

Ministry of education and science of Ukraine
Mariupol State University

JOURNAL
of MARIUPOL STATE UNIVERSITY

SERIES: PHILOSOPHY, CULTURE STUDIES, SOCIOLOGY

COLLECTION of SCIENTIFIC WORKS

Editor-in-Chief, corresponding member of NAPS of Ukraine,
D. Pol., prof. K. V. Balabanov

Founded in 2011

ISSUE 11



MARIUPOL – 2016

UDC 3(05)

Journal of Mariupol State University
Series: Philosophy, culture studies, sociology
Collection of scientific works
Issued twice a year
Founded in 2011

Proceedings of the Journal are located in the international metrical databases

«**Index Copernicus International**» (Poland),
RSCI (Russia) and Digital library **Cyberleninka** (Russia)
Approved for publication by the Academic council of MSU
(minutes of proceedings No 12 from 30.05.2016)

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Certificate of print media registration (Series KB № 17804-6654P from 24.05.2011)

Printed in 100 copies. Order No 469.2

Publishing center Mariupol State University
Enlisting the subject of publishing in the State Register of publishers, manufacturers and
distributors of publishing products
Series DK№4930 від 07.07.2015

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PHILOSOPHY

UDC 130.3

A. Voievodin

PHILOSOPHIA IN FACIEM HOMINIS

The article highlights the theoretical concept of philosophical anthropology in the light of solving key anthropological issue of the relationship between the universal and the unique in man's understanding: how to understand the unity of a person in the context of plurality and diversity of individual forms of his existence? The leading contradiction around which the philosophical anthropology is historically structured is a contradiction of the universal and unique in man's understanding, the contradiction of general ordering forms and all the fullness of their inevitable transformations in the life of a separate individual. The theoretical landscape of philosophical anthropology can be developed depending on the proposed solution of this contradiction; one extreme pole is formed by naturalistic conceptions, and the opposite – by the creationist ones. The typological variety of philosophical concepts is between them. This variety moves logically from man's dependence on preset objective grounds (laws of nature or abstract patterns of mind) in the traditional philosophy of values or entities, naturalism and rationalism to pluralism of the subjects divided. That can be seen in individualism, personalism, and spiritualism. It then moves to the decomposition of the subject structure itself in the philosophy of existentialism and human's dissolution in the unconscious irrational flow of life in irrationalism. The inner logic of the anthropology movement is completed by the tendency towards gradual recovery of common forms and norms, but at first only as subjective constructions and regulations (pragmatism), and then the process again returns the theory to the world of objective structures and patterns (transcendentalism, objective idealism). The article gives the critical analysis of the theoretical effects of postmodern methodology of individualizing ideographism in the interpretation of the essence of man, as well as theoretical impasses of anthropocentrism, individualism, bio-social eclecticism and understanding man just as a body. The alternative view on the prospects of the philosophical anthropology development involves the use of concepts of teleology and sociocentrism.

Key words: anthropology, anthropocentrism, artefact, ideographism, individual, culture, nomotetizm, sociocentrism, body, expediency, man.

UDC 141.316

T. Voropayeva

FORMATION OF THE EUROPEAN IDENTITY OF CITIZENS OF UKRAINE (1991–2015)

Activation of globalization processes in the world leads to acceleration of internal transformations in the CIS states and actualizes the problem of formation of different forms of collective identity in the new socio-cultural coordinates. In this regard, the relevance of the interdisciplinary study of the shaping of the European identity (the main forms of which are continental and civilization identity) of citizens of Ukraine is not in doubt. It is known that the

phenomenon of a collective identity has long attracted attention of many researchers and was actively discussed in the diverse social and humanitarian discourses. The foreign science studies this phenomenon mainly in the line with the socio-cultural anthropology, sociology and psychology from different theoretical and methodological positions (B. Anderson, M. Barrett, Z. Bauman, F. Barth, P. Berger, J. Coleman, G. Cohn, V. Connor, V. Doise, E. Durkheim, E. Erikson, Z. Freud, E. Gellner, J. Habermas, S. Huntington, R. Jenkins, K. Jung, B. Luckman, J. Marcia, J. G. Mead, M. Mead, A. Melucci, C. Moscovici, E. Smith, I. Straub, S. Stryker, H. Tajfel, J. Turner, C. Taylor et al.). In Russian and Ukrainian science, collective identity is studied within the framework of philosophy, political science, sociology, culture studies and psychology.

Our long-term studies of different types of collective identity (of gender, professional, ethnic, national, regional ones, etc.) show that European identity can be studied as a continental one and as that of a civilization. In the first case, the respondents consider, first of all, that Ukraine geographically belongs to Europe, and in the second case, they begin to integrate a wider range of factors (geographical, macro-cultural, political, legal, religious, ideological, etc.). The purpose of this article is to study the dynamics of formation of the European identity in 1991 – 2015 in terms of ukrainology. An interdisciplinary approach has allowed tracing the dynamics of formation of the European identity of citizens of Ukraine: 1) 1991 – 1995. European identity was held low in the overall ranking of identities, but from 1996 – 1999 years, its importance has increased significantly (especially in the group of ethnic Ukrainians, Poles, Hungarians, Slovaks, Romanians, Crimean Tatars). 2) 1999 – 2008. The assertion of the European identity happened (when it became a significant trend of increasing rates of European identity within ethnic Ukrainians and groups of national minorities). 3) The highest level of European identity was reached in 2005 – 2015. 4) Until 2010 the ethnic Ukrainians in the South and East of Ukraine had a tendency to increase in European and national identity (in 2010 – 2013, this process stopped). 5) The fastest growing of European identity among the inhabitants of large cities could be seen. 6) The synchronization of ups and downs in the development of national and European identity of citizens of Ukraine in 1999 – 2010 and 2013 – 2015 was detected. 7) The European identity until 2015 has not lost its importance for the citizens of Ukraine, because a request for Europeanness is very strong in the Ukrainian society (although the presence of the media in the Ukrainian pro-European rhetoric combined with a complete lack of a balanced politics of identity in Ukraine).

Key words: *European identity, continental and civilization identity, citizens of Ukraine, Ukrainian studies.*

UDC 141.7(045)

N. Yemelyanova

FREEDOM AND RESPONSIBILITY OF A PERSONALITY IN THE CONTEXT OF DEHUMANIZED SOCIAL SITUATIONS

In the article the problem of correlation between freedom and responsibility in the context of social situation which causes dehumanization of human relations has been analyzed. Personal abilities in social situations which provoke alienation and make people to ignore humanistic norms of life have been investigated. The views of the representatives of classic and non-classic philosophers on the problem of freedom and necessity, freedom and

responsibility have been analyzed. It has been emphasized that the problem of freedom and responsibility implicitly existed in the ideas of many thinkers from Antiquity to Modern has been actualized in moral philosophy of I. Kant who stressed the imperative status of personal choice and individual responsibility. German classics spread the notion of freedom also on the sphere of political life. But the central place the problem of freedom and responsibility was given by the representatives of existentialism – S. Kierkegaard, J.-P. Sartre, E. Fromm and other thinkers. From their point of view the exterior is situated in the inner subjective experience but at the same time it stays open to the exterior as a source of new opportunities. It has been pointed out the fact that postmodern philosophy accepts the principle of responsibility as a precondition of choice of a way of existence and persists on human responsibility even for absence of answers.

The problem of free will and responsibility in the opposition “man – system” has been illustrated by The Stanford prison experiment Ph. Zimbardo. The preconditions of dehumanized social situations and personal actions have been analyzed. It has been concluded that the System creates situational forces which change moral principles of people and have real power. In the context of war between social subjects it is impossible to avoid dehumanized relations which form destructive actions. In the same time axiological orientations which had been assimilated by a person in the past influence on the projections of the future and help to withstand to the process of dehumanization. Human ability to moral and immoral behavior is a basis to both individual free will and great responsibility for one’s free choose. It has been stressed that only the philosophy of a dialogue which denies violence as a method of solve of social and political problems is able to prevent a society from dehumanization and preserve authentic human relationships.

Key words: *Human, Freedom, Necessity, Responsibility, Person, Dehumanization, Social forces, Abilities, The Stanford prison experiment.*

UDC 17: 343.5:008:24:34:241.38

V. Radziyevskyy

SUBCULTURAL THEORY IN PHILOSOPHICAL CONTEXT

Some issues of subculture in the philosophical and culturological aspects are analyzed in the article. In particular, the author touches upon the issues of the study and systematization of modern subcultures and in their composition – the problems of a subculture paradigm, a general subculture theory and history in the postmodern discourse.

The aim of this paper is to study the phenomenon of a subcultural theory as a special discourse from the perspective of theoretical reflection of the philosophy of culture.

Subcultural theory studies the processes and phenomena in cultural life, which relate to the discourse of subcultural perspective, but they are not limited to the subculture and its historical and theoretical models and variations. Sometimes the problems of general theory and history of subcultures and subcultural theory intersect and overlap are duplicated, because they are in adjacent planes, they are prevalent in the joint of the subcultural field and are located in the common cultural space (e.g. the evolution of subculture and its prospects, subculture in the context of civilizational development and its historical aspect, the theory of subcultures and the evolutionary theory, the theory of counter-cultures and revolutionary development). The subcultural theory is not restricted to theorizing and opens onto practical and mega - and metatheoretical levels (subculture as elements of civilizational transformations, the founders of cultural processes, the subcultural theory of civilization, and

in a broad interpretation – the subcultural theory of culture, and the like). The subcultural theory of civilization is consistent with the well-established axiom of humanities: civilization was formed at the stage of human development when vabulas socio-cultural stratification had been based on the specificity of subcultures. Moreover, the subcultural theory of civilization confirms this scientific thesis. Even during the discussion in 1958 in Chicago, scientists have proposed three main signs of civilization as a cultural complex: the monumental architecture, the written language and the cities. In the broader view, more professional, class and other (essentially proto - and sub-cultural) stratification of society into classes occurred. Specialization and diversity of society created the ground for reflection not only on the subculture of professions and different classes, but also on subcultural analysis.

