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UKRAINIAN PRINTED MEDIA IN THE INFORMATION SPACE

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Background of. Development of the Ukrainian state is impossible without the development of national print media, which is part of its information space. It plays an important role in shaping culture, spirituality, comprehensive vision, consciousness of the nation. They were and they are a source of knowledge and the most effective way of its transfer. The importance of media for society led to the existence and appearance of a large number of researches on this problem. Objective coverage of this issue is possible considering different approaches, including a review of the Soviet and post-Soviet literature, and especially new research of Ukrainian history.

The purpose of this article is to make historiographical analysis of the developments of scientists who studied the establishment and development of the national media, to offer their periods depending on various factors.

Research of modern media is impossible without digression into the past, without finding out the roots of studying the analysis object. This study makes possible to conclude that Ukraine is an ancient country that has a lots of historians who recreated and systematized the history of Ukrainian periodicals.

Print media in two and a half decades has undergone significant changes. The information market changed significantly. In addition to radio and television Internet began to play an important role. Publishing products acquired functional significance and became a commodity. The industry developed against the background of serious competition, especially with foreign publishing product. The economic problems of publishing companies became increasingly acute. The quantitative and qualitative indicators of released printed materials decreased, but the cost of publications increased, purchasing power reduced, interest in reading diminished. Ukrainian language periodicals appeared in the most critical conditions.

Some aspects of these problems were studied by domestic scholars, including: Y. Alekseev, A. Afonina, V. Bebig, Y. Bondar, B. Durnyak, V. Zdoroveha, V. Ivanov, V. Karpenko, N. Konovalenko, K. Kraynyi, I. Krupskaya, S. Kulchytsky, V. Lyzanchuk, I. Mykhailyn, A. Moskalenko, B. Potiatynyk, V. Rizun, M. Romaniuk, P. Rudich, M. Senchenko, W. Teremko, M. Tymoshyk, A. Chichanovskym, V. Shevchuk, V. Shkliar and others.

Computerization of all human activity getting deeper and fuller. It requires constant analysis, assessment of publications functioning precisely because of its role in the informational, scientific, educational, cultural and spiritual ensuring of society.

The feature of this revolutionary change for Ukraine is still the fact that it at this time occur political, social and policy changes related to the country gained its independence and formation of the state. Comprehensive and systematic historiography of publishing postindustrial period is not researched enough. Some of its components were studied with the historiographical point of view by just some of our contemporaries-scholars such as M. Tymoshyk, M. Senchenko, A. Afonin, A. Moskalenko, M. Romaniuk, I. Mykhailyn, V. Karpenko, V. Bebik.

Ukrainian media - one of the most important components of our culture - is still remains studying. The main reasons of this M. Romaniuk, doctor of historical sciences, professor, CEO of Lviv Library of Stefanik calls the "huge volumes of periodicals did not allow researchers to capture all the facts and find ways of organizing and processing; creativity researchers were limited by engagement because of ideological preferences, Ukrainian periodicals stored in many archives, museums, libraries and private collections worldwide, which complicates its processing; among scientists were made common approaches and methodological principles of research"[8].

The history of Ukrainian media starts with several issues of the newspaper «Kurier Lwowski», which were printed in 1749 in Lviv. On January 1, 1776 in Lviv also were printed French magazine «Gazette de Leopold». In 1811 in the capital of Galicia was issued the oldest of the existing newspapers in Ukraine and the oldest existing now Polish newspaper «Gazeta Lwowska», and in 1848 - the first Ukrainian language newspaper "Dawn of Galicia" [3]. It should be mentioned that beside the famous Ukrainian historian J. Krevetskyi, who insist on the previous argument, there is another scientific opinion about the birth of Ukrainian media. Such well-known researchers as D. Chaly, V. Dmitruk, V. Ihnatiyenko, P. Leshenko, A. Nizhenets, J. Ternopil, P. Fedchenko, argued that birth of Ukrainian periodicals happened in Kharkiv with the first born weekly newspaper "Kharkiv Weekly» in 1812.

Fundamental value for the development of the media as a historical source has the appearance of provincial issues in 1838 in all provincial centers in Ukraine. They were issued by provincial authorities and reflected the official views on certain events.

The first scientific attempts to analyze Ukrainian periodicals were made at the end of the nineteenth century. They are linked with the name of O. Makovey and with his work "50th anniversary of Russian journalism". In discussions about periodization of the press participated I. Franko, V. Shchurat, I. Krevetskyi, V. Doroshenko, I. Kalinovych. In the 20-30 years of the new century famous bibliographer

B. Ihnatiyenko made his version of periodization, which is based on different principles - linguistic, territorial, socio-political. But it can not be considered as successful. Author calls himself his work as something "artificial", but "more consistent with the conditions of the political life at that period" [2, p. 16]. A high level of indoctrination distinguished in the works of Soviet researchers M. Zhovtobryuh and P. Fedchenko. Movement for liberty in Russia were mechanically tolerated with the national historical ground in Lenin's principles of periodization. Foreign Ukrainian A. Zhivotko developed and used in his course of lectures "History of Ukrainian press" periodization, which is based on objective chronological sequence of events [1]. However, this periodization also is not perfect and sometimes is chaotic. Considering that "the Ukrainian press on ethnographic Ukrainian lands developed in different political and economic circumstances" 11 periods were described in the book "Ukrainian media from the perspective of the 150th anniversary" by Y. Ternopil'skiy [9, p. 16-17].

