

ABSTRACTS

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ALGORITHM OF PROTECTION FACILITIES FUNCTIONING OF THE SOCIAL INFORMATION SYSTEM

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Research methodology. In the article the development of methods of protection facilities functioning of the access systems to the social information system is examined. The system organization's chart which contains facilities of protection is developed. The pictures of the different states of safety of social informative system are analyzed.

Results. In the article the flow diagram of the protected access system to the social information system has been developed. The extension of the access system protection facilities offered in-process allow not only promote the security of the system from an unauthorized access, but also change the level of security of separate groups of information which are kept in the system.

Novelty. Research and analysis of the algorithm of protection facilities functioning in the social information system.

Practical significance. In the article the task of research of access system design method has been solved which includes facilities of protection from an unauthorized access and facilities of data protection at the change of level of their security.

UDC 655.227+620.179.13

RESEARCH OF THERMAL PROCESSES OF LASER ENGRAVING OF POLYMER LAYERS OF SCREEN PRINTING PLATES

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Research methodology. To get the main results of the scientific work, the research of thermo-mechanical and heat-physical properties of photopolymer materials for the application of relief-dot images by laser engraving has been conducted to determine their suitability for manufacturing screen printing plates.

Results. The studies indicate the sufficient thermal stability of polymer materials based on oligo urethane acrylates for manufacturing screen printing plates by laser engraving. The results of thermo-mechanical and differential thermal studies correlate and show that the use of polymer materials based on oligo urethane acrylates as copying layers of screen printing plates can provide their high graphic reproduction characteristics.

Novelty. Suitability of the developed material for manufacturing and exploitation of screen printing plates has been proved by the research of its thermo-mechanical and heat-physical properties to optimize the manufacturing process of plate making.

Practical significance. The use of polymer materials based on oligo urethane acrylates for manufacturing screen printing plates by laser engraving allows providing: high graphic reproduction characteristics of printing plates (high degree of reproduction of image elements with maximum accuracy); possibility of creating «thick» stencils for very thick ink layer prints; reducing the length of the technological process through the use of copying layers, on which images are directly applied by laser, without additional operations; reducing the cost of printing plates manufacturing by using cheap and available materials; environmental safety of processes of printing plates manufacturing by using non-toxic, environmentally friendly materials.

UDC 004.72+004.032.6

FACTORS OF INFLUENCE OF INTERFACE USE BASED ON MOBILE APPLICATIONS

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Research methodology. The methodological basis of the study comprise: the systematic analysis of the current technological process of development of the user interface of mobile applications; the mechanism of semantic networks to represent the links between factors of influence on the quality of the development of the user interface; the hierarchy analysis method for ranking factors.

Results. The study singles out the set of factors of influence on the quality of the development of the user interface of mobile applications; it shows the essence of influence of factors and their relationship; it presents the developed graph of relationships between these factors hierarchically ordered by priority influence on the development of the user interface of mobile applications.

Novelty. The study reveals the general nature of the analytical software component in the formation of information technology of prognostic evaluation and the quality assurance of the development of the user interfaces for mobile applications. The conditions for the synthesis of multilevel models of priority factors, forecasting and the quality assurance by fuzzy logic means have been formed. For the first time we have developed a graph of relationships between these factors hierarchically ordered by priority influence on the process of quality assurance of the development of user interfaces for mobile applications.

Practical significance. Taking into account these results we can conclude on significant importance in ensuring the quality of the development of user interfaces for mobile applications. The results of the study have confirmed that this factor – providing clear and simple to use interface functionality in mobile applications affects all other factors considered by authors at the lowest level. The results can be valuable for future researchers that will design similar software resources and mobile applications for a variety of devices.

UDC 655.3.066.11+655.366 +676.026

INFLUENCE OF PAPER FEATURES AND STRUCTURE ON QUALITY OF PRINTING IMPRINTS FOLDING

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Research methodology. *The process of imprints folding was carried out on the combined machine Stalhfolder KH 66.6. The researches of papers physical and mechanical properties have been carried out in order to determine the absolute and relative deformation in the longitudinal and transverse directions on elasticity tester constructed by Prof. Ya. Chekhman. The resistance to double bends was determined using a folder machine according to the standard method. Changes of paper upper layer structure in the places of bend formation have been studied using stereoscopic microscopy.*

Results. *It has been proved that paper characteristics, their composition, the presence of the coated layer, the direction of fibres in the paper structure influence greatly on the quality of imprints folding. It has been established that the most resistant to deformation in both the longitudinal and transverse directions is the paper of UPM Finesse Premium Silk brand, and the weakest one is the paper of Royal Roto Silk brand, which can be obviously explained by the presence of the coated matte cover in the latter one; this layer peels off easily while folding. With the help of the electronic microscopic studies, the change of the surface structure after repeated paper imprints folding has been revealed.*

Novelty. *The nature of the deformation curves of the coated kinds of paper with glossy and matte coating have been studied and the change in the strain at the minimum and maximum load in the place of the formation of folds and at some distance from it have been shown.*

Practical significance. *Our studies allow making the right choice of variants for imprints folding on coated papers with the certain physical and mechanical properties.*

UDC 004+655.5+655.26+65.012.123

THEORETICAL BASIS OF QUALITY ASSURANCE OF PUBLISHING AND PRINTING PROCESSES (PART 3. DESIGN OF ALTERNATIVES)

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Research methodology. *The methodological bases of the research are: the theoretical motivation of application of the method of criteria linear convolution and the methods*

of multicriteria optimization for design and analysis of alternative embodiments of processes of technological stage of the production of printed products.

Results. The study reveals the essence of the analytical and algorithmic support, suitable for the formation of alternative variants of realization of the publishing and printing processes with many factors, ordered by the influence importance on the studied processes.

Novelty. The authors have designed a generalized model of projecting alternative embodiments of publishing and printing processes based on the methods of the theory of operations research. The initial data of the model are the factors in Pareto sets created on the basis of the semantic networks of factors and weights to the priority of their influence on the quality of the steps and technological procedures of the editorial and publishing process.

Practical significance. The appropriateness of the practical application of the method of linear convolution of criteria and the methods of multicriteria optimization to calculate the optimal variants of implementation of publishing and printing processes has been proved.

UDC 004.9

ORGANISATION OF INFORMATION COMPLEX SECURITY SYSTEM OF PRINTING TECHNOLOGICAL PROCESS MANAGEMENT MANAGEMENT

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Research methodology. The most common model is a structural one, which is a graph that describes different possible sequences of implementing the standard mode of the information system operation. The appearance of emergencies is that the system on some standard operation mode enters into the top of the graph, from which there are no outgoing edges. In case when the management point gets to the top, which belongs to a different mode of operation, it means that there is a failure in the system.

Results. The structural model reflects individual modes of the information system operation as well as situations that occur in the case of negative factors that reduce the level of the system security. Each graph top of the structural model corresponds to a separate set of logic functions that describe the relationship between the parameters of the selected system fragment.

Novelty. For the operation of the security complex of the management information system, it is necessary to foresee the components to provide the security process. It has been shown that it is necessary to combine the management system of the technological process, the security system and the system of risk assessment and the basis of the decision-making system would be the system of forming recommendations as the most effective.

