

ABSTRACTS

UDC 007:35.088.6

MEDIA EDUCATION OF OFFICE EMPLOYEES AS A TREND OF CONTEMPORANEITY

O. V. Harmatiy

*Lviv Polytechnic National University,
12, Bandera St., Lviv, 79013, Ukraine
ulitska@ukr.net*

Research methodology. *The aim and objectives of the article have led to the use of several complementary methods. By means of the documents analysis method there have been processed legal regulations in the field of media education, the works by famous scientists on the theory and practice of media education having been considered. The comparative analysis of media education in Ukraine and abroad has been conducted. The systematic analysis has allowed us to determine the place of media education of office employees in the common media system.*

Results. *General conclusions of the article have added to the already known ones and created new knowledge about media education as a part of the office employees training. The need for the introduction of media education in the educational process of the office employees training has been grounded in the publication, and the basic principles of the Concept of media education implementation in Ukraine in the context of media education public communicators have been considered.*

Novelty. *It has been defined that the priorities of media education of office employees are: the development of knowledge and skills to create their own media products, taking into account the characteristics and needs of the audience; the formation of media skills for effective interaction with different types of media (press, audio, video, Internet) due to the specifics of each kind.*

The practical significance. *The author's working out can be used in the future general media education studies of office employees and also in the practical implementation of the system of training, retraining and advanced training of the public authorities employees.*

UDC 070.489'447(09)

A PLACE OF PEER REVIEW IN HISTORY OF SCIENTIFIC PRESS

O. O. Humanenko

*Kirovohrad Volodymyr Vynnychenko
State Pedagogical University,
1, Shevchenka St., Kirovohrad, 25006, Ukraine
olexandra.gumanenko@yandex.ua*

Research methodology. *The principles of historicism and complexity are forming the methodological basis of the study. To examine the evolution of peer review there have been included some general scientific methods — comparison, synthesis, analysis, which have helped to define main periods in development of peer reviewing process. Also there have been applied the descriptive- and comparative-historical methods. Social-cultural and axiological approaches allowed to investigate the formation of peer reviewing in the structure of a modern academic communication.*

Results. *In this paper have been analyzed the development of the peer reviewing system and the peer review influence on the formation of scientific thought. It was clearly defined that evaluation of scientific works had an old history.*

Novelty. *This article was first to define the role of peer review in the modern scientific space. Referring is examined as a system, influencing on the status of scientific discourse. The sources of peer reviewing in the world were generalized.*

***The practical significance.** The article serves for scientific papers' assessment future analysis. The materials can be used in special seminars and courses on Scientific Literature and be useful during teaching vocational disciplines.*

UDC 007:304:655

**LOGIC CULTURE OF MEDIA PRODUCT:
«THE PHETORIC QUESTION CALLING
FOR AN IMMEDIATE ANSWER»**

N. V. Zelinska

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
nzelinska@yandex.ua

***Research methodology.** The theoretic base of the research includes the general scientific methods of analysis and synthesis as well as the specialized (very often used in the sphere of social communications) ones: problematic-thematic, descriptive and comparative. All of them have been used for reaching the concrete purpose — searching for reasons, consequences and forms of responsibility for numerous logical mistakes in the text functioning in the modern media space.*

***Results.** The main result obtained has been the exposure of the reasons of the low level logical culture in the media texts (first of all the lack of appropriate methodical basis and the specialized handbooks on the native language, which could be used in the professional teaching of the future publishers, editors, journalists, as well as the absence of attention to logical problems and misunderstanding of their damage for the intellectual “climate” from the wide public side). Having defined the reasons we will be able not only to find the ways for a local blockade of logical mistakes, but to propose the integral algorithm of the media texts editorial improvement in the nearest future.*

***Novelty.** The article demonstrates the new point of view on a media text as a complex phenomenon that consists of a content (information plus ideas), literary form (composition, language and style) and logicity as a proper important element of both “sides” of a text (because it deals with a content and a word simultaneously).*

