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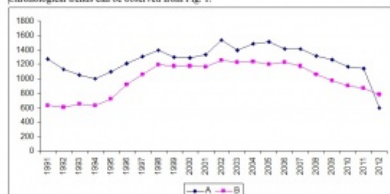


Fig. 1. Ukrainian (A) and Russian-speaking (B) newspapers by the number of titles

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LANGUAGE TRENDS OF THE PUBLISHING INDUSTRY OF UKRAINE (1991-2012)

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SUMMARY

The proposed article is devoted to the analysis of the state of the publishing industry of Ukraine in the first decades of independence in linguistic aspect. In retrospect the issue of books and newspapers is shown. Newspaper languages in Ukraine are bilingual or multilingual. An analysis of the situation in the field of book publishing has shown that books and brochures are published in Ukraine for more than 20 languages. The lion's share of publications in Ukrainian and Russian. A comparative description of the issue of Ukrainian-language and Russian-language editions is made. The study refutes the statements of some scholars about the oppression of the Russian language in print products in Ukraine.

Key words: Ukrainian-language; Russian-language; publishing; books; newspapers; publishing industry; brochures.

МОВНІ ТЕНДЕНЦІЇ ВИДАВНИЧОЇ ГАЛУЗІ УКРАЇНИ (1991-2012)

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АНОТАЦІЯ

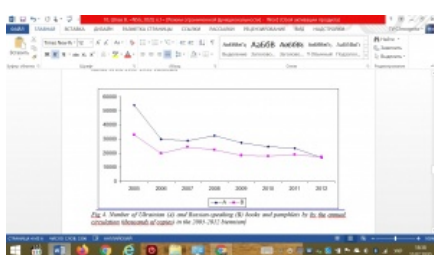
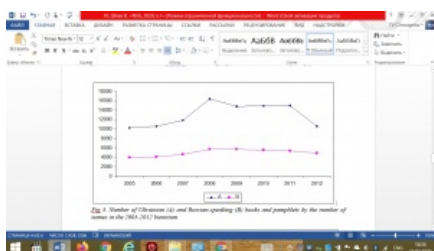
Запропонована стаття присвячена аналізу стану видавничої галузі України в перші десятиліття незалежності в мовному аспекті. У ретроспективі показано випуск книг і газет. Аналіз ситуації в галузі книговидавництва показав, що книги та брошури видаються в Україні більш ніж 20 мовами. Левова частка публікацій українською та російською мовами. Зроблено порівняльний опис випуску україномовних та російськомовних видань. Дослідження спростовує твердження деяких науковців про пригнічення російської мови у друкованій продукції в Україні.

Ключові слова: українська мова; російська мова; видавнича справа; книги; газети; видавничі галузь; брошури.

Publishing in any country is an objective component and an inherent part of its functioning. No exception Ukraine, which is experiencing a period of formation of a democratic political culture and radical economic transformation. These processes affect the evolution of national publishing, which corresponds to the paradigm of political and power relations, political system, society and parade tasks that it implements. Transition to modern information system and a new system of social relations is complex and controversial. Not so easy to abandon ideological accretions recent past and keep their basic principles in the struggle for the creation of a new democratic political culture.

The role of the printed word in the development of independent Ukraine is crucial. It creates social and political thought, affect the mentality of the Ukrainian nation, its spiritual life and revival of historical traditions, the development of the economy.

Publishing Ukraine over the past two decades has undergone significant changes. Significantly changed the information market. In addition to radio and television all began to play a stronger role of the Internet. Publishing products have gained importance and became functional product. The development of the field against a background of serious competition, especially from foreign publishing product. Become increasingly acute economic problems publishing companies. Decreased quantitative and qualitative



increasingly acute economic problems publishing companies. Decreased quantitative and qualitative indicators declined released printed materials, increasing the cost of publications, reduced purchasing power, diminished interest in reading. In the most critical condition was Ukrainian-language literature.

The situation requires careful research publishing. It is necessary to understand its actual state and the processes occurring in it, find out what times and under what conditions there were positive or negative changes in the industry to understand these trends suggest steps that should make the state and society to ensure not only cultural, scientific or educational needs of the citizens, but also their understanding of the national idea as a basis for the formation and protection of the information space of the country, part independence.