Practical significance. The authors have identified the components to implement the security process. An information model of the organization of the technological process

management system has been designed using the risk assessment to identify situations that occur in the case of negative factors.

UDC 655.28.022

RESEARCH OF CAUSTIC SURFACE OF LASER BEAM IN FOCUS OF OPTICAL SYSTEM

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Research methodology. *The influence of the telescopic system on the shape of caustic surface of laser beam in focus of lens has been analyzed by the theoretical method using formulas of geometrical optics. The method of engraving of test image on black mask layer of PLL film with subsequent analysis by software and hardware system Flexometr has been used for the experimental study of caustic surface of the laser beam in the focus of optical system.*

Results. *The conducted theoretical analysis suggests that the beam section diameter in the focal plane can be halved by applying the telescopic system with multiplicity $N = 2$. We have experimentally obtained the dependence of beam section diameter on the distance of focal plane from the material surface for the optical system with telescope and without it. These dependencies allows determining the shape of caustic surface of the laser beam in focus of optical system with and without a telescope. It has been experimentally confirmed that the use of the telescope with multiplicity $N = 2$ leads to a reduction in the diameter of the beam section in the focal plane on the half.*

Novelty. *The research of caustic surface of laser beam in focus of lens has been has been carried out by engraving test image on PLL film using CtP device.*

Practical significance. *The results may be used to increase the resolution of the CtP device.*

UDC 686.12.056

AUTOMATION OF CUTTING OF LABEL PRODUCTS ON ONE-KNIFE PAPER-CUTTING MACHINES BASED ON PROGRAMMABLE LOGIC CONTROLLERS

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Research methodology. *Experimental by development and research of a physical model of counting-impulse system of numerical programme control (NPC), the usage of simulation method of its work on the computer in the FBD editor (Functional Block Diagram), using LOGO!Soft Comfort program and mathematical modeling.*

Results. *The laboratory sample of counting-impulse system NPC of one-knife paper-cutting machines (OKPCM) for label products cutting has been developed based on programmable logical controllers, which are produced multiple and correspond to the achieved level of the scientific and technical developments.*

Novelty. *The general questions of development of counting-impulse system NPC have been explained based on programmable logical controllers, that are used for cutting a certain range of printing products on national OKPCM and some recommendations for choosing the software and hardware platform and their parameters have been suggested.*

Practical significance. *Using a counting-impulse system NPC for OKPCM increases its productivity by reducing support time, improves accuracy when multiple feeding of stacks, reduces a cutter errors effect on the quality of work and it reduces his fatigue, improves production standards. The results have been introduced into the educational process in the frames of development of scientific and technical support for the regional cluster «Publishing and Printing».*

UDC 669.296:539

PRECONDITIONS AND FEATURES OF DIFFUSIVE NICKEL PLATING OF ALLOYS OF EP202 TYPE IN LITHIUM MELT

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Research methodology. *The interaction of the reagents with alloys and the kinetics of formation of diffusive layers was evaluated from the results of gravimetric, metallographic, micro X-ray analyses as well as profiles and the numerical values of the microhardness through the thickness of the coatings.*

Trial coatings on heat resistance in air was carried out by differential thermal analysis on derivatograph of the trademark «Q» of the company «Paulik» with automatic recording of thermal and gravity data, speed of their changes during the heating process.

The surface roughness of the samples was analyzed on the basis of profilograms received on the upgraded Profiler-profilometer «Caliber 201» before and after different modes of chemical heat treatment using an analog-to-digital converter USB3000, software PowerGraph 3.3.

Results.

• *One of the main factors that contributes to the burning of high nickel alloys is the energy released by the oxidation of the ingredients and low thermal conductivity.*

• *It has been found that alloys of EP202 type are inherent of the thermal conductivity 7 times smaller than for nickel-based alloying element. This was the reason that it can be the basis of protective coatings and alternative to expensive palladium.*

• *It was established experimentally that chemical heat treatment in lithium-nickel environment allows to obtain nickel coating on the surface, the thickness of which*

is determined by the temperature and time parameters of the process, and the surface concentration of nickel is close to 100%.

• In the process of samples testing with nickel coating by heating in air, the oxidation process has no signs of spontaneous ignition or explosion, and its parameters are typical for nickel.

• The effect of the studied chemical heat treatment on the mechanical properties and the quality of the machine-processed surface of the alloy is insignificant.

Novelty. The expediency of diffusive nickel plating of heat-resistant alloys of KHN67MVTJU (EII202) type in lithium melt has been grounded for the operation in conditions of high-speed, high-temperature oxidative gas flows.

The features of formation of diffusive nickel coatings and their influence on physic-mechanical properties and the resistance to the alloy oxidation have been studied. The diffusive area is formed under optimal temperature and time parameters with a thickness of about 100 μm , sometimes double layered. Nickel concentration on the surface reaches 98 and 100%.

It is shown that the effect of diffusive nickel plating in lithium on the mechanical properties and the quality of the machine-processed surfaces is insignificant.

Practical significance. The main factors that can lead to the ignition of the alloy and possibilities to minimize them have been analyzed.

The practical use: the diffusive nickel coatings for products from construction materials of KHN67MVTJU type for items of gas turbine equipment and rocket engines and alternative palladium coatings.

of rocket engines, which are made of alloys of the type EII202 (KHN67MVTJU) and plated with Nickel which is an alternative of costly palladium coating.

UDC 655.22

INFORMATION TECHNOLOGY AND IMAGE FORMING AND PROCESSING IN OUTPUT PUBLISHING SYSTEMS

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Research methodology. An image is described by the matrix of values of brightness of discrete elements in a spatial area, and its presentation in area of spatial frequencies will be the matrix got by decomposition of initial matrix of image after a select base. Processing of images is used by the method of decomposition of them in the row of the separate harmonious constituents got with the use of transformation of Fourier.

Results. Visualization of Fourier characters of the simplest images in space can report something about an original document, and here the visualization of characters of Fourier of the real images of can be only at certain terms and corresponding choice of parameters of visualization.

The comparative analysis of spectrums of images of the looked after objects and structure of background allows to conduct the operation of filtration in a frequency area for moving away of noises in the publishing deferent systems of laser type, and also to the moire with the loss of working out in detail of image.

Novelty. We have researched the transformation of binary image in a frequency area by the methods of transformation of Fourier and analyzed the possibility of the automatic updating of sharpness and noises initial images. The general brightness of image diminishes at the filtering-off of overhead spatial frequencies and conduces to the decline of clearness perception of shallow details that gives an opportunity of the automatic updating of image in the laser systems of output.

Practical significance. The image sampling will be realized in accordance with the theorem of Nyquist, and the periodic spectrum got after discretization passes through a filter with a rectangular gain-frequency characteristic. The got results of such transformation are the spectrum of the digitized image. An image can be worked over by a method decomposition of them in the row of the separate harmonious constituents got with the use of Fourier transform. The discrete value of spectrum of the digitized image is got as a result.

Proceeding in an image comes true from his spectrum by the use of reverse transformation of Fourier.

As a result of the DFT calculation for the considered images and calculating the corresponding amplitude spectra, the biggest value of the amplitude belongs to the zero spectral component (constant value). Linear contrast of the amplitude spectrum at getting its picture made up of 256 gradations of brightness leads to the fact that non-zero frequency components that correspond to abrupt changes in brightness, fine detail are poorly visible.

