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UDC 111. 852

L.T. Levchuk

ARTISTIC CREATIVITY IN PROBLEM INTERSCIENTIFIC: EXPERIENCE CONCEPTUAL-CATEGORICAL SOFTWARE

In the article the art creation is considered as interscientific problem the comprehend of which demands the united forces of some humanitarian sciences among their number: philosophy, aesthetics, psychology, theory of culture, ethics and theory of art. In connections with this, the main is the question about the systematization of conceptual and categorical apparatus of investigation of art-creation.

Key words: the art creation, interscientific problem, conceptual and categorical apparatus.

UDC 111. 852

I. G. Onishchenko

PECULIARITIES OF BUSINESS COMMUNICATIONS BETWEEN PEOPLE OF DIFFERENT CULTURES

The article is devoted to the European Union adopted approach of integration gender priorities into politics and objectives that must be resolved in Ukraine in connection with the proclamation of the course of European integration.

Key words: European Union, gender policy, integration, Ukraine.

CULTURE

UDC 070.489:7«189/1910»

G. I. Batychko

IDEOLOGICAL “BATTLES” IN ARTS-CONCERNED PERIODICALS OF THE END OF 19th – BEGINNING OF 20th CENTURY IN THE CONTEXT OF INSTITUTIONALIZATION OF THE ARTS AND CULTURE SPACE

Based on the monitoring of national art periodicals of the 19th-20th centuries the features of the cultural space transformation in terms of transitivity are showed. The pattern of polemical discourse discussion on the nature and purpose of art from the point of the modernist style formation is substantiated. The art periodicals are interpreted as a significant socio-cultural factor that helps to establish communicative relationship between artist and audience by

outlining the aesthetic platforms and nature of numerous art associations of the end of 19th – beginning of 20th centuries.

Key words: *art periodical, cultural space transformation, modernist style, polemical, aesthetic platform, art associations.*

UDC 78.1 (477)

S.V. Vytkaľov, Z. M. Kret

FIGURES OF REGIONAL THEATRE ARE IN MODERN CULTURAL PRACTICE OF UKRAINE

An attempt to give description to the stage-director of the Rivne folk theatre of Attalea to Matvij Gavrustenko is carried out, which she manages 44

Key words: *community theatre, leisure, regional culture.*

UDC 78.01+ 37.03:78

L. P. Voevodina

MUSIKAL CONSCIOUSNESS PERSONALITY IN SPANING INFORMATON CULTURE

Article is dedicated analysis influence modern information-komunikatsunikh technologies on the man's consciosness, namely on the mehanisms of functioning and the structure of functioning and the structure of musical consciosness personality.

Key words: *information, culture, communication, music, musical perception, musical tyinking.*

UDC 373.32 (477)

A. V. Golovko

PRESCHOOLS IN SOCIAL EDUCATION IN SOVIET UKRAIN

Based on the analysis of documentary sources and literature are studied preschool activities in social education in the USSR in 1919-1933 years, Allowing more fully reconstruct the process of formation of the Ukrainian system of education and upbringing in different historical and social period.

Key words: *USSR, 1919-1933 years, Social, education, pre-school, educational and educational system.*

UDC 316.7(477)“192”

V. V. Davva

**IDEOLOGICAL FACTORS IN THE DEVELOPMENT OF UKRAINIAN
NATIONAL CULTURE IN THE 20s. OF THE TWENTIETH CENTURY**

The article analyzes the relationship of the Soviet ideology, extending to the Ukrainian lands after the the Bolshevik regime, with the formation of the cultural sphere in Ukraine in the 20 years of the twentieth century. The features of the formation of the Ukrainian art, literature, music and film in a strong oversight authority over all aspects of public life and the use of the Ukrainian cultural sector as an instrument of Soviet propaganda among the masses.

UDC 792.2(546.37)

O. P. Kodieva

**TYPES OF ART IN THE CONTEXT OF WORLDVIEW UKRAINIAN
PEOPLES**

The problem of kinds of art is being analysed in the light of ethnic perception psychology. The central attention is being payed to perception of world by the Ukrainian people. This kind of perception is formed by national traditions and structures of language.

Key words: kind of art, ethnos, perception psychology, structures of language, art image, creating of culture.

UDC 655.426

V. O. Kudlay

**PUBLISHING BUSINESS OF AUTHOR, ASSISTENT AND EDITOR
AS A COMPONENT OF BOOK CULTURE**

The article is devoted to the traditional activities of the main participants in the editorial and publishing process - author, reporter, editor. Publishing is defined as a part of book culture.

Key words: publishing, book publishing, book culture, publishing culture, author, assistant, editor.

UDC 930.2(477)“16/17”

Y. M. Nikolchenko, T. M. Nikolchenko

OF SOURCE ASPECTS OF RESEARCH CHRONICLE SAMUEL VELICHKO

Variegated the sources of the outstanding work of the Cossack chronicles XVII-XVIII centuries, a unique reminder of Ukrainian baroque culture – Annals Samiylo Wielichka.

Key words: *Ukrainian Cossacks, Ukrainian baroque culture Chronicle Samiylo Wielichka, sources.*

UDC 172:331.108

S. E. Orehova

MAILING ENVELOPE – TOOL DIRECT DIRECT MARKETING-PROJECT

The article discusses the role of the mail envelope as an effective tool of marketing communications-oriented individual approach in dealing with customers.