***The practical significance.** The damage of disregarding of the logical demands during the editor's working up of the authors' materials has been showed on the real patterns, and on the contrary, the effectiveness of implementation of the logical mechanisms into the editorial practice has been demonstrated. The rules and cases described in the article may be used in the professional teaching process (for instance, within such course as Basic Logic for Editing).*

UDC 82+004.032.6

**ELECTRONIC MEDIA AS A PART OF THE LITERARY PROCESS
(AFTER THE EXAMPLE OF THE MOST POPULAR MODERN
UKRAINIAN LITERARY SITES)**

I. I. Kapral

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
kapral@ukr.net

Virtualization of modern literary process has been created by the spread of new means of handling, storage, and display of information in textual, video, audio, and other areas. Marshall McCuhan book «The Gutenberg Galaxy» has raised debate about the fate of the printed book. But the role of the book is influenced by information and communication environment in the twenty-first century, and the digital revolution continues. Readers want a comprehensive electronic processing

of texts and audio and video materials, look for medium to archive and display in a form accessible to learning and teaching. But now no one speaks seriously about the death of the book, but everyone understands that the process of changing in the book publishing industry is inevitable. So John B. Thompson shows that the digital revolution has had and continues to have a huge impact on book publishing business, but the real impact of this revolution has nothing to do with scenarios for the future of books in the imagination of many commentators.

The article analyzes the characteristics of the most popular electronic publishing and literary sites: ЛімАкцент, Гоголівська академія, Сумно?Ком, Укр.літ. The main activity of them has focused on the popularization of Ukrainian books online. The subject of these resources is the problem of modern literary process, publishing news, literary competitions as the possibility of realization for young writers and authors as a way to search for publishers. The most popular literary genres of electronic publications have been reviews, surveys and reports so as to best contribute to the popularity of authors, promoting their books and reflecting the dynamics of literary life. Virtualization of literary and literary-critical texts becomes an integral part of modern life and literary publishing process, because the interaction between different literary sites makes it possible for potential readers to follow for development in literary life and dialogically respond to it.

UDC 655.4/5 (477)

BOOK'S PUBLISHING PROMOTION WAYS: THE EXPERIENCE OF INDEPENDENT UKRAINE

I. M. Kopystynska¹, T. S. Grynivskyi²

¹*Ivano-Frankivsk University of Law named after King Danylo Halytskyi, 35, Ye. Konovaltsya St., Ivano-Frankivsk, 76018, Ukraine*

²*Yuriy Fedkovych Chernivtsi National University, 2, Kotsjubynskiy St., Chernivtsi, 58012, Ukraine taraskone@gmail.com*

Research methodology. *To achieve this objective empirical and theoretical research methods are used.*

Analytic-synthetic method is used for studying the object, making it possible to get initial information as a set of empirical statements and identify trends and patterns of publishing;

Elements of system-structural and typological methods are used for the separation of the means of promotion into traditional and modern;

Problem-chronological method is applied to study in chronological order the promotion tools development.

Results. *In the first decade of Independence the books' promotion in fact, has been neglected by Ukrainian publishers. It was mostly printed mass media used to promote the books. Nowadays we notify a step-by-step intensification in the field. Different sources and methods of promotion are developing and implementing into our information space. Among the traditional the most popular are the mass media usage, presentations, participation in books' exhibitions and festivals. Among the newest — actively developing the sources of internet communications, book trailers and channels on YouTube. But, for now this stage of publishing process is at an early stage of its development.*

Novelty. *It has been applied the complex approach to the study of Ukrainian national book promotion experience from the first years of independence till nowadays.*

The practical significance. The main points of the article can be used in teaching courses on publishing and will be useful for publishers to implement in practice.

