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## PROJECTION OF THE UKRAINIAN PRESS OF THE EARLY TWENTIETH CENTURY (periodicals and language in Ukraine)

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*The article discusses the problems that became publicized in the Ukrainian press of the early twentieth century and then were repeated in the media of independent Ukraine of the late XX – early XXI century. The lack of spiritual unity and historical relationship in the political and cultural spheres, unexplored lessons of the past and ignored traditions of upholding national priorities (particularly in the field of social communications) didn't remove from the agenda the issue of our destiny: how to raise a Ukrainian citizen.*

**Key words:** traditions, Ukrainian periodicals, national priorities.

**I**ntroduction. Eternal historiosophical questions «Who are we? What are we? What do we need?» that were written on the pages of the Ukrainian periodicals in the early XXth century, were also repeatedly replicated in mass media of independent Ukraine at the turn of the XX– XXI centuries in interpretation of «Whose parents are we the children of? Whom are we chained by?». Awakening of the Ukrainian nation, the need for freedom of native language in the Russian Empire (there was no single Ukrainian-language periodical in Eastern Ukraine till November 1905) and achievement of constitutional rights, – all led to the establishment of 45 newspapers and magazines in 1905–1914 with an increase in at least three times in 1917.

Permanent opinion of the Ukrainian press and the nation's elite of that time (there were many editors, publishers and publicists among statesmen of national liberation struggle period: Mykhailo Hrushevsky, Volodymyr Vynnychenko, Mykyta Shapoval, Symon Petliura, Mykola Mikhnovsky, Serhij Yefremov, Mykola Vorony and many others) – defending national truth, «emancipation of Ukrainians», expressive individuality, unity of Ukraine (Ivan Franko: «... We must learn to hear ourselves as Ukrainians», Mykhailo Hrushevsky: «Ukrainians must become a nation»).

Lack of spiritual unity and historical affinity in the spiritual and cultural spheres, «cursed» language issue, double standards in the area of information policy (quantitative media indicators did not have qualitative results of the Ukrainian mass media) did not remove the question from the agenda of the past hundred years: how to become a Ukrainian? Which Ukraine we wish to live in?

Research methods. Monitoring, analysis and comparisons are the basic methods of this research. They allow to estimate different conditions of the national Ukrainian press functioning in Ukraine from the distance of over 100 years.

**Results and discussion.** If we look back in time to trace the events of the so-called «national coloring» that happened a hundred years ago, it appears to be consonant with the present problems of Ukraine: the lack of freedom of speech, the dominance of alien media, lack of national confidence and self-esteem.

In the early twentieth century, together with branching Ukrainian periodicals in the West and – finally! – in the East of Ukraine (*Literaturno-naukovyj vistnyk / Literary and Scientific Journal, Chliborob / Farmer, Ridnyj Kraj / The Native land, Hromad'sra dumka / Public Opinion, Rada / Advise, Nova Hromada / New Community, Dniprovi Chvyli / Dnipro Waves, Svitlo / Light, Moloda Ukraina / Young Ukraine, etc.*) the following slogans were proclaimed: «Independent Ukraine!» (M. Mikhnovsky), fostering the Ukrainian nation (Ivan Franko and Mychajlo Hrushevsky), «Expansion of national consciousness by means of the press» (Yevhen Chykalenko).

These issues were honestly and thoroughly examined by Hrushevsky in the articles «The National Question and Autonomy», «Unity or Disintegration?», «Our Requirements», «Flurried Anthill», «On Language», «The Power is in Union». His ideas were picked up by a younger generation of publicists and politicians who carefully considered the national phenomenon and comprehended the uniqueness of national character, the psychology of mental and emotional development of Ukrainian people, the prospects for its future fate.

Practical instruction by publisher and philanthropist Yevhen Chykalenko wasn't clear to everyone («Love Ukraine not only to the depth of the heart, but also to the depth of your pocket»). Investing in the development of national periodicals and books (Olena Pchilka, Volodymyr Leontovych, Vasyl Symyrenko, Leonid Zhebuniov, Mykola Mikhnovskyy, Lev Jurkiewicz were assistants at the national publishing field), the conscious Ukrainian community hoped to teach readers native language, help to see through the eyes of true patriots, be able to unite the nation, who then will discover and grow its state roots.

Problems of building a future state in the new-born press in 1905–1914 still appear to be vague (sometimes politically explosive or declarative), but clearly demonstrate the path to independence and self-determination. They are – without exaggeration – preaching from the pages of the press and public figures, publishers and journalists, scientists and writers, teachers and students who will later create an independent Ukrainian state, in the decisive moment in 1917–1919.

