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PHILOSOPHY

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N. V. Belova

O. V. Popovych

LIFE AS A WAY OF HUMAN BEING AND A UNIVERSAL TYPE OF ACTIVITY

In order to strengthen the ontological aspect of knowledge of human existence, it is necessary to include into the object of knowledge the set of methodological tools for its study of the phenomenon, which should be considered not as a medium, but as a way of human existence and as a universal type of activity, due to the specific historical conditions of the organization of social life.

The concept of life, which in the process of development of humanitarian knowledge gave a multiplicity of knowledge systems that are relativized according to different concepts, in particular, the 'life cycle', "way of life", etc. is analyzed. Changes in the content of the concept of lifestyle by the separation of features that belong to its factual content are traced.

The concept of course of life is specified.

The linear principle of constructing the way of life is denied as the one that does not satisfy the necessity of searching of mechanism of combining individual events and prevents awareness of the transitional stages of life.

It is emphasized the necessity of constructing a nonlinear trajectory and finding forms in which the process of creation of life and the conceptual description of the world of life takes place.

The methodological expediency of conceptualizing in the philosophy of culture the concept of fate is grounded in order to analyze the individual in human life and to supplement the content of the concept of «course of life».

The concept of subjectivity, applied in the analysis of human world, can «humanize» the concept of subject, which in philosophy is understood not as an individual, but as a social community, which is a group subject (or unity of subjects – groups, interacting individuals).

This is the position, which makes it possible to study individual subject of culture as a cultural subjectivity, whose inner world is the result of its own activities.

What is important is that the subject of such activity is the phenomenon of the course of life.

Ignoring the activity content of knowledge leads to the so-called logical «objectivism», the characteristic feature of which is the consideration of socially determined relationships in isolation from human activity, while in the processes of deployment of «personality – life world» system human activity is mediated by the forms of assimilation of the world.

Being formed at the pole of the subject, these forms are not random or arbitrary: human activity lies behind them.

The authors conclude that the experience of «life», «course of life» concepts analyzing opens up significant potential opportunities for using the activity approach to further research of the problem of functioning of culture and the subjective mode of being of personality.

Key words: act, fate, case, activity, destiny, life, way of life, course of life, life relationships, personality, objectivity, way of being, way of life, subjectivity.

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L. Levchenko

TRANSFORMATION OF MASCULINITY, FEMININITY AND GENDER ROLES IN EDUCATIONAL AND UPBRINNING SPHERE

The issue of sex falls within the field of philosophical problematics since the ancient times, taking its inherent forms of discussions every epoch and enlightening this or that aspect. Every epoch approached the subject in its own way, gradually deleting it from its research field. Only in the end of the 20th century, when changes in the social structure and political life took place, established stereotypes peculiar for the previous century collapsed and moved the issue to the level of theoretical study. Gender theory became one of the directions that study the issue of sex, namely the attitude and status of a woman and man, their social life and acquired life experience, realization of their social and role characteristics and peculiarities, having started gender research.

Gender methodology is a cross-disciplinary methodology. It includes philosophy, sociology, psychoanalysis, literary studies. Consideration of many problems connected with gender issues remains urgent. Nowadays in Ukraine there is a tendency to deepen the research of gender aspect.

Theoreticians of feminism are beginning to study social technology of forming gender roles, the way people form gender awareness through different social institutions, art, science and, finally, everyday experience. Gender as a social aspect of sex attitude, researchers claim,

is constructed and expressed in many spheres of social life. It includes culture, ideology, discourse practice, though it is not equated to them. Gender differentiation in domestic and professional tasks, state organization, sexuality, violence structure and many other aspects of social organization influence gender relationships .

One of the peculiarities of the modern stage of gender research is that alongside with women men are more often chosen as its subject matter. For some authors the question at issue is the fact that gender class or social group does not keep up with the call of the times: their activity and group self-consciousness, conception of the type a person can and must be do not accord with social demands and must be radically changed.

