

SLOVAK PRESS IN TRANSCARPATHIA AS REVIVAL OF NATIONAL IDENTITY

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The author analyses the positive influence of the contemporary vernacular media of Transcarpathia on rebirth of national identity of the Slovak minority in the region. He also touches upon the reasons of the decline of the Slovak information and communication fields in Transcarpathia in the middle of the XX century, which have led to a significant assimilation of this nation. The informative strategy and the thematic content of the «Podkarpatskiy Slovak» and «Slovenske slovo» newspapers and the «Dovera» journal are analyzed. These carry out the regenerative process of the Slovak information and communication segment in Transcarpathia, which has formed only during the contemporary history after declaring the independence of Ukraine. Since then the Slovak ethno-national rebirth has been characterized by intensive development. It has been under direct influence of the Slovak national cultural and educational institutions of Transcarpathia. The department of Slovak studies has become independent in Uzhhorod National University and the Slovak media occurred in the region as well.

Key words: *information space, printed media, national identity, ethnic information and communication field, intercultural Communication.*

Introduction. Notwithstanding the global tendencies in economics, politics, the energetic «McDonaldization» of the mass-media, the total penetration of the information technology and the Internet in all the areas of life, the relevance of the scientific research is obvious. Hence, it is based on the question of national and cultural identity of different nations including those living in foreign language environment. The media plays an essential role in this process supporting and stimulating the way to a comprehensive awareness of one's ethnicity. The Slovak ethnic group of Transcarpathia is not an exception as far as this world tendency is concerned; however this question has not been researched by the scientists, including those studying the influence of the journalism and information on social processes.

The main aspects of the problem of identity have been studied by a great number of scientists. The first scientists to process the problem of identity were from the West, among them E. Erickson [1; 2], Ch. Taylor [3], A. Giddens [4], P. Ricœur [5], A. MacIntyre [6], J. Habermas [7], R. Robertson [8], Z. Bauman, M. Castells, N. Luhmann, A. Smith [9] and others. The scientists of the post-socialist era took an active part in researching the problem of national identity after the fall of the communist ideology. Ukrainian and Slovak scientists are not the exception in this matter. H. A. Zaichenko («Ethnos – nation – humanity. Dilemma: harmony or rebirth», 2001), T. S. Voropay («In search of oneself. Identity and discourse», 1999), O. M. Korh («Individualistic tradition in Western and domestic philosophical thought», 2000), P. I. Hnatenko («Identity: philosophical and psychological analysis», 1999), L. Y. Vasylyk («Worldview journalism of contemporary literary and artistic publication: conceptuality of national identity», 2010) were among Ukrainian researchers who investigated this. The publication of «National identity and its historical profile in the Slovak community» (Národná identita a jej historický profil v Slovenskej spoločnosti, 2010), a book by a Slovak researcher Milan Stanislav Ďurica has become a scientific event. However, the problem of the influence of the mass-media on the development, transformation or rebirth of national identity still remains a in the focus of scientific interest.

Research methods. The following methods were used during the research: discourse, comparative historical, complex and quantitative analysis combined with the methods of generic scientific knowledge: analysis, synthesis, deductive and inductive, system and historical. Methodologically we rely on principles of social constructivism.

Results and discussion. The Slovak periodical press in Transcarpathia meets the informative needs of one of the smallest ethnic groups of the region. Two main newspapers «Podkarpatskiy slóvak» «Slóvenske slovo» as well as the magazine «Dóvera» along with the vernacular radio and television programmes broadcasted by «Tys-1» of the Transcarpathian Regional Television and Radio Company meet the media demands of the Slovak ethnic group of Transcarpathia. The essence of our scientific hypothesis lies in the following: the Slovak media of Transcarpathia were analyzed by the help of publications, which popularize both the ethnic group and social-cultural identifications. The media stimulate the national identity of the Slovaks and contribute to the rebirth of ethnic self-awareness among the Slovaks of Transcarpathia. With the help of information, including media, identification covers dynamic, processual aspects of the formation of identity. It was Erikson who made an attempt to correlate both terms. He wrote that the development of identity lies in the synthesis of the identification [see: 1 ; 2]. The process of reanimation of ethnic identity among Slovaks of Transcarpathia induced them to create an own media-product, in return the mass-media among their usual functions, perform the role of the spokesman and propagandist of this identity among a wide range of readers today.

