

SUMMARY

Borodina D.S. Sociolinguistic factors of “presence” of the English language in Denmark // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 3-9.

The article focuses on the problems of new global factor of modern linguistic continuum-springing up national variants of English as the second language on the basis of Anglo Danish register.

Key words: communicative competence, conceptual-functional orientation, background knowledge

Batenko A.V. Arab-jewish military struggle in Palestine (1929 year) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 10-15.

Arab-jewish relations in Palestine analyze in the article in 1929 year.

Key words: arabs, jewish, Palestine, Great Britain

Gerchanivska P.E., Ipatov E.V. Cultural space and cultural bonds // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1 – P. 26-29.

The thesis is dedicated to the problem of intercultural communications and the dialectic of the intercultural relations, influences and changes, stipulated by these relations.

Key words: acculturation, adaptation, assimilation, integration, globalization

Zmerzlyy B.V. The Introduction of Cyrillic Alphabet into the Crimean Tartar Language in 1938 // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 30-34.

The article discovers main features and methods of the introduction of Cyrillic alphabet into the written language of the Crimean Tartars.

Key words: Crimean Tartars, reform, written language, font

Kolosova E.I. The reflection of nation's culture in idiomacy of the Russian and Polish languages // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 35-37.

The problems of the intercultural and interlinguistic communication, accompanying the study of a foreign language are considered in the article.

Key words: intercultural communication, idiomacy, the Russian language, the Polish language

Malyshev D.A., Bliznyakov R.A. A resolution SC UNO 242 // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 38-42.

In the article it is told about a take a resolution SC UNO №242, to given analysis her fundamental conditions, to given evolution her different countries.

Key words: Middle East, Problem of Palestine, Resolution UNO

Obraztsova E.M. Cognitive Factor In The Linear Arrangement Of Sentence Elements As A Cross-Languages Universal // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 43-47.

The article analyses kernel sentences found to be the minimal "descriptive discourse" model in Russian, Ukrainian and English to reveal the cognitive mechanism of their linear arrangement principle.

Key words: kernel sentence, minimal model of discourse, "description-location", word order, sentence elements, cognition, perception

Saharova O.V. Xenological aspect of intercultural communication // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 48-50.

The article is about the connection of success of communication between different cultures from xenological standing of the personality.

Key words: cultures, communication situation, xenological in the structure of the personality

Semikolenov K.N. Morality in informational society: definition of a problem // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 51-56.

The paper analyzes the influence of informational society on self-consciousness of a person and culture.

Key words: informational society, information environment, morality, values, sense of life, morality motives, picture of the world

Semikolenova S.V. The Place of Hotel Business in International Communications Development: Retrospective Review and Current Status in Ukraine // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 57-60.

The article discusses historical development of hotel business in different countries and regions of the world, its connection with cultural and international economic relations. It also analyzes the current status of hotel business in Ukraine.

Key words: hotel economy, development, services, competitiveness, tourism business

Sidelnikov V.P., Sushinskaya I.N. Language and cultural space // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 61-63.

The article continues the cycle of the authors researches dedicated to the study of specific character of the communicative space in the modern society.

Key words: cultural space, linguistic and national association, polyethnic society

Chevela O.V. To the probleme of historic and cultural counity of oriental-christian areal peoples // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 64-66.

The report deal with the probleme of language and culture with the help of students native culture.

Key words: Greec, armenian, russian languages, ethnoculture, christianity

Shadrina T.V. Comprehension of myths of the 19th century: the main tendencies, trends, achievements // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 67-71.

Article is dedicated to the investigation of the creative work of the mythologists of the 19th century, the author of the article analyzes the main points of their creative works, which caused the whole myth method.

Key words: creative work, whole myth method

Shestakova E.G. The fate of art paradox in media culture // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 72-78.

The article deals with the specificity of aethetic reality of a real show in art paradox context.

Key words: aethetic, reality, mass communication, art

Yashchenko T.A. The inner form of the word-name of the Cultural Concept 'Purpose' // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 79-83.