Masculinity and femininity are not connected with biological sex; they consist of distinctive psychological features, historically predetermined by cultural peculiarities of a certain social environment. Masculinity is associated with activeness, independence, self-confidence, while femininity is associated with dependability, timidity, and sentiments.

Femininity and masculinity as perfect parts of a whole are complemented with variants of ways of male – female subjectification, which reflect the urge to equal entering the social life.

The definition of a man and a woman, differences between femininity and masculinity are changed in the course of time. Different conceptions exist simultaneously, becoming less or more significant; they are combined, correlated with each other in order to define the characteristics of human through the differences between sexes.

Key words: masculine, feminine, male, female, gender, sex.

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ON THE HISTORY OF THE FORMATION OF A SYSTEM OF BASIC CONCEPTS OF ENGLISH PHILOSOPHY: PHILOSOPHICAL ASPECT

The article tackles with issues which deal with the history of the formation of a system of basic concepts of the English philosophy of the period of XIV—XVI centuries. The author states that without a clear understanding of the problems of philosophy, the content of its main terms and categories, it is impossible to understand accurately the meaning of certain scientific results, concepts and theories. The scientific theory of the historical and philosophical process reveals not only a retrospective, but also the prospect of the progressive development of philosophy, its conceptual field. The importance of understanding and researching philosophical concepts is found when we are confronted with the mechanism of the formation and action of a worldview, with the need to evaluate its true role in the formation and development of culture. That is why a look at the past, which is interpreted as a pre-story of the present, modern, and the new is viewed as a transformed old, allows us to understand the modern itself as a natural result of previous development.

Each epoch has its own worldview, depending on the level of knowledge and character of civilization, on the historical experience of a given nation. The highest synthesis of culture is carried out by philosophy, which is already noted in Hegel's understanding of philosophy as an epoch comprehended in thoughts. Between the philosophy of each epoch and other forms of social consciousness, relations of interdependence and interdependence are formed. This establishes a specific historical orientation and the very content of the development of philosophy, thereby forming a particular style of thinking inherent in each epoch, representing a generalized image of culture as an integral process, within certain spatial and temporal limitations.

The brightest representatives of the philosophical thought of the Renaissance and the New Age were quite unanimous in their striving to create and substantiate scientific philosophy. The founders of the philosophy of this historical period saw in science a new phenomenon unknown to the past, the highest form of all possible knowledge. According to this view, science included philosophy as its ideological and methodological basis.

In order to trace the development of categories of thinking at the stage of their formation as categories of philosophy, it is necessary to study the evolution of the meanings of the words expressing them and grammatical structures in the culture of the native speakers alongside historical period (XIV-XVII centuries).

The study of the history of philosophical thought shows that the development of theoretical problems of our time is inconceivable without mastering the cultural and spiritual heritage of the past. And the deeper we go into the past, the better we will understand the present and the future. History deals not only with what is a thing of the past, but also with its modern state. And that is why we will never lose interest in what we argued about, what our predecessors thought, in their search and a flight of thought. This is a fair relation to the history of philosophy, the stages of its formation and development. It is in the light of this approach that it can be stated that the transformation of the philosophy of the XIV–XVII centuries to science is the main result of this historical and philosophical process, and its development as a scientific and philosophical outlook is its main historical perspective.

Key words: system, concept, dialogical structure, concept, non-systematic, Renaissance, historical cognition.

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CULTURE STUDIES

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NEWS CONTENT OF INFORMATION RELEASES OF PUBLIC RADIO: STRUCTURAL AND COMPOSITE FACTOR (BASED ON THE MATERIALS OF UR-1)

The article analyzes brief information releases of the morning slot (06.00-11.00.) In terms of the structure and construction of the news content in small airborne forms. On the basis of the author's analysis, effective ways of improving the structural and compositional component of news content are determined, which is a significant question of the effective functioning of Public Radio.

This is a high mission of the Social, which is to serve all categories of society without exception. Information releases must equip a person with the necessary new knowledge about the surrounding world, enlighten it, stimulate the study of history, culture, art, etc. That is why radio journalists should pay much attention to the preparation of high-quality news content.

