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## CONTENT EMPHASIS IN MODERN PARTY PRESS

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*Along with this traditional segment of political influence in recent years parties and non-governmental organizations in Ukraine have widely implemented multi-media into their communication arsenal, however printed media prevail being approved tools in putting forward party's ideas guidance and conducting party or inter-party discussions; nurturing political culture of its subscribers or random readers. The objective of the research paper is to inquire into the contextual accents of the contemporary party press in Ukraine, define the subject matter blocks of the publications in the leading printed media of this domain. The subject of the paper are the following newspapers Solidarnist, Svoboda, Udar, Nasha Ukraina, Natsia ta derzhava, Narodna and other. Thus, a significant part of the party periodicals operating on the constant basis in Ukraine does not constrict the content of their articles to the limit of the party leader's activity; the important topics include society and economic, informative and military, historical and patriotic, as well as cultural and educational headings.*

**Key words:** modern party press, political influence, subject matter blocks, content.

**I**ntroduction. Political parties functioning and activity are regulated by the Law of Ukraine «On political parties in Ukraine» which was ratified in 2001 and later amended. Of significant importance is Article 2 which defines the notion of a political party – that is «a legally registered voluntary association of citizens adhering national social development programme, aimed at assisting in the formation and expression of citizens' political will, participating in elections and other political events» [1]. Political parties have both guarantees (article 4) and restrictions on the formation and operation (article 5).

In Ukraine political parties have been guaranteed the freedom of opposition, including an opportunity to make public and defend the party stand with regard to state and public life; participate in the discussions of acts of the authorities, make public and motivate its criticism, using government-run and nongovernmental media in keeping with legally established procedures (article 12).

Thus, every political party can reveal in the press, on the radio or in the Internet publishers its national program of social progress, possible ways for national development, means for supporting women and the young associations, civil unions under the following the constitutional principles.

Pursuing the same aim (rather intensively during the elections period in Ukraine) of public disclosure political parties found mass media, in most cases printed media. Along with this traditional segment of political influence in recent years parties and non-governmental organizations in Ukraine have widely implemented multi-media into their communication arsenal, however printed media prevail being approved tools in putting forward party's ideas guidance and conducting party or inter-party discussions; nurturing political culture of its subscribers or random readers.

*The objective* of the research paper is to inquire into the contextual accents of the contemporary party press in Ukraine, define the subject matter blocks of the publications in the leading printed media of this domain.

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It is worth mentioning that scientists do not frequently analyze contemporary party press, since the matters concerning Ukrainian political parties in the nineteenth – twentieth centuries and the last century have become more appealing to experts in history and social communications sciences (most notably in theory and journalism history V. Soldatenko, M. Romanuk, H. Rudiy, V. Holovchenko, V. Hutkovskiy, I. Krupskiy, O. Mukomela, A. Zhyvotko, I. Mykhailyn, S. Kost, N. Sydorenko, A. Volobuyeva and other who in their turn introduced facts from the party history to the scientific lexis).

Nowadays the party press is mostly mentioned in mass media critical reviews, political discussions and during elections monitoring. The most precise monitoring of the party media has been conducted, so to say «under great scrutiny» by two organizations – Academy of Ukrainian Press (AUP) and the Association «Common Space» [3; 4; 5]. Thus the subject-matter, structural, functional and readership analysis is necessary for party mass media activity in Ukraine.

Research methods. One of the fundamental research methods is – the official document analysis (the Act of Ukraine, national political party register, national printed media and information agencies as information activity entities registered respectively); survey for research sources (both paper and electronic press paper archives); comparative survey of columns and publications content in current mass media, analysis of the above mentioned newspapers as the segment of the current mass communication system in Ukraine.

**Results and discussion.** Electronic resource of the State register service of Ukraine provides open basic data on political parties concerning the name, foundation (register) date, address and its leader's name. The first party in the list – Political party «Ukrainian platform «Assembly» (5 November 1990), the last registered (3 February 2015) – Political party «United Ukraine» [2]. By the 1 July 2015 there have been 242 political parties (PP); in January – February 2015 seven unions of that kind have been registered: PP «People's Tribune», PP «Universal Party of Ukraine», PP «Party of Harmonious Development», PP «Dignity», PP «Next», PP «United Ukraine».

According to the political parties state register setting up quantity criteria, and following the dynamic process of parties molding is rather simple. On the whole one can see uniformity of the political parties programs, yet the matter concerning press varies. It is downright complicated to determine party press functioning on the regular basis (particularly regional), and to follow quantity criteria of the party bodies – printed mass media in recent years. One cannot rely on the fact that every editor's office and publishing house duly and timely send a compulsive copy to major Ukrainian libraries, yet it is regulated by the Act of Ukraine «On the compulsive document copy» (ratified 13 May 1999). This Act determines legal basis for the system of the compulsive document copy and regulates information relations on the completion the information fund of Ukraine. A compulsive document copy – a copy of various edition documents which is handed in legal entities by the manufacturer either free of charge or is charged according to the Act [6]. The Central Institute of Bibliography of Ukraine and national libraries are considered to be such legal entities. Thus the availability of certain periodicals in the National library of Ukraine named after V. Vernadskiy (NLUV) or National Parliament library of Ukraine is not guaranteed as well as the complete information on all editions registered or published in Ukraine.