UDC 659.1

PRINT ADVERTISING AS A FORM OF PRINTED PRODUCTS

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Research methodology. The methodology of knowledge systematization about any object (advertising) has been used. The types of advertising are listed and printed promotional products are singled out by the carrier of information.

Results. The role of advertising and its practical value in the field of journalism is considered. The analysis of existing developments of economists and employees in the advertising business is conducted. Print advertising is classified by such features: the color availability, the type of publication, the elements of the publication, the circulation

and the ornamentation; we have considered only the part of all means of influence on consumer of advertising products that are made by the known means of printing.

Novelty. Particular attention in the formation of advertising information is given to types of composition and graphic design tools, such as the use of typography and color, which the consumer of listed types of print advertising draws his attention to. Certain groups of promotional products are listed on the basis of similarity of the production processes.

Practical significance. We have analyzed the influence of the ideas of the designer and the customer suggestions to manufacturing the finished advertising products that are produced by modern technology and means of printing, which determine the effectiveness of advertising on the consumer. Attention is paid to the fact that advertising can be printed on a variety of physical media carriers, apart from paper. We have outlined the use of digital technologies and laser systems in manufacturing this type of printed products, while the consideration of characteristics of composition and graphic design will allow to format advertisements in detail that will grab the attention of the consumer. The improvement of the technique of these technologies allows to complete the order of advertising companies in short time. Quality, price, deadline are the main factors from the view of a printing engineer that may content the customer and the consumer.

UDC 655.3+004.942

SEMANTIC NETWORK OF FACTORS OF COMPOSITE DESIGN OF THE EDITION

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Research methodology. To visualize relationships between factors the scientific study uses the mechanism of semantic networks, which are described by elements of predicates logic. To create prerequisites for establishing factors ranking we have applied the ranking method. On the basis of the ranking method we have built hierarchical models of relationships for each factor.

Results. The study has established and described a semantic network that illustrates the relationships between the factors of composite design of editions. The hierarchical models of relationships between the factors have been designed that give a clear idea of the amount of direct and indirect impacts and dependencies between them.

Novelty. We have improved the method of factors ranking: hierarchical models of relationships between factors have been first synthesized that simplifies finding the final values of factors in further study.

Practical significance. The research encourages clear understanding of the process of composite design of editions and prevents the errors at the stage of the book design.

UDC 004,9

METHODS OF ASSESSING THE ACQUISITION OF COMPETENCES OF DISTANCE LEARNING STUDENTS

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Research methodology. The authors have considered an empirical method of determining the optimum time for testing of students' knowledge. Some hypothesis has put been forward for this, the statistical study has been conducted, a mathematical model has been developed.

Results. The optimal time of testing has been defined and mathematically proved.

Novelty. The developed method of calculation of testing time can be used for testing of any complexity, but then you must consider this complexity.

Practical significance. This method of testing can be used for testing of any complexity, but then you must consider this complexity. Considering all the complexity, the mathematical model will become a universal one, so we collect additional information to create a versatile software product.

UDC 336.761

FEATURES OF DEVELOPMENT OF STOCK MARKET OF UKRAINE

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Research methodology. The methodology of theoretical generalization regarding disclosure of the stock market essence, analytical approach to the study of patterns of its functioning and systematic approach to review its structure are used.

Results. The result of the research is theoretical generalization that justifies the features of the stock market, functioning and development of which essentially depends on the actions of the relevant factors.

Novelty. We have theoretically substantiated the role of the stock market and outlined its impact on the recovery of the domestic economy, and determined the main factors that ensure its effective operation.

Practical significance. Practical aspects of the formation and functioning of the stock market in modern conditions require effective management and control, ensuring high performance.

UDC 657+339.9

COMPARATIVE ANALYSIS OF RATING OF THE EASE OF DOING BUSINESS BY SMALL AND MEDIUM ENTREPRENEURSHIP 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 creating 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.*

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 336.145.2

EFFECTIVENESS OF EXPENDITURE BUDGET FINANCING ON SOCIAL SERVICES AND SOCIAL PROTECTION OF POPULATION

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Modern economic development is directly related to expanding the range of functions and tasks of the state, primarily in the field of social security to the population. This requires revitalization of education, medicine, and other social sectors, the introduction of progressive forms of social support for low income population. On the other hand, the implementation of these tasks requires a significant investment of financial resources in

today's conditions that is very problematic. As a result, there is a need to find alternative sources of funding for social projects, modernization of the whole system functioning network of social services and the improvement of social forms of budgetary aid both directly and indirectly.

In scientific literature highlighting issues of budget expenses financing for social sectors and social protection received considerable attention. The issues related to the organization of planning, implementation, management of expenditure responsibilities for social needs are specifically highlighted. However, in terms of reorienting the European experience of budgeting, budget relations outlined by the localization issues require further study, scientific study and synthesis.

The purpose of the research is the analysis of socio-economic nature, dynamics and structure of expenditure on social services and social protection of state and local budgets, estimation of their place and role in the financial software implementation of social programs at various levels of management and identifying key areas of improvement in organizational and financial form.

The presentation of the basics. The determining factor in shaping the system of state and local budgets are constitutional doctrine. According to Art. 1 of the current Constitution of Ukraine [1], and given the choice of European integration, the Ukrainian government has chosen to build a socially oriented market economy, which in turn provides significant amounts of funding for social sectors and social protection. On the other hand, Ukraine is a unitary state, which is inherent in a two-level budget system with a clear division of powers between the central and local authorities. Fixing costs for different levels of the consolidated budget is made in accordance with the principle of subsidiarity. Consequently, the financing costs for health care, spiritual and physical development, education, social protection and social security is carried out mostly at the expense of local budgets.

UDC 330.837

JEL: O17, O43.

NEW APPROACHES TO CLASSIFICATION OF INSTITUTIONS

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Research methodology. *Special methods have been applied to resolve important problems. Among them there are: the method of analysis and synthesis – for detailing the object of research due to its division into separate components; abstract and logical – for the generalization of the essence and content of institutional factors and indicators of its measurement; comparison – for the data comparison of various periods of the research; monographic – to study and describe the state of development and functioning of the object of research.*

Results. *The essence and possible approaches for classifying institutions have been described in the article. It was determined that one of the most common classifications*

of institutions is their division according to the economic content and legal forms. It was proved that one of the most important, taking into account the research of institutions impact on the functioning of complex social and economic systems, is an approach which provides the division of institutions into basic and secondary.

Novelty. The definition of basic institutions as a system of creating institutions of higher order has been given, which lay the foundations of the national institutional environment, causing the historical type of socio-economic system, its model and eventually they outline the vector of development of the society in general; and secondary institutions consist of institutions of lower levels of the institutional system, the main which task is to provide effective activities of the basic ones.

Practical significance. The classification allowed to offer a graphical interpretation of the classification of institutions, which consists of the following major groups: according to the economic content and legal forms; in view of the evolutionary development; the consistency feature; based on the inter-level approach; the functional purpose; the degree of maturity; from the position of elements of system and organizational structure of the society; the importance for the functioning of the system; the degree of impact on the economic system; the impact on economic growth.

