

ABSTRACTS

UDC 681.1.056

DEVICE OF NUMERICAL CONTROL INSTALLATION FOR CUTTING INTO STRIPS OF LEATHER MATERIALS ROLLS

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Research methodology. *Experimental method while designing and researching the physical model of the numerical control device installation for cutting semi-finished leather into strips and some of its units and knots, mathematical modeling.*

Results. *The laboratory sample of anti-interference device of numerical control units for cutting leather into strips based on a series of logical elements of "Logic And" has been designed which is made on the basis of highly anti-interference digital integrated circuits series K511 (similar H1xx series firms «Silicon General Inc.) and electric drive using a stepper engine type SHD - 5D1MU3 "ШД-5Д1МУ3".*

Novelty. *The anti-interference device of numerical control for cutting leather into strips semi-finished leather materials has been proposed. The main target functions management of training features semi-finished leather materials are formed as an important component of automated control system of preparatory processes in segmented production.*

The practical significance. *UNSSHM CNC device has been designed, which can significantly increase the productivity and the accuracy of the strips cutting of the semi-finished materials which has been presented and accordingly to it can increase the percentage usage of the expensive material which provides the calculation of sliced strips. The introduction of CNC device UNSSHM on stationery and book factories, including through the development of scientific and technical support of regional cluster «Paper and Printing» and in the educational process on discipline «Designing of information and control devices printing equipment» has been anticipated.*

UDC 655.28.022.2

ANALYSIS OF PROCESSES OF IMAGE REPRODUCTION FOR SYSTEMS OF ELEMENTWISE DATA OUTPUT

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Methods of reproduction of digital images are of great interest to various branches, including modern printing. The essential feature for printing product is its quality, which is determined by many factors. The lack of universal quality criteria is a source of constant search of new adequate solutions. Digital images for print output are processed by Raster Image Processor (RIP), which is hardware and software system that fulfils digital screening procedure. Transformation of illustrative information into the bit map (image binarization) is understood in printing, which controls the printing mechanism.

On the basis of system analysis of relationships between various factors in RIP scanning the cause-and-effect diagram is built, which allows to study the scanning process in detail. The interpreter is specified to be the most important module of PostScript-RIP that transfers all language commands of page description into the display list, thanks to this all objects of the list are brought into conformity with the resolution output device.

The analysis of methods used in the printing process for pre-processing a stream of digital data in PostScript format in raster image processor systems (RIP), including combined PDF / PostScript conversion was carried out. It is shown that as the PostScript format is hardware-independent, so thanks to the approaches based on the work of the interpreter and contour descriptions of data structures, PostScript file is the most appropriate for output in different types of output devices using their highest possible resolution.

UDC 004.942

THEORETICAL FEATURES OF ADDITIONAL FACILITIES DESIGN, FOR THE USE IN FORECASTING PROBLEMS

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The quality of the future product eventually largely depends on the accuracy of the prediction. To solve the problems of prediction you need to construct the model prediction so as to adapt them to not only to incoming or statistical data, used for building models of prediction, but also to the conditions and processes within which events, which is supposed to predict. It is necessary to conduct the analysis of relevant processes, taking into account all the elements that can influence the occurrence of events that will enable you to discover the features of the event, which is supposed to predict.

It was theoretically determined the construction features of additional tools used in problems of forecasting; there were set the approaches to the formation of the overall process of forecasting, as well as approaches to the estimation of the magnitude of the errors that can occur when implementing the processes of prediction.

It was theoretically confirmed that the analysis of the relevant processes should be performed with all elements that can influence the occurrence of the event. The definition of unexpected events and sustainability have been offered. It was found that to solve the problems of prediction you need to construct the model prediction so as to adapt them to not only to the incoming or statistical data, used for building models of prediction, but also to the conditions and processes within which events, which is supposed to predict. Analyzed algorithms can implement not only the protection threshold for protection from known dangers, but also protection against dangers that could not be predicted.

UDC 655.3.066.364

RESEARCH OF SIMULATED DETERIORATION INFLUENCE ON ELECTROPHYSICAL PARAMETERS OF BANKNOTE PAPER

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Research methodology. *The well-known methods for determining electrophysical properties and the newest technique have been used as the methodological basis of the study of correlation between degradation process of banknote paper and its*

electrophysical properties. The newest technique is a combination of four-point van der Pauw method, which is used for evaluating the resistance of semiconductor and dielectric layers for measuring the resistance of a flat object (with a thickness that is much smaller than the width and length) with electrodes with minimum cross section placed on the marginal parts of the sample.

