

## ABSTRACTS

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UDC 655.5+004.942

### FORMATION OF THE INTEGRAL QUALITY INDICATOR OF THE EDITION DESIGN PROCESS IMPLEMENTATION

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**Research Methodology.** *The study has used fuzzy logic. For the replacement of the concepts of a clear set of fuzzy sets, the phasation has been performed. The hierarchical dependence of the quality of the implementation of the edition design process on the value of the linguistic terms of factors has been demonstrated by means of modelling.*

**Results.** *As a result of the study, a multi-level model of fuzzy logic output has been synthesized, which reflects the hierarchy of linguistic variables and enables the formation of an integral quality indicator of the edition design implementation.*

**Novelty.** *For the first time, identified linguistic variables of the design process have been presented: their designations, titles, recommended limits for setting the values of universal term sets and their corresponding linguistic terms have been indicated. For the first time, a multi-level model of fuzzy logic output for the design process has been constructed.*

**Practical Significance.** *The research contributes to the consistent establishment of the forecast of the quality of the implementation of the edition design process through the accumulation of knowledge from the lowest to the highest levels of the model of fuzzy logic output.*

UDC 655.027

### MODELING OF AUTOTYPE TONE REPRODUCTION WITH A ROMBIC RASTER ELEMENT IN A SHORT INK-PRINTING SYSTEM OF A SEQUENTIAL STRUCTURE

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**Research Methodology.** *The methodological basis of the study is the principle of balance of ink streams in the ink printing system. To solve this problem, the theory of signals has been used for the modulation of the ink flows by the raster printing plate, the theory of errors — to determine the deviation of the characteristics of the autotype tone reproduction from the linear one, graph theory — for describing the structure of the ink flows, simulation — for the calculation and construction of the set of characteristics of tone reproduction for different lineature.*

**Results.** *In the study, a mathematical model has been developed that describes the autotype reproduction of raster images for elements of rhombic shape in a short ink*

printing system of the fifth dimension. A structured scheme of the simulation model has been worked out on the basis of which a simulator in the Matlab Simulink package has been developed, which simultaneously calculates and constructs the characteristics of tone and linearity deviations. The results of imitation modeling have been presented. It has been established that in the case of the steady ink supply to the input of the system, the deviation of the characteristic from the linearity is in the range from -8.5% to + 22.4%, which decreases the quality of the images. The work is of practical importance.

**Novelty.** The scientific novelty of the obtained results is that the analytical dependence of the autotype tone reproduction for short ink printing systems has been set, which will serve for the correction of tone reproduction at the stage of preparation of images prior to screening.

**Practical Significance.** It has been established that the deviation of autotype tone reproduction depends on the tone reproduction range, which can be used to select the capacity of the anilox roller for the given image.

UDC 544.351+66.084.2

## INFLUENCE OF DYNAMIC LOADING ON FLEXOGRAPHIC PHOTOPOLYMER PRINTING FORMS SOAKING

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**Research Methodology.** The influence of repeated pressure loading to the photopolymer flexographic printing plates has been researched. It took place in different solvents modeling the environment of flexographic ink. The soaking has been measured by the weighting method and results have been processed by the statistical method in Statistica 10 program.

**Results.** As a result of the research it has been found out that soaking of flexographic photopolymer printing plates, which suffered from dynamic loading, increased comparatively to those without the application of loading, and that corresponds to Le Chatelier's equilibrium principle.

**Novelty.** A model device has been constructed, that allowed to research the soaking of different types of flexographic photopolymer printing plates under the influence of repeated loading. It has been established that the amount of printing pressure and solvent character have influence on the soaking process.

**Practical Significance.** Flexographic plates soaking during the printing process can be decreased by more precise production of plates. The obtained results can have practical meaning for the quality improvement of flexographic printing technological process and also for ink selection.