The article is devoted to research the etymology of word cel with the turning to the method of the comparative-historical analysis.

Key words: cultural concept, the purpose, etymology, comparative analysis.

Anhimyk O.I. Formulas of speech etiquette: sociolinguistic analysis // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 84-88.

The article demonstrates the specificity of a definite mental layer determined by socio-cultural conditions.

Key words: speech etiquette, mental layer, socio-cultural conditions

Arhipenko L.M. Ways and peculiarities of adoption of words of English origin in the contemporary Ukrainian Language // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 89-90.

An this article we consider ways and peculiarities of adoption of words English origin in the contemporary Ukrainian Language of the end of the XXth and beginning of the XXIth and point out the groups of words of English origin according to the indications of their structural heterogeneity.

Key words: adoption, way of adoption, Foreign word, words of English origin

Astafurova T.N., Olyanich A.V. The concept "power" in English institutional nominations // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 91-94.

The article dwells upon the problems connected with nominative actualization of "governmental power" concept within the English-based institutional discursive environment.

Key words: "governmental power" concept, discourse, nomination, institution, institutionality, institutionalization

Vaseyko Yu.S. Background information as a component of national lingual view of the world // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 95-97.

The role of background information in the realization of communicative chain "addresser – message – addressee" is analyzed in the article, general characteristic of the category of Ukrainian background information is presented, main determinants are determined.

Key words: background knowledge, communicative chain "addresser – message – addressee", realities

Vasylyna K.M. English conny-catching pamphlet and spanish picaresque through the prism of comparative analysis // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 98-102.

The article deals with the comparative analysis of two bright variants of renaissance rogue literature – English conny-catching pamphlet and Spanish picaresque.

Key words: comparative studies, the renaissance, picaresque, conny-catching pamphlet, criminal fiction, picaresque, rogue

Grebynnyk L.V. The process of loan from German language on the background of interaction of two cultures // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 103-107.

The article is devoted to the description of the borrowed lexicon of a German origin from sphere of culture.

Key words: dialogue of cultures, extralinguistic factors, lexical set, heading, special terminology, easily understood terms

Demetskaya V.F. The Concepts of “Charismatic” and “Motherland” in the Texts of Culture”: Intercultural Analysis // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 108-111.

The article represents the analysis of linguistic and cultural specifics of the texts with regional studies character

Key words: symbols of “center” and “space”, the concepts of “Charismatic” and “Motherland”, intercultural analysis

Djangiroya A.Sh. National, cultural and characterizing functions of smile in English and Russian versions of Nabokov’s Lolita // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 112-116.

The article presents an attempt at classifying the gesture situation of smile in V.Nabokov’s Lolita.

Key words: equivalent contexts, function asymmetry, attitudinal smile, etiquette smile, non-etiquette smile, emotional smile

Drozdova S.A. Composite-pragmatic ways of organization are submitted by representation the concept “power” // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 117-122.

In this article some composite-pragmatic ways of organization are submitted by representation the concept “power”.

Key words: concept, political discourse, representation

Ivanina T.V. Ethnospecificity of a political biography: axiological dimension of the problem // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 123-126.

The article deals with finding out the ethnospecific nature of the political biography in the British and American linguistic traditions.

Key words: ethnospecific, biography

Karpenko U.A. Concept “Horse” of Russian and Italian cultural traditions // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 127-129.

The concept “Horse” of Russian and Italian cultural traditions is analyzed in the article.

Key words: concept, frame

Kosyk I.A. Peculiarities of functioning of classic performatives in languages which belong to different linguistic groups // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 130-133.

The article represents an observation of functioning of the performatives in the Slavonic, Germanic and Romance languages.

Key words: performative utterance, classic performative, non-classic performative, modal performative

Kosmeda I.A. Pragmatics of silence through the axiological prizm (court system sphere) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 134-136.

The author pays attention to the peculiarities of axiology of silence as a sign of communication, specificity of its demonstration in the sphere of court system.

Key words: axiology, silence, court system

Kudrjavtzeva N.G. On structural components of the “City” & “Capital” concept nucleus // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 137-141.