Results. *Technological basis of quality changes control of simulated deteriorated banknote substrates samples by changing their structural and surface properties, based on the theoretical basis of impact of the product structure heterogeneity on the character of its electrophysical properties that can be used as an indicator of banknotes deterioration was determined by experimental research.*

Novelty. *The scientific novelty of the results lies in the fact that there have been defined and processed the influences of various deterioration factors on electrophysical properties of banknote paper. Preconditions of their occurrence and changes during the process of banknote substrate degradation were defined.*

The practical significance. *Experimental research method of determining the banknote paper deterioration stage, which determines the changes of mechanical and structural properties of banknote paper substrate developed. The method can be used for predicting the changes of banknote durability during circulation by determining the durability of materials and semi-finished banknote products during manufacturing.*

UDC 004.9

ANALYSIS OF ASSESSMENTS OF THE INFORMATION SYSTEMS SECURITY LEVEL

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Tasks of protection of information technology is an important aspect in the possibility of security evaluation of. Mainly this assessment is cumulative in nature, and in many cases it is ambiguous, since security can affect a number of factors of different nature. In addition, beliefs about the safety of the operation of some may admit a number of ambiguity that are dependent on what is called the safety operation of the information system. If the criterion of the safe operation is taken as an assurance that the end-product, will be made according to certain requirements, the range of factors that affect the evaluation of security, expanding the technological aspects of the production process. If you set the requirements to the information management system of some process, the factors that affect security, will belong to the errors that could occur at the development stage or at the stage of the technological preparation of management system to a particular process.

It was agreed the security levels of all IT component: information management system (IS) ; the process, which must manage the system TP; system maintenance of a separate TP and IS that will be named SM.

Danger caused by external factors, usually are critical, and because of the fact that continuous technological process in printing is relatively short, the external factors that may affect the process are unlikely to do that. Therefore, this class can be hazards are not taken into account. Given the above extension classes of the dangers for the determination of the General level of security, you can use the following relation:

$$C_B = C_Z + C_{NB} + C_{LF} + C_{TP}$$

where C_{LF} is the assessment of the dangers caused by human factors, C_{TP} is assessment of the danger that arises due to the technological factors.

UDC 655.021

RESEARCH OF DEPENDENCES OF PAGES FIELDS ON THEIR LOCATION IN SENTENCES

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Research methodology. *The foundations of statistical analysis of the experimental data form the methodological base of the research. The change in the fields of couple turn pages (that depends on their location in the book) has been grounded. The results were presented in statistical tables under which the appropriate graphics have been done.*

Results. *As a result, the conditions of field changing have been installed, based on the research for each book at mutually-perpendicular folding and further completing match. As in the completing investment, different facts, such as paper thickness, the location of the pages in a book or the number of bands influence into size of fields.*

Novelty. *The inter dependence between the conducted measurement and theoretical data has been proved. It confirms the reliability of the research. The theoretical data of selected fields for the research have been counted according to standards and also the size of fields of couple turn pages (that is shown in the outcome charts) has been defined. The statistical analysis of experimental data has been done, according to that, the subjections of field sizes of couple turn pages from their location in a book have been received.*

The practical significance. *The diagrams of the subjections of field sizes of couple turn pages from their location have been done. The interdependence between the conducted measurements and theoretical data, that confirms the reliability of the research has been proved. This research will provide the quality of the process of assembly descents designing of book publications at mutually-perpendicular folding and further completing match.*

UDC 004.9

ASSESSMENT OF THE SECURITY LEVEL OF DIFFERENT TYPES OF INFORMATION

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The choice of protection level for different types of information is studied. They are determined by the cost of means of protection processes, and cost of expenses which can be the result of decreasing of security level. Security level is defined on the basis of analysis of security means, or SB security system, which provides the relevant security level. The safety of each system is determined by the access protection from contiguous systems, users access protection, access protection through unauthorized ICS data links with external environment.

Possible changes in the data categories in ICS are promoted on the basis of the analysis of external interventions. Assessment of information security level is under consideration in the article, which is based on the following principles: information stored in different types of ICS systems may overlap; information on Lapaduly Bella's system is divided into different categories that can change during relevant systems functioning.

Methods to define the security level of certain components in the social informative system were studied and developed.

Methods to determine the necessary levels of protection of certain information pieces in social informative system were examined.