The resemblance of “class” and “subcultural” theories have important differences, including evolutionary problems (wider in-, K-, and convoluting) and revolutionary models of development. The subcultural theory suggests competition, rivalry and struggle, but does not advocate violence. Subcultural approach also takes into account the fact that progress can only be forward and not “fortunately” but, instead, to the decline and regress. The subcultural theory holds priority in sociocultural evolution, however, having as basis a countercultural component; it cannot completely deny the revolutionary factor. To a certain extent, the subcultural theory occurs in certain civilizational (wider – cultural) ruptures as of subcultural theory of development (progress).

Subcultural analysis is one of the indicators, interpreters and Vitaclinika for a better understanding of subcultural theories of civilization and culture. The subcultural theory of civilization (in its wider interpretation – the subcultural theory of culture) is one of the original national theories, which has significant theoretical basis (including various theories of subcultures of various authors of the twentieth century) and historical origins (the chronology of the existence of subcultures and the like).

In the postmodern discourse there is a need for comprehensive, impartial and thorough study of the problems of the general theory of history and subculture that is quite a promising research (as an example – the development of subcultures in the world).

It has been found that Ukrainian scientists were engaged in the study of subcultures for more than one decade; there are different definitions of categorical parameters and interpretation of the essence of many subcultures. At the same time, the theory and history of subculture as well as the theory and history of culture is possible (and, in our view, should be) be analyzed in the context of, at least, history, philosophy and arts. The general theory of subcultures can be regarded as an interdisciplinary field of knowledge: as a historical reality, as a phenomenon of art, as a problem in the context of sociology and many other disciplines. The study confirmed that subculture can be learned through the prism of legal, educational, psychological, philological and other research. This paper makes an attempt to show the concept of subcultures domination as an important part of the subcultures concept for better understand the entire diversity of cultural processes and trends.

The author explores the phenomenon of the subcultural theory as a special discourse from the perspective of theoretical reflection of the philosophy of culture, the importance and peculiarities of this theory and its specificity in the examples of the subcultural theory of civilization, of subcultural analysis and some other pressing questions of the theory of modern culture in their philosophical context.

The practical significance. The formation of the concept of subcultures is based on the research of dominant subcultures, which promote the development of interest in Ukrainian culture of the world.

General theory and history of subcultures have become a leading humanities section, which can effect its consideration in various contexts (but primarily in a culturological one).

The foundation, the core of the general theory of history and subcultures have become the dominant subculture, specific subcultures (and other cultural) and the mainstream kind of “gulf stream”. At the same time, it is important to realize not only the features of different subcultures; many people understand that being a Ukrainian is happiness and responsibility.

Key words: *philosophy, culture, subculture, the dominant subculture, the theory and history of subcultures, culturology, ethics, aesthetic, history.*

UDC 111.852:929(450)Банфі

Sabadash J.

HUMANISTIC AND AESTHETIC CONCEPTION BY ANTONIO BANFI

The article considers the philosophic aesthetics by A. Banfi. The philosopher’s works (‘The Problems of philosophic aesthetics’, ‘Motives of the modern aesthetics’, ‘Aesthetic experience and the live of the art’, ‘Notes of the aesthetics’, ‘Transcendental principle of the autonomy of art’, ‘Considering music aesthetics’, ‘Problems and fundamental principles of the philosophic aesthetics’ etc.), which have executively important meaning and reconstruction of the creative evolution by A. Banfi are analyzed.

It is marked that among all the ways of person’s spiritual activity art was always connected with life, but aesthetics was always the most important way of socialization; A. Banfi comes to the idea of the theoretical development, scientific grounding and constructing the philosophy of art and philosophical aesthetics. The author of the article stresses that A. Banfi worked out his personal methodology in the process of critical mastering centuries-old philosophical, aesthetic and artistic traditions. His personal task Banfi considered in the fact to find out in the works of brilliant thinkers and artists the sense of the epoch, basic ways of spiritual, cultural development of this or that society or even of the whole mankind. For example, disclosing inner contradictoriness of the Kant’s critics of capability of judgment, Banfi retraced its genesis and at the same time established its historic role and sense.

Criticizing different trends of modern western aesthetics and art – naturalistic, psychological, feminine etc. – Banfi points out that the essence of art should be found in the depth and fundamentals of the relationship of life.

The aesthetic idea allows, as Banfi points, to consider art as various experience, as independent experience that kills person’s world view or personal world.

The concreteness of its sense and the range of problems derive their strength from real life and from life of culture. That’s why the sense of real life and culture define the sense and the character of the art. In connection with the fact that modern state of culture is characterized by radical gap, art consequently can’t avoid the same state.

Literature and art especially demonstrate their creative strength and greatness when they intrude in all spheres of real life and personal consciousness: they implement in these spheres new experience, new motives, they also implement revaluation of values and at the same time they put new problems before themselves, they comprehend new sense and realize new forms. Aesthetically transformed experience becomes ideal guideline in understanding the world and people: literature and art reveal and aim to understanding of life itself in its concrete historical significance and conditionality.

Key words: *culture formation, humanistic and aesthetic conception, philosophy of art, artistic world, creative evolution, values, cultural projections, aesthetic upbringing.*

UDC 130.2

M. Chikarkova**THE BIBLICAL COMPONENT OF «SPIRITUALITY»:
ACQUISITION AND LOSS OF PHILOSOPHICAL THOUGHT**

The article analyses the ancient and biblical-Christian origins of the concept “spirituality”. It reveals primordial certainty of the Greco-Roman view of the inner life of the human with representation of the eternal and the indestructibility of matter. At the same time, the biblical consciousness is based on the recognition of creation and the impermanence of the material world, the transcendence of God and His Kingdom (Eternity). New Testament divided people into flesh, soulful and spiritual. Therefore, Medieval Christian Culture developed under the sign of people who were aimed at achieving the angelic state, and in that way restoring the image of God in human beings (later this Nietzsche’s aspiration tried to keep exclusively the “Apollonian” source of antiquity). At the same time, the Carnivalistic Culture actually preserves and develops the Dionysian pagan tradition of apology of a carnal man and his passions. Later, the depth of differences between the values of the church and the secular spiritualism raised, soulful began to be rethought as spiritual; disregard of the soulful (human world) and spiritual (communion with God), which was introduced by Christianity, became usual; society consistently began to reinvent the spiritual. Today, this situation is laminated by neopaganism’s movement which is based, in particular, on a widening impact of exotic teachings of the East. The vulgarization of the opinion of “spirituality” in popular culture plays a large role too and it is powerful. But even the principle of pluralism, inherited in postmodern thinking, excludes disregard of a major component of European culture (the biblical-ecclesial experience).

Key words: spirituality; carnal, the spiritual and the natural man; church and carnival culture; secularization; substitution of concepts.

CULTURE STUDIES

UDC 398.541

O. Bogomolets**HOME ICON AS UKRAINE’S A UNIQUE SOCIOCULTURAL PHENOMENON**

The article explores originality of home icons. It shows limited content of «khata icon» and proves the legitimacy of the term «home icon». Along with the specified idea of the ambivalent impact of the house on the formation of icons being confirmed, which, on the one hand, gradually penetrates into the sacred space of Ukrainian home, getting there a leading role, and the other – primarily determines uniqueness of national iconography, which begins to reflect not only a Divine Prototype, but also symbolically thematises in the light of national inherent ideas of family-oriented, death and revenge outlook, and, accordingly, social justice thus acquiring a deep didactic meaning.

The opinion on the illegality of identification of home icons neither with national nor with professional iconography is substantiated. As a result this is a reason to believe that

home icon is a multivariate phenomenon of Ukrainian material and spiritual culture, which arises as a result of organic growth; on the one hand, of Ukrainian professional and folk icon painting, and the other – the outlook of the Ukrainian people. In other words, home icon may be regarded as a “non-verbal chronicle”, which shows the features of the life and evolution of faith and outlook of the Ukrainian people towards the national identity. Therefore, determining the location and value of the home icon in the life of Ukrainian people, it can be seen as a theoretical basis for prognostic evaluation of Ukrainian society towards the formation of a civil society.

Key words: *home icon, khata icon, icon, house, folk iconography, sacred space.*

UDC 791.6 (045)

K. Gaidukevych

SPECIFIC CHARACTER OF ORGANIZATION OF MASS SPORS AND ART EVENTS

The article deals with sports and art events not only as an effective means of physical activity and motivation to engage in sports activities, but also as a means of aesthetic education and meaningful leisure. Prerequisites of historical formation and development of sportive direction are indicated, functions of sports events in the social and cultural space are grounded.

Various views of scientists on the classification of forms of sports and art events are characterized. The expediency of classification into the following forms: mass sporting and artistic gymnastics performances, mass sportive and art performances at stadium, sporting and art performances, thematic performances, sportive concert, fitness events outdoor, fitness events in summer camps, fitness performances with independent program on the club scene is grounded. The determined specificity of sportive and art events proves their ability to expand communication borders, to reveal physical and spiritual potential of individuals and to provide ease and accessibility perception of mass audience.

