to describe their functional purpose. Empirical methods included observations to study regional special projects, developed by Cherkassy online publishers; an association method helped to determine the association field for the term «special project».*

**Results.** *The research resulted in demonstrating one of the most effective ways of organizing and presenting media content. There was offered the meaning of the term «information special project» and related terms including a special topic, thematic package, special rubrics, special issue, special feature, special interview, and special investigative journalism. Based on the analysis of information special projects offered by Cherkassy online publishers, we have identified typological features of special projects according to the wide range of criteria: a thematic focus, dominant content type, layout method, functional purpose, and time frame. The content potential to develop information competence of the media audience was considered.*

**Novelty.** *The research offered the new interpretation of the term «information special project» proving its necessity and describing its unique potential. The analytical review involves other related concepts focused on developing an information special product. The emphasis is on special projects by the online publishers in Cherkassy region that demonstrate a wide range of different monopolistic features setting them apart from the All-Ukrainian media.*

**The practical significance.** *The research results encourage the ways of improving organization and formation of other special information offers for media audience. The proposed typology is extremely beneficial for developing professional guidelines to ensure quantity and quality standards improvement when tackling the issue of content in the information area.*

UDC 070.000.32"1945/1990"(043.5)

**ACTUALIZATION OF THE MEANING OF «FREEDOM»  
IN THE CONCEPTUAL IDEA OF THE NATION FIELD  
(IN JOURNALISM MATERIAL BY I. BAHRIANY)**

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**Research methodology.** *In the present research work we have used a set of scientific and special methods, namely: historical method, which allowed exploring the social and cultural context of the post war era; structural-typological, based on methods of classification and transformation of representative journalistic materials studied period. Critical discourse analysis has allowed analyzing the place of social communications, in particular the print media in the formation of a single information and communication space of the Ukrainian diaspora in the context of idea formation.*

**Results.** *As a result of analyzed levels of actualization of social and cultural meaning of «freedom» in the field of conceptual ideas of the nation (based on journalism material by I. Bahriany): archetypal, cultural, concrete historical and axiological and others.*

**Novelty.** *The meaning of «freedom» as a complex, multidimensional phenomenon, full of philosophical and nation-forming content decoded on the level of analysis of texts,*

*the author of which is the Ukrainian language personality, a political refugee, journalist, and the interpretation of which is due to the influence of his cultural experience, and ideological-political situation, and continuous public context.*

**The practical significance.** *Decoding levels of the socio-cultural sense of «freedom» in the interpretative paradigm of the media picture of the world by I. Bahriany show features of sense-formation conceptual idea of the nation in the field of the Ukrainian post-war emigration. In the context of research of matrix content meaning of the idea of the nation, which has become fundamental in the information and communication activities of Ukrainian post-war diaspora, the level decoding algorithm of senses of journalistic discourse promotes its use in empirical studies of communication phenomena.*

UDC 316.6:659.9]:004.7 (043.3)

## MEDIA VIRUSES AND THEIR USE AS INFORMATION WEAPON

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**Research methodology.** *The article uses general scientific methods of analysis, synthesis, simulation, prediction, comparison. However, the applied tools have been used, including methods: historiography, analytical and typological method; comparative method; structural and problem-themed; theoretical.*

*Specifically to analyze the history of the birth and development of technology media viruses we have used methods of analysis, synthesis and comparison, as well as the base - the method of historiographical analysis. Assessing the state of the art of technology creation and distribution of media viruses general scientific methods have been used such as analysis, synthesis, comparison. In the applied aspect analytical methods typological, comparative, structural and problem-thematic and theoretical have been applied. To determine the opportunities and prospects of media viruses in modern wars online network general scientific methods of analysis, modeling, forecasting have been used, and at the application level problem-structural and thematic methods have been used.*

**Results.** *Presented in the article studies revealed the content and nature of media viruses spread as tools specific messages and meanings that can be effective information weapon in social online networks. On the example of Ukraine-Russian information-psychological confrontation it reveals the advantages (large-scale audience reach) and disadvantages (complexity in the management process and unpredictability) of the technology and identified promising areas of theoretical and applied research aimed at improving the researched technologies and the use of algorithmic approach to the creation and management of this process has been suggested.*