UDC 004.942+655.5+655.26+65.012.123

## FUNCTIONAL COMPONENTS OF INTEGRAL QUALITY INDICATOR OF BOOK EDITIONS

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**Research Methodology.** *The subject of the article concerns the study of the problem of predicted obtaining of good printed products using the means of set theory, operations research, system analysis, fuzzy logic, and software. Their application has become the basis of the methodological foundations of information technologies for the formation and evaluation of the quality of book editions.*

**Results.** *As a result of the study, a hierarchical model for studying the process of forming the quality of book editions has been designed. The functional components (components) have been distinguished, the realization of which determines the course of the formation of a good book. The mathematical dependencies of the calculation of the predicted values of the quality indices of the components and the integral index of the quality of the publication have been presented.*

**Novelty.** *A model for the quality formation of book editions has been developed in accordance with the functional components and technological stages of the production of printed matter.*

**Practical Significance.** *The result will be the predicted numerical value of the quality indicators of the stages and the integral index of the level of the publication quality as a whole.*

UDC 655.262.2.026.12+ 655.28.022.24

## THEORETICAL ASPECTS OF CONSTRUCTION OF QUALITATIVE COMPOSITION IN PRINTING INDUSTRY

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**Research Methodology.** *The analytical research of the placement of elements on the assembly line, the unity of form, content and style of design has been done taking into account aspects of psychological perception of information and the interaction of text and graphic elements.*

**Results.** *Theoretical recommendations for obtaining a balanced composition of the publication have been formulated.*

**Novelty.** *As a result of the study, an optimal way of obtaining a balanced composition of the publication has been determined. The optimal correlation between psychology of perception of information and compositional laws, means and methods of construction has been determined.*

**Practical Significance.** Taking into account the given recommendations, we can construct a composition that will provide a collection of all elements of the design, forming the unity of style, the integrity of the composition and the harmony of the publication as a whole.

UDC 655.2+65.012+004.942

### OPTIMIZATION OF THE MODEL OF QUALITY FACTORS FOR THEMATIC PLANNING OF BOOK EDITIONS

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**Research Methodology.** The methodological basis of the study is the formation of weighted values of factors, which determines the procedure for constructing an inverse symmetric pairwise comparison matrix for the synthesis of an optimized model of the priority influence of factors on the thematic planning process.

**Results.** A matrix of pairwise comparisons has been constructed using the scale of the relative importance of objects and the multilevel model of the weights of the quality factors of thematic planning, obtained by the ranking method. The normalized components of the main intrinsic vector of the matrix have been determined. The adequacy of the results has been confirmed by the acceptable values of the index of coherence and the random index. Based on the obtained data, an optimized multilevel model of the factors influence on the quality of thematic planning has been constructed.

**Novelty.** The model of factors of quality assurance for thematic planning of book publications has been optimized.

**Practical Significance.** The results of the study can become the basis for designing and calculating alternative options for the implementation of the thematic planning of publications and the predicted estimation of prepress quality of book products by means of fuzzy logic.

UDC 004.92

### SYNTHESIS OF FACTORS MODEL OF INFOGRAPHICS COMPOSITION DESIGN

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**Research Methodology.** The methodological basis of the study consists of: analysis of the process of information perception in infographics; composition mechanisms used for reproduction of links between factors having influence on the quality of perception of infographics; methods of system analysis of hierarchies.

**Results.** *The factors of infographics compilation have been considered in the article. By means of system analysis methods and the graph theory, a graphical model has been developed containing hierarchically structured factors of infographics composition design.*

**Novelty.** *The essence of the laws of data visualization composition factors has been revealed in order to identify the main component of infographics. Conditions have been arranged for the synthesis of multilevel models of the factors priority as well as forecasting and the quality assurance by fuzzy logic operators. For the first time a graph of interconnections between the factors of infographics compilation has been designed.*

**Practical Significance.** *The obtained results have established a significant influence of font design of text and numeric information on the quality of infographics perception. It was set that the graphic elements play a key role in the development of infographics design. The solution of the problem of synthesis of hierarchy model of the composition design factors ensures the regulation of requirements applied to the development of automation algorithms for infographics design.*