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THE STATE'S ECONOMIC SECURITY: ESSENCE, ELEMENTS AND PROBLEMS OF ENSURING

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Research methodology. To study the evolution of the basic concepts and categories such as «security» and «economic security of the state» the following methods were used: induction and deduction, comparison and classification; system analysis — to study the functional components of economic security of the state; graphic — for a visual representation of theoretical and methodological material; abstract and logical — for theoretical generalizations and conclusions of the study.

Results. We have analysed the essence of such categories as «security» and «economic security of the state», considered the existing approaches to their definition and clarified that the concept of «economic security» is based on the definitions and principles of «security». The main components of economic security of the state have been defined. The key problems of our time have been identified to ensure the economic security of the country.

Novelty. We have suggested including only those elements to the functional structure of the economic security of the state that characterize only the economic processes, and related phenomena, such as: investment-innovation, financial, foreign trade, food and energy security.

Practical significance. It is in the substantiation of the recommendations for the formation and maintenance of economic security of the state.

UDC 658:65.012.8

ACCOUNTING AND ANALYTICAL SUPPORT IN MANAGEMENT PROCESS OF COMPANY ECONOMIC SECURITY

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Research methodology. *To form the methodological principles of accounting and analytical support in the management of the company economic security we have used methods: induction and deduction, comparison and systematization — the study of the essential characteristics of the term “accounting and analytical support”; synthesis and analysis — to form the theoretical principles of accounting and analytical support in making management decisions; morphological analysis — to clarify 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. *Considering the difficult conditions of activity of most domestic enterprises we have proved the priority of formation of accounting and analytical support in the management of economic security in order to achieve the required level of safety for the effective functioning and development. The interpretation of accounting and analytical support of the company economic security has been clarified as a system; the purpose has been defined and methodological principles of application to track changes as the level of economic security have been formed, as well as the degree of aggressiveness of the environment.*

Novelty. *Methodological principles of accounting and analytical support in decision-making in the system of economic security have been formed that enables entities to provide complete, timely and accurate information on the status and changes in internal and external environment for making ongoing, tactical and strategic decisions on the formation of safe conditions of the development.*

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

UDC 658.5

INFORMATION AND ANALYTICAL SUPPORT IN THE MANAGEMENT SYSTEM OF FINANCIAL-ECONOMIC SECURITY

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Research methodology. *In order to define the definition of information and analytical support and its place in the management system of financial and economic security we have used*

the following methodical means and techniques: causation and synthesis (to study the nature and content of the category of information support, information and analytical support, accounting and analytical support); systematization and generalization (to summarize approaches to the definition of «information security»); systematic approach and structural analysis (to establish the relationships between the components and subsystems of management information).

Results. *The expediency of the use of information and analytical support, along with accounting and analytical support for the formation and operation of modern information systems of economic security has been grounded. The definition of the information and analytical support of the economic security has been suggested. In the article it has been proved that the information support as a providing subsystem of the information system plays an integral role in the interconnection of information and analytical support with accounting and analytical support. The main differences in technologies of collecting, processing and sources of information of information-analytical and accounting-analytical support have been determined and their main tasks have been presented.*

Novelty. *The term of «information security» has been suggested to consider as a security subsystem that performs an integrating function between the information-analytical and accounting-analytical support, which together form the information environment for decision making, in contrast to existing beliefs that consider accounting and analytical support as a component of information security.*

Practical significance. *The proposed definitions of the information-analytical and analytical-accounting support allow outlining objects, source and technologies of searching, receiving and processing the information in the system of financial and economic security.*

UDC 336.226.1

TAX DIFFERENCES: MECHANISM OF THEIR CALCULATION AND REPRESENTATION IN THE REPORTING

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Research methodology. *Theoretical and methodological basis of the research was formed by scientific researches of specialists in accounting, legislative and statutory acts of Ukraine regulating the taxation of enterprises profit. General scientific methods of abstraction, analysis, and synthesis have been applied to achieve the objectives.*

Results. *The mechanism of tax differences application used in the enterprises profit taxation has been presented. Attention has been focused on their fiscal and control functions. It has been established that the application of the tax differences in national taxation practice is exclusively fiscal by nature. The order of display of tax differences in tax reporting has been analyzed.*

Novelty. *Main trends of improving the procedure of the tax differences calculation for taxation purposes have been defined. To calculate the size of profit liable to taxation it*

was suggested to set limitations on recognition of expenses on the basis of their economic justification. It has been offered to consider the mechanism for adjusting the financial result not only as a fiscal objective, but also as a regulation tool of investment and innovation activity of the taxpayer.

Practical significance. Recommendations aimed to improve the mechanism of calculation tax differences in the enterprises profit taxation will contribute to a further harmonization of national accounting and taxation.

UDC 65.012.45

INFORMATION SUPPORT OF MANAGEMENT OF ENTERPRISE POTENTIAL

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Research methodology. The research of the essence and value of information and information support of management of modern enterprises and its potential has been conducted using the methods of analysis, synthesis, systematization and generalization.

Results. The research of content, meaning, role of information and information support of the company management, its potential and its impact on the company has been done.

Novelty. The necessity of improving the information support of management of the company potential, creating highly efficient information technology through the use of modern computer and telecommunications equipment have been grounded to improve the quality of management.

Practical significance. The use of modern information technology with the latest computer telecommunications equipment will improve the quality of company management and its potential, promote its innovative development, improve the efficiency of the company activity, its competitiveness and market value.

UDC 331.214.7+655

MOTIVATION OF WORK IN THE HERITAGE OF M. TUHAN-BARANOVSKYI, ITS MODERN DEVELOPMENT AND PRACTICAL APPLICATION

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Research methodology. The methodology is the theoretical generalization of the main ideas of M. Tuhán-Baranovskiy's theory, their development in his present-day followers' works as well as these ideas applying in the industry.

Results. The evolution of M. Tuhán-Baranovskiy's theory of motivation for possibilities of its applying in the modern production has been researched.

Novelty. *The primacy of using the concepts “need – stimulus” in M.Tuhan-Baranovskyi’s theory was manifested. The adaptation of GMP (great management principle) to real conditions of industrial enterprises activity has been proposed.*

Practical significance. *The practical propositions for using the motivation at printing enterprises have been made.*

UDC 658.513.4+655.5

USING THE METHOD OF NETWORK PLANNING IN OPERATIONAL MANAGEMENT OF BOOK AND MAGAZINE PRODUCTION

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Research methodology. *Theoretical and methodological basis of the research is made by the works of domestic and foreign scientists, methods of theoretical generalization, analysis and synthesis, a graphic method.*

Results. *The statements of scientists on the role and importance of operational management, the nature and content of the network planning have been generalized, the expediency of its application in the management book and magazine production has been grounded.*

Novelty. *Methodological approaches to the application of the method of network planning in various areas of production have been generalized, the network planning methodology has been adapted to the conditions of production of printed products.*

Practical significance. *A schedule-network of book and magazine production has been built; the parameters of the network schedule have been calculated, the ways of its optimization have been presented that serves as a proof of the practical use of the method of network planning in publishing and printing industry.*

UDC 338.657

CONTEMPORARY ISSUES OF COST MANAGEMENT AT PUBLISHING AND PRINTING COMPANIES

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Research methodology. *method of logical generalization and systematization for identifying the major issues of cost management at publishing and printing companies; analytical method for calculating the costs incurred to earn a net income of 1 UAH, and for studying the structure of operating expenses for a publishing house and a publishing and printing company; synthesis, comparative and abstract-and-logical methods for describing the main progressive methods of production management.*

