

SUMMARY

Bitous O.M. **The coverage of economic problems in the modern analytic press in Germany exemplified by 'Frankfurter Allgemeine Zeitung'** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 3-6.

The author of the article investigates the coverage of economic problems in the modern analytic press in Germany exemplified by 'Frankfurter Allgemeine Zeitung'. The content is classified and systematized. The genre standards are defined. The role of analytic periodicals in development of the vox populi is specified.

Key words: economic problems, analytic press

Berezenko V.V. **Internet-branding as a communicational technology** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 7-10.

Internet-branding is regarded as a concept and as a contemporary communicational technology. The main composition of internet-branding and the stages of its creation and positination are also regarded in the article.

Key words: internet, internet-branding, web-space, communication, advertising

Bondarenko T.O. **"A Blueprint for Survival": alternative world in terms of globalisation** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 11-15.

The article presents the research of „A Blueprint for Survival” – the first book written by journalists of the radical ecological magazine „The Ecologist” – and comparative analysis of „A Blueprint” and „Limits of Growth” – the first report for Roman club.

Key words: alternative world, zero growth, traditional society, technosphere, biosphere, localisation, globalisation, stable society

Buryak V.D. **Consciously informational intellectualism and the new paradigm of the time (an attempt of Ukrainian social and political journalism's "joining" new intellectual parameters of informational reflection)** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 16-19.

The specific character of informational intellectualism in a context of a new paradigm of the time. The attempt "joining" Ukrainian social and political journalism as a system new intellectual parameters of informational reflection.

Key words: informational intellectualism, informational intensification, concept thinking, new paradigm of the time, Ukrainian social and political journalism.

Demchenko S.V. **The interaction of mass and corporative communications in the informational society** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 20-23.

The interaction of mass communication in its modern forms and new corporative communication is analyzed. The last in contrast to public relations actualizes in its mass forms.

Key words: mass communication, corporative communication, public relations

Kuznetsova T.V., Petrushenko Yu.M. **A colour as a means of crealization of a text** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 24-27.

Rapid advancement of visial information in modern communication caused the natural interest to the crialized mesures which accompanies writing speech according to the official registration to the text in the advertisement and mesures of mass information. In the article the colour considers as one of the main mesures of the crealized text.

Key words: the crealized text, a colour, the mesures of mass information, web site

Savchenko L.V. **The peculiarities of the image function of mass-media in the Zapozozhye regional press** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 28-31.

Article deals with the peculiarities of the image materials presenting on the pages of the Zaporozhye periodical press.

Key words: mass communication, public relation, mass media, image, regional press

Trifimov A.Yu. **The coverage of inter-ethnic and inter-religious problems in mass media as an element of informational wars and manipulative technologies** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 32-36.

The article deals with the analysis od the basic points of the national mass media activity when covering the inter-ethnic and inter-religious conflicts for manipulative technologies counteraction.

Key words: mass media, public opinion, freedom of speech

Khomenko I.A., Fomenko V.I. **The “Feature” (feature and documentary broadcast) from the informational safety point of view** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 37-42.

This article is devoted by problem of the modern broadcasting; in particular, made research by the broadcasting (the “feature” and the “reality show” programs) influence on the audience. Represented new view on the “radio panic” and made research potential safety broadcasting program model.

Key words: feature, radio drama, radio journalism, radio panic, reality show

Shestakova E.G. **The mobilemania as one of the leading factors of the foundation of the postmodern everyday life** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 43-47.

The main characteristics of the mobilemania are considerate in this article as one of the leading factors of the foundation of the postmodern everyday life.

Key words: thing, communication, postmodern, everyday life

Bogdanovich H., Egorova L. **Linguistic specific of the text and communication** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 48-58.

Linguistic and communication abilities of the text can show the appearances of the text and the difference between the sender and the addresser relations.

Key words: text, discourse, communication, language person, lingvocultural situation

Verbitskaya Yu.A. **The “Orange revolution”: psychotechnologies and social therapy** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 59-63.