UDC 681.62

A MEAN OF STABILIZATION OF THE BLANKET TENSION IN THE PRINTING PROCESS

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Research methodology. *Theoretical studies have been carried out using the latest achievements in the field of mechanics of machines. Research in dynamic conditions have been defined on a specially designed booth with the using of strain gages and strain-gauge equipment.*

Results. *The influence of rheological properties of blanket on the distribution of pressure across the width of the contact strips in flat printing machines offset printing and the formation of proactively deformed waves. The experimental results of changing the thickness of the blanket circular cylinder in dynamic conditions of the special laboratory stand have been presented and analyzed.*

Novelty. *The influence of rheological properties of blanket on the distribution of pressure across the width of the contact strips printed in dynamic conditions in a specially equipped booth using two different methods of fixing panels on the cylinder. The dependencies panel thickness changes along the succinctness of arc on a cylinder surface.*

The practical significance. *The original, technologically elaborate modifications have been created and ensured to constant the blanket tension. Using such a device would help to eliminate the need for periodic tightening and cloth which will reduce the pressure drops in printing press.*

UDC 655.3.066.53+655.3.066

THE RESEARCH OF INFLUENCE OF PHYSICAL AND MECHANICAL PROPERTIES OF OIL AROMA VARNISHES ON PRINTING PRODUCTS QUALITY IN WEB OFFSET

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Research methodology. *Research Methodology includes the identifying of the impact of physical and mechanical properties of printing aroma varnish on the quality of finishing the printing products on web offset machines by determining the change of surface tension of aroma varnish and balance of system «varnish-wetting solution».*

Results. *Results of investigation showed that the coating process is influenced by several factors, including surface tension, dynamic angle of wetting the surface of printing forms and paper, their roughness. It was proved that the increasing of the aromatic substance in varnish composition leads to changes in value of the surface tension, deterioration in wetting process during prints varnishing.*

Novelty. *Influence of physical and mechanical properties of printing aroma varnish on the quality of prints finishing was under consideration. It was also confirmed that paper surface topography, its homogeneity, macro and microstructure,*

roughness parameters of paper, the number of coated layers affect the amount of varnish, which is transferred from form to paper under identical printing conditions (velocity and pressure).

The practical significance. *It was defined that the ratio of varnish transfer is significantly lower (12.7%) for paper with a lower coefficient of roughness and it is essential for producers to have two matte coated layers.*

UDC 621.313.33:004

THE ADJUSTABLE ELECTRIC DRIVE FOR PRINTING PRESSES

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Research methodology. *The analysis of offered PWM-pressure has been done with the use of the Fourier theorem for continuous function. Research had established and transients in the electric drive had been carried out by mathematical modelling on the basis of computing MatLab-Simulink environment.*

Results. *Analysis of Fourier theorem has shown possibility of elimination of some higher harmonious components in offered pressure. It improves electromagnetic and electromechanical processes in the electric drive with the asynchronous short-circuited engine. The developed program on the basis of MatLab-Simulink is original. Calculations established and transients confirm expected results of application of PWM-management. In feeding stator windings the asynchronous engine pressure under the higher harmonious components had been eliminated. Had been stated their most negative influence on the electromagnetic point and speed. The target characteristic of a semi-conductor regulator of pressure becomes linear on the first power component of pressure. Influence of losses of capacity decreases for heating of the asynchronous engine. It expands a range of regulation of speed.*

Novelty. *Novelty consists in reception of adjustable and not sinusoidal symmetric pressure in which the higher harmonious components of a small order are destroyed. It cannot be received at classical parametrical regulation of pressure. The developed model eliminates discrepancies of models of the electric drive offered by regular blocks MatLab-Simulink.*

The practical significance. *PWM-management application in pressure regulators (in soft starter) will reduce capacity losses in transients. Such management of the adjustable electric drive saves up energy. Calculations have shown, that at start-up of the electric drive with the engine $P_{nom} = 2,2$ kw heating losses of capacity at phase management a little more than twice, exceed similar losses at PWM-pressure. The developed program is universal and can be used for calculations of electric drives with regulators of pressure of any mechanisms.*

UDC 004.9+ 655.3.062

CONTROL AND REGULATION OF THE SURFACE ENERGY ON THE POLYPROPYLENE FILMS IN THE FLEXO PRINTING PROCESS BY THE MEANS OF FUZZY LOGIC

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Research methodology. *In the development of the automatic control and regulation of the energy of the polymer films surface, the algorithm of Mamdani*

fuzzy inference has been used. Mamdani fuzzy systems have been explained as easily as are clear for the developer and the user.

Results. According to the terms, the base of fuzzy knowledge with performance conditions «if-then» to determine the corona dose has been formed. Basing on the algorithm of Mamdani with the help of the defuzzification method «the center of gravity», the calculations have been conducted using MATLAB FIS-editor. A model of the automatic system of the determining of the corona dose and the calculation of the corresponding power generator of the corona station have been built.