Results. *The issues of cost management at publishing and printing companies have been examined in the article. Operating expenses for a publishing house and a publishing and printing company have been analyzed and sources of reducing production costs and selling expenses for publishing and printing companies have been determined.*

Novelty. *The main methods of costs minimization for publishing and printing companies have been proposed, which enable them to reduce the level of operating costs incurred to earn a net income of 1 UAH and consequently lead to the improvement of competitiveness and business profitability.*

Practical significance. *The application of an efficient system of costs reduction by publishing and printing companies enables them to increase the level of their economic efficiency and competitiveness.*

UDK 334+655.5

ASSESSMENT OF CURRENT CONDITIONS AND RESULTS OF FUNCTIONING OF A PUBLISHING AND PRINTING COMPANY

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Research methodology. *Theoretical and methodological basis of research is the theory of operation and business development. Its basis is the fundamental works of domestic and foreign scientists in the field of publishing and printing business. The study has been carried out using the following methods: statistical and comparative analysis, structural and logic generalization.*

Research results. *During the study, the following results have been received: statements of academics and practitioners have been generalized on the role of publishing and printing business in the development of society and the state, analysis of operation results of publishing and printing business in Lviv region has been conducted.*

Novelty. *Approaches of scientists have further development to determine the categories of «publishing and printing industry», «publishing and printing complex», the methodology for analysis of the publishing and printing business conditions at the regional level has been proposed and implemented.*

Practical significance. *The results of the research may have practical application in solving problems of management of publishing and printing business on the regional level.*

UDC 65:338.242(075.8)

ESSENCE ANALYSIS OF ANTI-CRISIS FINANCIAL MANAGEMENT OF COMPANY

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Research methodology. When researching the essence of « anti-crisis financial management of enterprises» we have used the methods: induction and deduction — studying the terms «anti-crisis management» and «anti-crisis financial management», comparison and systematization — studying the interpretation of the term «anti-crisis financial management»; morphological analysis — clarifying the concept of «anti-crisis financial management»; abstract logical — for theoretical generalizations and conclusions of the study.

Results. The essence of the anti-crisis of financial management has been reviewed. The analysis of principles of the anti-crisis financial management has been done. On this basis, a simplified version of principles of anti-crisis financial management has been improved and proposed.

Novelty. The conducted analysis of the interpretation of the term «anti-crisis financial management» has shown that it is necessary to introduce the definition which will take into account the basic elements of management and financial structure. Our own version of the interpretation of the term «anti-crisis financial management» has been suggested.

Practical significance. The theoretical conclusions, scientific practical recommendations and other results of the scientific research can be used in the future when implementing anti- crisis financial management in the enterprise.

UDC 338.24+621

ORGANIZATIONAL SUPPORT OF FUNCTIONING OF THE CONTROLLING SYSTEM IN THE ENTERPRISE

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Research methodology. To substantiate the essence of the controlling system and organizational support of its functioning, we have applied the methods: induction and deduction; comparison and classification — in the study of the nature of the terms «controlling system» and «organizational support of the controlling system»; system analysis — for the study of the structural aspect of organizational support of the controlling system; model theory — to develop the mechanism of functioning of the controlling system; graphic — for a visual representation of theoretical and methodological material; abstract and logical — for theoretical generalizations and conclusions of the study.

Results. A methodical approach to the management of the controlling system of the enterprise through the organizational support has been improved, allowing the staff of the enterprise management to obtain timely and relevant information for making effective decisions, to ensure stable functioning and development of the enterprise.

Novelty. A methodical approach to the management of the controlling system of the enterprise has been improved, which in contrast to the existing ones provides the use of the mechanism of functioning of the controlling system, which is based on the application of organizational support, which clearly outlines the cycle of information exchange within the controlling system and includes environmental factors.

Practical significance. *Theoretical conclusions, scientific and practical recommendations and other results of the scientific research are being tested on the basis of LLC «Lviv Express».*

UDC 658.7:658.1

FINANCIAL FLOWS AS AN OBJECT OF LOGISTIC MANAGEMENT

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Research methodology. *In the management of logistic activities, we should take into account the peculiarities of quantitative and qualitative identification of manifold flows. Thus, a material flow as a collection of various items (elements) is characterized by their movement in space and time. The movement of a material flow in the space is provided by the advance from the initial point (a storehouse of raw materials or finished products of a supplier) to the final point – a storehouse of a consumer; the flow can be directed through intermediate points as well – transport terminals, warehouses, bases, shops. The movement of a material flow in time is provided by the implementation of a certain complex of processes (transportation, loading – unloading of goods, their processing, warehousing, storage, etc.) in specific temporal coordinates.*

Results. *The central object of logistic activity is the material flows (in both the dynamic and the static condition), characterized by different parameters, of which the main ones are:*

a) parameters that characterize the physical features of the flow of goods, including: the nomenclature, the range and number of products; overall characteristics of goods (linear dimensions, volume, area); physical and chemical characteristics of goods; characteristics of containers and packaging;

b) parameters that characterize the organizational and economic peculiarities of logistic activities, including: terms of the agreements, contracts for which there is a movement of a material flow; conditions of transportation and insurance; financial (cost) characteristics; conditions of other operations of the physical distribution related to the displacement of goods that form the material flow.

Novelty. *Along with the transformation of the material flow, the processes of logistic activity convert other types of flows – information, financial, service ones, etc., which act essentially as logistic processes.*

A key role in the transformation of logistic flows is played by the logistic management, whose task is to develop an optimal structure of the logistic system. In its turn, such management enables the company to improve its competitiveness on the management basis that operate in European business environment and successful global companies.

Practical significance. *Material flows and logistic activity of the company for their optimization and increase of their efficiency objectively are the object of management in*

logistics and, therefore, should be the object of the study of economics in issues of finding ways to improve the efficiency of business entities involved in logistic processes.

UDC 351.85+655

MANAGEMENT OF PERSONNEL TIME IN OPERATIONS MANAGEMENT

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Research methodology. *The research methodology is made up by the results of the study of problems of domestic scholars and practitioners. We have used such methods: analysis, synthesis, method of observation, statistical methods.*

Results. *We have proved the feasibility of the working time study of managerial staff in production management. An observation of the working time costs by the method of moment observations and questionnaires has been done. The values of parameters of the organization level of the studied employees and its effectiveness have been received.*

Novelty. *The methodology of studying the working time of managerial staff has been further developed. The methods of assessing the organization level of administrative work on the system of parameters have been improved.*

Practical significance. *The study of the working time costs of specific management employees has been done; their level of the work organization has been identified. A real potential for improving the time use of managers at various levels and their impact on improving productivity in practical activity have been shown.*

UDC 657

AREAS OF IMPROVEMENT OF ACCOUNTING OF RECEIVABLES AND PAYABLES FOR ENTERPRISES

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Research methodology. *Scientific research has been carried out with the use of scientific methods of the object research and specific methods of economic research, including the methods of analysis and synthesis to study the nature of debts, the method of synthesis for its classification and clustering problems of accounting.*

Results. *Summarizing the ideas of scientists, we have proposed the interpretation of the category «debt». The classification of debt has been improved based on its division by the objective nature of occurrence that naturally arises from the conduct of business enterprises and created artificially, formed usually between related entities of property relations to increase the value of their assets artificially, reducing tax liabilities and so*

on. We have defined the major accounting issues of debt in companies such as the debt classification, the evaluation of receivables, the ratio of receivables and payables, the payment of receivables, a reserve for doubtful debts and the recommendations have been given to solve these problems.