The author researches psychological aspects of «orange revolution» in Ukraine and describes some information technologies such as methods of social psychology, mass manipulation and so on.

Key words: mass media, mediapsychology, social therapy, mass communication

Ivanov S.A. **Discourse of popular science journalism** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 64-68.

In the article is given the analysis of discourse of popular science journalism, determination of its structure and components is given. In the process of discourse studying adapt the methods and the approaches of theoretical and applied linguistics. New tasks are determined, connected with further study of discourse of popular science journalism in its different genres.

Key words: popular science journalism, discourse, communication, language acts, linguistic linguistics, auditorium

Kosmeda T.A. **Linguistic science is at the service of journalism: to the problem of the study of intimization category (the analysis of A.V. Korolyova’s scientific research)** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 69-73.

The article dwells on the interdisciplinary nature of contemporary science as well as on the advantage of the scientific linguistic elaborations to the practice, particularly a journalistic one. The attention is focused on the examination of intimization theory, which is covered in works of A. V. Korolyova. The significance of a concept of the aforementioned author’s work, as well as critical comments and prospect of problem elaboration with due consideration of mass media broadcasting peculiarities are set forth herein.

Key words: intimization category, code of textual meaning formation, text linguistics, linguopoetics, narrative

Grankina N.V. **A game like a variant form of the conducting of the classes on the discipline “Organization of the work of press-secretary and press-office”** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 74-77.

In the article role game as one of the forms of preparation of future specialists in the sphere of public relations is regarded, that allows more actively attract students to the process of studying.

Key words: high education, role game, press-secretary, information, press-conference

Gurieva S.A. **Methodological principles of typological analysis of the Ukrainian periodicals** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 78-81.

The basic principles of typological analysis of the contemporary Ukrainian press are under study.

Key words: typological analysis, mediatypology, press specificity

Davydenko Yu.E., Onishenko M.Yu. **Multimedia technologies in foreign language teaching** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 82-85.

The article deals with possibilities to use multimedia technology in the process of foreign language teaching. It concerns the development and application of an electronic study book. As a conclusion, multimedia studying has a lot of advantages.

Key words: multimedia technology, communicative activities, motivation of studying

Demchenko V.D. **The new content of journalism and media education in conditions of the informational society** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 86-89.

The contemporary tendencies of “new journalism” development and its staff training are under study in the research.

Key words: “new journalism”, media education, communicational technologies

Kazakova T.V. **Functional and pragmatic aspects in analysis of prajournalistic text** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 90-93.

The article approaches the principles and special features of prajournalistic text analysis with its techniques exemplified by Gorgiy’s and Cicero’s speeches.

Key words: prajournalism, functional analysis, pragmatic analysis, discourse, antique rhetoric, Gorgiy, Cicero

Loboda S.N. **The humanitarian trend of pedagogical publicism of the 20th century** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 94-96.

In the article the issue of humanitarian trend of pedagogical publicism of the second part of the 20th century is reviewed, and which became the essential element of socio-pedagogical movement, original phenomenon of pedagogical art of that time.

Key words: humanization of education and upbringing; pedagogical publicity

Piskun O.M. **Media education in Ukraine: the reality and prospects of the journalist training** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 97-99.

There are several systems of training of the journalist staff in Ukraine nowadays; ranging from traditional university one to popular seminars, master classes and trainings; and also to journalist association, which provide not only for the professional growth of the journalists but for the protection of their rights and freedoms, too.

Key words: journalist education, journalist association, journalist trade union, seminars, master classes, trainings

Volodchenko O.N. **Value and role of PR-technologies for tourism in Crimea** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 100-103.

According to the article in modern conditions PR has a reputation as the material value, which has a concrete financial equivalent. It was also told about one of the basic functions and the necessity of using tourism branch by the enterprises in Crimea, using PR technologies in order to create reputation and to learn how to operate it.

Key words: PR, reputation, management of reputation, target audience, functions of PR

Dmitrieva V.V. **Corporative site as a company's advertising informational model** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 104-107.