In this case, the method of studying the empirical material and the synthesis of the experience of the news editors of the First Channel (UR-1), which made it possible to carry out a substantial study of the software product, was used. Due to the descriptive method, attention was focused on the form-forming features of the formation of information releases in accordance with the specifics of the channel format.

The usage of the comparative method made it possible to compare news releases presented on the First Channel (UR-1) within a one-month period, to outline in them both the observance of information broadcasting standards and their violation. Accordingly, relying on these data, there was formed a model for optimal provision of news information in the structural and compositional aspects.

The results are the following: the concept of the creation of news content of Public Radio has shown significant violations of the rules of broadcasting on the structure and construction of releases, which requires a radical change; the usage of the principles of information layout on the radio as fully as possible in order to understand better the importance of news, to expand the geography of content, to increase thematic collections (rubrics); to reduce the amount of information on crime-related topics; to improve the correlation between text and audio information, since releases are overloaded with an audio component; to avoid frequent repetitions of unimportant news; to review the expediency of excessive usage of musical reflections, etc.

Key words: news content, information release, structural and composition factor, public radio.

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DOCUMENTARY SUPPORT OF HETMANSCHINA INTERNATIONAL ACTIVITIES IN 1649-1658: THE CURRENT RESEARCH ON THE PROBLEM IN MODERN, NATIONAL HISTORIOGRAPHY

One of the most important events in the history and culture of Ukraine was the formation of Hetmanschina in 1649 as a result of the National Liberation War 1648-1658. Long-term functioning of Hetmanschina laid the foundation for the Ukrainian national state and led to the development and consolidation of the state authority on the Ukrainian lands. Hetmanschina had a territory, an army, state authorities and legal norms. During that period a special Ukrainian system of administrative apparatus was formed.

The events of the National Liberation War were reflected in the domestic and foreign scientific, fiction literature based on historical, documentary resources. However, the problem of the documentary support of Hetmanschina international activities in 1649-1658 was studied only in few of them.

The development of Ukrainian studies of the independence times made it possible to solve the problem of the national statehood formation on the Ukrainian lands during the National Liberation War. This idea has been theorized and developed in the works of contemporary domestic researchers in the various fields of scientific knowledge. The problems of diplomatic relations and international documenting in Hetmanschina 1649-1658

are being studied by the following scientists: V. Brekhunenko, V. Horobets, O. Hurzhii, V. Kryvosheia, S. Lepiavko, V. Matiakh, Y. Mytsykh, Y. Nikolchenko, Y. Palekha, M. Parakhina, S. Potapenko, V. Romantsov, P. Sas, V. Serhiichuk, I. Syniak, V. Smolii, V. Stanislavskiy, V. Sanenkov, Y. Fedoruk, T. Chukhlib, H. Shvydko, V. Shcherbak etc.. The works on the topic by V. Antonovych, V. Holobutskiy, I. Ovsii, I. Svieshnikov are also analyzed in the article.

Most contemporary domestic researchers consider diplomatic documents of Hetmanschina 1649-1658 are of a highly professional level and a wide range of variety, namely: international treaties and agreements, correspondence, diplomatic instructions, records of diplomatic negotiations, ambassadorial reports, which can be compared favorably with those in the Polish-Lithuanian Commonwealth, Moscow Kingdom, France, Prussia, the Ottoman Empire, Sweden etc.

The results, received by the authors of the article, made it possible to conclude, that the constant interest of domestic scientists to the study of the documentary resources of international relations in Hetmanschina during the National Liberation War 1648-1658, is the result of public policy changes, which occurred in Ukraine after the proclamation of independence. Their complete analysis allows professionals (politicians, historians, legal experts, documentalists, economists, culture researchers) to find answers to the dramatic challenges of the time with which independent Ukraine has faced today.