Novelty. The definition of debt has been presented and its classification as a synthetic (generalized) economic category has been improved.

Practical significance. Theoretical and practical results of the study can be used in the organization of accounting process, the financial management of industry companies and the education process.

UDC 658:65.012.8

IDENTIFICATION OF THREATS TO ECONOMIC SECURITY OF SMALL BUSINESSES AND FORMATION OF COUNTERACTION ALGORITHM

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Research methodology. The known economists as S.P. Azizov, Z.S. Varnaliy, L.I. Vorotin, S. Reverchuk etc. devoted their works to the research on threats to economic security at both the national economy and at the level of individual entities. These works have focused attention in particular to the process of economic security, and the detection and diagnosis of hazards.

Results. The article deals with the classification of threats to the economic security of small enterprises in Ukraine, the essence of the concept of «threat», their classification and detailed analysis, the algorithm for their counteraction has been developed in accordance with it.

Novelty. For the first time this article analyses the literature based on external and internal threats, gives the general classification of threats to economic security for small businesses, and on the basis, presents the algorithm for their counteraction for protection against economic threats to provide comprehensive security for small business. This algorithm aims to improve the efficiency of economic activity of middle enterprises, to contribute to better achieving of business goals in a highly competitive society and avoiding business risks through early detection of threats that are economic ones today.

We have received the further development: the evaluation of the real performance of the company with regard to assessing the impact of economic threats methods of protection against threats to small business.

Practical significance. Suggestions and recommendations proposed in this study are aimed at improving the process of development of small industrial enterprises in Ukraine and, in particular, in improving its effectiveness. The practical importance are the following developments: the analysis of the main indicators for assessing the effectiveness of financial-economic activity of small industrial enterprises in Ukraine to seek new methods to avoid or minimize threats.

UDC 007 : 304 : 659.1

MODERN WORLD TRENDS IN OOH ADVERTISING RESEARCH

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Research methodology is to use historical and logical methods of cognition. The above methodological approach allows to systematize and to form the sequence of field measurements in outdoor advertising.

Results. The purpose of the research is to explore and to summarize the main research methodology in outdoor advertising in the world and to reveal its nature and characteristics; to identify 2015-2016 years key trends and their impact on the modern development of research in OOH advertising globally.

Novelty is that the study was the first comprehensive attempt to give disclosure of traditional and modern approaches studying the OOH advertising effectiveness. Dominant trends in outdoor advertising were discovered and it was determined that further development in the coming years will be on the combination of OOH and digital (the internet, social networks, and mobile devices).

Practical significance. Study's results are that the outdoor advertising industry is in a transitional stage of development and quickly adapts to changes in the media space. The innovative new technologies not only help to monitor behavioral characteristics of consumers, simplify planning and reporting on advertising campaigns, but also to buy and sell advertising areas quickly and in real time. An important trend of globalization of OOH advertising market is the process of standardization, in the area of digital advertising research in particular.

UDC 007:304:070:303.832

INFORMATION INTERACTION IN THE «MEDIA – AUDIENCE» SYSTEM: REGIONAL EDITORS EXPERT SURVEYS RESULTS

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Research methodology. The comprehensive approach to the selection of scientific methods used to study the «media – audience» information interaction has been applied. Theoretical methods included analysis, synthesis and systematization of scientific developments in the field of classical sociology, mass communication sociology, social communication, editorial marketing and more, which enabled theoretical analysis and definition of the concept of social surveys and an expert survey, a method to conduct social surveys. Comparative analysis allowed us to compare the theoretical opinions about the situation in the media and the real state of the media market. The systematization of the theoretical and empirical data enabled to draw conclusions

about the information interaction. The expert survey method was used as a basic empirical method making it possible to gather information about the media – audience interaction.

Results. The expert survey has been conducted to interview regional editors; the data have been statistically processed; the theoretical generalization has been made. The research findings emphasized the importance of conducting studies to research the organized communication between the media and the audience. The study also proved the necessity for analyzing regional practices of establishing interaction with the audience. There were defined the basic concepts that would be used for theoretical and practical generalizations, including but not limited to the social survey and expert survey. There were designed special tools used to conduct the survey including questionnaires, answer sheets. The information was collected revealing the real nature of organized communication between the media and audience. Statistical data allowed to make conclusions about the real state of interaction with the audience. After analyzing statistical data, conclusions have been made about the real state of interaction between the media and audience, thus allowing to offer recommendations how to improve such interaction. The possible use of effective practices by different media have been outlined.

Novelty. The research focuses on the regional practice of information interaction between the media and the audience. Tools were developed to conduct the social survey by means of an expert survey. The basic concepts were defined in the journalism context, necessary for theoretical and practical generalization including social surveys and expert surveys. The study of scholarly publications and the expert survey conducted among the regional journalists enabled us to formulate conclusions on each item in the questionnaire, that allowed to deepen the understanding of media audiences.

Practical significance of research findings has been proved by several factors. The research findings can be used for teaching courses for students majoring in journalism; for preparing thematically relevant scientific studies; for sharing regional practices in establishing interaction with the audience; for improving the editorial policy aimed at providing efficient organization and attracting information products consumers; for strengthening publication relevancy by upgrading the knowledge about the audience's needs and ways of cooperating with it.

UDC 164.02:070(477) " 2013/2014

SYMBOLIC REPRESENTATION OF SPACE, TIME AND NUMBERING IN MEDIA ON THE EXAMPLE OF REPORTING ABOUT EUROMAIDAN

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The qualitative analysis of symbolic relations of space, time, numbers on the example of symbols in media reporting about Euromaidan has been suggested in the article. It uses those basic characteristics of space, time, numbers in a myth, language, science which Ernst Cassirer establishes and defines in his philosophy of symbolic forms. This

allows exploring which understanding of space, time, numbers is more common and inherent in the media, if they combine the properties of different symbolic forms (a myth, language, science) or demonstrate their own unique ideas about space, time, numbers that elevate them to the level a self-sufficient symbolic form.

The media sampling has been formed for the study of space, time and numbering in symbolic representations of Euromaidan in a comparative cross-cultural perspective. It covers both analytical weekly and daily tabloids. The sample includes one weekly and one daily tabloid from Ukraine and Poland. Using the media from two different countries makes it possible to bring a cross-cultural comparative perspective to the study to see the differences in symbolic representations not only among separate publications, but also between countries.

