

## ABSTRACTS

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UDC 004+655.5+655.26+65.012.123

### FORMATION OF THE EDITION DESIGN PROCESS QUALITY ON THE BASIS OF MATRICES OF KNOWLEDGE AND FUZZY LOGIC EQUATIONS

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**Research Methodology.** *The methodological basis of the study is the formation of a fuzzy knowledge base and a system of fuzzy logic equations that determine the procedures for obtaining the weight values of the functions of the membership of linguistic variables to calculate the predicted value of the integral indicator of the quality of the implementation of the design process of book editions.*

**Results.** *As a result of the study, expert knowledge bases have been formed on the basis of logical statements for all levels of the logic output model. The matrix of knowledge and the system of fuzzy logic equations, which determine the procedures for obtaining the weight values of the membership functions of the second-level component of the logic output model hierarchy, has been projected.*

**Novelty.** *A fuzzy knowledge base and systems of fuzzy logic equations have been formed that define the procedures for obtaining weight values of the functions of the membership of linguistic variables.*

**Practical Significance.** *The expert knowledge bases on the basis of logical statements for all levels of the model of logical deduction have been designed – the basis for determining the integral indicator of the level of quality of the implementation stage of the design of book editions.*

UDC 655.3.026

### SURFACE STRUCTURE OF PRINTED INK LAYER WITH NANOPHOTONIC ELEMENTS FOR SMART PACKAGING LABELING

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**Research Methodology.** *The article presents the method to predict the morphology of the surface structure of the ink layer with nanophotonic elements for printing labels for smart packaging, for development of which non-empirical methods were used.*

**Results.** *The technological factors have been identified that define the morphology of the surface structure of the ink layer with nanophotonic elements for printing labels for smart packaging. The influence of these factors (the type of printing material, the*

concentration and nature of a filmmaker (ink carrier) in the ink, ink layer thickness on the impression and the type of intensification of ink layer consolidation on the printed impression) has been determined on the morphology of the surface structure the ink layer with nanophotonic elements.

**Novelty.** For the first time, the theoretical study of the formation mechanism of the structure of the surface layer of an ink film during the consolidation of inks with nanophotonic elements on absorbing (porous) and non-absorbing (non-porous) materials has been conducted.

**Practical Significance.** It has been determined that by taking into account the type of printing material, the concentration and nature of a filmmaker (ink carrier) in the ink, the ink layer thickness on the impression and the type of intensification of ink layer consolidation on the printed impression, the morphology of the surface structure the ink layer with nanophotonic elements, which directly affects the optical properties of printed ink layer on a on a printed impression, can be predicted when manufacturing labels for smart packaging.

UDC 655.3.026.11:547.458:678

## FACTORS AFFECTING THE PRODUCTIVITY OF IMPRINT CONSOLIDATION WHEN USING WATER-SOLUBLE VARNISH

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**Research Methodology.** The determination of the factors influencing the productivity of the imprint consolidation, varnished with a water-soluble varnish «in line», has been carried out in accordance with the method of developing a causal diagram by Ishikawa, which summarized the entire range of factors and arranged them for the significance of the impact on the technological process.

**Results.** The factors influencing the productivity of the imprint consolidation, varnished with a water-soluble varnish, have been systematized, for the standardization of technological parameters of the automated printing-processing process.

**Novelty.** The current systematization describes the regular relationships between factors that influence the productivity of the varnished imprint consolidation, which contributes to the improvement and further development of the system knowledge of the varnishing technology with water-soluble varnishes.

**Practical Significance.** Ordering of factors allows to stabilize the technological parameters of the varnishing of printed imprints with a water-soluble varnish for the efficient use of technology, the formation of its productivity in the automated management of the complex technological process of the products manufacturing.