Key words: the National Liberation War of the Ukrainian people, 1648-1658, Ukrainian cossacks, Hetmanschina, international activities of cossacks, General military office, cossack affairs, documentary support, modern national historiography.

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PECULIARITIES OF DOCUMENTATION AND INFORMATIONAL SERVICES IN UKRAINE (1923-1937)

The article deals with the peculiarities of documentation in the USSR in 1923-1937. As a result of our work, we note that the main determinant of Ukrainian documentation in 1923-1937 was the accession of the Ukrainian republic to the USSR on December 30, 1922. Formation of documentary tradition was influenced by the functionaries of the Communist Party.

The result of the development of the office-work process in the Ukrainian SSR was the creation of documents of various types. The normative documents, of course, had a great influence on the documentation processes, and were adopted by the Secretariat of the Central Committee, the Presidium of the NK RSI, the RNK of the Ukrainian SSR, the Central Executive Committee, the Central Committee of the CPU (b) U, and also other bodies of state administration. At the local level main documents were orders, decisions issued by local councils and their executive municipal committees, district authorities of the party authorities, as well as the heads of institutions, enterprises and organizations.

As a result of the analysis, it was clarified that the legislative acts were formal, declarative, politically interlaced; they were not effectively implemented.

After analyzing the historical experience gained by Ukrainian scholars in the period of 1923-1937, we can state that the historical events that took place in Ukraine in this period determined the further direction and ways of developing Ukrainian case-law. The historiography and the sources of the problem (government documentation and scientific and methodological developments of scientists) have been investigated. The article specifies the peculiarities of documentation in the USSR of 1923-1937, among which the accountability of the Republican office-cluster institutions is central, the obligatory implementation of instructions from the center, the first attempts to unify the Union documentation, increase the number of detailed, reporting documentation to higher authorities, the usage of the regime of secrecy, the appearance of planned documentation, leveling the value of theoretical issues of documentation and the priority of practical developments associated with the Scientific management.

An informative analytical component of the documentation processes in the Ukrainian SSR was analyzed. As a result of the analysis, it was discovered that the effective implementation of these documents was impossible due to the severe influence of the communist parties in all spheres of political and economic life.

The topicality of the problem is confirmed by the results of our study. However, they do not exhaust a significant range of issues in the history of Ukrainian case-law of the designated period, but, on the contrary, provide grounds for further scientific research.

Key words: office work, documents providing management, scientific organization of labour, rationalization of management, Ukrainization, Scientific management.

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O. Kukharenko

ARCHETYPES AS THE BASIS OF THE CHARACTERS' IMAGES OF A RITUAL ACTION OF THE UKRAINIAN WEDDING

The traditional characters of the Ukrainian ritual wedding cycle, which are divided by age and gender parameters, social and family qualifications, professional and individual (or personal) criteria, are considered. Besides, there was made the division into representatives of the ritual action, which do not have the ability to choose their status, and those whose status is elected or appointed.

It is determined that on the basis of images of the characters take place both classical archetypes, discovered by C.G. Jung in the middle of the last century, in particular "self", "shadow", "anima" and "animus"; as well as national-mental – "Cossack", "a wise woman-counselor", archetypes of sacrifice and fertility, and their further transformation, depending on the main stages of the development of the Ukrainian nations and culture.

It is proved that the thesis of H. Skovoroda on the visible and invisible nature correlates with representations at the level of primitive thinking about the existence of two worlds – the real and the other one, and their interaction.

Both characters and archetypes are decomposed into antinomy pairs, in particular on the basis of gender or belonging to reality and afterlife. Such interaction takes place in the process of rituals, since any ritual activity is related to the concepts of death and rebirth, a journey to another world and a return to real life. The main purpose of such interaction in the ceremonies of the wedding cycle is the process of sacralization and connection with fertility, without which it is impossible to fulfill the main task set before the wedding ceremony – the transition of the main characters from one social statuses (a boy and a girl) to the other (a man and a woman).

Key words: family ceremonies, Ukrainian wedding, structural research, wedding characters, archetypes.