The following specific characteristics of the genre of sportive and art performances at stadium are considered: the protagonist of the play is the mass of participants, venues, momentariness of celebration, combination by director of screenwriter functions and specific conditions of assembling have an effect on peculiarities in staging a sportive event, provide it with entertainment and festivity.

The author characterizes a specific set of expression methods inherent in sportive and art performances (mass exercises (free, current, pyramids), structuring and restructuring, solo and group numbers, art background), which are caused by specific organizations and conducting sportive events, the level of development of physical culture and sportive direction. Particular attention is paid to the specificity of using art background (live screen), which since the mid-50s of XXth century, became the unchanged effective means of expression that helps to disclose figurative themes and ideas of sportive event.

It is indicated that only planned in a good time hard work of the members of the director and stage director group, as well as administrative group is able to provide the adequate sportive and art success of the event. The hierarchical structure of organization of mass sportive and art events, as well as the list of documents necessary for ensuring the proper work of the committees are determined. The views of experts on the main stages of work for preparation and holding of sportive and art events are considered. The necessity of their distribution on major stages: preparatory, organizational (rehearsal), stage of

implementation and final stage is proved. Peculiarities in preparation of each stage are registered and monitored by responsible persons entrusted with specific functions and powers.

The analysis of the fulfilled work provides the possibility to make the conclusion that despite the dynamic transformation processes in a Ukrainian society, sportive and art performances will continue to remain a visible means of agitation of bodily and spiritual improvement of people.

Key words: *Sports, sportive and art events, sportive events, fitness parades, sports event forms, means of expression, art background, assembling, preparation periods of event.*

UDC 027.625(045)

A. I. Gordienko

CHILDREN'S LIBRARY AS A FACTOR DETERMINATION FACTOR OF CULTURAL PROCESSES

Involving a wide range of research results the article revealed the essence of modern libraries, including the child's one that is in the creation of culture. It is noted that children's libraries, as well as other types of libraries today define its role in the social and cultural infrastructure of society, remaining, as before, the state guarantees for the protection of children's rights in the cultural and spiritual life, for free access to information. It is noted that various attempts of scientists and practitioners to offer the most optimal solution to the problem of studying in the library system of institutions of cultural transmission in the context of globalization, unification and standardization of culture. It leads to consideration of the library, including the child's one, from the perspective of integral cultural knowledge.

The attention is paid to the main trends in children's library, the causes and effects of structural changes in the functioning of the institute of a library. In particular, there are existing models of libraries in modern terms, a library as an information intelligence centre with a wide range of information services; a library as a cultural centre with communicative objectives of tolerance and intercultural communication; a model of "Library 2.0", in which the user is an equal participant of library processes. Among the identified trend there is a tendency to its multifunctional activity, a departure from the purely traditional working methods, development of information and educational and recreational work, and a significant change in the reader's behaviour under the influence of the media sector and the growth of electronic technology.

There are different views of scientists on the function of the library, including the children's one. In particular, the point of view of R. O. Pozdnyakova, according to whom library functions as a socio-cultural institution are: information knowledge, communicative and cognitive, educational and cultural. In turn, S. A. Kuznetsov mainly distinguishes informational, educational, recreational, navigational and cognitive functions, while noting the much smaller role of cultural and educational functions.

The content function that creates culture, that is, the library is able to penetrate into the world of another culture through the education of the readers of cultural sensitivity, corrects interpretation displaying communicative properties of different cultures and so on.

It is noted that culture, the possibility of children's libraries, is most fully manifested in times of transformation and modernization of public life. Thanks to its technology and funds in order to help Children's Library the cultural community must solve the problem of long-

term storage and management through fixed-writing skills and printed word. Thanks to documents stored in the library, it not only makes the transfer of accumulated cultural experience, but also fills the minds of their readers the idea of cultural relativism, because it forms the cultural identity of samples.

The conclusion noted that the children's library as an independent specialized agency supports culture through cultural relevance and meaningful information. As an independent specialized agency, Children's Library is not only the collection, storage of information circulating in culture and the process of socio-cultural information that produces a society for the development of the younger generation and that reflects all aspects of understanding children culture of society (science, art, literature, religion, etc.), but it also supports the very culture through cultural relevance of important information and forms that are needed.

Key words: *library, children's library, transformation, determination, function libraries, culture and society.*

UDC 316.774:[070:654.19]

O. Gresko

THE PHILOSOPHY OF INFORMATION OF TV AND RADIO BROADCASTING: SOCIO-CULTURAL ASPECT

Transformations of media content and format of information and analytic programs of modern mass media in terms of changes of socio-cultural attitudes and moral values of the target audience are determined in the article. News philosophy is considered in terms of popularization of converged platforms of the information society. Current media situation and prospects are analyzed by means of the basic theories of communication of M. McLuhan, Th. Roszak, E. Toffler, M. Veber and Y. Masuda.

There were different socio-cultural changes during 25 years of independence of Ukraine. The revolutions, protests of the Ukrainian people have been reflected in the information broadcasting since 1991 till the present day. Television and radio news footage of mentioned above period could be the powerful achievement for the researches of this century.

The modern society's peculiarity is information exchange without any losses and expenses. The consumer is ready to share the information resources with the audience joining the team of social publishers or producers online. Information exchange is the base of the modern communication model.

Sensation is still the criterion for many leading editorials in the world. Beside the domination of news packages under the qualified analytic material researchers forecast the priority of intellectual production spreading by means of communication technologies in the future.

The new system of human values also depends on the leaders of the communication process who promote their ideas in the information space and influence on the public opinion. Employees of live information broadcasting are responsible for the selection of participants of information and analytical programs on radio and television (e.g. expert comments and forecasts of the current situation).

The mechanism of individual and social transformation leads to real changes in the mentality of people. There is no any universal attitude to changes or the life style of different society.

The audience would like to share the positive content. For this purpose consumers use

social media as an instrument of mass communication which is alternative to traditional media. Information broadcasting should transform both format and media content to implement modern news philosophy leading to the development of positive transformation in the society.

Key words: *news philosophy, information broadcasting, convergence, counterculture, target audience.*

UDC 316.74:929(477) «1895/1968» (043)

T. Dobina

THE PHENOMENON OF CULTURAL CREATIVITY IN MODERN SOCIETY

This article carries out a review of theoretical works, which are devoted to diverse issues concerning the nature of driving factors of creative activity and the problem of the phenomenon of cultural creativity. It was found that both domestic and foreign scientists paid considerable attention to actual problems of cultural creativity. The research reflects the most important concepts of the phenomenon of cultural creativity as a special sphere of human activity.

The author of this article draws attention to the fact that the problem of the phenomenon of cultural creativity remains a subject of the controversy up to now and in spite of the significant body scientific research and theoretical studies concerning the diverse issues about the nature of driving factors of creative activity. Thus the scope of this study covers the most important concepts of the phenomenon of cultural creativity as a special sphere of human activity.

After working for a group of cultural sources of the direction, the researcher points out that the term “cultural creativity” rightfully exists in several national scientific institutions, particularly in Kiev, Zaporozhye, Kharkov and Donbass philosophical schools.

It was found that numerous studies and theoretical developments of Russian scientists created rather a powerful scientific and practical platform that provides the awareness of the importance of the phenomenon of cultural creativity in a society.

Summing up, the researcher argues that the importance of studying cultural creativity`s phenomenon are the canonical questions of the place and the role of the creative person, because further generalizations of scientists can be considered illegal and unconvincing without the proper empiric data, without sufficient accumulation of study and professional comments real revealed the facts and their probable reconstruction and reconsideration in the following historical conditions and periods. The analysis of information about the role of the human factor and the initiation of new facts will create the conditions for the reconstruction of a probable pattern of a cultural process and, thus, will provide an opportunity to reveal the characteristics and implications of its development.

Key words: *cultural creativity, cultural development, the phenomenon of cultural creativity, creative personality, cultural and creative activities.*

UDC 392.51:398.838

O. Kukharenko

**SYSTEM OF FERTILITY SYMBOLS
IN RITUAL SONGS OF «KOMORA» AND «PEREZVA»**

Rites of «komora» (pantry) and «perezva» in the cycle of the Ukrainian wedding occupy a significant place and are its culmination. For a long time it was considered to be appropriate not to include description of these rites and songs accompanying them to the publications. The most popular image that prevails in ritual songs is viburnum, which was considered a symbol of beauty, innocence and love from long ago in Ukraine. Comparing a phallus with a cock makes us turn to modern American slang indicating a similar situation where «cock» is translated both as «rooster» and «penis». The image of marten (kunytsia) – fur animal sitting in a haystack, is the embodiment of female genital organs. It is associated with erotic symbols, and a derivative of it «kunka» means vagina. Any energetic work is often compared with sexual intercourse – grinding flour, hulling grain, prickling with awl, hooping bucket, grinding in makitra, forging baby. In this connection the image of so-called sexual aggressor who is popular among womankind as an ideal partner arises: miller, cobbler, cooper, potter, and blacksmith. There are three main groups of concepts in the songs – genitals, sexual intercourse and virginity as the necessary condition for the success of the rite, happy family life of newlyweds and a heavy crop of the farmers' community. Frequently songs have a situation when a penis and its owner are identified; herewith it does not matter who has sexual intercourse – a man or an impersonated body organ. Despite the fact that sexual rudiments characterizing the fertility cult are widely represented in the mentioned rituals, coitus was always a taboo thing. The exception was a manifestation of anti-social behaviour dictated by the conditions of certain rites, such as «komora» and «perezva».

Key words: fertility cult, rites, wedding, komora (pantry), perezva.