The fate of the Ukrainian press and its creators was severe. Ukrainian intellectuals, as experience shows, have gone the path of «unheard prophets», «adherents» doomed to «heroic loneliness and suffering of Moses». Overcoming all the circles of exile and internal rebellion, walls and obstacles of the government and imperial tyranny, creative forces of the nation revived and the awareness of the national duty was gradually matured.

Many leaders of the Ukrainian press during the twentieth century (as well as the previous nineteenth century) were workers who lifted a heavy burden of cultural, intellectual and national consciousness and education, and climbed almost impregnable peaks of the national idea.

It was inevitable convergence path and development for the Ukrainian press that sowed their grain in all worlds. It was exhausting and creative challenge for those leaders who deliberately embarked on not trodden trails of Ukrainian press. It was once and forever the set fate of our national elite that was standing up for the right to exist and often sought opportunities for nation's growth through the press and building its own national space and establishing relations with the civilized world nations.

Let us examine more closely modern social, cultural, religious and media problems that didn't find a decent democratic solution in independent Ukraine and somehow acquired distorted and paradoxical dimensions. In general, the world of the media in Ukraine is in determining economic independence (probably – dependence), moral and ethical responsibility (or irresponsibility), freedom of thought (or the myth of pluralism), language (legally weak status of Ukrainian as the sole state), patriotism (pseudo patriotism supported by powerful manifestations of «One Motherland», «common cradle» of Russian) ... on the banks of the dotted problems the concepts in the mass media are left undetected. These are important for the development of the state such as the human dignity of a Ukrainian national self-awareness as a core internal spiritual and cultural setting, as a «second skin» of the person.

The information about the owners of some media and media holdings in Ukraine (business and political structures, monopolistic segment of the national information space) still remains classified; there are no mechanisms to account their efficiency; many mass medias are politically engaged (the majority of the media are projects of political influence, and not always of the national and state tolerance). The circulation of printed periodicals remains false at times (primarily, it is a mechanism of additional income from advertising). Only business publications are profitable according to experts of «Telekritika» magazine, but that doesn't mean that the number of printed periodicals in Ukraine is reduced. According to the subscription catalogue of the Ukrainian State Enterprise of Posts «Ukrposhta» (USEP «Ukrposhta»), there were presented 1680 magazines, 1230 newspapers and 60 electronic periodicals in 2014[5]. In the terms of the beginning of 2015 there are about 2400 periodicals, both magazines and newspapers in Ukraine that is less for 8,3 % in comparison with the above mentioned previous period [4].

There were more than 31,000 print media registered in Ukraine during more than 20 years of independence. In some years (2007, 2009) the Ministry of Justice stated: every day 5 new periodicals were registered. If the population of Ukraine is about 45.5 million, this means that the concentration of periodicals in the country is about 1 magazine for every 1.5 thousand people of all ages, including children. This is a good indicator which reveals that we have the demand for printed media and the press is not threatened by extinction, at least in the near future.

But these high quantitative indicators are not only abstract (say, from 31,000 registered, there is actually little more than three thousands of them are functioning in Ukraine now, and that is the tenth part), but a rather poor quality.

For example, among the glossy women's magazines in Ukraine there is none in Ukrainian language. There are only two published in Ukrainian among influential informational and analytical monthlies and weeklies (*Ukrains'kyj tyzhden' / Ukrainian Week, Kraina / Country*). The number of newspapers and magazines published in two languages increased in recent years (Russian language began to emerge in 2010–2011). Finally, the Law of Ukraine «On Printed Mass Media (Press) in Ukraine» in 1992 (with later amends) keeps unchanged the wording of Article 4, and that is: «Print media in Ukraine is issued in the official language, and other languages». Thus, the official language here has no priorities. Russian is «other language» in 98 % cases. Circulations of Russian-language editions predominate over Ukrainian in several times.

Since 2012 the increase in production of books and pamphlets in Russian language increased by 75 %. Total circulation of newspapers and magazines published in Russian is about 32 million (in other words – 0.7 editions for every person of any age, i.e. almost 1.5 edition for 2 people). Prospects of disappointing trends for Ukraine were announced by the head the Russian presidential administration Sergiy Naryshkin, speaking in Kyiv at the XIII World Congress of Russian Press (2011). According to UNIAN, the Russian official emphasized the following facts: Ukraine in the CIS (The Commonwealth of Independent States) is one of the leaders in publishing media and books in Russian, so Russian language will play a major role in the development of humanitarian ties. It is not coincidental that the Party of Regions suggested the parliamentary that year to proclaim June 6th the Day of Russian language [6].