According to the All-Ukrainian population census (2001), the Slovak minority in Transcarpathia makes up 5695 person which is 0.5 % of the total population of the region. The number of Slovaks decreased in 2001 compared to that of 1989; this fact can be explained by the emigration of a number of Slovaks to Slovakia or other EU countries. According to the last census, almost 90 % of all the Ukrainian Slovaks as the sixth largest nation reside in Transcarpathia. Nearly the half of the Slovaks of Transcarpathia (2.5 thousand) resides in Uzhhorod and makes up 2.2 % of the population (3.3 % – in 1989, 12.0 % – in 1959). Here they cede in quantity only to Ukrainians, Russians and Hungarians. Approximately 1200 (1.6 % of the population) Slovaks reside in the Uzhhorod district. Smaller groups of the Slovak ethnic group reside in the Svalyava district (400 people), Velykobereze, Irshava, Perechyn districts (300 people), Mukachivo district (200 person). 702 Slovaks reside outside Transcarpathia, including 83 people in Kyiv, 81 in the Rivne region, 66 in Lviv region and 61 in Dnipropetrovsk region. It is interesting that only 43.9 % of Slovaks of Transcarpathia recognize their national language as mother tongue, while 42.1 % recognize Ukrainian, 1.8 % Russian and 12.2 % other languages [10].

There are two main reasons why Slovaks appeared in Transcarpathia. Firstly, this region is «a peculiar historical and geographical area of the Ukrainian ethnic group, located in the zone of ethnic and political border with Romanians, Hungarians, Slovaks and Poles» [11, p.11]. Therefore a number of Slovaks of Transcarpathia have initially resided the Eastern border area, neighbouring with the representatives of the Ukrainian ethnic group which made up the majority of the region. The ethnic groups periodically comprised part of different governments during the period from the X – the beginning of the XX century. Secondly, a part of Slovaks moved to the inlands of Transcarpathia (mostly from Liptovský Mikuláš District) as lumberjacks and metallurgists in the first decades of the XVIII century. Thus, Slovak minorities have been formed in Velykyi Berezhnyi , Perechyn, Tur'i Remety, Onokivtsi, Polyans'ka Huta, Kamyans'ka Huta, Storozhnytsya, Dravtsi, Serebnje, Antonivka, Uzhhorod, Mukachevo, Rodnykova Huta, Dovhe, Kushnytsya, Lysychovo. The number of Slovaks in Transcarpathia has been quickly increasing since «there were from 9 to 14 children in each family» [11, p.148]. However it is hard to tell the real number of the Slovak ethnos in Transcarpathia of that time, because even during the first Czechoslovak Republic the censuses (of 1921 and 1930) mentioned Slovaks and the Czech under one common name – Czechoslovaks.

The information and communication along with the cultural and educational and legal situation of the Slovaks of Transcarpathia has changed several times during the XX – the beginning of the XXI century. Thus Slovaks together with Czechs belonged to the core-state ethnic groups and occupied the leading positions in the newly-established Czechoslovak Republic. They extended their possibilities concerning vernacular communication and education. As early as in 1921 there were 17 Czechoslovak schools in Transcarpathia and in 1938 – 188 additional schools were opened in Ukrainian villages. The teaching process was mostly conducted in the Czech language but individual some subjects were taught in Slovak. The Slovaks' situation changed when Hungary occupied Transcarpathia in 1939 [11, p.148]. The Hungarian government eliminated all the Czechoslovak schools. No Slovak school or class was opened during the USSR rule in Transcarpathia (1944 – 1991) either [12]. At the same time the

Soviet government tried to worsen the situation of the Slovaks of Transcarpathia. Hence, for example, in the «Protocol to the Treaty between the Czechoslovak Republic and the Union of Soviet Socialist Republics concerning the Trans-Carpathian Ukraine» of 29.06.1945, the following was stated: «... persons of Slovak and Czech nationality living (having their permanent residence) in the territory of the Trans-Carpathian Ukraine shall be entitled to opt for citizenship of the Czechoslovak Republic... persons of Ukrainian and Russian nationality living in the territory of Czechoslovakia (in Slovak areas) shall be entitled to opt citizenship of the Union of Soviet Socialist Republics» [13, p. 80–82]. The local government tried to fight back the free choice of citizenship. Meanwhile the Ukrainian families who did not want to live in the USSR began to leave for the neighboring country pretending to be Slovaks of Transcarpathia. According to the lords' main argument the residents of Transcarpathia who were Greek Catholics could not be Slovaks.