UDC 655.28.022

## MANUFACTURING FLEXOGRAPHIC PRINTING PLATES WITH PRINTING ELEMENTS HEIGHT BELOW THE DIE LEVEL BY DIRECT LASER ENGRAVING

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**Research Methodology.** *The method of flexographic printing plates production by direct laser engraving with the height of printing elements below the die level has been developed, which avoids excessive dot gain of small printing elements in the printing process.*

**Results.** *The technology of different height of printing elements formation by the DLE method makes it possible to form the top of the printing elements at any given height below the level of the die. The printing elements whose height was below the level of the dies to the value up to 125  $\mu\text{m}$  have been produced by the direct laser engraving of flexographic plates Böttcher Flex. The degree of the dot gain of printing elements in the case of different pressures on the plate during the printing process has been demonstrated. Flexometric and densitometric studies of imprints of printing elements with different height have been carry out, which show that the gradation tone wedge is uniform. Lowering the raster elements relative to the dies prevents excessive dot gain of small printing elements of the design under increased pressure on the plate to get uniform printing of dies.*

**Novelty.** *The manufacturing technology of flexographic printing plates with the different height of printing elements by direct laser engraving has been suggested and tested.*

**Practical Significance.** *It has been established that the manufacturing of printing elements with the height 25–125 microns lower than the die reduces the dot gain, graphic and gradation distortions, increases the uniformity of the imprints and the ink transfer of the printing elements.*

UDC 655.021

## A MODIFIED METHOD OF FORMATION OF MULTIPAGE EDITION IMPOSITION

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**Research Methodology.** *A method of edition page numbering in blocks offered by foreign experts has been used. The essence of this method was to number the pages in blocks while forming the imposition «on the back of another plate». Numbering the edition pages is carried out by a device in four rows one by one according to the*

numbering. The suggested scheme involves numbering the related page numbers on the layout descending the spine and the head. Using the simple rules of construction and control of imposition, we have developed a modified method of imposition, which ensures the implementation process of modeling book pages without their prior preparation.

**Results.** Possibilities of the modified method of imposition «on the back of another plate» have been researched and options for page layouts of blocks with different modes of collecting have been suggested. On the basis of the modified method, the numbering of book pages has been done without making layouts.

**Novelty.** The modified method has been developed which contributes to the improvement process of the layout of pages in block. The possibilities and benefits of the modified method of imposition «on the back of another plate» when collecting and inserting have been studied.

**Practical Significance.** The basis of the quality imposition is the need to determine the design of a specific edition method of finishing and the number of pages in a block. Using the suggested method involves numbering the block pages without making layouts. The expediency of using the modified method that provides a significant simplification of the process of formation and implementation of multipage media has been proved.

UDC 655.027

## MODEL OF AUTOTYPE TONE REPRODUCTION OF SHORT INK PRINTING SYSTEM – SQUARE SHAPE SCREEN ELEMENTS

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**Research Methodology.** The methodological base of the research makes an autotype reproduction of screen images by printing means. To solve this problem we have used the theory of signal modulation to analyze the modulation of ink flow by a screen printing plate and ink image transferring onto the printing material; the theory of simulation to design a model of ink printing systems, the graph theory to describe the modulated ink flows, object-oriented programming in the package Matlab Simulink to work out the simulator of an autotype tone reproduction to compute and visualize the characteristic features of inking the screen elements.

**Results.** The study has elaborated a model of autotype tone reproduction for a short ink printing system of the sixth dimension consistent structure, the printing plate of which is covered with square printing elements, it presents the results of simulation of the impact of screen lineature on the tone reproduction characteristics that are not linear. It has been established that the maximum deviation from the linearity is in the middle range of tone reproduction and it is — 19.42%. So a short ink printing system of the sixth dimension significantly lightens the image in medium tones.