The present article is devoted analyzing of the main body of the cultural concepts (the town and the capital).

Key words: the concept, the main body, the periphery

Kuznetzova A.A. Notion of language concept sphere: on the problem establishment // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 142-144.

The article is devoted to the problems of intercultural communication, it's component definitions and terminology.

Key words: concept, concept's sphere, precedent actions

Kuspishs H.S. Concept "happiness" and it's verbalization by linguistic means in the youth medium // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 145-149.

Work presents the verbalization of concept "happiness" in the youth medium

Key words: the concept, the lingual picture of peace, the association, lingual personality, lingual medium

Melejik K.A. Units of British slang as social markers of skinheads // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 150-153.

In the article we consider some units of British slang, used by the determined social group of people.

Key words: sociolinguistics, british slang, “Skinheads”, language and society, music

Michin A.V. Non-verbal communication means as a way of reproduction of natural flow of process of thinking // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 154-156.

The article analyses the role of non-verbal communication means in formation of inner monologue of characters of L.N. Tolstoy's literary works.

Key words: non-verbal communication means, inner monologue, L.N. Tolstoy

Pavlovskaya O.E. Language and style of modern Russian logosphere // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 157-160.

This article gives the analysis of the linguistic changes in modern Russian language, which are connected with the disappearance of «high» style, the expansion of the «law» styles sphere of functioning.

Key words: language, style, Sphere of Linguistics, culture, communications

Ruda H.G. Communicative failure in the context of Ukrainian-Russian bilingualism (genre of anecdote) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 161-164

In the article communicative failure as a kind of the language conflict in bilingual aspect is examined.

Key words: anecdote, bilingual aspect

Segal N.A. The concept “happiness” in Russian and Chinese (based on the associative experiment) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 165-169.

The article considers the structural-semantic essence of the cultural concept “happiness”. The attempt is undertaking to construct associative filled “happiness” in Russian and Chinese national consciousness.

Key words: associative experiment, concept, national consciousness, response

Soslyuk O.P. The Apology as national-specific group of the speech etiquette (on material sheet M.Kocubynskogo) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 170-172.

The article deals with the problem of speech etiquette, as special national specific apology, cultural scenario, theory of apology and cultural scenario, theory of apology and its realization in ukrainian sheet.

Key words: the speech etiquette, cultural scenario, theory of apology

Udalov N.V. Phonetic aspect of research of Russian dialect system // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 173-176.

This article is devoted to the phonetic aspect of research of Russian dialect system.

Key words: vocalic system, phonetic aspect, Russian dialect system

Yahomova T.V. Academic genres as communicative and cognitive entities // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 177-180.

This article considers academic genres as communicative and cognitive entities, describes their sociocommunicative factors and parameters and suggests the vision of genre as a communicative resource and stereotypical representation.

Key words: genre, academic genres, communication, cognitive and discursive paradigm

Bogdanovich G. Ju. Anthropocentric paradigm in the language and ethnolinguistic's problems // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 181-187.

The review of modern scientific paradigms with personality of language as an object is given in the paper.

Key words: polylingvoculturology, personality of language, multiculture

Isaev M.I. Ethnopolitical aspects of language culture // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 188-191.

The article views the professional activity of scientists-Russicists under ethnopolitical angle.

Key words: ethnopolitical aspects, language culture

Krylova O.N. Traditional northern-russian woman's costume in ethnolinguistic aspect // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 192-195.

In this article is being given an overview of specific moments of woman's costume, which was widely spread on the Russian North.

Key words: language, culture, woman's national costume, ethnolinguistic

Ponomarenko L.G. Ukrainian custom in headlines of the mass media: ethnolinguistic aspect // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 196-198.

The article deals with the problem of ethnolinguistic aspect of the mass media language on the level of headlines.

Key words: national culture, Ukrainian custom, ethnolinguistic aspect, mass media language, headline

Yasyba A.V. Renaming of Crimean settlements: the past and the present // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 199-202.