UDC [654.19: 070.431.2] (477) (043)

M. Nagorniak

**RADIO SKETCH AS A MEANS OF NATIONAL PATRIOTIC EDUCATION IN
UKRAINIAN FAMILIES
(ILLUSTRATED WITH EXAMPLES OF STUDENT STUDY WORKS)**

Now Ukraine is going through extremely difficult time when every citizen of Ukraine must show maximal social consciousness, great patriotic feelings. Given this, a specific emphasis should be laid on students' education. Thus, this article contains a detailed study of ideological and semantic, structural and compositional, linguistic and stylistic as well as music-and-sound background of a radio sketch, because the author considers this genre of artistic and journalistic broadcasting to be optimal in terms of implementation of the patriotic education in Ukrainian families. Radio sketch is the most convenient informational genre because it is short, does not require absolute concentration of people's attention, is rich in artistic and stylistic means, the effect of which is heightened with specially selected music-and-sound background. The author draws attention to the importance of including the radio

sketch genre into educational programmes for students because owing to its wide expressive potential it is an efficient means of national-patriotic education in Ukrainian families.

Key words: *radio sketch, artistic and journalistic broadcasting, means of expression, educational radio program.*

The general problem and its scientific and practical value. Recently (during 2014–2015) Ukraine has been going through extremely difficult and powerful socio-political upheavals caused by the Revolution of Dignity, Russia's annexation of the Crimean Autonomous Republic, the anti-terrorist operation in the East of Ukraine aimed at protection of our territorial integrity and state sovereignty. In the historical sense, this is the time when every citizen of Ukraine must show maximal social consciousness, great patriotic feelings in order not only to survive with dignity in such a difficult period, but also to win the war with a malicious enemy. In fact, many Ukrainian citizens – soldiers of the anti-terrorist operation (ATO), their families, students, schoolchildren, volunteers, doctors, teachers, people of other professions – show examples of an extraordinary heroism, courage, bravery and confidence in the victory of our country.

It is clear that most of these conscious-minded citizens have families and live with them. It is a family circle consisting of family members and close people, which represents a particular kind of a platform for formation of young people's outlook, developing their protest attitude, for establishing an atmosphere of complete trust and support. Such targeted and systematic family activities create favorable background for education of young Ukrainians, putting state interests above personal ones. Given this, such public educational institutions as kindergartens, schools, specialized secondary schools and higher education institutions together with family units should develop patriotism, spirituality and generosity in young hearts and minds.

In this context, a specific emphasis should be laid on students' education, because the dispersal of peaceful student protests on 30 November 2013 became the beginning of the Ukrainian people's struggle for their decent future. Every day young citizens of Ukraine, in particular, students act as consumers and producers of a huge volume of different information in various fields of knowledge. Herewith V. Lyzanchuk justly states that in the immense information abundance there are not only positive but also significant negative forces. Way back in 2006 the scientist emphasized the fact that «for a long time there exists an information warfare against Ukraine. In this war we are neither a subject, nor one of the rivals. We are a target». According to V. Lyzanchuk, «the war takes place on our territory. Indeed, the battlefield is our brain, brains of young people who have not developed national standards of moral, spiritual and ethical values yet». (Lyzanchuk 2006: 198).

A Ukrainian family unit plays an important role in the formation of pro-European values of students. A lot depends on such factors as: grandmother's and grandfather's Ukrainian national identity, mother's and father's Ukrainian national identity, sisters' and brothers' Ukrainian national identity; respect of national customs and traditions by all family members during family, local and national events (and celebrations in particular); respectful attitude to aged family members; interest in genealogy research (family tree); active life position towards participation in social and political events; creating an aura of patriotism and generosity.

Ukrainian family has paid considerable attention to the interests of its young members throughout the whole turbulent period of Ukrainian history. It lasted almost a decade – from 2006 to 2014. During this period there was held an information war against Ukraine, which led to a real war between two nations. The events of 2014–2015 years have given an exhaustive answer to the posed questions – the vast majority of Ukrainian youth, of Ukrainian students, who raised first in the fight for a better future of Ukraine, the first who gave their

lives for their country's freedom and independence. And now it is necessary to make every possible effort to make children and young people – who will become students tomorrow - grown up as true patriots of their native land who will be ready to defend Ukraine's independence and integrity from the arch-enemy. The national-patriotic education of youth in Ukrainian families is aimed at realization of such high goals. First and foremost, this article describes the means that should necessarily be used in patriotic education of those students who chose the most democratic profession in the world for their future career – the profession of a journalist. Because tomorrow these students will work in Ukrainian mass media services cultivating in Ukrainian families love to their country and everything Ukrainian.

Experience shows that one of the most efficient means of students' national-patriotic education is preparation of educational programmes for broadcasting. Such trainings are held in The Institute of Journalism of Taras Shevchenko National University of Kyiv. Third-year students of the radiogroup besides information and information-analytical programmes produce also programmes of artistic and fiction genres. Actually, artistic and journalistic broadcasting among other types of broadcasting have the most powerful potential for systematic and purposeful implementation of national-patriotic education because of its expressive capacity.

Considering that this form of students' education (as young members of Ukrainian families) should obtain a new, much deeper and much more meaningful essence, the scientific and practical value of this problem is obvious.

Review of recent research papers and publications. The problem of artistic and journalistic broadcasting in Ukrainian radiospace as well as the problem of genre varying and enriching the content of this type of broadcasting were explored by such researchers as I. Homenko, V. Myronchenko, O. Hoyan, V. Oliynyk, Y. Baranevych, Y. Yelisovenko, V. Lyzanchuk, V. Fomenko and some other theorists and practitioners of national journalism. A sketch like a hybrid genre was also studied by such foreign researchers as T. Marchenko, M. Mikryukov (Russia), E. Barnou, S. Fild (USA), H. Shvitske, E. Fisher (Germany) and others. However, there is no such a study, that would contain all-in-one semantic, structural, linguistic and stylistic as well as music-and-sound features of a radio sketch and there is no understanding of this genre as one that contains significant potential for the implementation of national-patriotic education. This, in particular, is the reason of why this article was written.

As an experimental material there were taken themed radio sketches about «A Letter to an ATO soldier», prepared by the third-year radiogroup students of The Institute of Journalism of Taras Shevchenko National University of Kyiv. They were transmitted by Ukrainian student online radio CAMPUS RADIO UKRAINE (campusradio.univ.kiev.ua) during September-November 2014 and then they were repeated in January–May 2015. Thus, audio content was examined by listening to radio sketches and by analyzing their different aspects during practical trainings. Totally, there were examined 16 radio programmes. Meanwhile, let me emphasize that the series of themed radio sketches «A Letter to an ATO soldier» won a «Non-competitive radio programme» award at the Second Ukrainian Festival of TV and Radio programmes «Student MIX» which took place in November 2014 and was organized jointly by The Institute of Journalism of Taras Shevchenko National University of Kyiv and the State Committee for Television and Radio Broadcasting of Ukraine.

Summary of the main material. A radio sketch belongs to the artistic and journalistic or fiction and documentary genre of radio broadcasting. In fact, the researchers do not distinguish it as a separate genre, considering it as a short radio feature story or mini radio feature story. Most Ukrainian and foreign scientists consider that a radio sketch is a hybrid genre, which combines features of journalism and art.

I. Homenko, a specialist in artistic broadcasting as a component of social

communication stresses that «the most substantial peculiar feature of the genre is not only a distinct focus on the details, but a systematic synthesis of fact (biographical) and artistic techniques, expressive means which are peculiar for art» (Khomenko 2010: 166). V. Lyzanchuk pays especial attention to the significant meaning of a fiction component of a radio sketch. According to the scientist, «when using landscape and portrait descriptions as well as the whole arsenal of vocal expressive means, the author amplifies with artistic means the sounding of journalistic opinions» (Lyzanchuk 2006: 476).

Essential and semantic features of a radio sketch are notable for that fact that this short feature story is based on a lyrical story describing some person, some phenomenon or some event. Generally it is referred to significant, memorable and meaningful moments of life of some person, some group of people, city, country, historical events, etc., to which radio journalists attract the attention of the audience. «The genres of this group - as Russian researchers E. H. Bahirov and V. M. Ruzhnykov note – are based not only on rare or private cases, but vitally important collisions which are always focused on a person who is a creator of the event» (Bagirov and Ruzhnykov 1984: 152).

A lyric story in a radio sketch should be based on reliable factual data, clear chronology and progression in presentation of material, as well as on a balance in giving different opinions. In view of above mentioned, before starting to write a radio sketch it would be useful for a journalist to conduct a preconceptual study aimed at providing a maximum of actuality and credibility for facts being used in the material. Analyzing and summarizing documentary life material, a journalist has a right to come to his/her own thinking of general nature, searching relevant artistic images for the implementation of his/her author's intention.

It is important to mention, that in reference to the complex of expressive means used in a mini radio feature story, it is a universal genre. A radio sketch uses the full range of techniques included in the natural and technical potential of radio broadcasting. It happens very often so that interviews, reports, speech in front of a microphone or separate material fragments of these genres are components of sketches.

After successful publicity in the network of a number of information and analytical programmes, the third-year students of the radiogroup of The Institute of Journalism of Taras Shevchenko National University of Kyiv were asked to make a radio sketch on the theme «A Letter to an ATO soldier». Future radio journalists had a right to choose the personage of their sketch - it could be a real soldier who took part in fighting in the East of Ukraine and about whom the students learned from mass media reports; a soldier whom they personally know (relative, classmate, neighbor) or a fictitious character. Actually, when working on a radio sketch the students were demanded to have an acquaintance with an ATO soldier's family, a talk with the people who are very close to the hero, to make records of the brightest pages of his biography.