After declaring the independence of Ukraine the attention of researchers to the history of the Ukrainian media has increased significantly. Doctor of Philological Sciences, M. Nechytalyuk proposed to divide history of Ukrainian journalism (from its beginnings to the early XX century) into 3 periods, each of them has its own internal periodization by thematic and regional problems [6, p. 19-20]. Author has divided the media of the XX century

into seven periods "without specifying problems of journalism." Therefore it is not surprising that the author within the proposed phases separately used a chronological, problematic principles, and in other cases just described steps.

A more fundamental approach to periodization proposed in the textbook "History of Ukrainian journalism" I. Mykhailyn. He divided history of the media into four periods: "The Russian-Ukrainian period", time of birth of Ukrainian journalism until its ban in Russia by Valuev circular of 1863, "Austrian-Ukrainian" or "Galician-Ukrainian", "Three decades of XX century", "1930-1980 years" [5, p. 20-24].

Many scientists appreciate the periodization proposed by M. Romaniuk, where he describes 14 periods. In particular: the birth and development of Ukrainian journalism (from ancient times to the middle of the XIX century); the formation of journalism (60-90-s of the XIX century); Ukrainian newspapers at the times of the first revolution (1898-1905 years); Ukrainian journalism (1905-1914 years); Ukrainian journalism during the First World War (1914-1917 years); Ukrainian journalism in the period of revolutions in Russia and the national movement for liberty in Ukraine; the press of Sich Riflemens; start Communist and official Soviet press (1917 - 1921); Western Ukrainian newspapers (20- 30s of the twentieth century); press of Soviet Ukraine (20-30-s of XX century.); Ukrainian emigration press (20-40-s of the twentieth century.); Ukrainian newspapers during the Second World War (1941-1945); press

in Ukraine after the Second World War, totalitarian journalism (1945-1990 years), Ukrainian newspapers outside Ukraine, Ukrainian diaspora newspapers (1945-1990 years), Ukrainian informal and underground press, self-publishing (1960-1990 years), semi-legal issues (1957-1990 years), press of the Ukrainian state-building period (1991 to the present day) [4].

Among modern scholars should be distinguished V. Vladimirov, Y. Zakharov, V. Ivanov, V. Karpenko, V. Kipiani, N. Konovalenko, S. Kostyleva, A. Moskalenko, B. Cherniakova, V. Shkliar, scientists, universities of Kyiv, Lviv, Luhansk, Kharkiv and Dnipropetrovsk. In 1999 was published the first volume of the anthology "The Ukrainian Press", edited by Professor M. Nechytalyuk which started serial publications of historical and journalistic materials about second half of the XIX century-early XX century.

It should be noted that during studying the history of independent Ukrainian press modern scientists do not have a consensus about its periodization. In particular, V. Karpenko, V. Vladimirov, S. Kostyleva divide the history of 20 years into several periods, including the period of development of Ukrainian media, Ukrainian media during the decay time and period of switch from state ownership to private. In the works of N. Konovalenko, E. Zakharov every historical period of Ukrainian mass media associated with periodical development of freedom of speech. The researchers separated the post-Soviet period, when the Ukrainian press could write about everything; period of the total

control (memorable appearance of "temnyki", tension and pressure on media); weakening and finally recovery period of free speech which is considered with the Orange Revolution. There are some attempts of periodizing the history of press depending on participation and influence on the political process between elections.

Analysis of roles of print media for society conducted by the author shows that their quantitative characteristics are not the same in different periods. Purely mathematical periodization is as follows: the period of stagnation and lack of quantitative growth of newspaper (1990-1995 years), period of rapid growth (1995-1998); stabilization without development (1998-2001 years), growth and stabilization of the new level (2001-2007), a rapid fall (2007 - incl.)

If we consider the development of media in the spectrum of party building in Ukraine, then we have the following situation: the multi-system (1990-1995 years), period of polarized pluralism, based on the attitude to the political regime (1996-1999), transformation, rearrangement (2000-2004), stabilization and system of moderate pluralism (2005-2013 years).

Trying to systematize the media history, based on freedom of speech, we get the following results: a loss, lack of government support, the creation of vertical media management (1990-1996 years), bribery of government issues, creating the network of regional issues and newspapers, total control of the media from both the state and media owners, the emergence of "temnyki", real inclusion in the political

struggle, the pressure on the opposition media (1997-2004); breath of freedom, the end of "temnyky" time, unfulfilled promises (2005-2010), in 2010 - a movement toward earlier stages.

Thus, the author concluded that the interdependence of quantitative indicators of the print media with the pluralism, freedom of speech, branching party structures. Analysis of the history of media in terms of business is not appropriate because the country doesn't have a law about privatization, but private media, except that the advertising and entertaining, mostly do not set themselves as a commercial and only support needs and interests of its owners.

The proposed periodization on the one hand is an extension of analytics research who studied short period of time, on the other hand - research supplemented by the analysis of the economic and social factors. Except this the majority of scientists exploring only their regions, often they are not getting rid of ideological prejudices that makes conflicts even in such simple questions as: where were issued the first Ukrainian newspaper. The single methodological approach to study of problems is determined.

Transience of processes occurring the era of the information society, radical socio-economic reforms, sectoral technological revolution requires continuous scientific researches and analysis, identifying trends in the publishing industry - one of the most important factors in the state's democratic progress.

Historiographical study shows that scientists have focused their researches on a fairly narrow components of publishing. The reason is that a comprehensive study requires from performers not only historical knowledge, but also economic, managerial, psychological, political and so on. This is possible only for a strong universities and scientific agencies. The most important that society and the state should need it as the component of doctrine of information security in the context of the national security.

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ANTIVITAL EXPERIENCES OF CANCER PATIENTS

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