**Novelty.** *Analyzing the facts of the use of technology of media viruses as information weapon, it was found that the difficulty in managing such projects is in their belonging to the circle of the so-called weakly structured management decisions. On this basis it was*

*suggested to apply the so-called System toolkit to support management decisions that will make it possible to transfer these processes into the algorithms plane.*

**Practical Significance.** *The research results and recommendations provided in articles are important tools to further improve the planning and implementation of information processes within the information-psychological conflicts in the online network environment. Particularly innovative approaches and improving methods of creating and running a media virus will be an important part of the information security of Ukraine in the context of protection against foreign influences.*

UDC 007:304:659

### **SOCIAL AND COMMUNICATIONAL TECHNOLOGIES IN ADVERTISING CAMPAIGN AND FORMATION OF INFORMATION AND MEDIA CULTURE (ON THE EXAMPLE OF CLASSIC PRIVATE UNIVERSITY)**

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**Research methodology.** *The article's research has used the analysis of documentary source (reports from departments of Classical Private University), monitoring, survey of experts.*

**Results.** *The article presents the features of using of social and communicational technologies in the organization of advertising campaign and the formation of information and media culture in terms of Classical Private University, which uses both traditional (advertising in media, printed advertising, outdoor advertising, domestic advertising, video and audio advertising, exhibitions and presentations), and innovative approaches (guerrilla marketing, cross-promotion, product placement, viral advertising, direct mail). The employees of all institutes and other structural departments contribute to the university advertisement by their everyday work. The advertising and career-guidance activity of the Institute of Journalism and Mass Communication is inseparably associated with the formation of information and media culture. For this purpose the Institute annually holds the competitions for school children of the city and the region, media trainings, celebration of professional holidays, in particular – the World Writers Day, the World Book and Copyright Day.*

**Novelty.** *The University uses almost a complete range of traditional types of communication (ATL segment), adding the non-traditional types of BTL segment. With that the University gives a financial support for innovative types of advertisement. The using of channels is determined with the consideration for the correlation of effectiveness and targeting of their impact on the certain target audience with the economic efficiency of costs.*

**The practical significance.** *The research results can be used during the development of events of formation of information and media culture on a state and individuals level.*



UDC 316.33:31

**FAKE INFORMATION IN UKRAINIAN SOCIAL MEDIA: CONCEPT, TYPES, IMPACT ON THE AUDIENCE**

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**Research methodology.** *In the scientific article we have used theoretical and empirical methods of researching. In particular theoretical method is used to determine improvements and definitions of the concepts of «fake», «fake information», «social media». Empirical methods were used to perform content analysis of the comments of users of social media. Also, methods of generalizations, comparative analysis, induction and deduction have been used.*

**Results.** *The study has found differences between fake and false information. There was made a classification of fake on various grounds, found variations purpose of fake dissemination of information on the Internet. There was also researched the essence and origin of the concept of «social media», described the creation and dissemination of fake information in social media. The typical examples of fake information in Ukrainian social media were described; there was also clarified the impact of such messages to users of social networks.*

**Novelty.** *For the first time there was proposed to consider a fake as a kind of false information, we have made the classification of fakes by different criteria, selected types of fake information depending on the purpose of the filing of such reports. The novelty of the research also lies in the positive and negative fake information in social media and the analysis of the impact of such information on the audience.*

**The practical significance.** *The topic of fake dissemination of information in Ukrainian social media is very important, because of the active stage of information war waged against Ukraine by Russia. Particularly, rapid fake information spreads through social networks, thus forming public opinion and creating a distorted reality. Therefore, to prevent the dissemination of this phenomenon it should be applied both individual and editorial, social and national methods of fighting with fakes.*

UDC 007:[070+339.138:659.442](043.3)=161.2

**GAME AS A MEDIA MARKETING TOOL**

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**Research methodology.** *The implementation of the objectives of the study led to the use of both theoretical and empirical research methods: induction (generalization and structur-*

ing of interim reports), analytical (analysis works on the problems of the games in the online media), content analysis (analysis of the conditions of the game conduction by the editorials).