UDC 007:304:32:050

ENLIGHTENING OF THE POLITICAL THEMES ON THE PAGES OF THE JOURNAL «BULLETIN FOR RUSYNS IN AUSTRIAN STATE»

M. M. Kulynych

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
kumur@ukr.net

Research methodology. The methodological basis of the article is determined by the system of principles (historicism, scientific objectivity, complexity, reliability). A lot of methods have been used for covering the political issues in the pages of the journal «Bulletin for Rusyns in Austrian State», including the combination of general scientific principle of objectiveness, analytic and synthetic methods (concrete historical, comparative, chronological, problem-thematic).

Results. This research has analyzed the most significant publications of the journal, that lighted up the course of that time political events and the reaction on them in the world, and it states the circle of authors of the materials published in columns of the journal, on the basis of the archived information it has been specified about the most active authors of the journal, the influence of the journal on forming of national consciousness of under-Austrian Ukrainians in the middle of the XIX century has been reserched.

Novelty. Scientific novelty lies in the fact that for the first time we have presented a number of previously unknown political facts of the middle of the nineteenth century, we have covered the problems of foreign and internal policy of Austria. We have researched the publications, which enlightened the problem of the fighting between the Ukrainian and Polish nations, whose territory was divided between Austria and Russia. Certain authentical resources allowed us to clarify the exact impact of «Bullatin for Rusyns in Austrian State» in coverage of Ukrainian-Polish relations in 1863, in particular:

Practical significance. The publication of such governmental periodical issue like «Bulletin for Rusyns in Austrian State» is nowadays of great scientific importance because it records historical and political facts of the middle of the nineteenth century. The results and conclusions of the article can be used for the further research of the Ukrainian press and publishing business, for preparing lectures, reference books, textbooks on the history of publishing.

UDC 655.52

AUTHOR, PUBLISHER, READER — THE PROBLEM OF COOPERATION IN THE DIGITAL EPOCH

A. L. R. Lozynskyi

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
adamlozyn@gmail.com

Research methodology. In the research the method of content analysis has been used concerning different theoretical sources in question. The systematic method has been used while investigating the communicative system of an author, publisher (editor) and reader. The functional method has been an illustration of new functional features of each of the publishing process participants.

Results. *The main problem is the strengthening of a reader and weakening of a publisher, which must provide a flexible publishing policy and pay attention to the powerful competition of the Internet environment to survive at the market. Another important trend to be present continually has been the level of authorship. It is the author himself being a creative unit and support for the work of a publisher. He is the initiator of this communication, and any changes in this structure influence namely a publisher and a reader. A reader chooses, interacts and dictate his own terms for an author and a publisher.*

Novelty. *The influence of such phenomenon as the Internet on communications of an author, editor (publisher) and reader, their roles, functions and professional qualities has been thoroughly described. The problem has been considered in complex for the first time.*

The practical significance. *Today this theme is considerably urgent, as the Internet is the main instrument of the society transformation and of publishing in particular. The research allows to search for a new principle of work of an author and a publisher (editor).*

UDC 007:304:659.1+81'33

FORMATION OF FOREIGN LANGUAGES CONNOTATION IN THE ADVERTISING TEXTS AS AN EFFECTIVE MANIPULATIVE METHOD

O. P. Mykhaylovykh

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
ola_lviv@yahoo.com*

Research methodology. *The methodological base of research are general and special scientific methods. To identify the degree of the elaboration of the problem has been used archive method; has been used; to study the peculiarities of transformation of terminological units in advertising texts were applied methods of observation and description; analysis, synthesis, comparison and typologization were used to identify tendencies in modern advertising market on the basis of empirical material; inductive method was an important for generalization and systematization; during the study an experimental method of linguistic interviews also was used aimed at identifying direct knowledge of the value of terms in advertising message.*

Results. *The article describes the method, based on the enlargement of stylistic possibilities of advertising texts. Its essence is to use the terminology vocabulary to form connotations in foreign languages. Using foreign language terminology in advertising text (especially in latin transcription) has great manipulative potential. Connotations in foreign languages as a method should be used to provide the text of modern scientific and/or technological «sound», to emphasize the «foreign origin» of the advertised product that contributes to the image of the product as more prestigious.*