The given article deals with the peculiarities of renaming process of Crimean settlements in the historical period since 18-th till the first half of the 20-th century

Key words: geographical names, toponym, oiconym, settlement, toponymical system, Turkic and German proper names, renaming

Goroshko O.Ig. Gender, Language and Functional Brain Asymmetry // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 203-207.

The present paper reviews one of the most actual and widely discussed topics in neurosciences, namely neuropsychology, neurolinguistics, language and gender research.

Key words: gender, sex, language, functional brain asymmetry

Sinchak O.P. Ukrainian woman's appearance as an objekt of phraseological representation (gender's aspekt) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 208-211.

The article deals with the problem of phraseological representations of Ukrainian woman's appearance.

Key words: language picture of the world, concept, gender, background lexis, nonequivalent lexis

Sokolynskaya E.G. Margarita as a gender myth // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 212-215.

The article deals with mutual influence of gender mythology and common consciousness and role of Margaret image of the novel "Master and Margaret" by M. A. Bulgakov for the gender myth creating.

Key words: gender myth, gender history, common consciousness, femininity, and masculinity

Stavitzkaja L.A. Associative Field of Odor in the Modern Ukrainian Language Consciousness (Gender Aspect) // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 216-220.

The article deals with hedonistic invariants of olfactory space in the modern Ukrainian's language consciousness and appropriate lexical fields that are marked as gender-specific.

Key words: free association test, odour lexicon, aroma preferences

Sharikova L.A. Especialities of the gender communicative stereotype of the modern german youth // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 221-225.

Contemporary communicative life of the young people in Germany is considered in the article Therefore the concepts “youth’ language”, “slang”, “gender stereotype” (GS).

Key words: gender communicative stereotype, slang, modern german youth

Shkurko T.A. Connotational Aspect of Phraseologisms-Realia with Gender Marked Components // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 226-230.

The article deals with the connotational aspect of meaning in connection to gender marked lexemes which denote the status in the British society. These lexemes are studied both in isolation and as components of phraseologisms-realial. The diachronic aspect is taken into consideration.

Key words: gender marked components of phraseologisms-realial, connotational aspect of meaning

Bashuk A.I. Communication technologies in the “Ukraine-2004” presidential election campaign // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 231-234.

The article deals with basic political technologies and their efficiency in the electoral process specified by the communication situation, mass media factor, etc

Key words: basic communication technologies, informal communications, image war, political brand, carnival

Berezenko V.I. Specificity of journalist work in business editions // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 235-237.

The article is devoted to consideration of the business papers' place in the modern periodic press' market and specificity of the journalist's work them.

Key words: business papers, information, journalist, analytical journalism

Bondarenko V.V. Poetry advertising is genre modifikation advertising in East Ukrainian press of the beginning of XX century // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 238-240.

The article deals with analysis of interpersonal poetry advertising in East Ukrainian press of the beginning of XX century: it takes up contents, style and artistic means of poetry advertising publication, particularly in Kyiv and Odessa press.

Key words: advertising, genre modifikation, Poetry advertising

Bychkova E.S., Veklinetz L.M., Razumejko M.S. Violation of norms of usage of the modern literary Ukrainian language in mass media // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 241-244.

The article addressed the issue of the violation of contemporary Ukrainian literary language in the mass media.

Key words: Ukrainian literary language, mass media

Grankina N.V. Peculiarities of usage of a specialized TV program within a conducted PR-campaign // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 245-247.

The article is devoted to the consideration of the role of a specialized TV program within a conducted PR-campaign of business structures.

Key words: PR- campaign, mass-media, public relations, publicity, image

Grydchyna I.V. Art Informational: Informational and no-informational picture // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 248-252.

The article is devoted to the different form picture information. It is structuring no-informational picture.

Key words: informational picture, informational society, imagine picture, collage

Davydenko V.I. Verbal expression of tolerance and intolerance in contemporary newspaper texts // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 253-256.

In the article the author analyzes nature, meanings, peculiarities of expression of tolerance and of intolerance in contemporary Ukrainian newspaper texts.