Ever since, the attempts of the Slovak minority to migrate have not ceased. «The Slovaks have left some settlements entirely. Their departures to the homeland became more frequent in the 1980s when the borders got more «transparent» and when the social-political crisis gained actuality, both in the world and in the Soviet empire» [11, p. 150]. Although the so-called «Slovak issue» was «closed» by the government as early as «in 1945 –1947 when all the Slovak schools, social-political organizations, newspapers and journals were also closed; all forms of national-political and religious life were eliminated» [11, p. 150]. Of extreme repression were characterized the actions against the church; till the 1950s conducting services in Slovak was prohibited, all Slovak churches were closed and turned into stores, gyms, clubs etc. during the 1960s [14].

The process of the denationalization of the Slovak ethnos was sped up by the restriction in the usage of the mother tongue. It resulted in the fact that in 1989 only 35 % (2555 person) out of 7329 ethnic Slovaks of Ukraine stated Slovak as their mother tongue while 33 % (2433) – Ukrainian, 26 % (1890) – Hungarian, 5.3 % (388) – Russian, 0.7 % (53 person) – other languages. For example, the census of 1979 fixed 8200 Slovaks on the territory of our country, 42 % (3464) of which considered Slovak, 28 % (2309) Ukrainian, 4 % (316) Russian, 26 % (2107) some other languages as their mother tongue. However, the number of Hungarian-speaking Slovaks was not fixed during this census. The assimilation process slowed down after the announcement of the Independence of Ukraine when a certain Renaissance began among the ethnic groups of Transcarpathia. A significant number of Slovaks still immigrated to their historical motherland at that time taking advantage of the fall of the Iron Curtain in the USSR. Thus, according to the last census (2001) the number of Slovaks has decreased by 2505 person in comparison with the census of 1979. The number of those who considered Ukrainian as their mother tongue as a percentage of has increased to 41.6 % (2369) while those stating Hungarian has decreased to 11.3 % (644) [15].

The assimilation tendencies among the Slovak minority were intensified by the adverse information landscape, the intrusive propaganda of the Soviet lifestyle as the only just, false national-cultural policy aimed at creating the surrogate Soviet internationalist person. Although the assimilation processes among the Slovaks of Transcarpathia also connected with objective reasons like: «the closeness of the Ukrainian and Slovak languages, the education of Slovaks predominantly in Ukrainian schools, lasting coexistence between Ukrainians and Slovaks and the absence of ethnic, religious and politic conflicts between them, the closeness of cultural and household traditions along with festive and ritual culture and folk art» [11, p. 151]. In addition, the fact that for the last decades the ethnic group has not been living apart, but among Ukrainians can be named as a significant reason of using Ukrainian in Slovak environment. It led to tight contacts with the latter, furthermore, even resulted in interethnic marriages. Thus, for example, only 20 families out of 90 are entirely Slovak, while 70 are Ukrainian-Slovak in the village of Tur'i Remety [see: 16].

Modern journalism acquires more institutional features of subject formation and consolidation of national identity and regulation of intercultural. The regeneration of the Slovak information and communication segment in Transcarpathia has been intensified after the announcement of the Independence of Ukraine. Since then it has been directly influenced by the national cultural and educational institutions, by the reestablished faculty of the Slovak philology at the Uzhhorod National University and by the Slovak mass-media of the region. It is worthwhile mentioning that the importance of the ethnic

periodical press, as the instrument of regulating the national and cultural policy, has been increasing more and more recently.

The process of the decline of the vernacular information and communication field of the Slovaks of Transcarpathia has been conditioned by several other problems except the invasive aspects of the Soviet policy. Firstly, to adapt completely and socially in the Ukrainian environment and to achieve future perspectives in employment, Slovaks have adjusted to the new communication environment themselves. Secondly, the minimal vernacular information need of the minority has been met by the closeness of the Slovak border. Thus it receives radio and television signals from the East Slovak district.