Key words: *mailing envelope, direct marketing, promotional mailing, customer focus, the media, and the target audience.*

UDC 355.48

Y. V. Ruabukha

SEPPUKU: ADVERTISING APPEALS AND HISTORY OF TRADITION

The article examines the reasons that prompted the Japanese samurai do act seppuku (hara-kiri). The main reason for seppuku was to prevent the enemy panache of his death.

Key words: *seppuku, harakiri, samurai, Bushido*

UDC 94:02

J.S. Sabadash, O.A. Barma

LIBRARY AS A RHIZOMORPHIC LABYRINTH OF A HUMAN KNOWLEDGE AND CONJECTURE (ON THE EXAMPLE OF THE NOVEL “THE NAME OF THE ROSE” BY U.ECO)

On the basis of the novel “The Name of the Rose” of a famous Italian scientist and writer Umberto Eco the library is analyzed like a rhizomorphic labyrinth of human knowledge and conjecture. Proceeding from the essential characteristic features of the conception “rhizome” it is emphasized that in the contemporary postmodern culture the labyrinth is regarded as a fundamentally decentered and anti-hierarchic way of space organization, including the space of human knowledge and conjecture.

Key words: *culture, interpretation, rhizome, library, labyrinth.*

UDC 008:7.011

O.V. Solodilova

HERMENEUTICAL HORIZON OF AESTHETIC EVALUATION IN THE CONTEXT OF CULTURAL KNOWLEDGE

Interpretation of the object of aesthetic evaluation is carried out in the form of categorical and conceptual analysis, although it can not be entirely spared figurative and metaphorical component. The process of understanding the product has twice directed, counter-nature: the

experience shaped conceptualized; rational conceptual schemes are sensual sense in certain configurations of images, feelings.

Key words: *aesthetic evaluation, cultural experience, value image, estimated image, image-symbol.*

UDC 130.2(450)

L. M. Ustymenko

CULTURAL AND EDUCATIONAL POTENTIAL OF ETHNOGRAPHICAL TOURISM

The article present social and cultural aspects of the realization of cultural and educational potential of ethnographical tourism are revealed; the peculiarities and laws of its functioning are determined, the priority value of tourism among the other social and cultural institutions.

Key words: *cultural and educational potential, ethnographical tourism.*

UDC 7.08

S. M. Holodynska

CINEMATOGRAPH AND TELEVISION - "POLYPHONIC" ARTS (AESTHETIC AND ARTISTIC FEATURES)

Aesthetic and artistic peculiarities of cinematography and television as polyphonic forms of art were studied. It was pointed out that cinematography and television "polyphony" is in the process of formation since the said forms of art are still relatively young. The author showed their specificity, collectivity, visual moving images creation, editing, light, sound, verisimilitude of background, synthesis of arts.

Key words: *synthesis of arts, forms of arts, polyphonical arts, cinematography, television.*

UDC 008 (477):378.09

O. V. Hom'yakova

PARADIGMATIC ASPECT OF REALIZING THE CULTURAL MISSION OF LINGUO-PEDAGOGICAL COMMUNICATION IN UKRAINIAN UNIVERSITIES

The article defines the cultural mission of linguistic and pedagogical communication in higher educational technical institutions, its importance in the mechanism of formation of highly technical qualifications as subjects of culture. Based on paradigm approach to the cultural potential of higher technical education, the implementation of which determines the viability of a future professional specialist, in an article formulated ways realization of the

mission of linguistic and pedagogical communication in higher educational technical institutions.

Key words: *culture, the subject of culture, paradigm, the paradigm commonality the cultural component of the paradigm, linguistic and pedagogical communication, cultural mission of linguistic and pedagogical communication in higher educational technical institutions.*

SOCIOLOGY

UDC 316.77

V. V. Tancher

DILEMA AND LANDMARKS OF SOCIOLOGICAL DISCIPLINE

It is proposed to start discussions nasuschih rozvitiya problems of social science and education, which is seen by the author especially in overcoming the positivist "bias" in the development of Ukrainian sociology, the development of an integrative methodology of sociological knowledge, orienting example of which is The cultural sociology, the adequacy of the modern discipline of social realities, reformatting of its intrinsic architecture, depoliticization and other problems.

Key words: *The cultural sociology, depoliticization, integrative methodology, positivist "bias", a symbolic action.*

UDC 316.613-057.875

V. Terpan

STUDENTS AS A SOCIO-CULTURAL GENERALITY

Author is analyzing essence of concept students in article. Also there are researches of socio-cultural indicators as motivation for higher education and leisure practices of modern students.

Key words: *students, socio-cultural generality, motivation, cultural and leisure practice.*

UDC 316.772.5

T. Cherepanova

VIRTUAL SOCIAL NETWORKING AS A PHENOMENON OF MODERN CULTURE

Virtual social networking has become a popular modern day life. In this paper, this phenomenon is analyzed in terms of socio-cultural approach, which reveals its potential for society. Identified socio-cultural effects of virtual social networking, which allows to conclude that the globalization of their value, as well as trends in the formation of virtual mass.

Key words: *Virtual social networking, virtual mass.*

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