I propose to review some fragments of the following options used in such above mentioned themed radio sketches. The author of the first work is Inna Haschenko (style preserved).

Ever since I got to know that you are in the forefront, I could not sleep. I feel through kilometers your anxiety, your fear, sometimes despair, but the most important thing is that I feel the invincible faith. My faith has got stronger too. Faith in you, and therefore in our victory.

Now I know from what begins Ukraine. It begins from your point of view - strict, tough, sure. You are Ukraine and I love such Ukraine. You are the proof of what I have been believed in since my childhood, of what I brought up in myself. You are what I have read in fairy tales, I have seen in movies, I have heard in stories. You are embodying all my imaginations of patriotism, courage and self-sacrifice.

Now I pray for you, I am kneeling in front of you, as if I were kneeling in front of the Savior. You are my Savior. You are the face of my people, of my nation. You're the one who have been written about T.Shevchenko and I.Franko, V.Stus and M.Rylskiy. B.Khmelnysky and I.Bohun had raised swords over their heads in order you would become such a person whom I know now, who you are in the eyes of Ukraine. Dozens, hundreds, thousands of people like you, make history today, determining the future of our children. You're a part of something great and genuine. Your face is a holy face from an icon, you are a hero in the eyes of millions of Ukrainians.

I am proud as ever in my life, my love for you has grown thousand times. You are my reason to wake up in the morning, to work for Ukraine, because I know that every day you accomplish a feat which is a truly heroic feat.

I used to think that it is easy to love a hero, but it is not so. Love flavoured with patriotism is doomed to eternal life. Whenever I see somewhere blue and yellow flag, a little girl in an embroidered shirt, a student in T-shirt with national emblem, I fall in love with you again and again.

I beg you, come back alive.

The author of the second material is Irina Bublik (style preserved).

Comrade! Your friends write you. The greatest joy for us is to know that you are alive, not wounded and safe and you are holding our letter. Did your battalion receive new bullet-proof jackets and warm clothes? Dear friend, you cannot imagine how many people have agreed to help us, how much joy and gratitude brings every victory of our army! This is the least that we can do. Be sure to write, if something is needed.

My dear son, my beloved son! I could not wait to get your letter or a phone call. When I looked with despair to the mailbox and saw the familiar handwriting I instantly forgot about the pain in my back and raised to the fourth floor in order to open the envelope as quick as possible together with dad, sister and Yarynka. How wonderful it is that you have sent a picture! You have found true front-line comrades. The only thing is that you got very thin, my dear son ... But the most important thing is to know that you are healthy, and we will take care of the rest. All residents of our house are waiting for your return back home, on our street you have become a real hero. Your sister with one of her friends have joined to the volunteers's group, they help wounded soldiers in hospitals and work with kids. Those poems and drawings that you have received, had been written by students of their school. Darling, come back as soon as you can! Above all we would like to think that our family will also see and hug our hero one day. Take care of yourself!

Beloved! Today our daughter made her first steps. When you arrive, she will be the first who will meet you, she will run to her daddy and hug him. She always recognizes you in photos and holds out little hands to your face. When Yarynka grows up, she will get to know that her father is a hero, like hundreds of others who have gone to war side by side with her dad. I look at her dreamy face which has not been shadowed by hardships of life yet, and I see Ukraine. That genuine Ukraine that was born in front of our eyes a few years ago. I pray for both of them that troubles never occur on their way, where they make their careful but confident first steps. I believe that we all will be happy and protected in our common home, in our strong peaceful country. It is worth the wrench of saying goodbye, the anxiety of expectations, long sleepless nights. We are waiting for you every day! Be vigilant and remember that the hearts of your dearest people are always close to you!

The author of the third material is Tatiana Gorban (style preserved).

She made her first steps. It happened yesterday. I and you have been waiting for this moment for so long! And yesterday she said a short word «ma!». She pushed off the wardrobe and tottered hesitantly towards me. One, two, three little steps - and then she reeled and fell

into my arms. Her wavy and light forelocks like a fluff whip and hide her eyes. She has got big blue eyes like her father has. Being stunned by what she has done a moment ago, she raises her face. Her look is surprised and as if she were frightened. She is so babish and happy when she has a wide smile showing her tiny white teeth. So, dear daddy, our Marusya can walk!

She asks me where are you. I answer that her father is at work. But she does not believe me. She babbles something, and I understand her. She knows that although her daddy returns from work, but returns late. She waits but her daddy does not come. And it happens over and over again...

And how are you there? Now it's your turn. Tell everything, everything what you see, what you feel. What heaven is over you? How are you friends? Apparently, guys are hungry... It's not me, it's my mom says so. She watches the news, but as soon as they tell about humanitarian aid or volunteers, she says: «Oh, what kind of help it can be. Look! Without mom's borsch and cutlets our Cossack will never feel so good». She is so funny.

I will visit your parents tomorrow. Fedir Ivanovych called in the afternoon, he is going to stab the pig pending your arrival. He says: «When my son returns, I will make a feast for the whole village! That is how!». He visits his neighbors and boasts that his son defends his homeland. But he is so cheerful and merry only in public. And when he stays alone in his cookhouse, through the cracks of which the wind gently blows, he can cry sneakily. He can not set to work, he is sick at heart. Why do I say this to you? I should not upset you.

It is lacking a virile strength for me and our little daughter at home. But if it must be so, we are ready to endure. And you lets continue your fight. Lets continue your fight because there will not be another occasion to do this. Now I am ready to endure everything for the sake of peace.

Almost every day Marusya and I look at photos where you are a child. And who knew, who knew that this little boy would grow up such man ... a soldier. Our little daughter took a photo of you at about two years age: you are lying on a gun-club check blanket, you wholer body is covered in wrinkles, your eyes are opened widely, your baby's eyelashes and fluffy forelocks are the same ones like our Marusya has. Our baby has hidden this photo in the pocket of her jacket. Each time she removes it and says: «Da...da-ddy-yy-y!»

I send my best regards to the guys. Come back with victory!

After analyzing the text and audio content of these radio sketches, the author came to the following conclusions.

The first conclusion concerns ideological aspects. Almost in all creative works (in 14 out of the 16 radio sketches) the authors address to the families of ATO soldiers treating them as an eternal and unquestioning value of the modern world and as a sustainable constant of human life. Students are confident that it is family of soldier has become a powerful spiritual foundation which has formed a hero as a human personality and individuality. ATO soldiers' mothers' and fathers' emotions and excitement are expressed in a deeply lyrical form. These people tell surprisingly touching family stories, so that you can learn how they were becoming young grown-up men. Students as attentive correspondents managed to find out the most vivid details of the future hero's biography and become confident that the family unit was, is and will be the cornerstone of human life.

The second conclusion concerns compositional and structural aspects. Radio sketches consist of several parts. In the first (opening) part the authors present their general views on military operations in the Eastern Ukraine. In the second (main) part usually is a sincere, frank and sensuous story where there are presented such components as an appeal to the hero, the memories of his childhood and youth, people that are dear to him and various life situations sowing a soldier's will-to-win spirit. The authors tell about soldiers' families, describing feelings and emotions of nearest and dearest to them people. The third (final) part,

as a rule, sums up the narrative, contains conclusions that Ukraine will win the war, because it is asserting its independence, strives for a better future.

Actually, the ideological and content features as well as the structural and compositional features of a radio sketch which is considered to be a short radio feature story determine a choice of language and stylistic tools.

The third conclusion is about linguistic and stylistic aspects. Analyzed works have shown widespread use of different linguistic and stylistic means of influencing emotional and sensual sides of the audience.

1) In the lexical aspect – the use of stylistically marked vocabulary. It is referred to a high frequency usage by students of social and political words and phrases belonging to journalistic, artistic and journalistic styles. In radio sketches the most common words were ones that belong to such parts of speech:

- nouns – a hero, a soldier, a warrior, a commander, a war, a bombing, a bullet, a sword, a battalion, an army, bullet-proof jackets, pain, tears, Motherland, faith, independence, invincibility, patriotism, courage, self-sacrifice, heroism, glory, Saviour, prayer, separation, expectation, flag, embroidery and others;

- verbs – to pray, to believe, to wait, to stand, to feel, to become stronger, to recall, to educate, to nurture, to inspire, to love, to talk, to beg, to come back, to preserve, to protect, to heal, to stay, to worry, to guard, to remember, to subtract, to destroy, to humiliate and others;

- adjectives – unbreakable, austere, restrained, confident, alive, great, bright, majestic, real, heroic, blue and yellow, eternal, destroyed, mutilated, hostile, nasty, dear, unharmed, tactical, volunteer, dreamy, marred, strong, peaceful, immortal and others;

- adverbs – sometimes, never, sneakily, soon, promptly, nearby, somewhere, once, for a long time, certainly, instantly, quickly, well, daily, gently, quietly, surreptitiously, though, always and others.

1) In the syntactic aspect – the use of complex structures (compound sentences, complex sentences, complex sentences with multiple subordinate clauses, sentences with participial and adverbial-participial phrases, complex sentences with expletive constructions, long simple sentences with many homogeneous parts, etc.). For example, «I pray for both of them that trouble never occur on their way, where they make their careful but confident first steps», «It is worth the wrench of saying goodbye, the anxiety of expectations, long sleepless nights», «And we imagined with your dad that very soon you would follow in their footsteps, that it will be you, our dear boy, whom war made grow up so quickly», «On the Independence Day I would stand there steeped in tears under blue and yellow flags knowing that I was inspiring one soldier» and others.