**Novelty.** Scientific novelty of the received results is that we have elaborated the mathematical model of autotype tone reproduction for a short ink printing system of

*the sixth dimension consistent structure when playing reproducing the image by square screen elements, which are the basis for the analysis.*

**Practical Significance.** *The processed model and the simulator can serve to design tone reproduction characteristics of a given lineature that can be applied in the organization of tone reproduction particularly the combination of intervals and densities of the original and a screen print.*

UDC 621.01:681.3

### **MODIFICATION OF A DRIVE MECHANISM OF A PRESS PLATE IN A DIE-CUTTING PRESS**

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**Research Methodology.** *The mechanism of a die-cutting press has been studied with the help of experimental methods, also kinematic and force analysis has been done.*

**Results.** *Based on results of the study of a die-cutting press, it has been found out that a moving plate has oscillatory motion. It affects the quality of die-cutting negatively. This disadvantage is eliminated by replacing the mechanism of a drive of a press plate.*

**Novelty.** *A new mechanism of a drive of a press plate has been suggested based on a combined mechanism and it consists of slider-crank contours.*

**Practical Significance.** *A new mechanism secures the parallelism of plates during the working cycle. It provides the stability of a working process of the machine and the high quality of production.*

UDC 655.326.1

### **CONTROL OF PRINTING PROCESS STABILITY IN NARROW WEB UV-FLEXOGRAPHIC PRESS**

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**Research Methodology.** *Label printing has been done at eight-ink flexographic press of linear type Graficon Ilma MP340 using UV-inks of JD series (Sericol). As an instrument of actual quality control of the technological process, we have used the method of Shewhart control charts, principles of application of which are grounded by the international standard ISO 7870-2: 2013. We have used the rotational viscometer Brookfield RVT to measure the structural viscosity of flexographic UV-inks.*

**Results.** *As a result of experimental studies we have revealed minor variations in optical density of inks Pantone 485 and JD135 / 5 Red after brief stops of a printing press. The laboratory studies have found that the reason for the change in optical density of*

*these inks is the increased ability to structure formation, which is proved by defining the indicator of viscosity anomaly. The research of the temperature effect on the ink viscosity proves the positive impact of the temperature control of UV-inks on the stability of the optical characteristics of imprints.*

**Novelty.** *As an instrument of actual quality control of the technological process, we have used the method of Shewhart control charts which allowed to analyze and establish the factors influencing this process and thereby to predict and provide the quality of finished products. A minor impact of the temperature increase on the change of viscosity anomaly has been established, indicating a simultaneous decrease in both a maximum and minimum indicator of structural viscosity of UV-inks and consequently improving the ink transfer.*

**Practical Significance.** *The results of experimental studies in specific production conditions have helped to make practical recommendations to ensure the stability of colour reproduction in the process of flexographic UV-printing.*

UDC 004.4:004.5:004.6

## THE USE OF CLOUD TECHNOLOGIES TO DEVELOP SOFTWARE APPLICATIONS

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**Research Methodology.** *The theoretical and practical aspects of the software development sequencing algorithm as the basis for building components of large information systems using cloud technologies have been studied. The example of working out the model of business logic of the interaction of the components of the information system has been suggested, as well as the development of the scheme of the project and the relationship between the modules and the structure of the necessary database and the interface of the user interaction with the application based on cloud technologies has been developed.*

**Results.** *Using the cloud service «Moqups», the mockups (prototypes) of the user interface have been implemented, which will later be realized in the program code of the application. The interface is designed in accordance with the requirements of ISO 9001, which ensures the convenient, fast and intuitive operation of the user with the web application. The visualization of the block diagram has been carried out using the cloud service draw.io, which describes the interaction between the modules, depending on the requirements of the project and the applicable recommendations. Using the cloud service dbdesigner.net, a database structure has been constructed that would be used in the further development of the software. The relationship between the tables of the fields has been established, as well as SQL generated table creation has been created.*

**Novelty.** *The use of cloud technologies in the development of software applications intensifies the process itself and makes it possible to reduce the time and financial resources to meet the set of program tasks.*

**Practical Significance.** *The application of cloud technologies in the development of software applications gives the opportunity not to purchase licensed software to install it on the home hardware, thereby reducing the financial burden on the project.*

UDC 655.5+004.942

## MULTIFACTORIAL CHOICE OF ALTERNATIVE OPTIONS OF EDITION DESIGN BASED ON PREFERENCE FUZZY RELATION

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**Research Methodology.** *Pareto principle has been used to distinguish the set of the studied factors. A multifactorial selection of alternative options for the implementation of the publication design process has been done on the basis of a fuzzy superiority.*