The information and communication element of the national rebirth of the Slovaks of Transcarpathia, unlike other ethnic groups' of the region, has for a long time been weak even after Ukraine declared its Independence. For example, except the 5 newspapers which have been printed till 1991 in the region, there appeared about ten more, registered by cultural and educational or scientific institutions and by individuals as well [17]. «Pidkarpatskyi Slovak» («Podkarpatský slovak») being the first periodical publication during the era of independence appeared only in 1999 in Transcarpathia. The newspaper was established by the «Matica slovenská» cultural and educational organization, its head – Jozef Hajniš has been fulfilling the position of the editor-in-chief ever since the establishing. According to its periodicity the «Pidkarpatskyi Slovak» («Podkarpatský slovak») is a monthly with a circulation from 1500 to 500 copies. The circulation was lower or higher depending on the financial situation of «Matica slovenská». The quality and colour also depended upon the fortune of the newspaper: the publication might be full-coloured or black and white.

– The public and politic quarterly «Dovera» («Dôvera») appears in Transcarpathia in 2000. It was established by the cognominal Organization of Slovak women in Transcarpathia. Unlike «Pidkarpatskyi Slovak» this edition is published in two languages – Ukrainian and Slovak – and printed full-coloured. Nataliya Herceg-Pash, editor-in-chief submits her own column in almost every edition.

– On 16 April 2012 the presentation of one more newspaper – «Slovatske slovo» («Slovenske Slovo») – took place in the Press Club of Uzhhorod. The newspaper became published by the «Slovak information agency in Ukraine» («Slovenská informačná agentcia na Ukraine») and was established by the Institute of the Slovak intelligence of Transcarpathia (head – Eric Horvat). The aim of the agency is to inform the citizens about the cultural and social events of the life of Slovaks in Ukraine and beside its borders. The publishing of the quarterly «Časopis Slovakov» has to facilitate the highlighting of such events.

The presented first edition of «SS» mainly contained articles of lecturers and students of the faculty of the Slovak philology and department of journalism of the Uzhhorod National University and pupils of Slovak – Ukrainian secondary school N 20. The main editor of the prime edition – Pavlo Chuchka junior – PhD, a well-known businessman and patron of Transcarpathia. The establishers' plans are quite ambitious: publishing 8-paged, full-coloured monthly including information in Slovak, Ukrainian and Czech. Circulation – 1000 copies. No such editions exist in Ukraine or Slovakia, actually. According to the plans of the publishers the newspaper is expected to have utility functions as well – to be educational and practical facilitating professional growth for students of Slovak and journalism studies.

On behalf of the Institute of the Slovak intelligence of Transcarpathia an application of estimation was presented and a petition was sent to the Slovak government. It concerned sponsorship of the edition and the support of the site of the Slovak information agency in Ukraine. However, the newspaper is still being published by the establishers. It is worth mentioning that the newspaper is being printed so to be interesting not only for ethnic Slovaks but for all residents of Transcarpathia, along with the residents of Kyiv, Rivne, Lviv. The journal contains such topics as: «Culture», «Our education», «Slovaks in the world», «Legislation news», «Child page», «Chalamada» (salty meal), «Humor» etc. Among the further plans of the editorial board are the extension of the partnership with the periodical publications of Slovakia («Život» («Life»), «Plus 7 dni» («Plus 7 days»), «Korzar» («Corsair»), «Vychodoslovenske novyny» («East Slovak news»)) and television channels (TV «Zenplin», TV «Markiza», TV «Joj») along with training of the members of the editorial board and journalists in Slovak mass-media [18].

We note in passing that the Slovak periodicals of Transcarpathia raise most of the urgent problems of the region on the content level. Hypothetically, they are to meet the most versatile tastes of differ-

ent segments of society according to the audience level: from nationally and culturally. The editorial board does not focus on any party which makes possible to touch upon any subject. Thus the Slovak periodicals have joined the process of creating the multisystem media of the region. Because most of the printed media of Transcarpathia could have been called a single system before the declaration of the independence considering their ideological direction.

However, the appearance of these periodicals gave an access to vernacular information for the local Slovaks extending the multilingual information spectrum of Transcarpathia. It also made a significant contribution to the strengthening of the process of national identity. The following, problems on the pages of the Slovak periodicals, facilitated this process: 1) persecution of the representatives of the ethnic minority and applying of repressive and punitive policy by the Soviet totalitarian regime; 2) the tragic fate of the Slovak national, cultural and spiritual heritage which remained in the Soviet regime; 3) the rebirth of the national schooling and science; 4) rehabilitation of repressed Slovak cultural and religious doers; 5) the function of journalism and national culture in the process of forming identity and ways of overcoming the crisis of identity with the help of mass media. It is important to emphasize that in their media all the Slovak periodicals follow the principle of positive intercultural communication.