2) In the stylistic aspect – the use of different artistic means (metaphors, epithets, comparisons, etc.). For example, «... I am kneeling in front of you, as if I were kneeling in front of the Savior», «Your face is a holy face from an icon», «Our independence is being born here, on the ruins of destroyed towns and villages, rising like a phoenix from the ashes», «These lands were created for caring and laborious hands, but not for the enemies' boots», «This wound on the body of Ukraine» and others.

Analysis of linguistic and stylistic features of a radio sketch convinces us again that an author's participation in this genre is the first and most necessary component of the material. We can't but agree with V. V. Lyzanchuk, that an author's participation does not only foster deeper and fuller understanding of a hero's personality and the events described; but it also plays an important role in the compositional organization of all structural elements in one language field. According to the scientist, «when using landscape and portrait descriptions as well as the whole arsenal of vocal expressive means, the author amplifies with artistic means the sounding of journalistic opinions» (Lyzanchuk 2006: 476).

A special focus should be on intonation and music-and-sound effects used in radio sketches. The search of proper emotional coloring of the voice in accordance with the content of a radio sketch, varying tones depending on changes in author's and narrator's mood - all this makes a journalist plunge deeper into his journalistic and human nature. According to the author, one can take full advantage of using inner voice most of all in documentary and fiction genres, and particularly in a radio sketch.

She is confident that a radio sketch is the most favorable background for bringing into effect one of the Radio's Golden rules: if you don't feel deeply yourself what you are talking about in the sketch - then you will never touch the listeners' hearts.

The ability to use intonation properly is an extremely important aspect in the work of a radio journalist who prepares and presents a radio sketch on the airwaves. Since linguistic intuition of students is usually not fully formed yet, it is recommended to read a radio sketch several times under the tutor's control before reading it on the air. I would like to note that one of the most outstanding personalities who perfectly mastered the ability to feel any text keenly, to find out the right vocal tones, - was a legendary announcer Yuriy Levitan. This is how a journalist B. Lyashenko recalls him:

«Indeed, no matter how «barren» and official a text could be, Yuriy Levitan always sounded unusually humanly, because he had the temperament of the right warmth which was needed to stay natural and convincing even when reading texts that were broadcasted live to the whole country. It always looked like he was seeing and experiencing the events which he was reading about»(Levitan 1987: 22).

A radio sketch as a short radio performance requires careful selection of music-and-sound background. Music and documentary sounds can play a serious role as an accompaniment to journalistic text, they can make it more vivid, emotional, varied, and therefore, more attractive to the audience. When speaking about the use of music-and-sound effects in radio sketches, there's an important rule: music and sounds should not prevail over the text; they should just complement and enrich the text. I. Khomenko put emphasis on the importance of using expressive means of artistic genres in radio broadcasting:

«The necessary condition of deep immersion of the listener in the acoustic reality, firstly, is the complete conformity of the used dramatic and directorial techniques with the expressive radio broadcasting means, and secondly, great artistic authenticity and wholeness of the recreated reality» (Khomenko 2010: 26).

Incidentally, it should be noted that music-and-sound background of radio sketches is an extremely expressive and effective tool for implementation of the national-patriotic education of youth. The works of Ukrainian classics, contemporary composers and performers strengthen patriotic upbringing of youth, raise their will-to-win spirit.

When analyzing background music used in student radio sketches, I would like to note that for expressive development of a theme future radio journalists use works not only of Ukrainian but also foreign composers. There were used such works as Lysenko's «Elegy», Ludovico Einaudi's «Monday», S. Vakarchuk's «Vstavay» («Get up»), Okean Elzy's «Dyakuyu» («Thank you»), «Kholodno» («Cold» – piano instrumental version), V. Hronsky's soundtrack to the film «The one who passed through the fire» and others. Predominantly, background music for radio sketches is distinguished by a slow pace, lyricism, emotionality. All background music works for radio sketches emphasize dialogic or monologic linguistic structural elements of the text and enhance significantly its emotional colouring. So, we can say that background music improves the perception and memorizing of a text by the audience.

Results and conclusions. As a result of the detailed study of ideological and semantic, structural and compositional, linguistic and stylistic as well as music-and-sound background of a radio sketch, the author considers this genre of artistic and journalistic broadcasting to be

optimal in terms of implementation of the patriotic education in Ukrainian families. Such materials should become mandatory for listening in Ukrainian families; they present the best educational models for work with the youngest family members. Radio sketch is the most convenient informational genre because it is short, does not require absolute concentration of people's attention, is rich in artistic and stylistic means, the effect of which is heightened with specially selected music-and-sound background. These are the factors allowing to feel the author's personality, his ideological identity, moral and psychological state, and intellectual level. Such a convenience in listening makes this genre of artistic journalism really familial, heart-to-heart. Owing to their harmonious inner sincerity, ingenuousness, enhanced emotionality, radio sketches have the most effective impact on the audience. The evidence of this is that when listening to radio sketches during practical trainings the students together with the lecturer were touched to such an extent that they were all crying over every narrative.

Thus, the radio sketch «A letter to an ATO soldier» as a radio-journalistic genre has accomplished its social and educational missions, which are to develop national consciousness, national thinking, citizenship in Ukrainian families and particularly in hearts and minds of their youngest members. By such a way of practical and spiritual perception of reality Ukrainian youth is brought up with patriotic sentiments which constitute the basis for upbringing highly developed personalities, future masteful Ukrainian statesmen.

The author draws attention to the importance of including the radio sketch genre into educational programmes for students because owing to its wide expressive potential it is an efficient means of national-patriotic education in Ukrainian families.

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UDC [930.85:316.347](477)

I. Nakolonko

THE CONCEPT OF HEALTH AND HEALTHY WAY OF LIFE IN UKRAINIAN CULTURE AND MENTALITY OF THE PREINDUSTRIAL AGRARIAN SOCIETY

The article highlights Ukrainian people's representations related to the notion of "healthy way of life" in the time of Kievan Rus, Cossacks epoch and in the period of preindustrial agrarian society during the XVIII – XIX centuries.

It is emphasized that the concept of health depends on culture. The representations about the healthy way of life have been changing historically according to plenty of reasons which deal with medical progress as well as with the state of spiritual spheres of society.

Ukrainian people's views at the healthy way of life in Kievan Rus had the radical difference from modern representations on this issue. It can be explained by the features of human being's existence in those days (labour stress) as well as the features of spiritual sphere of the society – the presence of pagan mythological worldview and its opposition to Christianity.

The Renaissance Christian classic and military culture of the cossackdom had a strong impact on Ukrainian culture in the period of the XVth – the beginning of the XVIIIth centuries. The mental concept of health did not explicit in this cultural epoch too. It was absorbed by concepts of fate and tempering on the one hand and by Christian asceticism on the other hand.

The culture of the pre-industrial society is strictly divided into the culture of the educated (literate) layers and the popular (traditional) culture. It is necessary to take into consideration making the analysis of people's views on the healthy way of life during the XVIIIth – XIXth centuries.

It is emphasized that the healthy way of life as a cultural tradition of a society appears to be the social and cultural mechanism of human adaptation to the existence in certain natural and social environment. This statement is proved from the point of view of cultural

studies. So the healthy way of life and the culture of health in its contemporary meaning do not exist for the culture of previous historical epochs. Nevertheless pivotal features of the Ukrainian historical mentality harmonize with the modern culture of healthy living. These features include the culture of the Cossacks.

Key words: *healthy way of life, health, Kievan Rus, cossackdom, socio-cultural adaptation, mentality, traditional culture.*

UDC 7.091.4

Z. Shimchik

THE FUNCTIONS OF MANAGER-ORGANIZER OF THE FESTIVAL

The article discloses the concept of manager-organizer of the festival. The author proposes his own definition of “manager-organizer of the festival”, describes common and distinctive features of the concept of “manager”. The author also gives the definition, which reflects the nature and content of manager and defines its essence. There are differences between a manager and a manager-organizer of the festival, as it is stated in the article. The author determines a number of problems that arise while the organization and holding of the festival. It is noted that there is a problem of inadequate funding of festivals, which often causes the decline of festivals. The author determines the essence of the manager-fundraiser. There are recommendations for the festival to be successful. The author reveals the work of a manager-organizer as a key person. The attention is focused on the professional affiliation of the manager, his professional education and experience in the field of festivals. The responsibility of the manager and his team are described. An analysis of the main and related functions that occur while the organization of the festival is made. There is information about successful and iconic festivals in Ukrainian cultural space. The analysis of a manager-organizer of the festival is made; the advantages and disadvantages that arise during the organization of the festival are described. The basic content of the manager-organizer and its essence for the development of Ukrainian culture in general is given in the article. There are recommendations how to act in circumstances, not to lose courage in force majeure and stressful situations with the participants of the festival and leadership. There is the accent on manager’s participation in a workgroup and his ability to possess the function – delegation of authority. There is the fact that, despite countless festivals in Ukraine, only little number of them becomes successful. The author reveals a new kind of entertainment that replaces standard holidays and entertainment. Thanks to manager’s professionalism and his possession of all the features the event will be held for many years.

Key words: *manager-organizer, the functions of manager-organizer, manager-fundraiser, culture, art, festival, organization, entertainment.*

SOCIOLOGY

UDC 316.334.22

T. Zanfirova, Ya. Zoska

PROBLEMS AND DYSFUNCTION OF REGULATORY POLICY OF YOUTH EMPLOYMENT IN UKRAINE

The article is devoted to the identification of key regulatory dysfunction of youth employment policy in Ukraine. The author comes to the conclusion that the shortcomings of the current approach to the problem of youth employment in Ukraine can be reduced to two points: 1) ignoring the behaviour of the object of regulation; 2) lack of consistency in the definition and use of means and methods of regulating employment.