**Results.** *As a result of the research, an optimal alternative variant of the implementation of the design process has been determined.*

**Novelty.** *For the first time an optimal alternative variant of the implementation of the design process of the publication has been identified due to the unclear relationships of such factors as thematic and production planning, the kind and type of the publication, the volume of the publication, the format of the publication and the assembly pages.*

**Practical Significance.** *The research finds out the optimal alternative variant of the design of the publication and contributes to obtaining the projected results of the design process of the book edition.*

UDC 004.9

## MODEL OF FACTORS INFLUENCING THE PROCESS OF TACTILE PRODUCT DESIGN

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**Research Methodology.** *The paper identifies the factors of the process of designing a tactile book. To determine the priority of the factors, we have used the method of system analysis — the method of analysis of hierarchies. In order to determine the numerical value of design factors for a previously held result, the method of pairwise comparisons developed by the American scientist Thomas Saatchi has been used.*

**Results.** *The singled out list of factors, which influence the design of tactile products, has been presented as a multilevel hierarchical model, which determines the priority of the action and establishes the reliability of the degree of influence of design factors. Further, as a result of optimization of the priority model of the influence of the factors, the numerical values of the weight of factors has been established.*

**Novelty.** *The scientific novelty of the article is as follows: a multi-level model of factors has been developed by the method of hierarchy analysis, which influence the design of tactile products, which determines the priority of the influence of factors; the multi-level model has been optimized by the method of pairwise comparisons, which made it possible to determine the numerical values of the weight factors of the products for the blind.*

**Practical Significance.** *The obtained indicators of the process of designing tactile products will allow to provide a reasonable choice of parameters of the technological process of creating tactile products for the blind according to the expected indicators, which will allow to determine the method of tactile dot application in the right way, the geometric dimensions of tactile dots, the choice of material, the presence of protective coating.*

UDC 007 : 304 : 655

**TEXTBOOK OR MONOGRAPH:  
WHAT WILL A REFORMED HIGH SCHOOL SELECT?**

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**Research Methodology.** *General scientific methods — analysis, synthesis, comparison as well as specialized methods — typological analysis, description, and functional method form the theoretic base of the research. They allowed to characterize the actual state of the Ukrainian university publishing after annulling of the procedure of giving the special permission (so called «griffin») for high school educational editions.*

**Results.** *The main obtained result is the demonstration of «post-griffin» position of the Ukrainian educational book — with its advantages as well as its flaws. The experience of western scholars and publishers at this sphere has been described.*

**Novelty.** *The article has generalized and showed the experience of western scholars and publishers who insist on making the sphere of using the educational editions narrow at high school within «introductory courses» and basic disciplines. Our proposal consists of using the scholarly editions instead of the educational ones with the purpose of information supplement of the educational process.*

**Practical Significance.** *The accumulated materials can be used in special courses on Educational Editions and Scholarly Editions for would-be-editors and publishers. The suggestion to use the scholarly editions (monographs, collected works, special magazines etc.) instead of university text- and handbooks has to be considered by the authors and publishers (especially by the University Presses) looking for new areas and for their successful activity.*

UDC 007: 304: 659.3.001

**MEDIA EDUCATION OF PUBLISHERS IN THE DIGITAL  
TECHNOLOGY EPOCH:  
ACTUAL PROBLEMS OF PROFESSIONAL TRAINING**

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**Research Methodology.** *The studies presented in the article have been conducted using the set of scientific methods: the analysis, synthesis and systematization — for the research of main approaches to modern media education in Europe and Ukraine which are published in different theoretical sources and official documents devoted to goals, tasks and possible content of media education and media self-education; the terminological analysis — for the main concepts connected with the concept «media education»; the analysis of author experience in teaching professional «media oriented» disciplines for training students of such specialties, as «Publishing and Editing» and «Advertising and PR»; the method of classification and systematization — to summarize different approaches for the implementation of professional oriented media education in higher education and justify our own approach to the concept 'publishing oriented media education' and its main goals nowadays.*