While speaking about the process of rebirth of national identity of Slovaks via their periodicals, we cannot omit the problem of cultural memory of this ethnos; however it has not been entirely lost but is quite forsaken. For example, the «PS» newspaper has been actively publishing articles about national and spiritual folk traditions of Slovaks, the doers of Slovak literature, culture and religion ever since its establishment. As the newspaper is aware of the fact that the history does not disappear without trace but supports the connection with today, it addresses to the readers purposefully and constantly and accentuates on the importance of the link with the historical motherland in the articles devoted to ethnic and cultural subjects (published in 2010): «Spomienka na slovenský betlehem 2009» (Remembering the Slovak vertep 2009), «IX. Reprezentačný fašianový ples zakarpatských slovakov» (Presentation of the 9th Easter Ball of Slovaks of Transcarpathia), «Zimné prázdniny na Slovensku» (Winter Holidays in Slovakia), «Veľkonočné symboly» (Easter symbols), «Zlatý Slavik – 2010» (Golden Slavik – 2010 (Children's Festival of Slovak folk songs in Sereďnie Uzhgorod district), «Škola v prírode v Tatranských Matliaroch» (School in nature in Tatranské Matliare), «XI. Matičný svetový festival slovenskej mládeže» (11th World festival of Slovak youth), «Dakovná svätá OMSA o. Petra» (Thanksgiving to Fr. Petro), «Tradičná slávnosť slovenského ľudového umenia – Slovenská veselica 2010 na Ukrajine» (Traditional celebration of Slovak folk art – «Slovak-2010» fun), «MONS. biskup Jan Vojtaššák v Hlibokom na Zakarpatskej Ukrajine» (Bishop Jan Vojtaššák in Hlyboke in Ukrainian Transcarpathia), «Sereďnianska slovenká na medzinárodnom folklornom festivale» («Sereďnianska slovenká» at the the international folklore festival).

Subjects included in the newspaper are of utter importance if the context of ethnic identification is concerned, because they underline the strong link with the historical motherland and demonstrate the care of the Slovak Republic about their fellow citizens who live outside the country. One of such information is the publication «Prečo mám rád slovenčinu, prečo mám rád Slovensko» (Why I love Slovakia, why I love Slovak). In fact the following articles are titled poetically as well: the 19th annual general Slovak literary competition with international participation, dedicated to the 1150th anniversary of the decease of Pribina, the prince of Nitra, the first known prince of the Slavic tribe on the territory of modern southwestern Slovakia, the 150th anniversary of the «Memorandum of the Slovak nation» (a declaration of the representatives of Slovak towns and villages which was adopted on 6-7 June 1861 at the meeting in Turchiansky st. Martin (Martin now), which demanded from the Hungarian kingdom the creation of the Slovak autonomy with its own government bodies, Slovak schools, church, cultural and educational organizations, periodicals etc.), the 130th anniversary of the journal «Slovenské pohľady» («Slovak views»).

Among the permanent topics of «PS» the following ones attract attention: the religious-spiritual «Z hlibin duše» (From the depths of the soul), the social-economic «Správu zo Slovenska» (Message from Slovakia), «Slováci v širom svete» (Slovaks in the wide world), «Slávni slováci» (Prominent Slovaks). Thus the rubric «Slovaks in the wide world» contains material about the Slovak diaspora in Romania (Feb. – P. 2), Serbia (Mar. – P. 3), France (Apr. – P. 4), Czech Republic (May. – P. 5), Hungary (June. – P. 6), Poland

(July. – P. 8), Croatia (Sept. – P. 9), Austria (Oct. – P. 10), Germany (Nov. – P. 11), etc. The editorial office of the newspaper clearly understands the indissolubility of ethnic, spiritual, cultural and social matters, and the desire to enrich the reader via education can be traced in traditional rubrics like «Krásy Slovenska» («Sights of Slovakia») and «Jaskyne Slovenska» («Caves of Slovakia»), which comprise information about the architectural ancientries and the uniqueness of nature of the historical motherland.