In addition to the first point it is important to note that the mechanism of regulating employment of young people should have its own specifics, as related to the impact on behaviour, condition of the specific social groups – young people. The developed vertical organizational structure of regulation with the principle of subordination of the lower institutions to the higher level institutions limits the on-time resolution of issues at the local and regional level.

These institutions are deprived of effective feedback for consideration of the specific behaviour and regulated facility, leading to excessive bureaucratization, which is a significant obstacle to the effectiveness of work with young people.

In this case, it is appropriate to create an effective mechanism to regulate youth employment at the local and regional levels. It should be emphasized that regulatory impact should not spread to the “abstract objects” and should not be for quantitative indicators, and affect the social group to bring it according to the normative requirements.

In the first case the approach is based on violent regulating of young people behaviour, imposing its rules and external schemes, in the second case – the approach is based on the taking into account the natural needs of regulated facility, providing opportunities and conditions to meet the needs, stimulate desired behaviours and block, neutralize unwanted impacts. These two approaches derive from paradigms of violent and non-violent management.

Solution of social problems of young people should be realized using the logic of the object (the youth). The logic of this social group coincides with the logic of post-industrial or information society, the need for bright and creative personality development. Considering this fact, it is necessary to establish specialized services of youth employment, which are separate from the existing bureaucratic structures.

The article proved that the mechanism of regulating employment of young people should have its own specifics, as related to the impact on behaviour, condition-specific social groups - young people. Developed vertical organizational structure of regulation with the principle of subordination of the lower courts to the higher ones limits the timely resolution of issues at the local and regional levels. Thus, the author summarizes, these institutions are deprived of effective feedback for consideration and specific behaviours of a controlled object, which leads to excessive byurokratyzation, which is a significant obstacle to the effectiveness of work with young people.

Key words: youth, employment, social policy, regulatory, employment policy, regulatory policy of youth employment.

UDC 316:313.1

O. Pironkova**THE INSINCERITY OF THE POPULATION IN THE CONTEXT
OF SOCIAL RELATIONSHIPS WITH THE MENTALLY ILL**

A tendency to socialization of the mentally ill by reducing their stigmatization is traced in the modern society. It is impossible to achieve such things without breaking social thought in the direction of the levelling insulation and discriminatory social practices and alternative without implementation of inclusive technologies, which are a means of levelling the negative consequences of stigmatizing practices. Societal verbal and behavioural rigidity block the change of outdated practices making it impossible to achieve rapid positive changes in this direction.

Not the last role in the conditioning of verbal-behavioural redignity in the society regarding the mentally ill is played by a modus of hiding their own genuine thoughts about the mentally ill in the direction of declaring a more socially acceptable position with the preservation and implementation of the other hidden forms of communication. In this regard, the aim of the study was to explore the scale and characteristics existing in the society of the mode of concealment of true attitudes towards the mentally ill as a factor of hindering positive changes in the society, which are aimed at socialization and levelling the stigmatization of the mentally ill.

The opinion poll and the questionnaire survey were held among the employees of psychiatric institutions of Ukraine. 505 respondents with an average age of 41.6 years took part in it, among whom approximately 20.6% - male, 79.4% - female. By education of the respondents it was determined as follows: with higher education – 21.6% of the respondents, secondary education – 76,5 %, average – 1.9 percent; by qualification level: doctors of 16.9 %, nurses – 76.8 %, orderlies – 6.2 %.

The study showed that most health sphere workers do not tend to hide their own attitude towards the mentally ill, and honest in their verbal and behavioural practices in relation to patients; however, almost one third of the health sphere workers admitted that actually, during work, they hide their true attitude towards the mentally ill. The majority of respondents are of the opinion that the Ukrainian society as a whole tends to conceal the true attitudes towards the mentally ill behind the declaration of more socially acceptable views.

This trend leads to dissociation between verbal and behavioural practices towards the mentally ill, when verbalized positive attitude towards the mentally ill in practice is implemented in introduction of stigmatizing patients. The same mechanism can explain the existing dualism of social practices in the same social groups; in a more global context, this translates into dissociation of social practices that are implemented against the mentally ill at the state level.

Key words: *social practices, verbal and behavioural practices, the mentally ill, the medical staff, stigma.*

UDC 316.77(075.8)

B. Slyuschynskyi**IMPACT OF SOCIETY CULTURE ON INFORMATION CULTURE**

The culture of society as the level of society, which is characterized by endemic to only a particular era material and spiritual values is considered in the article. Unceasingly life and its evolution provide culture of constant development, modification and transformation of forms, methods and tools. Culture is emerging, evolving, adding new values from each generation community, including in its content, combining this concept language, religion, art and science, social way of life and the level of nowadays production. Culture in the development and progress refers both to past generations, their deep spiritual, biological, historical origins, sources and traditions. It is transmitted by certain characters that form the information sector, which somehow corresponds to a level of culture and creates information culture. Information area provides the opportunity to use the full scope of national cultural achievements in their free synthesis, in the spiritual unity and organic correlation traditions, which is a source of natural, original, free development of national culture, the foundation of prosperity and progress, and these are the basis and full share of human culture. The concept of "information culture" describes one segment of culture that is associated with the informational aspect of community life. The role of this segment in the information society is growing, and today a set of information that is flowing around each person is so large, varied and extensive that it requires knowledge of the laws of the information environment and the ability to navigate the information flows. Otherwise people will not be able to adapt to life in a new environment, in particular, to changes in social structures, which may result in a significant increase in the number of employees in the field of information and services. Historical development, acculturation and deculturation take place in shaping the socio - cultural environment. After all, a community that consists of indigenous people, or in other words, a community which has common ethno-national roots, creates a dominant culture, to which all others have to adapt. Therefore, every society, period and conditions of existence, create the appropriate ideological or socio - cultural orientation of its development, which forms information culture of the region (country).

Key words: culture, information culture, information sector, acculturation, deculturation.

UDC 316.61

N. Skok, N. Mazina**PECULIARITIES OF THE NATIONAL-PATRIOTIC EDUCATION
IN THE ZONE OF CONFLICT INTERACTION:
SOCIOLOGICAL INTERPRETATION**

The article states that the events of recent years have highlighted the inconsistency of values and spiritual orientation of Ukrainian society. Civil conflicts and military operations in the East led to the fact that engulfed the country in its consequences; it is a critical set of crises that cannot be overcome within the existing political and socio-economic structure. Specific transformation of patriotic feelings of young people takes place. It is indicated that in

the conditions of the crisis in all spheres of the society and the existing acute conflict, it is important to study the characteristics of national-patriotic education of youth in the area of the conflict interaction.

The article presents the sociological research of students. The peculiarities of the national identity and ideological orientations in the patriotic education of youth in modern conditions are described. Most respondents believe in patriotism devotion to their homeland, the love of their people, and the national-patriotic education – systematic and purposeful activity of forming the patriotic consciousness. The students are not sure in the need to strengthen national-patriotic education. They believe that today it is not very effective, and the form of this education is not very interesting.

A considerable part of respondents in the polyethnical region have the opinion that the language of lead through of national-patriotic measures must be Ukrainian, and the language of lead through of other measures must be Russian, as most schoolchildren communicate at home, read literature, press, Internet most frequently in Russian; also the desired language of textbooks (manuals) for considerable part of schoolchildren is Russian.

The feeling of belonging to a nation and its language proficiency is among the main trends of national consciousness of students. The survey results point to positive trends in the national consciousness of students and the need to intensify and systematically work in this area.

Key words: *patriotism, national-patriotic education, national identification, identity, political nation, crisis, conflict interaction, students.*

UDC 316.422.6:631(477)''1931/1933''(045)

O. Tsybulco

THE INFLUENCE OF AGRONOMIC AND SOCIO-ECONOMIC FACTORS ON THE REDUCTION OF CROP ACREAGE IN USSR AGRICULTURE IN 1931–1933

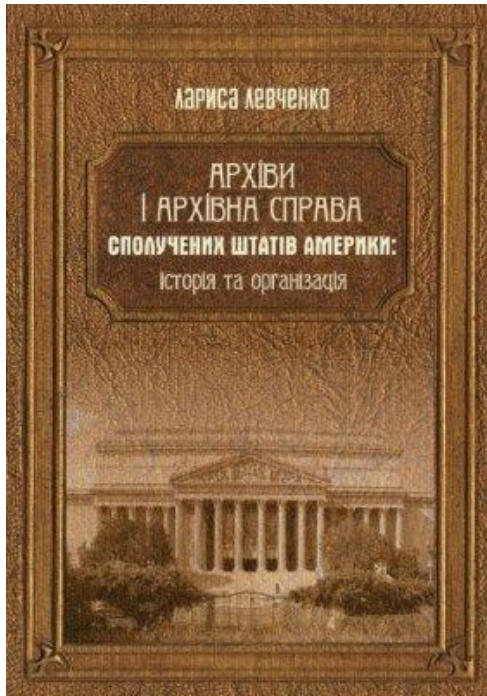
The article depicts the main causes of the grain problem in USSR agriculture and the dynamics of grain production by kolkhozes and sovkhozes (collective and state farms). It also represents wholesale charges in each of the sectors, socio-economic and agronomic aspects of grain production decline and its 'solution' on the basis of mass collectivization and formation of socialist 'grain factories'. The influence of agronomic and socio-economic factors on the reducing of crop acreage in 1931–1933 was revealed as well.