**Results.** We could not find a lot of researchers and publications that have raised the topic of games in the newspapers. Among domestic it is Maryna Dorosh, who deals with games for online media. It was not possible to find works, where games were seen as a tool of media marketing. Therefore, to cite examples of successful games use by the newspapers, we have studied the activity of the two leading publications in Lviv for 16 years – «Vysoky Zamok» and «Express».

**Novelty.** For the first time we have addressed the games that were placed and held by the newspapers as a marketing tool. Examples of successful experience of the games organization by editors of such newspapers as «Vysoky Zamok» and «Express» have been shown.

**The practical significance.** The topic of games in newspapers will be interesting for scientists who study marketing and media management. But it is more needed to editors of newspapers, because during the economic crisis there is a problem before each media: how to survive and keep their audience. The article «Game as a Media Marketing Tool» is the first attempt to show that the games lead to sales increase of copies of newspapers.

UDC 94: 351 (47783/86) “18/19”

## THE NEWSPAPER «ROBITNYK» (1897) AS A FIRSTBORN OF THE SOCIAL DEMOCRATIC PRESS IN UKRAINE

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**Research methodology.** On the basis of media content of the newspaper «Robitnyk» the influence of European social democratic ideology, in particular so-called austromarxism, on the processes of creation and further evolution of social democratic movement in Eastern Galicia has been analyzed.

**Results.** On the border of 80-90s of the nineteenth century there were a number of objective and subjective preconditions for appearance in Eastern Galicia of a social democratic party of the European standard. Arising of mass working parties in Germany, France, Spain, Belgium, Denmark and other European countries preceded its formation. An important role in forming of the first social democratic organization on Ukrainian ethnic lands was played by the party press, in particular, the Ukrainian language newspaper «Robitnyk» which was published by the Roman alphabet. The important problems of strategy and tactics of fight for the hired workers of region for their own social and national interests were covered on the pages of periodical press.

**Novelty.** Numerous factual materials which were given the coverage on the pages of newspaper at one time are entered to the scientific circulation. Conclusions about the closeness of ideological principles of austromarxism and Eastern Galician social democracies have been done.

**The practical significance.** *The results of scientific exploring can be used for further scientific developments, devoted to political history of the countries of Eastern Europe, history of journalism, marketing of publishing business, to the technique of political work of parties with the masses. Accordingly, these results can be applied in an educational process at higher school for preparation of historians, journalists, political scientists, marketing specialists of publishing business, and others like that.*

UDC 070:94(477.83-25) «1921»

## LIVIV'S JOURNAL «LIBERATION» IN THE UKRAINIAN PERIODICALS HISTORY

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**Research methodology.** *Generic scientific and philosophical principles are the theoretical and methodological basis. There are objectivity, consistency, causality, historical and ideological pluralism. They helped in the study of the publications of journal analyze impartially and taking into account the historical era, avoid unilateralism, monologism and simplification. The specificity of the object and the subject of the study led to the application of generic scientific methods: 1) empirical — observation, synthesis, study of structure and content of journal «Liberation»; 2) theoretical — analysis, synthesis, classification and systematization of theoretical data; induction and deduction; 3) quantitative and qualitative analysis to the processing of the results of the study.*

**Results.** *The journal «Liberation» is a kind of the historic source, which helps modern researchers get objective, reliable picture of the past. Its basis are documentary sources (legislation, statistical information, programs of parties and articles of association, epistolary monuments) and the major international events, information about political, economic, social, civic, religious, literary-artistic and educational events in lives of Ukrainians of Galicia, Soviet Ukraine and Ukrainian emigration. Four numbers of such publication were preserved total in the funds of Vasyl Stefanyk National Scientific Library of Ukraine in Lviv.*

**Novelty.** *Scientific novelty of work lies in the fact that: 1) complex research of publication of weekly journal «Liberation» has been done, which was published in Lviv in 1921; 2) it has been detected that the journal materials are mainly devoted to current issues of politics and public life, economy, religion and literature; 3) it has been found that the content of the magazine includes documentary sources, which elucidate the activity of the exile government.*

**The practical significance.** *Is due to scientific novelty. It consists in possibility of applying of the obtained results to further deepen the scientific study of National Historical Heritage, national repertoire of Ukrainian periodicals, scientific processing and disclosure of unique and rare funds of Vasyl Stefanyk National Scientific Library of Ukraine in Lviv.*