Therefore the readers could discover one of the finest architectural sights of the Baroque period in Slovakia – the monastery in Jasov, built in the first half of the VIII century (2012. – Feb.), the oldest (VIII century) St. Emmeram's Cathedral in the town of Nitra (2012. – Apr.), the architectural ensemble of the XV century «The town of Saint Anton», enlisted by the UNESCO as an architectural site (2012. – May), the oldest Gothic building in Slovakia – St. Jacob's Church in Levoča (2012. – June), Basilica of the Visitation of the Blessed Virgin Mary in Levoča on Mariánska hora (2012. – July), The (Blue) Church of St. Elizabeth in Bratislava (2012. – Aug.), the Basilica of Our Lady of Sorrows in Šaštín-Stráže (2012. – Sept.), the Spišská Kapitula of the XI century, which is also often called as «The Slovak Vatican» (2012. – Nov.), the Church of St. John the Baptist in Trnovo (2012. – Dec.).

The geographical knowledge of the historical motherland develops the communicative links as well via the perception of the national values and valuable orientations as a pivotal component of balanced and sustainable ethnical and cultural consistency. In this respect characterological are the materials of «PS» in 2010, which acquaint readers with the unique, one of the three in the world, Ochtinská Aragonite Cave not far from Rožňava, Jasovská Cave not far from Košice, Gombasek Cave in Rožňava District, one of the most important caves in the Slovak Karst National Park; it is famous for its narrow drops and was enlisted by the UNESCO world heritage in 1968, Važecká Cave, situated in the Liptov Basin between the cities of Liptovský Mikuláš and Poprad, Drina Cave on the slope of the Little Carpathians, not far from Smenice.

The process of ethnic identification of the children audience is facilitated in «PS» by the permanent rubric «Aunt Virka's tales» («Rozprávky tety Vierky»). It is worth mentioning that the samples of the fiction literature, printed in the newspaper, are a field of conditional urgency on the one hand, and an effective means of artistic influence on the young readers on the other. We agree with the opinion of the researchers that «the artistic and conceptual-semantic features of a work» that are «hidden» in its style as a set of «genes», «spiritual principles of the combination of its different parts» [19, p. 224], not only reflect the features of the national-stylistic culture but also involve the reader in it. This problem becomes of prior importance under the circumstances of globalization and the person's being in a foreign language environment; when among the contemporary cultural patterns, the mass-media give prerogative to models of the consumer culture and modern image of carefree life, which is being actively imposed by the information and cultural flows.

An important means of increasing the national self-awareness is the folk song as the phenomenon of certain integrity in the representation of ethno-cultural occurrences. The song concentrates the manifestation of the comprehensive spectrum of the peoples' national and ethnic being in their dependence on a certain environment, through folk-poetic images and music. Archetypes providing succession and determining the continuation of popular culture in the present are reflected and reinforced in the minds of people. Mainly folk songs are printed in «PS»: «Hey, that, that» («Ej, totú, totú»), «One rose, two roses» («Jedna ruža, dve ruže»), «One daughter's mother» («Jednej dcéry matka»), «Village in the valley» («Dedinka v údolí»), «Hilly, hilly, hill» («Horička, horička, hora»), «Girl, girl, swallow bird» («Dievča, dievča lastovička»), «Rises the Sun from behind a sharp rock» («Vychodí slniečko spoza ostrej skaly»), «My darling, let me inside» («Mila moja, pusc me dnuka»), «Hey, Slovaks» («Hej, slováci»), «Easter Pentecost» («Fašiangi, Turice»), «I'm a fellow from Kapušian» («Ja parobok z Kapušian»), «Come, Johnny, the nicest» («Pridi, Janik premilený»), etc.

The publication of each edition of «PS» contains such songs together with their musical notes not only extends the ethnic knowledge of the readers but also deepens the following ethno-differential features as poetic language, historical memory, folk mythology, picture of homeland, national character, spiritual kinship, aesthetic, moral and ethnic sensitivity.

The journal «Dovera» («Dôvera») promotes national identity among the Slovaks of Transcarpathia. It also pursues the policy of gender equality, thus supporting one more type of identification. The fact

that the periodical prints its materials in Slovak and Ukrainian as well can be treated as a significant advantage, at least in the area of intercultural communication. It broadens the reader-audience and allows other ethnic groups to get to know the national cultural traditions and the heritage of Slovaks. This is also confirmed by the letter sent to the editorial office and written by a Ukrainian reader in which she points out the materials which were especially interesting and useful for her in the process of acquainting with the Slovak ethnics (2001. – Okt.– Dec.). The eagerness of the editors to acquaint their readers with the representatives of other cultures is seen in the articles entitled «Roma in Ukraine» (Rómovia na Ukrajine // Ibid), «His pictures are the sisters of the Japanese ikebana» (Jeho maľby sú sestrami japonských ikebán), «A doll is not only fun» (Bábika – nie je len zábavka).