Novelty. The developed system allows you to control and regulate the surface energy of the polymer films based on the current knowledge. After receiving data on the surface energy of the film, the system sets the necessary dose of corona discharge and considering printing speed, to calculate the necessary power of the generator of the corona station.

The practical significance. Principle of the constructed model can be implemented in a fuzzy microcontroller for the automatic installation of the required corona dose and calculating the corresponding power of the corona station.

UDC 316.77:070:004.738.5

FIELD THEORY IN SOCIAL COMMUNICATION

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Research methodology. We have used the comparative-historical method for consider the development of field theories in human discourse. The chronological approach made it possible to trace the development of scientific knowledge from psychosocial and social areas to socio communications. The systematic approach revealed the structure of the field theory of knowledge and consideration of its functional features.

Results. Scientific discourse actively engages term of field as a spatial metaphor to refer to the position of objects in the space. The term is used in the theory of relativity of Albert Einstein, linguistics, and sociology. The characteristics of field proposed in K. Lewin's field theory and the theory of social field of P. Bourdieu. Field theory proposes consideration of social processes that shown in the media. Creation of pictures of the world is with participation of different types of fields: media field, political, cultural, economic and social. The field as a coordinate system allows us to consider a display system of social events in the media discourse and their relationship.

Novelty. This article was first system research of field theory. The author identifies two basic types of fields – media and journalism. They participate in the formation of world view and in the media discourse. The concept of the field will provide an opportunity to trace the features of formation of media discourse.

The practical significance. Explores the problem of methodology of the study of media discourse by developing the concept of field in the social communications.

UDC 007:304.001

FORMATION OF REPRESENTATIONS ABOUT ADVERTISING AS A FROM OF MASS COMMUNICATION

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Research methodology is based on the principles of comparative socio-philosophical analysis and synthesis. The paper used systematization and

classification methods, theoretical generalization and other general scientific methods.

Results. *Synthesizing various terms and definitions, it can be generalized conclusion about advertising as a form of mass communication, whose main objective is promotion, which is realized by forming needs, aspirations, behaviors broadcast by certain values, attitudes, patterns of behavior.*

Novelty. *In forming the idea of advertising as a form of mass communication found that on the one hand advertising as a complex socio-cultural phenomenon affects the interaction of people with social reality, on the other - a society determines the nature, content and advertising, and there is no complete overlap value systems functioning in society and broadcast advertising*

The practical significance. *For a very short period in Ukraine has developed its own school for the study of mass communication and forming an idea of advertising as its shape. Based on the original local scientists developments real media practices pain becomes effective with all the features that we have in our country.*

UDC 007:304:659

BOOK PRODUCTS PROMOTION AND READERS CULTURE FORMATION ON NATALI AND EDINSTVENNAJA MAGAZINES PAGES

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Research methodology. *The article's research is used the content analysis of the materials, represented on the Natali and Edinstvennaja Magazines pages for the book products promotion and readers' culture formation.*

Results. *The article deals with the book products promotion and readers culture formation on «Natali» and «Edinstvennaja» women magazines pages. The book products promotion on the pages of these publications is performed through the familiarization of the readership with the life's path of famous characters, in particular of writers and poets, with the works and their authors (as usual it's a fiction and non-fiction psychological literature), reference to celebrities, topical collection and advices about a book as a gift, recommendations what and how to read. Women magazines publish the articles about the writers' life, advertising summaries of new publishings, extracts from the works-to-be to formate the interest in book novelties etc., familiarising their readers with events in the world of literature and promoting the idea that the reading is in a fashion. The analysis of the editorial materials of «Natali» and «Edinstvennaja» magazines within 2005 – April of 2015 gives possibility to talk about the formation of interest in the reading in the first one primarily within the «Culture», «Work and Career», «Home Library» rubrics, and in the second one — in the special «Culture/Leisure Time» rubric, which is familiarizing the readers with the book novelties with an indication where the publication can be bought (in the «Chytaj-Gorod» book multistore and «KS», through the Knigka.ua Internet store), with short stories, and in the «Events and People» rubric.*

Novelty. *Magazines Natali and Edinstvennaja has not in the focus of researcher's attention yet as a subject of the book products promotion and readers' culture formation.*

The practical significance. *The research results can be used during the development of events dedicated to the rearing books' popularization both in a state and individuals level.*

UDC 007 : 304 : 004.9 + 001

THE REGULATORY FUNCTION OF TV REPORTING FROM THE STANDPOINT OF NEWS DISCOURSE IN THE PROCESS OF CORRECTION OF CONVICTED PERSONS