Novelty. *On the basis of analysis of modern advertising texts on the Internet, on television and in the print media, first time was proposed to use the connotations in foreign languages to improve the effectiveness of advertising texts.*

The practical significance *of the research results is the possibility of their use in the development of modern advertising concept and copywriting to improve the effectiveness and impact of advertising product. Facts and conclusions of the article can be used in the training courses on the Advertising and Public Relations.*

UDC 070.41.0.045

THE AUTHOR EDITING AT THE STAGE OF PREPARING WORKS FOR REPUBLISHING

A. M. Nosko

*Berdyansk State Pedagogical University,
4, Shmidta St., Berdyansk, 71100, Ukraine
noskon@mail.ru*

Research methodology. *It is used the method of content analysis, quotation material of the epistolary heritage of Ivan Franko, Mykchailo Kotsyubynsky, Bogdan Lepky, Vasyl Stefanyk (the search of segments with thematic indicators «self-criticism» «critique», «censorship» «spelling», «literary norm», «genre forms», «style», «self-editing» in the texts of the letters in the article.*

Results. *The main efforts of writers during the process of self-editing and republishing of their works were directed to adapt the requirements of the new editions for certain purpose and orthography differences; to correct the amount of the text, to polish language and style, to work on pragmatics, to eliminate printing errors in previous editions, to renovate censorship or editorial notes.*

Novelty. *The traditional understanding of the author editing is reduced to its definition as a last control phase of the creative process of art. The proposed article is a part of a global investigation that proved that according to the general structure of text making it is possible to identify the multifaceted aspects: 1) as a unit that undergoes the following stages: preparatory, text writing, editing of works in preparing them for the republication, translation and implementation; 2) as a separate step of the control function to prepare the text for publication.*

The practical significance. *Materials of the research can be used for teaching in a high school, particularly in teaching such subjects as «Copyright», «Journalistic skills», «Psychology of journalistic work», «Editors profession», «History of publishing and editing».*

UDC 007:304:659

THE SPECIFIC FEATURES OF THE PR-TECHNOLOGIES IN THE PUBLIC POLICY OF THE UNITED STATES DURING THE PERIOD OF THE «NEW COURSE»

O. I. Oblasova

*Dnipropetrovsk National University Oles Honchar,
13, Naykova St., Dnipropetrovsk, 49050, Ukraine
o.oblasova@yandex.ru*

Research methodology. *In order to determine the perspectives of PR development in Ukrainian reality we should examine existing global experience in this area. Therefore, we have studied the period of American history, called the «New Course» which was realized during the administration of President Roosevelt, when new techniques and technologies of PR were crystallized. At that time the government had to conduct an active outreach in order to enlist the support of the population. In simple terms the President explained the essence to his compatriots and the need for reform, resorted by the administration. We consider that such difficult times, that our country is being experienced, we should borrow the PR funds and technologies, which proved for many years their effectiveness.*

Results. *PR appeared during the Industrial revolution. Its aim was to achieve the consensus among the members of the society. President Roosevelt created the image of a confident happy person, which was so lacking for ordinary Americans*

in the times of Depression. The First World War made significant adjustments to the PR philosophy. Before that it was a mostly defensive tactics, which popularized the implemented measures and actions of business and government organizations, later adopted the practice of political PR offensive in nature, showing an amazing ability to mobilize public opinion.

But the greatest development during the «new course» PR received at the state-military level. The main tool in this case was the Office of War Information, and PR-men of that time had to deal with the publicity, the military censor, help for the military correspondents.