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O. Syvak

N. Sarbash

PLATFORMS OF REMOTE TRAINING IN HIGHER EDUCATION INSTITUTIONS

The article deals with the introduction of information technologies in education in six models: external type training, university-based, virtual learning environment, etc. Each model takes into account the possibility of on-the-spot consultations with an on-line or on-site teacher, but special attention is paid to the online learning technologies. For educational institutions of Ukraine, distance learning is a new phenomenon, so it is advisable to consider the basics of the introduction of online technologies. Adoption of legislative acts provides a normative basis for the functioning of a new education system, but the introduction of online technologies is impossible without a reliable basis, that is the platform of distance learning.

In our time there are many platforms for distance learning and their number does not cease to grow with each passing year. Platforms can be free, paid or leased, as well as tailor-made or not to the specific needs of the organization or institution.

The definition of distance learning as the phenomenon of the introduction of online technologies, namely, distance learning platforms: Moodle, Pleiad, Promethee, WebCT, LearningSpace, Claroline, ACOLAD, Ganesha, VirtualU, etc. are considered. The types and types of platforms are presented. A negative tendency has been identified that platform publishers often try to put pedagogical problems to the fore, the first place is compatibility with standards and simplification of the creation, management and maintenance of training, which for the clientele indicates a reduction in costs. The stress is made onto the usage of positive and negative sides of distance education platforms. The positive in usage of platforms is the promotion of cooperation between students but we note that on many platforms, the simple addition of communication activities is used to encourage students to work together, assuming that the introduction of communication tools will be sufficient to ensure that there is real cooperation. Another negative trend when using platforms is that the tutors often use asynchronous means of communication in their activities, but do not use specific means, designed specifically for remote support. Asynchronous means allow them to only get acquainted with the parts of the course, reviewed by students, but the tutors do not have any information about the activities of students

More attention is paid to complex platforms, which may include the possibility of pedagogical design and distribution.

Key words: distance learning, information and communication technologies, information technologies, computer programs, model, multimedia courses, learning environment, training platforms.

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O. Tykhovska

**PSYCHOLOGICAL BASIS OF FOLK UNDERSTANDING OF PYSANKAS IN
THE LIGHT OF WORLD MYTHOLOGY**

In the article it was analyzed interconnection of notions of pysankas/krashankas and cosmogonical myths about creation of the world from the egg. Ethno-psychological basis of pysankas/krashankas appearance at the Easter ceremonies of Transcarpathia and their role in rituals were outlined. The stress is made on semantics of ornaments and colours which were used during making pysankas. It was found out the peculiarities of technology of pysankas-making in the first part of twentieth century.

Since ancient times an egg was associated with the mystery of birth; according to our ancestors' thoughts, the pattern and cyclical nature of human and world's life was encoded in it. In the age of totemic beliefs when myths began to emerge, an egg was considered to be entangled in the process of world creation. It was the vessel for sacral power and the place for creator or ancestor. In mythology of Transcarpathia pysanka has magic features too. To F. Potushnyak's opinion, first of all an egg expresses fertility, and that is why it has artistic and magic power which was its primary basis and it was transformed at Easter. According to the law of homeopathic magic, when people touch painted Easter egg it has positive influence on their life. Consequently, in accordance with the tradition, it must be kept till the next Easter.

The interrelation between pysankas and ancient beliefs and rituals we can see because of elements of ornament, there are similar elements on needlework and ceramics – rhombus, cross, swastika, star, curves, circles, broken lines. Such ancient pictures can reflect mythological notions of Ukrainians about the world structure, people, animals and force of nature. Zigzags and circles which are represented on pysankas, to the point of view of F. Potushnyak, was the first graphical language, the first decorative confession of our ancestor in the time of Bronze Age or even of Neolithic. For the development of this language the older period was needed. The period when ornament-decorations were not only geometrical stylization, but first of all the depiction of incantation, force of nature and animals, the first friends and enemies of mankind.