UDC 655.28.022

## RESEARCH OF QUALITY OF LASER ENGRAVING FLEXOGRAPHIC PRINTING PLATES

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**Research Methodology.** *A special test-scale with raster fields, groups of negative and positive shaded elements and text has been used to study digital flexographic photopolymer plates. Using a software and hardware complex, we carry out the analysis of reproduction graphic and typographic-technical parameters of plates and imprints of flexographic printing technique. The device automatically takes pictures, analyses, calculates the quality indicators, archives photos, etc.*

**Results.** *With the help of the software and hardware complex, the study of the process of making plates and printing from flexographic printing plates has been carried out, with the determination of a number of parameters of the selected areas of the plate and the imprint, in particular the number of selected areas, the average area, the average square deviation, the average diameter of the area, the average square deviation of the diameter, the minimum area, the maximum area, the average distance between the zones in  $\mu\text{m}$ , the distance between the zones vertically, the distance between the zones horizontally, the angle of inclination of the screen structure line, the average distance between the rows of zones, the deviation of the area of the dots of a row from the average value in the graphical form, etc.*

**Novelty.** *The novelty of the results obtained is that the qualitative and quantitative indicators of quality of the manufactured digital flexographic plates and imprints from them have been determined, which as a rule are not presented in the standard technical descriptions.*

**Practical Significance** *lies in the fact that the results of the research can determine the technological parameters of the forming and printing processes of flexographic printing technique more precisely and qualitatively.*

UDC 536.5 + 004.42

## 2D MODEL OF COVER DIAGNOSTICS BY TERMINAL VISUALIZATION METHOD ON THE BASIS OF THE TEMPERATURE FIELD OF INHOMOGENEOUS DEVIATION

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**Research Methodology.** *To create a thermal 2D model of the system to detect hidden surface defects in surface layers, the method of finite elements in the ComSol 5.1 software environment has been applied. The sampling rate was adjusted according to the equipment on which sampling is performed.*

**Results.** *The thermal model of the system indicates a noticeable change in the heterogeneity of the temperature field induced by the directional heat flux in the area of the hidden surface defect. As part of the simulation, the effectiveness of the thermal imaging method was verified to detect hidden surface defects.*

**Novelty.** *The density of the grid applied to the surface layer, as a heat tester, affects the calculation time when creating the model. Accordingly, increasing the density of the grid, the calculation time increases, and the level of accuracy of the simulation increases.*

**Practical Significance.** *Creating a simulation 2D model of the system to detect hidden surface defects allows you to visualize and to carry out an analysis at the program level, both graphically and analytically, of the deviance of the heterogeneity of the temperature field induced by the directional heat flux distributed on the surface, in particular in the area of the closed defects.*

UDC 004+655.5+621.391

## BASES OF INFORMATION SECURITY MANAGEMENT IN THE EDITORIAL AND PUBLISHING BUSINESS PROCESSES

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**Research Methodology.** *The methodological basis of the study is the theoretical basis for the construction and implementation of the information security management system of publishing activity. Based on international standards and practices, the key steps have been suggested to create an information security management system for publishing business processes.*

**Results.** *The paper suggests the conceptual foundations for constructing an information security management system based on international practices taking into account the specifics of publishing business processes. The introduction of an information security management system in publishing has a number of advantages, the key to which is the stability (continuity) of the business in front of new threats associated with advances in information technology.*

**Novelty.** *The information security system of publishing processes is presented from the position of the process approach as a process of risk management, namely as a key stage in information security management.*

**Practical Significance.** *The problem of information security in editorial and publishing processes has been updated. The methodological bases of the construction and implementation of the information security management system of publishing activity have been considered. The key stages of creating an information security management system for publishing business processes have been suggested.*

UDC 007:304:655

## LEVELS OF FORMATION OF CULTURE OF READING OF UKRAINIAN BOOK IN THE INFORMATION SOCIETY BY MEANS OF SOCIAL AND COMMUNICATION TECHNOLOGIES

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**Research Methodology.** *The basis of the research is informational, axiological, cultural, systemic, activity approaches. In the research, the following methods have been used: analysis, synthesis, generalization — to determine the levels of formation of reading culture in the information society; modeling — to develop a model of formation of culture of reading Ukrainian books in the information society by means of social and communication technologies.*