Key words: tolerance, paradox, value, subjectivity

Ivanov S.A. Scientific popular journalism as an activity of conduction of sense structures among different practices // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 257-261.

The article describes the problems of sense structure transmission from science text to public understanding one.

Key words: science text, sense translation, comprehensive of the text, science for Public Understanding

Ilchenko I.A. New principles of postindustrial mass media // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 262-265.

Necessity of rethinking the processes of social information production, transfer and intake is explained by quality transformation of social connections and relations generated by the information society.

Key words: mass media, social action, social communication, post-industrialism, globalization, interaction, individual approach to the information product user

Kozolup M.S. Textual and Discourse Parameters of BBS News Television Programmes // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 266-269.

In the paper the problem of determining basic parameters of media texts within the genre of television news is regarded in relation to such basic linguistic and cognitive categories as text and discourse.

Key words: mass communication, media-text, functional types, mediatopic

Kolismychenko O.V. In the article it is examined student's periodical press of the beginning of 20th century // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 270-272.

The author analyzes problematic and thematic filling of student's magazines.

Key words: student's periodical press, literature, poetry, creativity

Kondratskaya V.L. The problem of tolerance and national consolidation in the Crimean newspapers // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 273-276.

The article analyses the role of mass media in terms of polyethnic environment of Crimea.

Key words: intercultural communication, mass media, polyethnicity, toleration

Lynnik N.V. The Lugansk regional modern press: language aspect // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 277-278.

This article deals with the language of the Lugansk regional press of the beginning of XXI century. In this article the factors which have an influence on its development are determined and it deals with the changes in the language of modern newspapers, their negative and positive role.

Key words: language of the press, mass media, Lugansk regional press, foreign vocabulary, dialect, popular language, Russicism

Manakin M.N. Intercultural communication // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 279-282.

The article deals with the correlation of the meaning and sense of the word in the context of intercultural communication.

Key words: intercultural communication, the sense of the word, concept

Olenjuk H.I. Influence of printed advertisement on the addressee through the verbalization of perception channels // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 283-286.

The central issue of the article is the effective functioning of advertising communication.

Key words: advertising communication, audial, visual, tactile channels of perception, advertising image, lexical units

Piskun O.M. Ukrainian information environment as a factor of national self-identification // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 287-290.

Language is a mean of communication between its carriers, it is closely connected with intellectual activity. The regional mass-media plays the most important role.

Key words: ukrainian language, communication, regional mass-media

Plekhanova T.M. Communicative competence of journalist // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 291-293.

The article is dedicated to the problem of specialised abilities and personal characteristics of journalist, which can distinguish his success as professional speaker.

Key words: professional communication, speaker, communicator, personal- psychological contact, communicativeness

Rudik S.A. Strategies of speech behaviour of a TV-journalist in the interview with an interlocutor – a participant of the event // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 294-301.

The following article examines the possibility of concrete actions plan creation for journalist interviewing a person – event participant.

Key words: strategies of speech behaviour, interview, journalist

Savtchenko L.V. Рекламно-информационные издания в Украине: современное состояние и перспективы развития // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 302-304.

Article is devoted to consideration of a place of advertising information editions in the modern market of periodic press.

Key words: the advertising -- information editions, typological attributes, segmentation, the advertiser

Sinelnikova L.N. Media-relations: content, form ethics // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 305-311.

The article deals with some peculiarities of contemporary mass media in the light of professional ethics of journalists and public relation specialists.

Key words: Media relations, PR-activity, flash-mob, communicative activity, PR-manager

Turkiyan N.D. Business-slang in the modern mass media // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 312-315.

Recently, in connection to social events language is undergoing a changes. First of all this changes we may notice in language of the periodical press, public speech and, undoubtedly, in daily – common language.

Key words: common/ popular language, business-slang, mass communication media, media-appeal, advertising-appeal

Shevtshenko V.E. Editorial processing of popular scientific editions // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 1. – P. 316-318.

The article considers the principles of an editor's work with the popular scientific edition.

Key words: popular scientific edition, editor, text, illustration, structure, artistic design