UDC 324-057.341:070](73):070(477)]»2016»

PRESIDENTIAL ELECTION CAMPAIGN IN THE USA: RESULTS, CONSEQUENCES, SOCIAL AND POLITICAL RESPONSIBILITY OF THE MEDIA

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Research methods. *General scientific methods: analysis, synthesis, methods of induction, deduction, and abstraction. Social and communication approach has been applied as a specific scientific method, thus allowing the detection of the differences in tone and emotionality of the publications about the election. The display of editorial political preferences, which influenced the political choice of the voters, has been emphasized.*

*The study **results** provide the definition of the political, economical, psychological, and mass media agents of a republican candidate's victory in the presidential election campaign and prove the peculiar mass media positioning.*

Novelty. *The concept of social and political responsibility of mass media during state election campaigns has been first theoretically substantiated.*

Practical value. *The study results can be used in further scientific research, in teaching journalism and political studies, in workshops for media officials, politicians, and political analysts.*

UDC 811.161.2

EDITING FEATURES OF ELECTRONIC TEXTBOOK ON JOURNALISM FOR HIGHER EDUCATIONAL ESTABLISHMENTS

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The basic problems of creating and editing electronic educational publications for professional journalism's education are described in the article. The attention must be

paid to the need for careful preparation of editorial publications designed for the range of professionals who already have a basic knowledge and want to deepen it. Therefore, the purpose of the article is to reveal features of editing electronic textbooks on journalism and give practical guidance on its improvement.

Research methodology. *Having given the multidimensional nature of the chosen theme general scientific and special methods of processing information are applied. In particular, we have applied techniques such as the terminological analysis method to clarify the conceptual apparatus; methods of analysis, synthesis, generalization to characterize Ukrainian electronic textbooks; methods of induction, deduction, analogy, comparison, systematization to determine the specific in editing of electronic textbooks on journalism; the descriptive method to displaying specified features.*

Results. *The study's results lead to the following conclusions: among scientists there is no single theory of the definition for «electronic edition», «electronic guide» and «electronic textbook». We emphasize the need to distinguish between the concepts of «electronic coursebook» and «electronic textbook». It has been found that the problem of editorial preparation of electronic textbooks on journalism has not comprehensively covered.*

An editor of electronic media guide should clearly understand the audience edition features and adapt the content and form of the book to its needs. It monitors compliance to the hypertext, carefully checking hyperlinks, accuracy, reliability and relevance of the material, the presence of useful examples, design illustrations.

Editing linguistic content of the electronic textbook on journalism should not be ignored by the author, especially when it comes to translated editions. It is necessary to make high-quality translation, avoiding grammatical errors in the text, inaccurate usage, the dominance of foreign words. The editor should pay special attention to the formation of the correct structure edition's registration system, categorize. Layout and design of electronic textbook on journalism are fully consistent with the principles of ease and readability, navigation, rational layout on the page, reading books on different gadgets, due to the features used books audience.

Scientific innovation is that the following were revealed for the first time: *The definition of electronic textbook on journalism; The features of editing electronic media guides; Practical recommendations for improvement of this type of publications.*

Practical significance. *The proposed results and recommendations can be used to improve the existing e-learning and new media and to create training courses for editors and journalists.*

UDC 316.6:659.9]:004.7 (043.3)

METHODS AND MEANS OF CONCEALMENT AND IDENTIFICATION OF ACCOUNTS AUTHORSHIP IN SOCIAL NETWORK

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Research methodology. *The article uses general scientific methods of analysis, synthesis, simulation, prediction, comparison. In practical aspect historic-graphical method is applied, as well as analytical and typological, comparative, structural, problem-thematic, theoretical methods.*

In terms of presentation of the study main goal, which was presented in the paper as separate tasks, we have used the above methods as follows. To study the preliminary investigations we have used general scientific methods of analysis and comparison, as well as in the applied aspect — historiographical and problem-themed methods. To determine the basic principles and means of identification and masking accounts in online social networks, we have applied general scientific methods of analysis, synthesis, comparison, and in the applied aspect — analytical and typological, comparative and structural methods. To determine the current state of development and future prospects of problem processing we have used general scientific methods of analysis, modelling and forecasting, and in the applied aspect — theoretical, structural, and problem-themed methods.

Results. *Presented in the article studies have shown the nature and specifics of modern network communication technology, in the problems of design, promotion and identification of network accounts.*

Novelty. *The results of the study, presented in the article, make it possible to study in detail one of the most important aspects of communication processes management in online social networks, such as personalization of users.*

Practical significance. *Research results and recommendations presented in the article are important for further development of the system network communications. In particular, attention is focused on the prospects of the practical use of technology presented in the article as part of the network information warfare.*

UDC 070:304:659.3

MULTIMEDIA STORY GENRE

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Research methodology. *The specific topic has conditioned the complex approach to the selection of research methods, including analysis, synthesis and systematization of the latest developments in the field of social communication that enabled the theoretical study in order to define the information products. The descriptive method was used for a comprehensive description of available genre features of multimedia formats. The comparative analysis was applied to identify common and specific features of long reads; synthesis helped to make conclusions about the possible genres of multimedia information products.*

Results. *The research findings proved that modern theoretical works neither give enough justification for a long read, nor specify its features. Currently a long read is being intensively developed: it is synthesizing various features of genre forms, practicing multimedia tools. Therefore, it is difficult to identify distinguished approaches to classify its varieties. Overall,*

the long read is a specific format that combines features of different genres. The analysis of theoretical studies justified that the new media projects demonstrate the diffusion of elements, structures, and platforms. Compared to the television genre, the long read is a special report due to the similar development techniques. The media long read vividly illustrates how the on-line journal article format is evolving. The article is concluding that multimedia stories should be classified into the following types according to their genre features: rational genres of journalism (news feature, commentary, analytical articles, expert interviews), emotional journalistic genres (emotional reporting, feature, personal interviews, portrait, sketch).

Novelty. *The novelty is in the detailed analytical review of how online journalism genre forms are evolving. What's more, the genre features of the long reads were identified, including its structure, abundance of the "first person" quotes, and proximity to narrative (literary) journalism. The classification of multimedia stories according to their genre features was improved.*

Practical significance. *The study findings can be multifunctionally used by online media journalists seeking to modernize the information product generated by modern users as well as to improve the content. The research results are of potential interest for instructors teaching modern digital technologies, online journalism and other disciplines. In addition, the information presented in the study can be used in the preparation of future research on mass communication issues.*

UDC 007 : 304 : 655

A MODERN SMALL PUBLISHING HOUSE IN UKRAINE: MAIN FEATURES, TYPES, GENERAL CHARACTERISTICS OF ACTIVITY

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Research methodology. *The research in modern Ukrainian small publishing houses and its place in the domestic book market is based on analysing the statistics of Book Chamber of Ukraine and State Committee of TV and Broadcasting, monitoring of small publishing houses of the designated period. As the world's most common form of publishing activity, small publishers create a variety of assortment, satisfy the information needs of narrow target audiences and stimulate the development of the industry.*

Results. *As a result of the analysis, we can identify the main trends of small publishing business, including: mapping discrepancy of small publishers in government statistics; the dominance of publishing organizations over publishing houses; low quality of publishing products in majority of publishing organizations/houses; survival at the expense of publishing and printing services; a number of social and communication activity and establishing the publishing houses by authors for the publication of their works.*

Novelty. *The relevance of the chosen topic is justified by the fact that the small forms of publishing are promising in terms of political and economic instability, which can be traced in Ukraine in recent years. This is confirmed by a decrease in circulation of*

all forms of publishing, reduction in the number of active publishers in the market, the emergence of more and more fictitious publishing companies.