**Results.** *The specificity of the media education of modern publishers have been described from the perspective of deep transformation of media sphere, especially its wide spread digitalization of creation, production and using/consuming modern media. The basic features of «media competence» of modern publisher have been analysed. The author suggests to concentrate media educational professional training on forming «media critical approach» in realities because of digital epoch, especially «copy-paste» creative technology, the great attention should be paid to checking the sources of information, its identification and assessment of relevance, to finding facts of frequent violation of the culture of citation, copyright.*

**Novelty.** *For the first time, it outlines the concept of «publishing oriented media education» in the terms of professional training of future media specialists, especially publishers, specifies the main characteristics of the professional competence publisher in digital epoch, and emphasizes on possible ways of the its forming.*

**Practical Significance.** *The described notions and tasks of the publisher oriented media education can be used for improving the training process, for the correlation of knowledge and practical habits of students with modern social and professional demands.*

UDC 339.138

## GREENWASHING IN COMMUNICATION WITH CONSUMERS ON THE UKRAINIAN MARKET

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**Research Methodology.** *Potential customers' opinion poll has been used as a method to collect primary data. A cluster selection method has been used during the sampling, i.e. 40 random supermarkets of various retail chains of Ukrainian capital (food, construction, electronics and so on) have been selected. Using questionnaires, a proportional number of respondents considering their age have been interviewed. The sample size was 386 people. Questionnaires were focused on finding out the attitude of buyers to eco-products and «green» advertising, communication policy effect of companies using environmental issues on consumer choice.*

**Results.** *Several strategies of communication behavior of the companies on the market have been singled out: gaining sympathy by the method of silence; assigning ecological status to potentially harmful products; the communication strategy based on statements of corporate values and green office principles propaganda; the communication strategy of promises; announcements of participation in regional environmental programs and interaction with public authorities; the communications strategy of admitting the guilt; the communication strategy of finding the guilty; participation in public actions and their initiation; shifting the emphasis; instruction; communication strategy of deceit. The choice of the communicative strategy of interaction with the customer depends on the company's orientation and values.*

**Novelty.** *The methods to deceive Ukrainian consumers on the account of environmental activities and companies' products have been revealed as well as the ways of public opinion manipulation have been outlined.*

**Practical Significance.** *Successful communication with the company's consumers could be built based on the following principles: meeting the requirements of ecological legislation; giving only true information; thorough explanation of the impacts of one's activity on the environment; reducing the consumption of energy, heat, water, paper and other material; using recycled dispensable materials including paper; reducing the exhaust fumes emission at the expense of reducing transportation; support recycling policy; sponsorship of environmental protection measures; willingness to be fully responsible for the damage caused to the environment; encouraging a corporate culture that is based on the environmental values; involving employees in the environmental initiatives, raising the environmental responsibilities of employees; responsibility to the community and other parties for one's current and future activity, as well as actions taken in the past; taking into account the views and wishes of the community in developing and implementing one's projects.*

UDC 007:655

## REINVENTION OF «INFORMATION GROSS», OR RECONFIGURATION OF WORLDWIDE «CURRICULUM» AND EDITOR'S ROLE BY PUBLISHING ENVIRONMENT IN LUTSK

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**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 — to indicate the causes and consequences of professional method's mutation in preparing publications for publishing in Lutsk (Ukraine), to show that publishing houses minimize the role of the editor and publish books mainly at the expense of authors.*

**Results.** *The main result obtained is that such method of public presentation is considered to be a destructive practice and it sees the phenomenon of book-publishing only in economical and technological aspects. Among the main reasons that cause the violations of the publishing strategy's principles there is a lack of professional training of publishers and insufficient knowledge of tools, lack of experience in market conditions and irresponsibility to society. The multiplication of such practices threatens to undermine the credibility of the whole publishing practices.*