**Results.** *The article characterises levels of formation of culture of reading of Ukrainian book in the information society.*

**Novelty.** *The conceptual model of reading culture formation of Ukraine book in the information society has been developed. This model includes subjects of different levels (international, governmental, organizational, family, individual), measures (establishment*

*of the World Book and Copyright Day, establishment and carrying out of literary and book exhibitions, fairs, developing of themed programmes, movies, family reading, promotion of reading in private conversations, etc.), technologies (education, organization of leisure time, promotion, public relations, advertisement, etc.), channels (mass media, social media, etc.) and object of influence — readers.*

**Practical Significance.** *The research results can be used during the development of events of the information culture formation.*

UDC 316.77 : 070 : 654.195 : 314.743

**UKRAINIAN RADIOBROADCASTING IN THE ATMOSPHERE  
OF CANADIAN POLY CULTURALISM IN THE CREATIVE LEGACY  
OF S. IZYK**

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**Research Methodology.** *Historical method, method of monitoring, analysis (retrospective, causal), method of forecasting the development of Ukrainian-language broadcasting in Canada have been used.*

**Results.** *The article considers the creative legacy of S. Izyk as an important representative of the Ukrainian community of Canada. There was made an attempt to comprehend the role of the program (“Holos Ukrainy” (“Voice of Ukraine”)) program in the formation of a territorial ethno-national centre.*

**Novelty.** *It has been determined that the broadcasting in Canada is based on the principles of multiculturalism: programs are created for all groups and nations of the population, as well as by these nations and groups; programs provide for coverage of the country cultural diversity in all broadcasts. It has been stated that the history of Ukrainians in Canada is a good example of how globalization processes in a certain state can bring together representatives of different cultures together.*

**Practical Significance.** *The need for scientific regulation of journalistic materials, in particular in the aspect of radio journalistic practices, has been developed through the example of the figure of a Ukrainian churchman, writer, editor, philanthropist, television and radio broadcaster. The creative legacy of each of the figures of such a level is an illustration of how one person can influence the development of the information field, while actually forming the basis for further development of society. It has been stressed that due to many efforts of involved Ukrainians, today Ukrainian radio broadcasting has acquired a systematic features and it is a complex of radio programs (including “Chetverta Khvilya” (“CJSF Radio”), “Ukrainian Program” (CKER Radio), “Ukrainian” (“CKJS AM810 Multilingual”), “The Zabava Program” (“840 CFCW”), “Prometheus”, “Ukrainian” (“Chinradio”), etc.*



UDC 007:304:002:005.73:658 (477)

## SYSTEM OF FUNCTIONING OF DOCUMENTATION CULTURE IN THE MODERN COMMUNICATION ENVIRONMENT

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**Research Methodology.** *In order to realize the essence of the notions of documentary culture, an analytical method of research has been applied; for the formulation of conclusions — the method of generalization; when collecting and processing materials on existing corporate standards and corporate identity — the comparative-selective analysis.*

**Results.** *The functioning of the documentation culture as a component of entrepreneurial culture has been considered, the concepts of “organizational culture” and “corporate culture” have been disclosed, the main ways of managing and presenting information have been analysed, since the work with documents is an integral part of the processes of management and decision-making.*

**Novelty.** *The significance of the documentation culture as a system in the unity of the functioning of its components in the modern conditions of the communication space has been clearly grounded.*

**Practical Significance.** *The concept of forming the documentary culture has been suggested, the importance of branded standards and corporate style as components of the documentation culture has been revealed.*

UDC 316. 77: 005. 57:004. 773. 6

## CONCEPTUALIZATION OF SOCIAL ENGINEERING IN K. POPPER'S PHILOSOPHY

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**Research Methodology.** *The use of general scientific methods of analysis, synthesis and generalization has allowed to conduct a systematic study on the formation of social engineering into a methodological model. The application of diachronic method has enabled to study the phenomenon of social engineering with due consideration of historical parameters. Genetic sources of social engineering have been analyzed in the context of historical approach.*

**Results.** *The article represents the development of social engineering as a new scientific field. This research finds out that it was K. Popper who grounded the study strategies and methodological tools of the new social science, namely the technologically oriented sociology, in his book “The Poverty of Historicism”. Another important finding is that the*