Practical significance. *Uncertainty of publishing terminology, lack of adequate accounting scheme has made the scientific research in the field of small publishing houses in Ukraine impossible. Our analysis allowed isolating a small sector of publishing quantitative indicators in titles and circulations annually and quality characteristics: a clear editorial policy, communication activity and quality of publishing products (taken into account the data in 2013). All this demonstrates the need for separation of publishers and publishing organizations, improving the national tax system, raising the professional level of employees of small publishers and search for new methods of communication activity.*

UDC655.424

UKRAINIAN BOOK EXHIBITIONS UNDER IDEOLOGICAL CONTROL OF THE USSR (1945–1980 YEARS)

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Research methodology. *The historical/chronological method has been used to describe book exhibitions under the Soviet ideological control of the 1945–1990 that took place in Ukraine and involving Ukrainian publishers beyond Ukraine. Comparative and typological methods have been used to analyze the creation and presentation of the content at exhibitions and fairs, and to look at the range of themes and categories of printed products represented there. The analytical method helps reveal the impact of innovations introduced by the state apparatus on the book, poster and illustration exhibitions.*

Results. *The article looks at the use of book exhibitions and fairs in 1945–1990 on the territory of Ukraine and abroad with Ukrainian publishers involved in the interests of Soviet propaganda. It analyzes the creation and representation of the content, as well as the range of themes and kinds of publishing products in the environment of ideological control. It also researches the participation of Ukrainian publishers in book shows around the world, which were also used to solidify the Communist Party policy. In addition to that, the article finds anniversaries of writers for which exhibitions, fairs or literature nights were organized.*

Novelty. *This topic of research is timely because there is currently no systematized history of Ukrainian book exhibition activities in the post-WWII period or the description of the role of the propaganda machine played in shaping the content of such events, which is particularly important in heading towards de-communization of Ukraine, debunking of Soviet clichés and stereotypes, and the introduction of accurate national memory based on the analysis of authentic sources.*

Practical significance. *The results of the research can be applied as an additional material to History of Publishing and Editing, Literature and Art Processes under Ideological Repressions and Khrushchev Thaw courses, as well as for the separate course on the history of book exhibition movement in Ukraine in 1945–1990 for students of higher academic institutions specializing on the respective areas of expertise.*

UDC 391-055.2:050 (438.32) “ 18/19”

**FASHION REPRESENTATION ON THE PAGES OF WOMEN'S MAGAZINES
IN LVIV (END OF XIX — FIRST THIRD OF XX CENTURY).**

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Research methodology. *To get the main results of the scientific work, we have used such general scientific methods as information and cultural ones. The object of the study, namely women's press, has been studied in the context of the information about the women's movement, social, political and economic circumstances. Within the cultural approach, the attention has been focused on fashion as a cultural phenomenon and its representation of women media in Lviv in the end of the XIXth the first third of the XXth century.*

Results. *Analysing a number of Ukrainian and Russian women's magazines in Lviv, we have singled out a group of publications, covering fashion and topics relevant to it, as well as the specific features in the presentation of the materials of the outlined topics.*

Novelty. *The full research of Galician prewar magazines for women was possible only after Ukraine gained the status of an independent and sovereign State. In the present context Lviv women's magazines of the end of the XIXth the first third of XXth century has been poorly studied, and the representation of fashion, as one of its aspects, is considered for the first time. The study of women's magazines has revealed the hidden meaning of stages of the historical process. Therefore, the specific features of fashion trends reflected on the pages of women's periodicals in Lviv helped to identify the causes that led to the social progress and development in the second half of the XIXth the first third of the XXth century.*

Practical significance. *The applied significance of the scientific work is to contribute to the revival of Ukrainian press for women helping each find their readership, model its purpose, content, structure, external and internal form, stylistic unity, artistic design.*

UDC 821.161.2(477.8)-92.09”18/19”:32(477)

**«BECAUSE I AM NOT ONE OF THOSE, WHO CAN STEAL SOMEONE'S
MERIT...»: POLITICAL DEBATE OF STEPAN SMAL-STOTSKIY
AND IVAN FRANKO IN WESTERN UKRAINIAN PRESS IN THE LATE
NINETEENTH — EARLY TWENTIETH CENTURY**

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Research methodology. *Methods have been used, that in turn allows us to solve research problems and to involve scientific use new and little-known journalistic*

publications. The concrete historical method has been applied to analyse the source material of specified problem — characteristics of polemic materials of Stepan Smal-Stotskiy and Ivan Franko. In general, the methodological bases of the study have been biographical, problem-thematic, historic-comparative methods.

Results. Relevance of the research polemical materials in Ukrainian press is still not fully analysed. Surely, finding out the terms of their appearance is caused by complex phenomena in the functioning of various spheres of activity in our statelessness time. It was often the press that was elected as the bearer of dispute, which played a so-called arbitrator role and spoke for a particular party controversy. It should be noted that journalism of the called period characterized the logical relationship with politics very clearly. At the time of statelessness, the establishment of a number of new political ideas — the press materials from the pages filled the segment filing pressing issues of the time to the public. And the main thing here was the ability to present a particular product quickly. Not the last factor was also the one who gave this product.

Novelty. For the first time in the history of Ukrainian journalism, the features of the controversy between Stepan Smal-Stotskiy and Ivan Franko have been comprehensively studied. The genesis of polemical materials has been explored and their specifics has been determined. It is important that the main aspects of discussion have been highlighted on the pages of the Western press between leading figures in the context of the political situation in the late XIX — early XX century. The integrated structure, content, genre-specific of publications have been examined. The significance of polemical materials, highlighting the development of Ukrainian journalistic and political thought in the late XIX — early XX century and complex stages of its formation, of Stepan Smal-Stotskiy and Ivan Franko has been characterized. The careful analysis of the state of studies issues in Ukrainian press confirmed that the issue of controversy between Stepan Smal-Stotskiy and I. Franko was the subject of a comprehensive study. The researchers addressed this topic only occasionally.

Practical significance. Key findings and statements can be used in the educational process in the study of Ukrainian History and Theory of Journalism, as well as at the creation of textbooks on the history of the discipline. The research materials will be effective for training courses on History of Publishing and Editing. The results can be used by scientists, including journalists, historians, philologists, which are interested in the press of late XIX — early XX century.

UDC 94: 351 (47783/86) “18/19”

**GETTING READERS' FEEDBACK AS MEDIA STRATEGY TOOL
(ILLUSTRATED AT THE EXAMPLE OF RADICAL PARTY JOURNAL
«NAROD» (1890–1895))**

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Research methodology. *The analysis of the editorial correspondence is carried out based on the media content of the Rus-Ukrainian Radical Party – Narod. The correspondence is considered as a valuable source of information and means of expanding readership.*

Results. *The social role of the XIXth century Ukrainian press in Western Ukraine has been analysed. At the example of the section «Correspondence with the Editorial Office» of the RURP journal «Narod» we can see the strategies which were applied in order to fix the relevant social issues by means of readers' feedback.*

Novelty. *The factual material published on the pages of the journal in the XIXth century has been introduced into scientific circulation.*

Practical significance. *Getting the reader's (viewers', listeners') feedback is by far the best way to gain popularity of the target audience and establishing its loyalty. The experience of the first RURP journal «Narod» in this area is worth consideration. Certain techniques, such as polemic with other editions, discussing controversial issues, appealing at the same time to the readers' opinions may be used by modern editorial management.*