**Novelty.** *The article demonstrates that this method of the text preparation for printing is actually a modified version of «samizdat», however, assigning attributes of full publication under the brand's umbrella of publishing house and ISBN. Books published at the expense of authors are hard to be called the books but as «near-to-book» texts. It is alleged that the publication of books in the world is not possible without an effective and meaningful participation of editors that not only streamline the texts, but also provide them with socio-cultural sound. «Samizdat» publishing concept makes publishing houses absolutely marginal the publishing space, do not reflect either aesthetic or ideological or marketing position of its creators.*

**Practical Significance.** *By pointing out the reasons of these «new» methods in publishing, we can define the achievements of regional publishers in Ukraine and clarify the main features of their development. These theoretical explorations may be used in the educational process.*

UDC 007 : 304 : 659.1

## ISSUES OF IMPORTANCE IN TELEVISION AUDIENCE'S RESEARCH IN UKRAINE

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**Research Methodology** is to use historical and logical methods of cognition. This methodological approach allows using the integrity and consistency to form television audience's measurement.

**Results.** The study has allowed researching the formation and development processes of the television audience in Ukraine. The specific research and promising areas of development have been highlighted. The modern world approaches to measuring television audiences have been examined and summarized.

**Novelty.** The data for the research development in Ukraine have been adjusted. The basic innovation in panel research for television audience has been suggested along with prospective directions of television audience research. It has been found out that the most innovative approach to the audience study is the measurement of all types of views.

**Practical Significance.** Results of the study have found that the technological progress, social and economic changes require the television audience measurement's evolution and its monetization. Factors that led to dramatic changes in the global TV viewing define the innovation in research of various media TV platforms. The main trend is a comprehensive, integrated approach to measuring television audiences. With the new global trends in research, Ukrainian television market maintains a conservative approach but looks for answers to modern challenges.

UDC 316.77 : 070 : 654.195 : 314.743

## RADIO BROADCASTING AS A FACTOR OF INCULTURATION OF UKRAINIAN POPULATION IN POLAND

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**Research Methodology** of radio broadcasting as a factor for the inculturation of Ukrainians outside of its own country involves the use of historiographical method, monitoring to determine the political and pragmatic component of this type of radio programs, the method of typological analysis and systematization for structuring the results of the study.

**Results.** The role of the Ukrainian-language broadcasting segment in the process of inculturation of Ukrainians in Poland has been determined. It has been established

*that specialized radio projects for listeners, united by nationality and history with one country, realities and prospects of life, but already with another state, help Ukrainians to preserve their own national identity.*

***Novelty** of the study is to consider the place of modern Ukrainian-language radio content on the air of Polish radio stations as a core for supporting the national identification characteristics of migrants in a multi-ethnic and poly-linguistic environment.*

***Practical Significance.** The conducted scientific research will become a prerequisite for further development of issues of the formation of the information image of Ukraine in the states with powerful territorial organizations of Ukrainians.*

UDC: 007: 304: 659.3

## MEMORY MEDIATIZATION IN THE FRAMEWORK OF SOCIAL AND COMMUNICATIVE APPROACH

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***Research Methodology.** In contemporary media sphere, systematicity, as the main feature of «mediatization» process, becomes a basic tenet for the formation of methodological conception in identifying the representative foundations of “memory”. Memory mediatization as a process and concept can be detected on different levels of media functioning: memory as social and communicative phenomenon; memory as discourse; memory as a set of communication technologies; memory as technical and technological basis of media; memory as professional foundation for media production. To author’s way of thinking, methodological unity of these processes as a part of this area of research can be adopted in the framework of social and communicative approach.*

***Results.** The evolution of media from «means» to «environment» as well as from «channel» to «medium» changes the key coordinates in research system of analytical treatment of social reality phenomena, the boundaries of reality also change, as its chronotopos becomes a symbolical notion. The aim of the research is the identification of methodological tools for the study of «mediatization» phenomena within traditional and newest paradigm. The problem of different interpretations of the term indicates the process of its empirical development, theory openness and systematic nature of the phenomenon that is proven in the article from the perspective social and communicative approach to memory mediatization. Memory mediatization is a complex process of creating public area at the junction of media and memory; at the intersection, there are placeholders for different kinds of social and communicative manifestations, social and cultural phenomena, that memory mediatization produces (e.g., media education, media culture). This area of media and memory discourse intersection possesses its unique structure and media effects: information, social, cultural, communicative and technological ones. Nowadays, the ensemble of information effects (ideologization, mainstreamification and massification of memory) influences content structure of discourse change.*