In the article a problem of a corporative site as a company's advertising informational model is regarded on the example of the site "The Academy of the PR-technology".

Key words: corporative site, advertising informational model, site's net model, the site's informational message, the site's image function

Zinchenko A.V. **The prospects of advertisement market development as the marketing communication in the modern conditions of mass media by the example of television** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 108-112.

The key aspects of the advertisement trend perspective are analyzed in the article by the example of TV-commercial and commercial allocation pricing.

Key words are: advertisement, commercial, TV-commercial market, minute price-list, rating, commercial block, discount

Xiaohua Kou. **Chinese newspapers advertisements in the beginning of XXI century (2001-2005)** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3 – P. 113-115.

In the article chinese newspapers advertisement in the beginning of 21 century is resumptively presented and his developing tendency is analyzed.

Key words: newspaper advertisement, advertisement market, advertisement branch, GDP, advertisement turnover and amount, advertisement launch

Ogorodnikova E.M. **Ethnocultural specifics of perception of advertisements** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 116-122.

The article concerns the issue of national specifics of advertisements. Our information space has been filled by international advertising products over 15 years. The ways of perception and interpreting of the English language lexical forms by the russian-speaking and ukrainian-speaking public – are the topic of this article.

Key words: advertising, genre, advertisement, text, slogan

Khavkina L.M. **Spacio-temporal measurement of Ukrainian advertising myth** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 123-127.

The article describes peculiarities and primary variants of function of spacio-temporal notions and conceptions as considerable components of Ukrainian advertising myth.

Key words: spacio-temporal measurement, maker of advertisement, advertising myth, advertising space, consumer audience

Shevchenko V.E. **The advertising text as a means of influence upon the reader of periodical edition** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 128-129.

The article studies the basic methods used in modern advertising to influence effectively the reader of periodical edition.

Key words: advertising, text, periodical edition

Mashchenko O.P., Ronginskaya N.V. **Futurology of book** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 130-132.

The article is devoted to the future of book as a cultural, social and informational phenomenon. From one side, in the XXI century, books as means of leisure pastime are being superseded by television, computer and the Internet. From the other side, paper books are being superseded by electronic ones. However, at least in the first half of the XXI century, book culture will be developed side by side with computer culture, while the main institutions of the book culture – publishing houses, bookshops and libraries – will have a deal both with paper and electronic bearers of information.

Key words: television, phenomenon, information

Sydorenko N.M. **Ethnic diversity of the Kyiv periodicals: searching for tolerance** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 133-137.

The article discusses ethnic minority mass media, transformation of the relations with other nationalities on a democratic basis and positive coexistence.

Key words: ethnic diversity, ethnic stereotypes, mass media, tolerance

Kharchenko U.P. **Monitoring experience as the way to of connecting representatives of universities and regional media** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 140-143.

The author of this article shows the way of connecting representatives of universities (students, professors of journalism) and regional media by special monitoring. This idea helps universities to collect the information about specific of regional media, to change topics of some lectures and practical classes for students to stimulate relationships between regional journalists and students. As a result these two groups have an opportunity to discuss their problems and build the surface of «intermedia» relations.

Key words: monitoring, media, university

Arkhipenko L.M. **The peculiarities of functioning of english borrowings of specific sphere usage in modern Ukrainian press language** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 144-147.

English expressions of sphere usage in the modern Ukrainian language are considered in the article.

Key words: press language borrowings, slang, jargon

Galich V.M. **Toponym is an associative indicator of the time and space deixis of Oles' Gonchar's publicistic text** // Uchenye zapiski Tavricheskogo Natsionalnogo Universiteta im. V.I. Vernadskogo. Syeriya «Filologiya». – 2005. – V.18 (57). – № 3. – P. 148-151.

Toponyms in Oles' Gonchar's publicistic works of different genres are analysed considering the new scientific paradigm from the point of view of the onomastic and communicative cognitive theory.

Key words: toponym, publicistics, deixis, context sema