In the article it is stressed that pictures on pysankas are direct reflection of ancient sun worship, demonstration of spiritual state of human on the primary stage of cultural development. Identification of pysanka with the sun is completely agreed with the semantics of Easter rituals, devoted to worship of the sun and its increasing power. Keeping these ancient pictures is explained with ritual following of traditions which gives us sacral story of the tribe or nations and they have the function of charm – protection from incomprehensible and unknown.

In Ukraine making pysankas was woman's craft, and woman who painted pysankas symbolically became closer to the image of ancient cleric (volkhvynya), who made some magic rituals, because this was her duty, aptitude, talent which was gifted to her by the destiny and she could not avoid it. People invested with magic features even water where pysankas "were bathed": it was the tradition to wash face with such water to make the skin better in Transcarpathia.

We can often find an egg in traditions connected with rituals of crossover and undertaking some limits. The Easter tradition of beating with red pysankas symbolized the getting of sun energy by the actors of this ritual. When someone broke the egg during the game, so this symbolized the ability of human to get rid of "old" inner world and to be ready

for the process of creation of something new, new values. It is similar to the myth of world creation from broken egg by this or that God, in Easter game the role of the God-creator is projected on man-performer.

Key words: pysanka, krashanka, ritual, Easter, ethno-psychology.

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A. Martirosyan

REALIZATION OF IDEAS OF THE “DIALOGUE OF CULTURES” IN THE PROCESS OF INCLUSION OF FUTURE TEACHERS OF ENGLISH INTO THE INTERCULTURAL COMMUNICATIONS

The article outlines the views of domestic and foreign scientists on the essence of the concepts of the “dialogue of cultures” and “intercultural communications”. The authors of the article describe the inclusion of future teachers of foreign languages into the process of intercultural communications in the cultural and educational environment of the institution of higher education with the implementation of the ideas of the “dialogue of cultures”. The main principles of implementation of the “dialogue of cultures” are analyzed in the article.

The authors of the article have found out that game technologies, dialogue technologies, the project methodology, computer and telecommunication technologies, the media technology, the discussion pyramid, the debate, the work in pairs or microgroups – all these are innovative technologies that provide the conditions for the implementation of the dialogue of cultures and the inclusion of future teachers of foreign languages into the intercultural communications.

The authors of the article believe that the meaningful task of the dialogue of cultures is to achieve a certain agreement between representatives of different types of socio-cultural integrity in solving the most important problems of modern mankind. In the communication as the dialogue of cultures, both theoretically and practically, the problems of the formation of a new methodology of the combination of universal values with systems of values, special for each culture and for each individual as a representative of a particular culture are being actualized and solved.

The dialogue of cultures is a constant factor in the progressive development of human culture, because during the dialogue of cultures there is not only the process of understanding another culture, mutual understanding, existence of society, but there is also the process of its constant updating, renewal, the process of constant development due to the continuous enrichment of one culture by another, and that makes the basis of human life.

Key words: cultural and educational environment, the dialogue of cultures, the English language, future teachers of English, general cultural competence, intercultural communications.

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SOCIOLOGY

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O. Tashkinova**SOCIAL COMPETENCE OF MENTAL YOUTH IN CONDITIONS OF MODERN SOCIETY: PROBLEMS AND WAYS OF THEIR SOLUTION**

The article analyzes the peculiarities of formation of social competence of student youth in conditions of modern Ukrainian society. The importance of social competence for the success of the lifepath of the educational process, students' youth is noted. The results of sociological research on the problem of professional self-determination of student youth conducted by the Mariupol city employment center jointly with the Department of Sociology and Social Work of the State Aviation University "Priazovsky State Technical University" in February-March 2018 are presented. It is established that in today's world there is an urgent need to create effective and comfortable conditions for the social development of applicants of general education. Particular attention is paid to volunteer activity as a new form of inclusion of students in the world of the future profession and the formation of social competence. It is noted that volunteering is one of the main forms of manifestation of social activity of a young person. It is also important to involve students in such an educational project as the "Volunteer School", which aims at building social competencies and responsibility for their future lives. A conscious choice of your future is the key to a successful future. The socially oriented and civic-active personality is the key to the successful development of our society.