Novelty. *It is for the first time concluded the necessity of borrowing the best American developments in the field of political and social PR, which were developed during the «new course» of Roosevelt administration. Therefore, we consider it is necessary to study the experience of military public relations of the United States, which will be useful for our country today.*

The practical significance. *The results of the research can be used in modern practice of Ukrainian political and social PR.*

UDC 655.535.28:006.034](477)(045)

ISBN AS A BASIC ELEMENT OF THE MODERN BOOK DISTRIBUTION SYSTEM

I. O. Pogorelovska

*SSI «Ivan Fedorov Book Chamber of Ukraine»,
27, Yuri Gagarin Ave, Kyiv, 02660, Ukraine
isbn@ukrbook.net*

Research methodology. *The choice of methods used in the scientific research on the topic has been conditioned by the actual material issues and its purpose. At the first stage of the study there have been used primary methods: the information gathering and surveillance, but for the second one the analysis has been chosen. The primary methods have been used while collecting information on the trends in the state information policy on publishing and the situation of the bookselling system in Ukraine. The analysis has been applied when considering the ISBN system operation in Ukraine and in the leading countries of the world, as well as learning how to implement of electronic data interchange standards (ONIX).*

Results. *The study has identified the main problems of the national book distribution, highlighted the important role of the International Standard Book Number System (ISBN) in solving these problems, defined the need to implement of electronic data interchange standards (ONIX) and create a national information system of «Books in Print» in order to meet the needs of the book market.*

Novelty. *The author has defined the dependence of the successful functioning of bookselling in Ukraine on the degree of usage of all instruments of the International Standard Book Number System (ISBN), including metadata and the implementation of electronic data interchange standards (ONIX).*

The practical significance. *Today users of the ISBN system in Ukraine number almost 4000 publishers. Creating a national information system «Books in Print» based on the International Standard Book Number (ISBN) system and further development of standards implementation of electronic data interchange (ONIX) will successfully solve the problems of the modern system of book distribution. In its turn, this will contribute to the development of the modern information society in Ukraine and promote the formation of a united information and communication space of Ukraine and its successful integration into the world one.*

UDC 016:6

BIOBIBLIOGRAPHY AS AN IMPORTANT FACILITY OF THE SCIENTIFIC RESEARCHES BY MYROSLAV BUTRYN

O. V. Stadnyk

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
Olha.stadnyk777@gmail.com

Research methodology. The study has been based on the bibliographical method, the main components of which being a bibliographical exposure, a bibliographical selection, a bibliographical characteristic, a bibliographical grouping and others.

Results. There have been exposed and described the bibliographical lists, bibliographical indices, bibliographical essays of the Ukrainian bibliographers and classics of the Ukrainian literature, famous figures of science and culture (I. Franko, F. Maksymenko, M. Kotsjubynskiy, M. Rylskiy, L. Hlibov, M. Cheremshyna, I. Nechuj-Levytskyi, V. Shchurat and others). A special attention should be paid to the bibliography of the Franko's bibliography by M. Butryn, the review of the Franko's history of literature (during 1977–1984, 1986).

Novelty. The study has first systematized and analyzed the bibliographical researches by Myroslav Butryn, having been published as separate editions and printed on the pages of the LSU Scientific library papers, in the periodicals, such as "Reader's Friend", "Ukrainian history of literature", "Man and World" and also in the proceedings of scientific conferences.

The practical significance. Studying of the scientific works of the famous Ukrainian scientist and bibliographer M. L. Butryn favours the actualization of his literary heritage in order to enrich the national knowledge of books and bibliographical science.

UDC 316.77: 659.443/.446

BACKGROUND OF THE INNOVATIVE PR-TOOLS FORMATION

O. V. Todorova

Kyiv National University of Culture and Arts,
36, Schorsa St., Kyiv, 01133, Ukraine
oksana.todorova@gmail.com

The aim of the article is to determine the peculiarities of up-to-date mass communication and PR field as sources for innovative PR-tools formation.

Research methodology. Monitoring of corporate websites, corporate media, social networking accounts of modern business were used for the analysis.

Results. The majority of online communication channels are gradually obtaining characteristics of open system. This facts gives opportunity for PR-specialist to fit into this model of interaction between of producers and consumer's contents. Another feature is the integration of online media, blogs and social network accounts. PR field of new generation makes possible instant interactive communication, using of multimedia arsenal such as: picture, video, audio, text in a single convergent flow of information transmission. New digital communication channels greatly extend the capabilities of modern PR-specialist. However it allows for presence of new skills, understanding the psychology of the Internet users, new thinking in the coordinate system of online company communication. Thus, PR field of new generation is powerful and very advanced information and technological basis for formation and usage of innovative PR-tools in social communication of the modern business.