The rubric «Scientific horizon» attracts the attention which includes the following materials: «The ties between scientists are becoming stronger» (about the scientific conference «Ukrainian-Slovak relationships in the field of language, literature and history» which took place at the base of the Uzhhorod National University) along with «Congratulations to the new head of the department» (about the scientific activity of Ljubitsa Babota, who led the department of Ukrainian Language and Literature of Philosophical Faculty of the University of Prešov). The national cultural societies are of important role in the process of the national cohesion of the ethnicity, that is why the material entitled «10 years of the Organization of Slovaks of Uzhhorod» (10 rokov Spolku Slovákov v Užhorode // «D». – 2001. – Okt.– Dec.) is very actual and is represented in the form of an interview with the head of the organization Ivan Latko.

Some of the articles of the newspaper «Dovera» are of advising or joking character and according to their content, they are international to attract a greater number of readers: «The child has fever, what are you going to do?» (Dieťa má teplotu – čo urobíte? // Ibid), «Peanut butter in glass» (Oreškový krém v pohárogh), «Cake with cherry and nut» (Višňovo-oreghová torta).

The «Slovak word» newspaper («Slovenske Slovo») looks the most professional and mass publication according to its thematic content, quality of materials, illustration level, technical design (18 pages of A3 format) and its stated circulation. The use of info graphics and photo illustrations, the professional selection of fonts, colour and the overall good layout support the statement.

The majority of the materials inserted in the «Slovak word» (see «SS». – 2012. – April 7) has a bright national and cultural or cultural communication colouring, however, considering the fact that the newspaper did not become regularly published, because it had not find a financial support, we will not go into deep analysis of materials and generalizations. To our mind, this publication could potentially have an immense effect on the formation of the ethnic awareness of the Slovaks of Transcarpathia; this fact has been confirmed by the level of the materials of the first and, unfortunately, yet the last copy of the newspaper.

Conclusions. The analysis of the Slovak press of Transcarpathia confirms its positive effect on the rebirth and formation of the own ethnic identity. These mass-media often appear as means of learning of the historical past, the achievements of culture, are a means of native language and intercultural communication. At the same time the periodicals facilitate finding of national and cultural marks, finding one's own identity in the global, oversaturated with information unstable world. However, the process of the facilitating the rebirth of national identity, by the mass-media, popularization of mutual understanding through getting known with other cultures, respect and peaceful international cohabitation request not only understanding on the level of governments but also repeated financial support of such mass-media, since the mentioned issues belong to the problems of producing intercultural strategy along with national and information safety.

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Словацька преса на Закарпатті як модус відродження національної ідентичності

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Вивчено вплив сучасних рідномовних періодичних видань Закарпаття на відродження етнічної ідентичності словацької меншини в регіоні, охарактеризовано причини занепаду інформаційно-комунікаційного поля закарпатських словаків у середині ХХ ст., що в свою чергу призвело до значної асиміляції цього народу. Проаналізовано інформаційну стратегію й тематико-змістове наповнення газет «Podrarpatský slováč», «Slovenske Slovo» та журналу «Dôvera», через які здійснюється процес регенерації словацького інформаційно-комунікаційного сегменту на Закарпатті, що сформувався після проголошення Україною незалежності.

Ключові слова: інформаційний простір, друковані медіа, національна ідентичність, етнічне інформаційно-комунікаційне поле, міжкультурна комунікація.

Словацкая пресса на Закарпатье как модус возрождения национальной идентичности

Бидзия Юрий

Изучено влияние современных периодических изданий Закарпатья на родном языке в возрождении этнической идентичности словацкого национального меньшинства в регионе, охарактеризовано причины упадка информационно-коммуникационного поля словаков в середине ХХ века, что в свою очередь привело к значительной ассимиляции этого народа. Проанализировано информационную стратегию и тематико-содержательное наполнение газет «Podrarpatský slováč», «Slovenske Slovo» и журнала «Dôvera», посредством которых осуществляется процесс регенерации словацкого информационно-коммуникационного сегмента на Закарпатье, сформировавшегося после провозглашения Украиной независимости.

Ключевые слова: информационное пространство, печатные медиа, национальная идентичность, этническое информационно-коммуникационное поле, межкультурная коммуникация.

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