**Novelty.** For the first time, the basic levels and effects of «memory» mediation process have been defined in media sphere. The author introduces the term «industry of memory» that combines social and communicative technology and effective resource of culture of consumption.

**Practical Significance.** The results of the research represent the latest insight in methodology of memory studies and extend the involvement of social communication as a science within memory studies framework. The suggested classification of memory media effects, based on contemporary communicative technologies, typology of positive and negative consequences of the processes mentioned above are exemplified by the evaluation of modern Ukrainian media environment, the examples are significant research resource for the further research of the issue.

UDC 316.6: 659.9]: 004.7 (043.3)

## INFORMATION CAMPAIGNS IN ONLINE SOCIAL NETWORKS: TYPOLOGY AND CLASSIFICATION

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**Research Methodology.** The studies presented in the article have been carried out using a number of general scientific methods, among which: analysis, generalization, modelling, forecasting, comparison. In addition, practical tools have been used in the work, in particular: the analytical-typological method; comparative method; structural and problem-thematic; theoretical method.

In the framework of the analysis of the acts of management of information processes (campaigns and actions) in modern information wars, we have used methods of analysis, synthesis and comparison, as well as historiographical. Studying the situation regarding the modern development of information management tools in modern information wars, general scientific methods have been used: analysis, generalization, comparison. In practical terms, analytical-typological, comparative, structural and problem-thematic, theoretical methods have been used. In order to clarify the possibilities and prospects of using information and communication processes management tools in modern information online network wars, general-scientific methods of analysis, modelling, forecasting have been used, as well as structural and problem-thematic ones used at the applied level.

**Results.** The developments presented in the article reflect the issues of establishing an information management system in the framework of modern information wars, in particular in the context of social online networks. Within the disturbed topics, online tools and practical examples of management of basic algorithms (action and campaign) of information processes have been presented. Methodical and methodological aspects have been presented on the materials of the Russian-Ukrainian information confrontation.

**Novelty.** *Studying the specifics of the current situation and the course of events within the framework of the Russian-Ukrainian information conflict, the latest managerial approaches based on the principles of standardization and universalization of information processes in social online networks have been suggested.*

**Practical Significance.** *The results of scientific and applied research and general proposals presented in the article are of key importance for improving the methodology and methods of planning and implementing information processes within the framework of information and psychological conflicts in the online network environment. The innovative approaches and improvements in the management of information and communication processes should become an important part of the information security system of Ukraine in the context of protection against foreign influences.*

UDC 070:621.397+004.738.5

## MAIN CRITERIA FOR IDENTIFYING DYNAMICS OF ONLINE TELEVISION DEVELOPMENT

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**Research Methodology.** *Synthesis, generalization and hypothetical methods of research have been used in the paper. Analysis and synthesis have been applied to process the available scientific papers on possible criteria for evaluating the growth of television and selecting a relevant list of indicators. The author has used the hypothetical method of learning to form a short and an extended lists of criteria for assessing the dynamics of television development.*

**Results.** *The analysis of domestic and foreign publications on possible criteria for evaluating the TV performance resulted in two lists of criteria — a short and an extended one. The extended list includes the following indicators: the economic performance, the level of target audience, brand awareness, (non-) availability of a strategy for products capitalization, (non-) availability of «staff labs» and the vision for the channel development (a so called development/growth strategy), the amount of high quality content. The short list summarizes the abovementioned indicators and groups them into two sections: the audience indicators (definition, size or growth dynamics) and the economic performance.*

**Novelty.** *The paper describes the first attempt to collect and systemize indicators to assess the dynamics of traditional and online TV, as well as compare the growth dynamics of multiple media.*