Novelty. The peculiarities of PR field of new generation were studied in the article. The principles of organization of information space and new possibilities,

that the phenomenon of “information society” in social communications of modern business opens were analyzed.

The practical significance. *The research results can be useful for modern business communication specialists, social institutions where methods of communication with consumers are developing. Actionable conclusions and recommendations can be applied to improve efficiency of PR modern business communications. It is possible to use the results in further research in the area of social communications.*

UDC 801.8 : 001.891

EDITOR'S WORK UNDER THE PICTURESQUENESS OF THE SCIENTIFIC INFORMATIONAL TEXT.

O. V. Trishchuk

National Technical University of Ukraine
«Kyiv Polytechnic Institute»,
1/37, Yangelia St., Kyiv, 03056, Ukraine
triov@ukr.net

Research methodology. *To investigate the imaginative means of scientific information text we have used descriptive and analytical methods. During the analysis of the editor's work to improve the quality of scientific information text we have used social communicative approach whereby the study of imaginative means in scientific and informational text is aimed at identifying the peculiarities of socio-activity contexts and communicators' intentions. A must is to analyze what is outside the text corpus, but it affects them and reflects them, particularly at the study of possible reaction of the reader.*

Results. *To improve the quality of scientific information text the editor should observe that each word was accurate and appropriate in terms of meaning and style that an informant is not tempted to over-artist the text. However, in the new dynamic times, the rise of the human factor in all areas of its display should change the attitude to the literary form of scientific information texts: the need to humanize the presentation, an increasing focus on the interests, needs and opportunities of the reader, to adapt the text to take part in communication. So you should not be afraid to «let» sometimes scientific information statements inherent in living language. Smart usage of expressive concise language structures will not spoil it, but it will rather make communicatively complete.*

Novelty. *For the first time the work revealed the expediency of the use and role of imaginative tools in scientific information speech and it revealed the role of the editor in their processing.*

The practical significance. *The received results contribute to the improvement of the theory of scientific information activity and editing. The results of the study, which are important for the formation of communicators competence, can be applied in practice of editorial boards and organizations engaged in production of scientific information publications and development of new state standards for library science and publishing.*

UDC 655.254.22

TYPES ELLEKTRONNYH EDUCATIONAL PUBLICATIONS

N. M. Figol

National Technical University of Ukraine
«Kyiv Polytechnic Institute»,
1/37, Yangelia St., Kyiv, 03056, Ukraine
figol@mail.ua

Research methodology. *The descriptive, comparative methods of analysis, synthesis, induction, deduction were used in this study. In particular, for the electronic*

editions' classification creation the method of analysis was used which allowed to divide subjects in research into its component parts; the method of synthesis, on the other hand, involved the connection of individual parts or features of the subject to combine. The method of induction led to the transition from individual to general when based on knowledge of the objects of the class concludes regarding the class in general. The method of deduction, however, led to the conclusion on any element of the set on the basis of general scientific knowledge while studying particular aspects.

Results. *To emphasize the consideration of inappropriate to combine different types of electronic editions and state them as «fixed», although the initial study and implementation of a learning environment for electronic editions is permissible and even essential. It is positive that the electronic learning environment has begun to define and propose to clearer requirements in some way prevent chaos in this area. However, there must be introduced not only recommendatory measures, but also controlling and punitive to prevent the spread of inappropriate health and ergonomic requirements that could harm the physical and mental health.*

Novelty. *The novelty of the study is in the first attempt to clearly classify individual criteria for the electronic editions and not to combine different phenomena into one. Thus to use industry standards to publications that allowed not classified in its sole discretion, and within the existing regulatory framework.*