For instance, newspaper fund department in NLUV has the best display of periodicals of so called «transitional period» of perestroika and glasnost in the late 80s and national spirituality revival and foundation of the independent Ukraine in the nineties of the last century.

Certain periodicals were published by People's Movement of Ukraine for reconstruction (PMU), Ukrainian Republican party (URP), Social-Democratic party, Ukrainian National party, Ukrainian Christian-Democratic party, Ukrainian Liberal-Democratic party (*Revival, Freedom, Voice of Revival, Kyiv time, For independence, East, Trident, Free land, Social-Democrat, Assembly, Rebirth, To credence and freedom, Liberal*, and other).

State and political redirection at the beginning of the ninetieth in the XX century, Soviet Union demise and establishment of independent states, so to say independent Ukrainian Republic promoted democracy in all spheres of public life, political parties divaricating, their role in elections and enthusiasm of political public vote.

In late 1990s Ukrainian political parties' pattern was varying. Their information and communication interaction with the readership and voters was more diverse, since the number of printed mass media increased (names, frequency, and circulation) and came into view before all types of elections. If we consider such periods in the history of our state as the countdown (for instance, elections to Verhovna Rada in 2012 and 2014), certain changes in political parties' activity can be observed.

Leaders of the party races during the elections to Verhovna Rada in 2012 were respectively: Party of Regions, All-Ukrainian Union «Fatherland», «UDAR» party, Communist party of Ukraine (CPU), All-Ukrainian Union «Freedom». Only CPU was one of the predecessors, so called «political players», who took the hold, yet they lost a part of their voters. After 2012 the number of political parties in Ukraine increased, on the other hand the number of the periodicals hasn't changed greatly, yet political communication is mostly conducted via mass media.

Therefore, during 2012 newspaper department catalogue NLUV recorded only 41 names of the party periodicals. Due to the list, communist press prevails (Kiev communist, Krivbass Communist, Vinnitsa pravda, Virnist, Pravda Communista, Pravda Pridnistrovia, Serp i Molot) – about 51%. There are also Party of Regions editions (Vestnic Regiona, Vinnitsa region, Dva berega, Polisskiy region, Pravda regiona, Puls regiona, Region-express) – about 22%.

The minor number of political press notice has been stated by Socialist party of Ukraine (Ogni Pridneprovia, Prospect Pravdy), People's Movement of Ukraine (Narodne Slovo). Obviously, the lack of compulsive newspaper copy representing some of the parties deprive us of setting full and overall view on party periodicals of the beginning of the XXI century, yet some political Internet sites provide the information on the wide spectrum of current printed mass media.

Off-year presidential and parliamentary elections in Ukraine were held 25 May and 26 October 2014. 29 political parties took part in the election races in multi-mandate constituency: Oleh Liashko Radical party, People's Front, All-Ukrainian union «Freedom», Opposition block CPU, Ukrainian party «Green planet», «Civil position» (Anatoliy Hrytsenko), Right sector and other. Six political parties got in Verhovna Rada: Petro Poroshenko Block, People's Front, Union «Self-aid», and Opposition Block, Oleh Liashko Radical party, All-Ukrainian union «Fatherland». It is worth mentioning that new political-state realities have put competitive pressure on (even forced out main political arena) previous leaders (Party of Regions, Communist party of Ukraine, «Our Ukraine»).

Ukrainian Press Academy (UPA) has monitored political news on the presidential elections eve (19-24 May 2014), focusing on the data stream (channels 1+1, Inter, STB, Noviy Channel, TBI, ICTV, Ukraine, UT-1, particularly their news programs – TSN (Television News Service), Podrobnosty, Factly, Reporter, Segodnia, Vikna, Pidsumky dnia, and other) and political events. The most numerous mentioned political parties were Party of Regions, CPU, Right sector, All-Ukrainian Union «Freedom», All-Ukrainian Union «Fatherland», «UDAR» [3]. The top rating of the politicians was held by O. Turchynov, A. Yatsenuk, J. Tymoshenko, P. Poroshenko, A. Avakov and other [3]. 26 October 2014 Parliamentary elections have been under scrupulous analysis conducted by regional mass media consortium and mass media laboratory «Association «Spilnyy Prostir». They have found out extra political emphasis and new political players [4].