**Practical Significance.** *The material gathered within the research can be further applied in the editorial work of traditional and online TV channels, as well as used by scientific institutions, sociological centers, non-governmental and governmental organizations. The criteria can serve as a basis for the media market researches, the assessment of the situation in concrete media.*

UDC 007:659.4

**ANTI-CRISIS COMMUNICATION WITH EXTERNAL PUBLIC AS A WAY TO SOCIALLY RESPONSIBLE ENTERPRISE**

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**Research Methodology.** *To achieve the goal, the situational analysis has been used as the main method of research. With this method, the data of the regional sanitary-epidemiological station, the environmental certificate of the Dolynsky district state administration, the Uniplit factory program for the modernization of production and the informal survey of the inhabitants of the neighbouring villages have been processed.*

**Results.** *As a result, the anti-crisis program has been developed. The anti-crisis project was based on the project of the annual education and production competition «Umili ruchky» («Skillful hands») among the pupils of Dolynskyi district. Its content is that within the framework of the competition, «Uniplyt» delivers its products to schools. On the woodshop lessons pupils supervised by teachers make various handiwork from the materials provided by the company which take part in the competition. In late May, the project is summed up in the form of the children's works exhibition tenders and auctions among the district and region entrepreneurs. «Uniplyt» management directs the costs from the auction to the orphanages needs of Dolyna region.*

**Novelty.** *For the first time on an example of woodworking enterprise «Uniplyt», we trace the peculiarities of using anti-crisis public relations and their impact on the development of socially responsible enterprise.*

**Practical Significance.** *The implementation of this project has helped «Uniplyt» plant to get a reputation as a socially responsible enterprise that is environmentally friendly, supports social investments, promotes crafts, and cares about the future employment of the district residents.*

UDC 811.161.2

**EDUCATIONAL E-BOOK FOR UNIVERSITIES:  
MULTIFUNCTIONAL NATURE OF USING**

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**Research Methodology.** *The following general scientific methods like functional (to highlight the image of a potential reader / user) and partially system (to determine the characteristics of the publication, despite the fact that the theoretical and conceptual*

*framework on electronic media is rather poorly developed) have been used in this research.*

**Results.** *The study has determined that the Ukrainian edition of e-learning thanks to its unique shape and specificity submitting content are able to interact deeper with the user and provide him with more diverse information. It makes a similar product publishing quite promising for the use in the educational process.*

**Novelty.** *The features of e-learning content publications that are unique for this type of publishing products that include interactivity, interaction with the reader, higher visibility and provide feedback have been analyzed on a specific example.*

**Practical Significance.** *The research outlines the multifunctional principle of the use of educational publications, through which the use of electronic textbooks in the learning process can change the discipline teaching, improve the quality of education as a result of expanding learning opportunities, the diversity of forms and types of information presentation.*

UDC 655.413:050

## ADVERTISING CONTENT OF THE WEBSITE

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**Research Methodology.** *The methodological bases of the study are the principles of complexity and reliability in the context of the preparation of advertising on the Web. To identify the subject, we have used the methods of comparison, analysis, synthesis and content analysis, which made it possible to give an opportunity to review and evaluate the content of web pages in terms of advertising.*

**Results.** *The author analyses the content of the main types of web pages of the Ukrainian Internet from the point of view of its construction, correspondence to the target audience, direct influence on the user, taking into account the modern tools of computer technologies. The concept of quality of content has been defined, the main requirements for the best perception of elements of a web page have been specified.*

**Novelty.** *The scientific novelty of the research is that for the first time the attention was paid to filling the web pages from the point of view of the advertiser himself and an attempt was made to evaluate the level of advertising content, giving the dominance of the information of the various levels of quality in the Network. In the context of the use of the Web for both business and education and knowledge promotion, online advertising is intended to be created selectively, because it is not the value for which a user comes to the site.*

**Practical Significance.** *The research material can be used in educational courses on the creation of an information product by means of multimedia, editing of Internet materials, computer and communication technologies.*