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## The editor's-in-chief address

### Dear readers!

The updated “Ukrainian Information Space” with the status of the international scientific and practical journal entered the second anniversary of its existence.

This is the only publication in Ukraine, the editorial policy of which clearly highlights the main object of comprehensive analysis and coverage — national information space in the world context as a significant component of the newly emerging humanitarian policy of Ukraine. The state which has competed for ages and now with arms fights for the unconditional right of every nation to permanently affirm in its hut. According to the words of national prophet Taras Shevchenko, Ukraine struggles for its truth, and glory, and will. Also these means include print word, bringing it out of the Soviet Union and the Russian Federation shadow.

The number is opened by the exclusive article of the Head of the State Committee for Television and Radio Broadcasting of Ukraine Oleh Nalyvaiko, with the eloquent title “Ukraine got rid of the total state control on press activity”. It is about the completion of one of the resonant late reforms, prompted by the international obligations of Ukraine towards Parliamentary Assembly of the Council of Europe, — denationalization of print media.

The article is full of interesting facts. It refers to a number of important trends that have become clearly visible at the final stage of the relevant law of Ukraine implementation. On the one hand, the chronic defects of the national legal field were exposed, which made it possible for a number of newspapers and magazines founders to deliberately impede the reform. On the other hand, there are numerous cases of painful media reform risks caused by the state underestimation and blurring of information policy priorities.

Professor Mykhailo Poplavskyi, permanent author of the magazine, addresses the reader to the problem of creating and raising higher educational establishment brand with the help of branding tools and clarifying peculiarities of professional orientation work usage as its strategy.

The urgency of Professor Mykola Tymoshyk article “Ukrainian Press in Great Britain: origins, formation stages, sources, first magazines” is seen in two dimensions. First of all, information massive on this subject, that is actually unknown in Ukraine and the world, is introduced into the scientific circle. It was discovered by the author during the recent scholarly intern-

ship in the United Kingdom. Secondly, facts from documents and rare presentations of newspapers reveal Ukrainian emigration journalistic activity from the state of bourgeois and provincialism. The author opens the fact that the European context of such activity is not explored.

A noticeable resonance in the scholars and journalist practitioners community will be raised by the article of a well-known journalist and researcher of Ukrainian press of totalitarian Soviet model, Mykhailo Skoryk, about the rebellion at Kyiv University faculty of journalism in the mid-60s of the last century, which became students reaction to the beginning of Khrushchev's thaw drawdown.

In addition to this article, the section "History of Journalism" is reinforced by Tetiana Reshetukha article, a researcher from Ternopil, who investigates about rare Ukrainian periodicals in the period of the national liberation struggles of Ukrainians in 1918–1919.

Oksana Garachkovska, Iryna Kopystynska, Vira Kachmar, Oksana Hovora, Iryna Khlystun articles are dedicated to various aspects of the theory and practice of contemporary journalism and publishing.

Each time, the editorial portfolio of the section "Internet publications", the authors of which are usually young and prospective researchers, becomes more diversified in topics and deeper in issues. This time, Olena Pohribna, Oleksiy Sytnyk, and Serhiy Shashenko share the results of their scientific searches.

The subject of Marian Zhytariuk journalistic research (section "Foreign Mass Media") is Romanian Shevchenkiana, which was published on the pages of Bucharest magazine "Nash Golos".

Volodymyr Ivanenko, foreign member of the magazine editorial board, president of Ukrainian University in Washington, kindly submitted his article to the section "Publicism". This time it is about the situation in Ukrainian television space, caused by another attempt to remove Zurab Alasania from National Public Broadcasting Company of Ukraine leadership.

**Mykola Tymoshyk,  
Editor-in-Chief  
of "Ukrainian Information Space"**