There is a paradox: the amount of the registered printed and electronic mass media increases in Ukraine, and the amount of subscribers diminishes. The increase of tariffs of «Ukrposhta» in 2014 resulted in reduction of subscriptions. From official data of «Ukrposhta», in 2013 it was 1,10 copy of the printed periodicals per one family, in 2014 – 1,03; per citizen, accordingly, 0,37 and 0,34 [7].

By the way, if we look at the circulation of printed periodicals for children's audience in Ukraine, the largest circulation are the so-called international brands that are registered not only in Ukraine, but in Russia and are distributed in Belarus and Kazakhstan (for example, *Marvel, Gormiti, Huntik, Era's Ladies, Animals and Farms, Pistols, Cars*, etc.); and that is 500 000 copies! Purely Ukrainian informative and entertaining children's magazines are *Angelyatko (Angel), Angelyatkova nauka (Angel's Learning), Kulia (Balloon), Parostok (Sprout), series of Piznayko, Mamyne sonetchko (Mommy's Sun), Yablun'ka (Apple Tree)* and some others that have a distribution of 3 to 15 000 copies monthly. Some of them are on the brink of survival, switching to electronic forms.

In a crisis situation which was occurred in Ukraine, beginning from 2014 (revolutionary disturbances, annexation of Ukrainian territories, instability of economy, activity of terrorist groups and military operations on the east of the state, recognition of the weakness of informative policy and informative safety), the redistribution of part of media business took place, some magazines from a paper moved to the stably on-line mode, yet part of the press abandoned media market. It seems logical to decrease the potential of Russian-language and especially Russian informative products in Ukraine. If some shops give notes such as «Product of the Russian Federation» («Product of Russia», «Produced in Russia»), this did not influence the media industry.

For example, on the web-site of the State enterprise of periodicals distribution «Presa» it is possible to find quantitative indexes: as marked already, there are 2400 Ukrainian periodicals for subscription and over 7 thousand titles of the newspapers and magazines of Bulgaria, Great Britain, Spain, Italy, Poland, Germany, Russia and other countries are offered.

The correlation of the «own» and «abroad» media product can be traced on the example of mass media for children and young people. Such periodicals are offered for the above mentioned audience: one magazine from Britain (*Bliss & Junior*), one from Latvia (*Umnitsa* in Russian), America (*Young Reader*), France (*Phosphore*); two periodicals – Kazakhstan (*Aygolek, Druzhnye rebyata*), Germany (*Baby & Junior, Das Spielzeug*), Poland (*Dziewczyna, Magazyn of lotniczy-skrzydlaty Polska*); 4 from Moldova (*aMIC, Alunel, Noi, Trop si tropa*).

«Russian indexes» here are completely different! 163 periodicals (such as *GeoLenok, Girl, Oops!, A pochemu?, Abrakadabriki, Eskiz, Yunyy naturalist, Yalkyn*) can be chosen by the Ukrainian subscribers in the segment of children's and youth audience [2]. Strange coincidences happen among the titles: in fact, among the periodicals of Russian Federation (meaning, produced in Russia) there are magazines with the titles, identical to the Ukrainian (*Poznayko, V gostyah u kazky, Merry lessons*, and others).

The Ukrainian list of children's media is considerably longer; it includes approximately 253 positions. But it is sufficient to take into account some reiterations, for instance, some magazines can be subscribed separately (*Vodohraj / Waterfall* and *Vodohrajchik / Little Waterfall, Kolosok / Ear* and *Kolosochok / Little Ear, Mamyne sonechko / Mother's Sun* for different ages; *Kuzya + V hostyah u kazky / In guests of fairy-tales* and others like that), or as a complete set (*Vodohraj + Vodohrajchik; Kuzya + V hostyah u kazky; Kuzya + Skanvordenok*, etc.). Secondly, a part of children's periodicals appear in two languages (both Ukrainian and Russian), but different indexes are used for subscription, thus two positions are included in the list of newspapers and magazines (for instance, *Shyshkin lis / Shishkin les, V hostyah u kazky / V gostyah u skazki, Piznayko / Poznayko, Ukhmalyuk / Ukhmalysh, Umiyka / Umeyka, Domovychok / Domovenok*, and others). Some magazines have the English version also (*Poznajko, Kuzia*, etc.).