The practical significance. *The classification of electronic editions will avoid terminological chaos, facilitate an optimal structure of such publications that will clearly answer the question that the author created and for furthering the didactic purpose.*

UDC 003.31.34:316.773.2

PHENOMENOLOGY OF A RUNIC SIGN AS A COMMUNICATION MEANS

V. N. Chekshturina

Kharkiv State Academy of Culture,
4, Bursatsky spusk St., Kharkiv, 61003, Ukraine
victoria_chekshturina@ukr.net

Research Methodology. *The systematic approach has been the methodological basis of research. A sign has been considered a system object, i.e. a symbol that carries out its functions in the communication process. The methodological basis of the signs-symbols analysis contains the system model of a communicative act by P. Jacobson, the phenomenon method by Husserl, the theoretical basics of semiotics to understand the nature of signs-symbols (Charles Peirce). The communication phenomenology understanding has been based on the idea of a global «involvement» in human culture through the phenomenon of language.*

Results. *It has been proved that the semantic component of runic signs-symbols eventually undergoes transformations. It has been also determined that a rune symbol is a sign due to the classification of the semiotic model by Charles Peirce. A runic sign-symbol has been considered as a system component of the communication process. The stages of transition from a sign to a sign-symbol have been defined. The sign functions by A. Solomonik have been analyzed. The general and specific features of runic signs-symbols have been distinguished.*

Novelty. *It has been determined that the phenomenon of a runic sign-symbol as a means of information storing is in its communicative properties and ambiguity: each rune-sign has about twenty semantic values that are decoded depending on the context. The vectors of the runic signs diversification have been defined according to functional indications.*

The practical significance. *The communicative value of a runic sign is in its properties used in several types of communication: symbolic (ornaments, amulets), brand (logos), writing (syllables, phonemes).*

UDC 655.52

**THEORETICAL APPROACHES TO THE CLASSICAL LITERATURE
PUBLISHING (MODERN CONSIDERING OF EDITORIAL
HERITAGE OF M. BAZHAN)**

N. I. Chernysh

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
chernysh_natalia@mail.ru*

Research Methodology. *The principles of historicism, complexity, reliability and scientific objectivity have been the methodological basis of the study, having already grounded on the priority of documented facts and archival materials. To identify the degree of the topic elaboration there have been included some general scientific methods — comparison, synthesis, analysis, synthesis, which have made it possible to isolate the most significant in the selected editions and series created by M. Bazhan and ensured the integrity of the problem considered. While analyzing the reviews and studying biographical aspects, the biographical method have been applied, giving an opportunity to analyze the activities of the prominent editor in the context of cultural and historical events in Ukraine in the second half of the 20th century. When working with archival documents, there have been applied the content analysis, comparative historical and structural typological methods that have not only contributed to the accumulation of the whole array of information, but also become the basis of the text analyses.*

Results. *In this study (based mainly on unpublished archival data) there have been singled out and analyzed the principles of M. Bazhan as the editor of classical literature, founder of the original series and some collected works, in particular, his decisive influence on the formation of the general concept of editions, definition of scientific and textual principles, development of the bibliography reference system (first of all, introductory articles on thorough analysis of a writer's creative work) has been emphasized. The conclusions and generalizations have been made to verify the array of archival sources.*

Novelty. *The scientific novelty of the results lies in the fact that there have been defined and processed the reviews by M. Bazhan on literary and critical texts (introductory articles, prefaces) to the Ukrainian and foreign classical editions in order to introduce to the scientific use the materials that expand and enrich the idea of the publishing and editorial work of the poet, the essential components of his publishing concept of classical texts publishing having been also investigated and highlighted.*

The practical significance. *The experience of M. Bazhan as an editor has an outstanding scientific and methodological significance for modern publishers of fiction, as it convincingly demonstrates the original approaches of the prominent figure of Ukrainian culture to the heritage of its predecessors based on the thorough textual analysis, literary and critical thinking and balanced literary evaluations. Factual findings of the article can be used in the introductory courses on the History of Publishing and Belles-lettres Editing.*