It is important to emphasize the fact that UPA has estimated the presence of the political parties and straightforwardness of their political election campaign in media during war events in the East (September 2014), on the eve of the Parliamentary elections (project «Political publicity move «in camouflage»). Thus, the most outspoken election campaign was implemented by Oleh Liashko

Radical party, «Fatherland» (J. Tymoshenko), Petro Poroshenko Block (V. Klychko, O. Bohomolets, Yu. Lutsenko), People's Front (A. Yatsenuk, O. Turchynov), Party of Regions (O. Yefremov) [5]. Inter alia the most numerous presence of the political parties in media has been explained by the experts due to the «powerful media resource and funds»; «intensive media politics» (though sometimes «trivial»), «campaigning as the means of existence», «involvement of public figures – leaders of the country» etc. have also been stated.

On the whole thematic, content and structural characteristics of the party mass media in Ukraine have been obviously changing for the last two years. It can be explained not only by the community-economy conditions changes, mass protest actions and political instability, but by setting new social communication priorities. Internet-communication is playing a significant role owing to the availability, convenience, mobility, variety in receiving necessary information even concerning a political system, party program, definite news etc.

Most current political parties in Ukraine have their Internet sites, since they are interested in presenting their party concept, documents, events and facts. No printed papers have been found in e-archive of the Oleh Liashko Radical party and All-Ukrainian Union «Fatherland» (yet the library keeps some regional issues *Nasha Batkivschina* from Ternopil, Dnipropetrovsk or other Ukrainian cities where the information mostly covers J. Tymoshenko's political doings, major political slogans and statements, notorious cases, impressions, meetings and questioners).

Newspaper *Solidarnist* published by Petro Poroshenko Block as a general party body (there are some regional issues like *Solidarnist. Kyiv*, *Solidarnist. Sumy*, *Solidarnist. Poltavshchyna*, etc.) have constant sections-pages «Initiative», «Nation», «Dialogue», «Interview», «Society», «Reforms», «Solidarity», «Tribune» etc. which discuss a wide spectrum of social-political, economy, moral problems in the country. Here one can read articles about information wars, current situation in Donbas region, Ukrainian army arrangement, patriotic up-bringing etc. («Deception of the mass destruction» and «What weapons are necessary for Ukraine» by O. Paliy, «Information campaigns are one of the state priorities» by Parliament member I. Friz, «Historic origins of the empire pretensions» by V. Belinskiy, «Aid to the victims is one of our priorities»). «Legacy» is the key column where one can look through such publications as «The Ukrainians who have changed the civilization» by D. Hrun.

Central information server of «Our Ukraine» party provides the latest news versions and comments on national and party span the unique project «People's war 1917–1932» is introduced here, let alone «Our history», «Point of view», «Regional unit».

All-Ukrainian Union «Freedom» issues the eponymous newspaper, which is considered to be informational «window to the world to the Ukrainian heritage»; a reader can find a significant archive of this journal from № 53 2009 to the last issues of 2015. Chronology of the party life and party leaders have constantly been highlighted (for instance in sections «Certain deals», «Fight strategy», «Photo fact», «Figures and facts», «On party members' proposal»). On the constant terms there have been suggested headlines of historic and patriotic message «No future without past», «Treasures of the lost civilizations have returned to Ukraine», «Both past and contemporary», «The most essential problem of Ukraine is – lack of national values priorities», «Ukrainian language – to Ukrainian people», «Tête à tête with Ukrainians», «Famous Ukrainian women», etc.

Vitaliy Klychko party «UDAR» offers on its main page all-Ukrainian newspaper *UDAR* issued under the slogan «Believe in Ukraine and believe in yourself» and it is distributed (a printed version) free. Chief sections of the newspaper are: «On the crucial», «Must save», «Promised – carried out», «Justice!», «Move on», «Transport», «On the prices», «Our duty» etc., which prove the social straightforwardness of this periodical. There are from 4 to 7 photos of the city mayor and the party leader; his quotations on various matters are submitted in the section «Direct discourse».

Ukrainian Nationalist Congress issues its newspaper *Nation and the state* (present day circulation – 14 thousand copies) and also provides electronic version of the paper (archive since 2011). The journal is designed visually and verbally rather professionally, information of various sections is balanced, the content is not trivial. The editor cares about historic and patriotic publications (for instance in sections «Unfading memory», «Unforgettable», «Heroes never die», «Our glory will never die», «Historical chronicles», «Nation ascetics», «We have been guarding our freedom», «People' treasure»). Famous

Ukrainians have not been forgotten – so to say April 2015 issues highlighted the 125-anniversary of the UCIC President Kyrylo Osmak and 90-anniversary of the singer Dmytro Hnatuk. A book (sections «New editions», «Review», «On Kobzar readings», «For family reading») is highly respected. The readers are offered works by Ukrainian classical and contemporary literature authors, folk works. A wide range of the works is involved to discussing genres: from brief articles, reviews, interviews to analytical, journalistic and belles lettres works. It offers such deliberate publications as «State language policy in Ukraine of the last decade», «Ukrainian Patriotic Pysanka (Easter decorated egg)», «On our national-patriotic segment and its perspective», «Ways to unite Ukrainian energy system with the European one», a passage from B. Hrinchenko book «Cognition and senses of a living animal», ancient sagas etc.