Illogical combinations and inclusions are also traced in the list of «Presa» enterprise. For example, such editions are offered to children's and youth audience as public and educational magazine *Chernobyl'skiy zvon / Bells of Chornobyl'* (Dnipropetrovsk, Russian language), *Simeyna gazeta TB / Family Newspaper of TV* (mostly TV list of programs), literary and publicist magazine *Dnipro*, mystical astrologic magazines *Zateryanye miry / Lost worlds* and *Planeta X / Planet X* (space, horoscopes, healers). Sometimes inappropriate combinations are given in complete sets: children's *Zabava / Fun + Posivnyj calendar / Sowing calendar, Vse pro buhgalterskyj oblik / All about accounting + Piznayko*, etc. [3].

Thus, if to mention the above listed facts, then among the Ukrainian children and youth (in actual fact, over 90 from the considered list are not youth, but children's media for an age category from 0 to 18) periodicals, not as many names will appear not than those offered in Russian Federation.

The only advantage of the Ukrainian magazines is a price. If an average children's magazine in Ukraine costs 15 hrn per month (per year – 180 hrn), then the cost of magazines in Russia is approximately 8–10 hrn higher (per year – on 96–120 hrn). The cost of subscription of children's monthly magazine «Fun lessons» (Russian Federation) comes to 75,20 hrn per month (if it is not an error!).

The subscription of foreign European editions seems to be inaccessible to an average Ukrainian reader. Yet, the cost of the French magazine *Phosphore* makes 4914 hrn per year, and German edition of *Baby & Junior* (10 issues per year) is 8904 per year [5].

It should be emphasized that those are quantitative indexes. Content accents are more important today, foremost patriotic: the ability of publishers and editors of the children's and youth press to give such texts and pictures, to care of interactive communication that would temper the Ukrainian child, teach to love the earth, history, culture, respect parents and great-grandfathers.

Among existing magazines there are not so much cognitive-patriotic, full of content of Ukrainian attitude («Periwinkle», «Winged», «Bluebell», «Cranes», series – «Little Angel», «Mother's sun» and some other).

Spiritual values, patriotic issues and literature of a high quality begin to fade from many children's newspapers and magazines (and children's audience is the future of our country, which have to progressively realize their Ukrainian character, to identify themselves with Ukraine). Its place is taken by Mickey Mouse, Winnie the Pooh, adorable Princesses (it's in the best case), and in the worst – aliens Luntiky, Masha and Bears, Monster High, «heroes of darkness», urban horror stories and a variety of contemporary subcultures. Therefore the economic expansion (especially Russian) in media of Ukraine remains significant.

**Conclusions.** Expressiveness of some bitter facts from the field of contemporary functioning of mass media in Ukraine allows carrying out historical parallels. Academician Ivan Dzyuba in his book «Injection of darkness» not coincidentally recurs to the spiritual context of hundred years ago, from reactionaries in the early twentieth century to Ukrainophobes at the beginning of the XXI century. The scientist proves that «Ukraine-killing tactics» was formed in Russian Empire a long time ago. Kyiv censor Sergiy Schoholyev contributed as well and in 1912 gave clear recommendations for effective implementation of Russification to overcome any manifestation of the «South Russian separatism», meaning Ukrainian struggle for independence. His main rules are: focus on Russian schooling, wean the younger generation from the native language, not to allow preachers and national press to the Ukrainian nation [1]. These are the foundations that are «genially» introduced today by government officials and bureaucrats in Ukraine. Unfortunately, the bitter lessons of the past do not work... There is still hope from «outside possible» for a wise government, nationally conscious businesses, patriotic politicians.

Thus, we can speak with emotions or facts. Emotions are history, it is transparent and sensitive. Present is involved in facts that comprehensively will be realized in the future. How will appear current issues in a hundred years, in XXII century: Ukraine, language, culture and identity? It's time to discuss these objectively.

1. *Dzyuba I.* Injection of darkness: from chornosotentsi of the early twentieth century to the Ukrainophobes of the XXI century / Ivan Dzyuba. – Kyiv : Publishing house «Kyiv-Mohyla Academy», 2011.

2. *Children* and youth periodicals. Russian Federation [Electronic resource]. – Reference : <http://presa.ua/osvita-ditjachi-vidannja/ditjachi-ta-molodizhni-vidannja.html?country=50&p=18>. – Accessed: 09.02.2015.