*development of social engineering into a special practice of social systems management as well as a unique scientific paradigm took place as long as the entire 20th century. The project of social engineering was brought to life as a result of the new format of social and economic relations prompted by unprecedented rates of industrial development.*

**Novelty.** *The research introduces K. Popper's works into the general scientific context so that to draw the attention of Ukrainian communication scientists to their significance. It also represents new communication aspects of such concepts as "social engineering / social technology". K. Popper's theory of social engineering has been analyzed keeping in mind the historical aspects of his times that reflected the social reality of the Second World War epoch.*

**Practical Significance.** *The research findings comprehensively represent the phenomenon of social engineering in the context of communication paradigm, thus enriching the research strategies of journalism studies.*

UDC 070 : 82-92 : 316.776.4 + 659.3

## CONVERGENCE OF CLASSICAL AND INNOVATIONAL INSTRUMENTS OF INFORMATIONAL DOSSIER THROUGH THE PRISM OF JOURNALISTIC INVESTIGATION EFFICIENCY

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**Research Methodology.** *The methodological basis is the triad of approaches to solving the given tasks: ideological principles, linguistic theory and the system of scientific research methods.*

*As an ideological component of the methodology, we consider the functional and activity approach — it's the system of methodological and practical principles for the study of influential and perceptive phenomena, according to which the main subject of the study is the process of competent organization of the informational dossier in terms of informational and convergent characteristics. In accordance with this principle, the research work primarily deals with the unveiling of the communicative intentions of the author-journalist, who is active in the search, collecting and evaluating the information, and vital interests of potential recipients who consciously and unknowingly consume the result of the informational search of media investigators.*

**Results.** *Searching and collecting the information by the investigative journalist breadthways leads to the storage of material about the events, prehistory, post-history, all possible consequences. Conducting of the evaluation of information in depth means the accentual research of the theme, detailed study of the events, determines the main characters and establishes the relationship between actions. To confirm the own hypotheses, it is necessary to check the information breadthways and in depth: the investigating journalist is looking for answers to the questions new for him, rather than adjusting them to the result of his "investigation".*

**Novelty.** *The most urgent and not well-studied is the consideration of an informational dossier as the means of effective influence on the recipient in investigative journalism. The problem of the professionalism of investigative journalists and the choice of the methods of searching, collecting and adequate evaluation is becoming crucial in Ukrainian media today. Responding to the challenges of time, in a new perspective, the problem of references to the sources of information, their security; verification of information, its authenticity and reliability has been considered. Certain attention has been paid to the ethical aspects of the overt isolated and participant, covert isolated and participant types of informational observation.*

**Practical Significance.** *The results of the scientific research will be relevant for the practical work of journalists, specialists of press services, experts in advertising and public relations, since the efficient and active work with the informational dossier will help to avoid factual failures that may arise when creating investigative texts.*

UDC [ 007 : [ 070 : 304 ] : 654.19 (477)

## JOURNALISTIC INVESTIGATION ON UKRAINIAN TELEVISION

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**Research Methodology.** *In order to achieve the aim of the article several interrelated methods have been used in this research. General scientific methods — analysis, synthesis, comparison as well as specialized methods — typological analysis, system analysis, and description form the theoretic base of the research. Due to this it became possible to characterize the actual state of the functioning of investigative projects on leading Ukrainian TV channels.*

**Results.** *Main types and thematic priorities of television investigation programs have been revealed, and tendencies of journalistic investigations functioning in modern television media of Ukraine have been determined. The direct and indirect influence of investigative TV journalism has been considered.*

**Novelty.** *In the article the experience of the release of media investigation groups in the public sector has been shown, orientation of investigative projects on the concrete dialogue with the audience and investigation of the socially important problems have been researched. Such experience of mass media activity acts as an important catalyst of the civil society development in Ukraine. An urgent need in anti-corruption journalistic investigations is considered as direct reply on the social demand of disclosure of corruption and similar crimes.*