Total cultivated area in Ukraine had increased for 5 years. But its decline was observed in 1932–1933 compared to 1931 as well as grains, which significantly decreased in 1932 by 3 million hectares compared to the previous year. The steady increase of grain amount on the farms is quite natural as they had to become grain factories. There was a relative dynamics of acreage on the farms in the official statistical references while the papers written by V. Chubar show standstill of grain production in 1931–1932 and gradual increase in 1933. There was a striking decrease of grain areas in 1932 by 5 times compared to 1931 and by 3 times – to 1929. Such a pitiful figure (156, 300 hectares) could not provide families with bread. Individual farmers lost about 16 million hectares during years of collectivization, thus agriculture lost a traditional bread manufacturer.

Administrative and political solutions concerning the increase of grain crop yield by 35% at the end of the first five-year plan were left as a party declaration. During 1930–1933 only some prerequisites were found to shift the grain problems that had not been overcome

but vice versa during 1932–1933 there was a decline in grain production and livestock degradation. The extensive way, i.e. an increase of sowing area of collective farms on the basis of communization, altered the traditional structure of bread production in Ukraine. Therefore a systemic crisis with devastating socio-economic consequences appeared in the agriculture.

Key words: *corn problem, grain collection crisis, collective farm, state farm, peasant economy, grain collection campaign, state plan of grain collection, collectivization.*

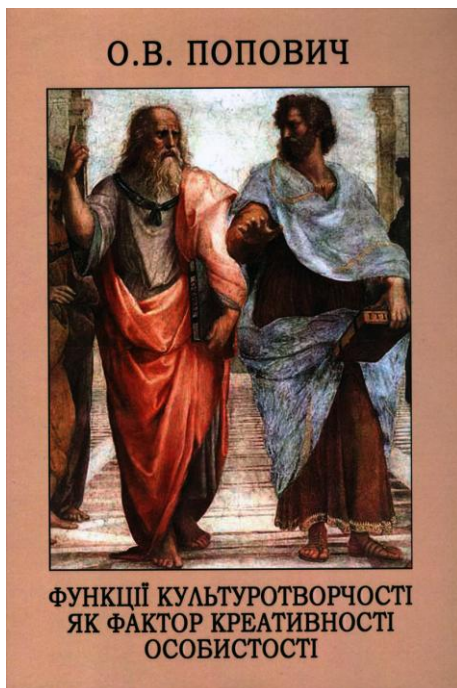
BOOK SHELF

Levchenko L. Archives and archive science of the United States of America: History and Organization: Monograph / Larisa Levchenko. - Mykolaiv: Pion, 2013. – 1204 p.

The monograph is a comprehensive study of the history of archives and organization of archive science in the United States from colonial times to the present. The author studied the origin of archives in North America during the colonial period, the activities of historical societies in the field of collection and storage of documents, formation and development of the state archives and the US National Archive. The book deals with the history and main directions in activities of associations of archivists. The book also analyses the development of the theory of appraisal methods, methods of systematization of archival collections, legal principles for declassifying documents, archives protection programs in conditions of man-

made and natural disasters.

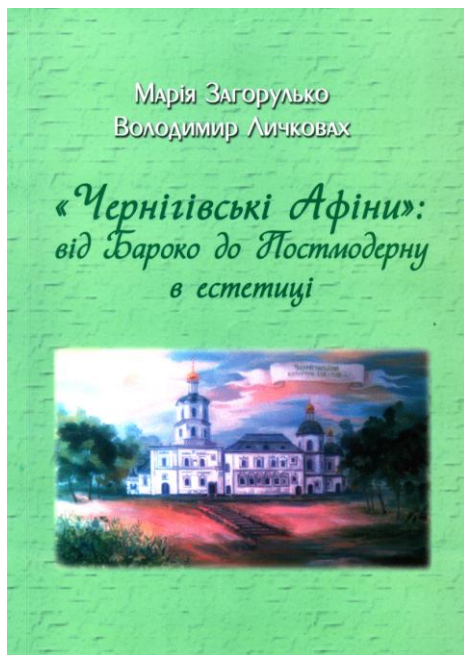
For researchers, archivists and students of specialties “Archives Studies”, World History”, and “American Studies”.



Popovich O.V. Functions of cultural creation as a factor of creativity of a personality: Monograph. – K.: The National Academy of Management Personnel in Culture and Arts, 2014. - 371 p.

The monograph examines the cultural creativity as a factor in the actualization of the creative potential of a person. The illuminating principles of the formation and manifestation of creativity through interaction of adaptive-harmonizing and compensatory-creative functions of culture in the process of antroposociogenesis are highlighted. The author traces the features of influence of the phenomenon of human anomaly on its formation. The author studies the process of cultural creativity and life creativity of an abnormal person as practice of social space mastering and as potential possibility to develop its creativity in the socio-cultural sphere as well.

The monograph is for specialists in the field of philosophical anthropology, philosophy of culture, social philosophy, sociology, culture studies, as well as for university professors, postgraduates and students of social and humanities specialties and for all those interested in the problems of cultural creation.



Zagorulko M.A., Lychkovah V.A. “Chernihiv Athens”: from baroque to post-modern in aesthetics / Maria Zagorulko, Vladimir Lychkovah. - Chernihiv, Desna Polygraph, 2016 – 272 p.

The monograph of two representatives of Chernihiv aesthetic school - Ph.D. in Philosophical Science Zagorulko M.A. and Doctor of Philosophy Lychkovah V.A. - reveals the spiritual context of the study of art in Chernihiv scientific and educational centres of the end of the XVIIth – early XVIIIth and of the end of the XXth – early XXIst centuries (“Chernihiv Athens”). Having analysed the conceptual thesaurus of Baroque era and the concept sphere of Postmodern era the authors reveal the movement of Ukrainian aesthetic thought from protoaesthetics to modern forms of theoretical discourse in the field of philosophy of art. Heredity of cultural traditions of Chernihiv literary and philosophical circles in the scientific and educational

achievements of Chernihiv aesthetic school proves the idea of continuity in the development of Ukrainian aesthetics; it defines the place and role of “Chernihiv Athens” in the history of regional and joint national culture, its present and future.

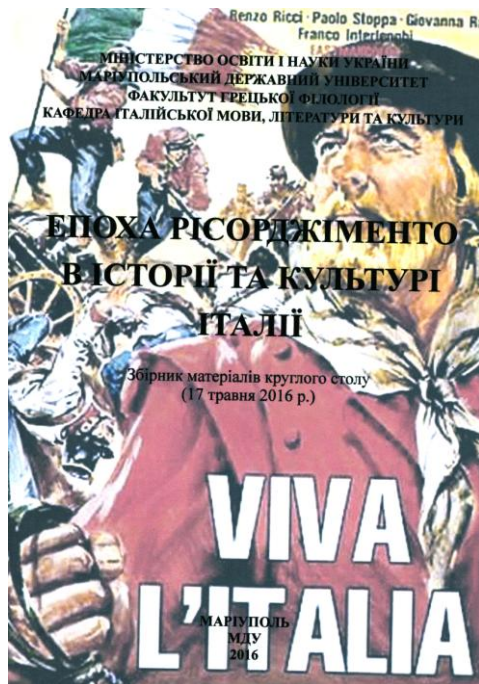
The book was published to mark the 70th anniversary of prof. V.A. Lychkovah and is addressed to everyone who is interested in Ukrainian aesthetic thought in philosophy, art and culture, in the spiritual values of his native land.



Malykhina M.A. Circus Arts in Ukraine (20-30th years of the XXth century): Textbook / Edited by academician M.M. Dubina. - Kyiv: The National Academy of Management Personnel in Culture and Arts, 2016. - 154 p. : il.

The book examines the circus arts in Ukraine (20-30th years of the XXth century), which actually was left unattended by specialists in culture and arts, and some publications on pages of scientific papers and periodicals, devoted to the work of leading artists, show the history of the circus rather occasionally. Therefore, the author, having researched scientific, journalistic, archival, rare and memoirs sources, made cultural analysis of the phenomenon of circus arts in Ukraine (20-30th years of the XXth century).

For teachers and students of educational institutions of variety and circus arts.



Risorgimento Era in Italian history and culture: Proceedings of the Round Table (Mariupol, May 17, 2016) / Mariupol State University; KIMLK; Edited by prof. Yu.S. Sabadash. - Mariupol, MSU, 2016. – 44 p.

The collection contains materials of the round table “The era of the Risorgimento in Italian history and culture”, which took place in Mariupol State University at Italian language, literature and culture chair (19 April 2016).

The materials are devoted to historical and cultural features of the Risorgimento era - the era that led to the unification of Italy.

The publication is addressed to postgraduates, students, and anyone interested in Italy, its language, literature, history and culture.

ISSN 2226-2849

JOURNAL of MARIUPOL STATE UNIVERSITY. SERIES: PHILOSOPHY. CULTURE STUDIES. SOCIOLOGY, 2016. ISSUE 11

Ministry of education and science of Ukraine
Mariupol State University

JOURNAL
of MARIUPOL STATE UNIVERSITY

SERIES: PHILOSOPHY, CULTURE STUDIES, SOCIOLOGY, 2016,
ISSUE 11

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Certificate of print media registration
(Series KB № 17804-6654P from 24.05.2011)
Printed in 100 copies. Order No 469

Publishing center Mariupol State University
Enlisting the subject of publishing in the State Register of publishers, manufacturers and
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