3. *Children's* and youth periodicals. Ukraine [Electronic resource]. – Reference : <http://presa.ua/osvita-ditjachi-vidannja/ditjachi-ta-molodizhni-vidannja.html?country=50&p=18>. – Accessed: 09.02.2015.

4. *Catalogue* of periodicals of Ukraine «Editions of Ukraine for Ukraine» for the period from January 2015 to December 2015 [Electronic resource]. – Reference : [http://poshta.kiev.ua/files/katalog\\_29.pdf](http://poshta.kiev.ua/files/katalog_29.pdf). – Accessed: 09.02.2015.

5. *Catalogue* of periodicals for the first half of 2014 [Electronic resource]. – Reference : [http://presa.ua/online/ukr1/alpha.php?page=1&type\\_show=1&finger=%CF](http://presa.ua/online/ukr1/alpha.php?page=1&type_show=1&finger=%CF). – Accessed: 11.03.2014.

6. *Moscow* praised Ukraine for the spread of the Russian language [Electronic resource]. – Reference : <http://tsn.ua/ukrayina/moskva-pohvalila-ukrayinu-za-poshirennya-rosiyskoyi-movi.html>. – Accessed: 15.01.2013.

7. *Increased* tariff of «Ukrposhta» has reduced subscription for 2014 [Electronic resource]. – Reference : <http://www.telekritika.ua/rinok/print/90508>. – Accessed: 25.02.2014.

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### **Проекції української преси початку ХХ століття (періодика та мова видань в Україні)**

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*У статті розглядаються проблеми, що здобули поширення в українській пресі початку ХХ століття, а згодом повторились у мас-медіа незалежної України кінця ХХ – початку ХХІ ст. Відсутність духовної єдності та історичної спорідненості в духовно-культурній сфері, «невивчені» уроки минулого й проігноровані традиції відстоювання національних пріоритетів (зокрема у сфері соціальних комунікацій) не зняли з порядку денного питання столітньої історії: як виховати українського громадянина.*

**Ключові слова:** традиції, українська преса, національні пріоритети.

### **Проекции украинской прессы начала ХХ столетия (периодика и язык изданий в Украине)**

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*В статье рассматриваются проблемы, которые приобрели огласку в украинской прессе начала ХХ ст. и впоследствии повторились в масс-медиа независимой Украины конца ХХ – начала ХХІ ст. Отсутствие духовного единства и исторического родства в духовно-культурной сфере, «невывученные» уроки прошлого и проигнорированные традиции отстаивания национальных пріоритетов (в частности в сфере социальных коммуникаций) не сняли с повестки вопроса столетней истории: как воспитать украинского гражданина.*

**Ключевые слова:** традиции, украинская преса, национальные пріоритеты.

1. *Дзюба І.* Нагнітання мороку : від чорносотенців початку ХХ століття до українофобів початку століття ХХІ / Іван Дзюба. – К. : ВД «Києво-Могилянська академія», 2011.
2. *Дитячі та молодіжні видання.* Російська Федерація [Електронний ресурс]. – Режим доступу : <http://presa.ua/osvita-ditjachi-vidannja/ditjachi-ta-molodizhni-vidannja.html?country=50&p=18>. – Дата доступу: 09.02.2015.
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4. *Каталог* періодичних видань України «Видання України для України» на період з січня 2015 року по грудень 2015 року [Електронний ресурс]. – Режим доступу : [http://poshta.kiev.ua/files/katalog\\_29.pdf](http://poshta.kiev.ua/files/katalog_29.pdf). – Дата доступу: 09.02.2015.
5. *Каталоги* періодичних видань на перше півріччя 2014 р. [Електронний ресурс]. – Режим доступу : [http://presa.ua/online/ukr1/alpha.php?page=1&type\\_show=1&finger=%CF](http://presa.ua/online/ukr1/alpha.php?page=1&type_show=1&finger=%CF). – Дата доступу: 11.03.2014.
6. *Москва* похвалила Україну за поширення російської мови [Електронний ресурс]. – Режим доступу : <http://tsn.ua/ukrayina/moskva-pohvalila-ukrayinu-za-poshirennya-rosiyskoyi-movi.html>. – Дата доступу: 15.01.2013.
7. *Підвищення тарифів «Укрпошти»* призвело до зменшення передплати на 2014 рік // [Електронний ресурс]. – Режим доступу : <http://www.telekritika.ua/rinok/print/90508>. – Дата доступу: 25.02.2014.