**Practical Significance.** *The accumulated materials can be used in special educational courses connected with the journalistic investigations, as well as in the further scientific researches of TV journalistic investigations.*

UDC 007:655

## PUBLICATION APPARATUS AS THE INTELLIGENT AUTHENTICITY OF THE READER

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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 ones: descriptive and comparative. All of them have been used for reaching the concrete purpose — to actualize the attention to the apparatus of the publication as an unchanging component of any high-quality book. Again, we should emphasize the false interpretation of the professional activity of publishers as a factory of restorative products.*

**Results.** *It has been revealed that Ukrainian publishers in modern conditions minimize the publishing apparatus, reducing it to obligatory identification elements, such as, introductory articles, prefaces, afterwords, indexes, notes, comments, etc. This method of publishing strategy is provoked by the lack of professional training of publishers, insufficient knowledge of tools. However, such stereotyped ideas are false. The quality of the publishing methodology in the preparation of publications in modern Ukrainian conditions is objectified in the eyes of society in the printed book. The apparatus of the publication not only enriches the methodological tools of «rebirth» of the text into the book, but also extends the ability to read. Relying on the demands of a potential audience, the apparatus builds «navigation» of reading, contributing to the understanding between the author and a thoughtful reader. Despite the easiness of access to the knowledge on the Internet, the apparatus cannot be reduced because it does not violate the intimacy of the dialogue between the author and the reader through the chaotic search of the unknown (this can eventually interrupt the reading), but only helps to overcome possible barriers.*

*A text without an apparatus is capable to interest the reader emotionally, but quite often, it is able to provide only superficial intellectual engagement. It is alleged that the conceptual «actualization» of the text by publishers is capable of making the original readable, pushing for its «re-opening» or even coding in consciousness. The apparatus of the publication becomes a means for reading comprehensively, in depth, autonomously, contextually, panoramic. In addition, the verified bibliographic apparatus sometimes becomes the only way to track the intellectual value of the text.*

**Novelty.** *It has been proved that a plural and carefully selected apparatus can and should be considered as an effective strategy to increase demand for the publication. The apparatus can be considered as a result of participatory cultural production.*

**Practical Significance.** *The article's conclusions can be recommended to modern publishers in order to review their methods of preparation of publications for printing. These theoretical findings may be used in the educational process.*

UDC 82-9

## THE DIVERSITY OF MEANS OF KEEPING READER'S ATTENTION IN A MODERN NON-FICTION BOOK FOR CHILDREN

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**Research Methodology.** *The material for the study was collected in the National Library for Children (Kyiv), which, unlike many other children's (and not only children's) libraries of our state, is regularly replenished with new literature. In total, 150 children aged 7 to 11 (primary school students) have been interviewed, which made it possible to find out the preferences of the children about Ukrainian-language editions (both Ukrainian and translated ones) on science and the environment. So, the 30 most interesting non-fiction books have been selected. The data on the popularity of these publications is also confirmed by the statistics provided by librarians.*

**Results.** *The methods to contact with readers of modern non-fiction books for children and to keep their attention have been considered. These methods include interactivity, the selection of interesting facts, comparison, a series of questions, an explanation with the known models, the alternatives for the events that would change the course of history, explanation of complex phenomena in experiments, refutation of common misconceptions, explanation through situations of childhood, dialogue, intriguing headlines, humour, language-linguistic tricks. Examples are given for each technique from the best editions according to the reader's preferences for children aged 7 to 11 years. The authors of the best examples of non-fiction literature, in accessible and figurative form, reproduce the scientific facts and expand the outlook of the young reader. Not only do they use clear language and reliable data, but also attract children's attention, encourage them to perceive information. The diversity of means of keeping reader's attention in such literature involves the combination of all possibilities of influence on the young reader as appealing to the mind, telling about the achievements of modern science, the mysterious world of scientific experiments, and those that attract him emotionally, maintaining a steady interest in the subject.*

**Novelty.** *Examples of literature show the means of establishing contact between a non-fiction book and a young reader with attracting and retaining his attention.*

**Practical Significance.** *The results of the study will be useful to authors and editors of non-fiction children's editions. They can also be used in the editors' education, as well as at the writing courses. In the future, it would be advisable to study in detail the methods of attracting and retaining the attention of young readers of the non-fiction book, measuring the effectiveness of such influence.*



UDC 2-283=030:321.6:24-183.4

**ROLE OF TRANSLATED THEOLOGICAL LITERATURE IN FORMATION OF POST-TOTALITARIAN CONSCIOUSNESS**

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**Research Methodology** is based on the anthropological, cultural and socio-communicative approaches with the use of general scientific (historical-comparative, analysis, synthesis, generalization) and linguistic methods (descriptive, contextual, etc.).