Volunteering School is an educational project developed by the Department of Sociology and Social Work of the Priazovsky State Technical University, within the framework of the participation in the Polish-Ukrainian project "Innovation University and Leadership" and aims at the development and strengthening of social competencies in student youth, taking into account Polish experience, strengthening the importance of tolerance, diversity and inclusive education in secondary schools in the city of Mariupol, Donetsk region.

This project involves the formation of the necessary knowledge about volunteer activity in the pupils' youth (legislative aspects, psychological aspects, positive volunteering history, etc.) and skills (participation in volunteering through the online platform "100 hours of volunteering"), formation of their social competencies (patriotism, civic stance, effective communication, empathy, conflict prevention and conflict, tolerance, conscious choice, social responsibility etc.), which is necessary in modern conditions.

Keywords: competence, social competence, pupils' youth, professional self-determination, volunteering.

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B. Sliushchinskiy

FORMATION AND CHANGES OF PUBLIC OPINION AS THE SOCIOCULTURAL PHENOMENON: FROM G. GEGEL TO CONTEMPORANEITY

The article considers problems of formation of communities, and also possibilities of creation of public opinion. The author gives the definition of the concepts "society" and "public opinion", considering the views of scientists of different epochs, beginning from G. Hegel and to contemporaneity. In modern society it is often accepted to lean onto the "public opinion".

The problem of public opinion is not the problem of the present time. It existed long, long ago. This problem was investigated by the scientists of different countries in Europe and the USA. It remains urgent today as well.

The topicality of this article is caused by the fact that among the scientists there are two opposite opinions: the first-public opinion exists; the second – public opinion can not be. Indeed, this is a problem that has always existed and continues to exist in society. A man receives a lot of different points of view during his development and existence: the first – from parents and relatives; later – from educators, teachers, and then – from the environment.

In addition, everything is perceived by a person in comparison. We always compare ourselves to others and try to explain to ourselves why something happens this way and not the other way.

The aim of this article is an excursion into the history of the origin and formation of public opinion from the past, namely from Hegel to the present. To achieve this goal the following tasks were solved:

- to define the concept of “society” and explain the factors that influence its emergence;
- to define the concept of “public opinion” and explain under what conditions it can be considered that it exists and is implemented;
- to analyze the views of different scientists onto the formation, existence of public opinion and its constant changes;
- to analyze the state of public opinion in modern Ukraine.

Analyzing the state of public opinion in modern Ukraine, an author comes to the conclusion that public opinion is born and exists only when communities have been created. Today, we can observe the first steps taken towards communities, before giving them the opportunity to freely solve their problems, to create directions for the development of their associations, as a result of which members of public associations see the results of their activities.

Key words: society, public opinion, electorate measuring, general idea of the society, evolution, urbanization.

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BOOK SHELF



Demchuk, Ruslana. Ukrainian Identity in Mode of Mythology. - K.: Ancient World, 2014. - 236 p.

National discourse and the theme of ethno-cultural identity have become unexpectedly relevant after the collapse of such state entities as the USSR, Yugoslavia, in fact Georgia and Moldova. The anechoic of the Crimea and the intentions to dissolve Ukraine made the mentioned issues a vital one. The established concepts of humanities regarding the naturalness / evolution of certain identification phenomena now require correlation or revision. In particular, Ukraine offered to differentiate from Russia the model of social existence in the context of the East European space, due both to the historical and cultural component, and to the specific identity of individuals.

The monograph examines the formation of Ukrainian identity in the perspective of representative myths with the actualization of the concepts of "hierotopia", "temple consciousness", "mnemotope", "cryptoreligious behavior", "nostalgic myth", etc.

The publication is addressed to scholars and anyone interested in native culture.