The site of the people' party headed by V. Lytvyn offers its readers and those who share their political views articles in the social-political weekly newspaper *Narodna*, under the slogan «Influence the events». The newspaper has the following sections: «In Focus», «Political Bombardment», «Beyond the Politics», «Regional Section», «Social Medium», «Fata Morgana», «7 Days of Sport», «Power of the Money», «Ecology», «Letters to the Editor». The newspaper has both printed and scanned electronic versions. One can easily find a social-political newspaper «Comrade» published by the Socialist party of Ukraine in the Internet. Articles of various genres in sections «News», «Health Care», «Feedback», «Society», «Party Life», «Ukrainian Politics» etc. are published under the slogan «For the democratic socialism».

**Conclusions.** Thus, a significant part of the party periodicals operating on the constant basis in Ukraine does not constrict the content of their articles to the limit of the party leader's activity (sections «Party Life», «Regional Unions», «Particular Actions»). The important topics include society and economic (sections «Society», «Particular Actions», «Reforms», «Initiative», «Ecology»), informative and military («In Focus», «War», «Nation», «East», etc.), social («Health Care», «Letters to the Editor», «On the Front Burner», «On the Prices»), historical and patriotic, cultural and educational headings («Memory», «Unforgettable», «Heroes Never Die», «Historical Chronicles», «Legacy», «On the Language», «Treasures of the Nation»).

Some party periodicals share identical or similar sections (the most popular – «Community», «Society», «Nation», «On the Front Burner», «Interview / Actual Interview», «View», «Position», «Legacy») that makes it possible to print articles on various topics, without constricting the periodical to the role of the party advisor or manual.

Implementation of the information technologies, multimedia, approximation of the information and propaganda parties' activity to the readership needs and possibilities, in a certain way extends social and communicative horizons of the party influence. Yet not every party takes the chance to reveal its program and party position via mass media. It should be stressed that for the history a great many of newspapers appear to be unpopular with readers, unavailable, lost due to the fact that they do not reach the national libraries. That is why, today current party periodicals should be classified and analyzed as the part of the information space in Ukraine.

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## **Змістові акценти сучасної партійної преси в Україні**

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*Політичні партії в Україні нині активно залучають до свого комунікаційного арсеналу мультимедійні засоби, але за кількістю назв переважають друковані ЗМІ як випробувані інструменти донесення програмних настанов, ведення внутрішньо- чи міжпартійної дискусії, виховання політичної культури своїх постійних передплатників чи спонтанних читачів. Мета цієї статті – з'ясувати змістові акценти сучасної партійної преси в Україні, визначити проблемно-тематичні блоки публікацій провідних друкованих видань цього сегменту. Об'єктом дослідження обрано такі газети, як: «Солідарність», «Свобода», «Удар», «Наша Україна», «Нація і держава», «Народна» та ін. З'ясовано, що значна частина партійної періодики, що постійно функціонує в Україні, не звужує зміст своїх публікацій лише до партійної діяльності та активності своїх лідерів; серед важливої тематики – суспільно-економічна, інформаційно-воєнна, соціальна, історико-патріотична та культурно-освітня.*

**Ключові слова:** сучасна партійна преса, політичний вплив, тематична рубрикація, зміст.

## **Содержательные акценты современной партийной прессы в Украине**

**Георгиевская Виктория**

*Политические партии в Украине сегодня активно используют в своем коммуникационном арсенале мультимедийные средства, но по количеству названий все же преимущество отдано печатным СМИ как испытанным инструментам донесения программных наставлений, ведения внутренних или межпартийных дискуссий, воспитания политической культуры своих постоянных подписчиков или спонтанных читателей. Цель этой статьи – выяснить содержательные акценты современной партийной прессы в Украине, определить проблемно-тематические блоки публикаций ведущих печатных изданий этого сегмента. Объектом исследования избрано газеты: «Солідарність», «Свобода», «Удар», «Наша Україна», «Нація і держава», «Народна» и другие. Установлено, что значительная часть партийной периодики, постоянно функционирующей в Украине, не суживает содержание своих публикаций исключительно к партийной деятельности и активности своих лидеров; среди значимой тематики – общественно-экономическая, информационно-военная, социальная, историко-патриотическая и культурно-просветительная.*

**Ключевые слова:** современная партийная преса, политическое влияние, тематическая рубрикация, содержание.

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