The anthropological approach has helped to single out the themes and ideas of the translated theological literature, in the centre of which there is a person and his spiritual searches in the post-totalitarian era. The cultural approach has allowed studying the role of the translated theological literature in the context of Ukrainian culture, which during its ancient history was based on the principles of Christian culture, but this natural process was interrupted by the era of totalitarianism. The linguistic methods have singled out the linguistic means of theological texts based on the social-communicative method which have been studied in a social dimension: their influence on the formation of post-totalitarian consciousness of the Ukrainian reader has been determined.

**Results.** The article highlights the role of the mass distribution of the Bible and the world-famous theological lexicographic works in the Ukrainian translation in the early 1990's, and analyses the translated works of prominent Western European theologians, in particular Thomas von Kempen, Pope John Paul II, Pope Ratzinger Joseph Benedict XVI, Tomasz Galik and others. It has been concluded that the theological literature translated into Ukrainian has fulfilled a number of socially important tasks: it has deepened the understanding of many social problems of the modern world, it has become a good benchmark in difficult life situations, a source of modern interpretation of Biblical expressions and the verbalization of new concepts of the religious life, as a whole, it has become an important basis for the formation of post-totalitarian consciousness of the Ukrainian society. The high degree of abstraction, which respectively activates the mental effort, imagery, laconicism, active reproducibility in the religious style of expressions from these theological texts, suggests that the translated theological literature has become an important source of enrichment of the modern Ukrainian literary language, in particular its religious phraseology.

**Novelty.** For the first time, the role of the translated Ukrainian theological literature has been studied, which has become an important source of religious and ideological information, a means of overcoming stereotypes formed by the totalitarian Soviet state, a factor in the formation of post-totalitarian consciousness of the Ukrainian society.

**Practical Significance.** The theoretical generalizations and the obtained results can be used in the field of research as a base for further studying on the Ukrainian language and social communication, in the educational process — in the teaching of courses on the culture of the Ukrainian language, rhetoric, social communications.



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**ADVERTISEMENT AS AN EFFECTIVE FACTOR OF INFLUENCE  
ON THE SPEECH CULTURE OF THE CUSTOMER  
(ON THE EXAMPLE OF ADVERTISING TEXTS IN THE FIELD OF  
CONSTRUCTION SERVICE)**

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**Research Methodology.** *The method of observation has been used in the work. Elements of the structural method, namely the method of descriptive analysis and some techniques of typological and contextual analysis have been applied for the effective research of speech errors in the advertising texts in the field of construction services.*

**Results.** *The problem of effective speech influence of the advertising text on the culture of speech has been clarified. Different types of speech errors in advertising texts in the field of construction services as negative factors of influence on the speech consciousness of the potential consumer have been studied.*

**Novelty.** *The types of speech errors in modern advertising texts in the field of construction services have been studied systematically for the first time in Ukrainian linguistics. Numerous examples of violations of orthographic, lexical, word building, grammatical, punctuation errors in the advertisement have been analyzed and presented. In this connection, the author comes to the conclusion that non-normative Ukrainian advertising texts fix traced surzhyk forms in the minds of the consumer. And if errors occur frequently, the user can perceive them as the norm.*

**Practical Significance.** *The results of the work can facilitate the in-depth study of the problems of effective advertising text creating. In addition, the obtained results can be used in the practical courses in advertising and also in the study of advertising as a means of modern communication in the context of the disciplines “Ukrainian Language for Professional Purposes”, “Rhetoric and Modern Communications” etc.*