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Research methodology. In order to obtain objective results, further research and problem solving were chosen by the following methods:

1) Theoretical (systematization, typology, classification) to determine the basic concepts of research, particularly from the standpoint of social communications in the TV report, the correctional process, taking into account the legal documents and interpretations of the science of criminal law; clarification of characteristics reflecting the reality in the TV coverage; explain the features of the penitentiary system in Ukraine; defining the role of the media in the process;

2) Theoretical and empirical (abstraction, analysis, synthesis, deduction, induction) for the analysis of television reporting as a tool for social communication technologies; to define the regulatory function of the television reporting in news discourse during the process of correction of prisoners.

Results. Information from the television coverage of news varies for prisoners. Distorted Reality cannot contribute to the correctional process. The TV report is unable to perform a regulatory function in the news discourse, because it does not perform or not perform fully its purpose – a positive reflection on the information received, and as a result, a change in future behavior in a society, relationship to it.

In recent years, a trend underscores the public and the media need to reform the penal system, at the same time the media does not offer its own solutions to the existing problems in the prison system, given the regulatory function they could perform.

Novelty. For the first time made an analysis of television coverage from the standpoint of social and communication technology – namely, as a tool to influence the perception of information from media of prisoners.

The practical significance. The main ideas of the study can be used in the development of training manuals both in the theory and history of social communications and applied social communication technology, in the preparation of special courses in journalism, science, penal law relating to the correctional process.

UDC 007:304:070

OHMYNEWS AS AN EXAMPLE OF CITIZEN JOURNALISM OF THE REPUBLIC OF KOREA

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Research methodology. The main focus of this paper is to examine the citizen journalism through the Internet and its impact on the world. In particular, this article aims to explore the relationships between the spread of the citizen journalism and political and social changes in a global perspective. That is, does the citizen journalism affect the political position and diplomatic leverage of Korea in any meaningful way? This article first examines the relevant literature of international relations for policy, culture and soft power. Then recent developments of the Korean

culture are reviewed and critically analyzed. Finally, I will draw a conclusion and recommendations toward the plausibility of the OhmyNews as an example of citizen journalism of the Republic of Korea.

Results. The dissertation analyzes the state, development and prospects of modern Korean audiovisual media in the context of «new media». The growth of digital technologies brings new challenges. Besides, the development of informational sector becomes more important in the structure of the national economy.

The Republic of Korea forms a new informational strategy that meets modern standards, and often contains specific approaches to the cultural and historical heritage and traditions.

It would be unfair not to mention that fact that modern digital technologies blur the concept of national borders. Unfortunately, the «new media» of the Republic of Korea is not yet sufficiently studied in Ukraine, so it is really important to analyze the current situation and prospects of modern Korean media, the specifics of Korean culture in the era of «new media».

Novelty. For the first time in Ukrainian journalism, the specificity of modern Korean web-media were analyzed.

Moreover, in recent years, there has been an influx of Korean popular culture throughout the world. It began from a small part of East Asia and has been spread out to the world, including East Asia, Southeast Asia, Europe, and the Americas. The actuality of my scientific work is here.

The practical significance. I can say that the research results can be used for writing research papers on history, politics and culture of the Republic of Korea, the preparation for general and specialized courses in higher education institution.

UDC 655. 41: (398)

TEXTUAL ASPECTS IN THE PROCESS OF PREPARING LITERARY AND ARTISTIC EDITION OF FOLKLORE TO PRINT

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Research methodology. To study the topic it has been involved some general scientific methods – comparison, generalization, analysis, synthesis, which has made it possible to study the issue holistically and distinguish the main problems of language character in editions of Ukrainian folklore.

Results. In this study there have been analyzed conflicting arguments of scientists about intervention into the language of creations of folklore. Based on the theoretical materials have been found the principles of textual preparation of folklore creations in literary and artistic type editions. The features of lexical, phonetic, morphological and punctuation changes in the text have been investigated on the example of the collections of oral traditions that issued by the time of independence of Ukraine.

Novelty. The scientific novelty of the results lies in the exploring of the little explored at present textual aspects of the preparation of folklore creations. It was used not processed modern editions of Ukrainian folk art that were published during 1991–2011 years.

The practical significance. The study of the problems of language processing of Ukrainian folklore creations will generate useful recommendations to resolve them in order to ensure for the future highly cultured publishing of Ukrainian oral folk creativity. The results of this study can be used in teaching the textual criticism and the development of training courses, manuals, etc.