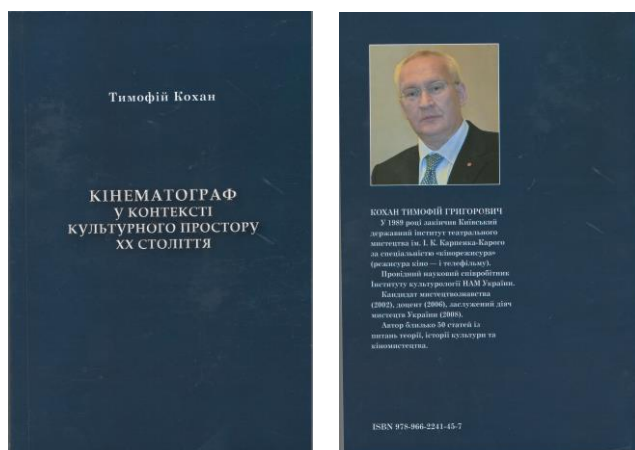


Denisyuk Z. Z. Postfolklore of Internet communication in the axiological dimension. Kyiv: NAKKKiM, 2017. - 384 p.

The monograph is devoted to the study of the phenomenon of post-folklore, which was formed in the Internet communication environment and is genetically related to classical folklore specimens. However, according to its external and internal features and characteristics, it belongs to the phenomena of a fundamentally different cultural level, whose works not only reflect mosaic socio-cultural activities, but also accumulate and translate the values, ideas and ideals of society, acting as a kind of stabilizing principle in the comprehension of socio-cultural realities.

Internet technologies, by creating modern communicative practices, ask not only new formats of the existence of culture and its artifacts on the Internet, but also cause a radical rethinking of the value-semantic dominant of society in a digital environment.

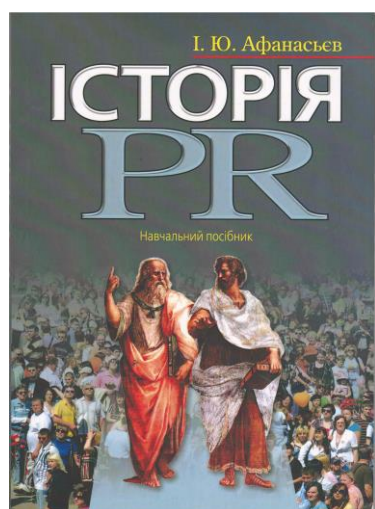
The monograph is addressed to specialists in the field of cultural studies, philosophy of culture, art critics, students of educational institutions of art and culture, to all those interested in the identified issues.



Kokhan T.G Cinema in the context of the 20th century cultural space: monograph / Timothy G. Kokhan. - K. Institute of Cultural Studies of the National Academy of Sciences of Ukraine, 2017 – 304 p.

The monograph examines the process of the emergence and development of cinema - a new kind of art - which has developed in a complex, sometimes contradictory relationship with literature, painting, theater and music. It is shown how the development of numerous artistic trends that emerged during the first half of the twentieth century - futurism, abstractionism, expressionism, surrealism - influenced the development of a specific artistic and expressive cinema. Relying on the principles of cultural analysis, reproduced as a process of transformation of the philosophical and aesthetic orientations of the XIX-XX centuries in cinematic practice, as well as the experience of cinematic comprehension of the cultivating process of the last century.

For specialists in the field of cultural studies, cinema studies, problems of contemporary humanities, art practitioners, teachers and students of creative higher educational establishments.



Afanasyev I. Yu. History of PR: Teach. Manual - Kyiv: Alerta, 2016. - 140 p.

The tutorial highlights the evolution of public relations theory and practice, from simple PR in the Ancient World to global public relations in the 2000s. Considerable attention is paid to Ukrainian features of the history of PR. The book is based not only on hundreds of publications on social communications and world history, but also on the many years of experience of its author as a PR manager.

For students, postgraduates, university lecturers, specialties and areas of training in PR, advertising, journalism, history, political science, as well as for practitioners of advertising and public relations.

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