Some aspects of these problems were investigated by national scientists, including: A. Afonin, V. Bebik, Yu. Bondar, B. Durnyak, V. Zdroveha, V. Ivanov, V. Karpenko, V. Lyzanchuk, I. Mykhaylyn, A. Moskalenko, B. Potiatynyk, V. Rizun, M. Romaniuk, P. Rudich, M. Senchenko, M. Tymoshyk, A. Chichanovsky et al.

The present article analyzes the publishing industry in terms of language, traces the main trends observed for an independent Ukraine.

Languages of newspapers in Ukraine are bilingual or multilingual. The lion's proportion of publications in Ukrainian and Russian. This is not surprising since, according to the Census (2001) Ukrainian as their mother tongue for 67.5% of the population; Russian – for 29.6%; share of other languages that were listed as family – 2.9% [1].

Since 1991 there has been a gradual decline in production of newspapers in Ukrainian. Then the figure was 66.5% of the total, and 21 years, in 2012, it decreased to 28.7% (including applications) [2, 217].

The reverse trend in the segment of Russian newspapers: their production from year to year - from 32.9% of the total number of titles in 1991 to 37.3% in 2012 [2, 217]

Chronological trends can be observed from Fig. 1.

Fig. 1. Ukrainian (A) and Russian-speaking (B) newspapers by the number of titles.

Another noticeable progress in improving the lottery. If the 1991 edition of newspapers in Russian in Ukraine amounted to 38.0% of the total number of copies, then in 2012 – 46.3% [2, 217; 3].

Chronological trends can be observed from Fig 2.

Fig. 2. Ukrainian (A) and Russian-speaking (B) by the annual newspaper circulation (thousands of copies).

Thus, statistics show that in 2012 in Ukraine 71.8% of newspaper circulation, accounting for 60.8% of the total, account for not publishing in Ukrainian. A similar situation exists in the coffee segment: 59% of journals with circulation, representing 83.1%, published in other languages [3]. In 2012 the Ukrainian accounted for 23 other newspapers in their native language for a year, and other Russian who lives in Ukraine, – 123 samples, or 5.4 times more [3].

To generalize the findings should analyze the situation in the book publishing industry. Books and pamphlets issued in Ukraine for more than 20 languages worldwide [4, 49]. According to the Book Chamber of Ukraine, the share of Ukrainian-language publications in the total number of issued books on the early years of Ukraine as an independent state after the recession of 1992 had a tendency to increase. The share of Ukrainian publications in the total number of books issued increased by the number of titles from 35% in 1992 to 66% in 2011, and in circulation – from 34.9% to 50.5% in 2011 [5]. 2012 the situation has changed (see Fig. 3 and 4). The number of Ukrainian books fell to 61%, and the circulation of books and pamphlets published in other languages, was more than 57% of the total number of books published. Ukrainian language published 16 949.3 thousand copies., Russian language – 17 386.2 thousand copies. [3].

Fig 3. Number of Ukrainian (A) and Russian-speaking (B) books and pamphlets by the number of names in the 2005-2012 biennium

Fig 4. Number of Ukrainian (A) and Russian-speaking (B) books and pamphlets by by the annual circulation (thousands of copies) in the 2005-2012 biennium

According to the president of the Ukrainian Association of Publishers and Booksellers A. Afonin, widespread publication "Kommersant-Ukraine", in 2012, the number of Ukrainian books in the domestic market decreased by 15% compared to 2011 now in Ukraine appears to be one book per person per year, while in Russia - five books in Belarus – 4.5 in the EU – 7. indicator less than 2.5 pc. per person per year is the minimum abroad, to overcome any negative impact on the intellectual level of the population" [6].

In Ukrainian half of book accounts for approximately a year. Deplorable situation of the Ukrainian-fiction - only 0,06 fiction books a year. The average run one of its publishing in Ukrainian literature is 1.03 thousand copies.

These statistics do not give a complete picture of the actual book market saturation Ukraine multilingual publications. The analysis shows a somewhat different picture. For example, the data of the Book Chamber of Ukraine, which is the main source of information, do not include the import of books from.

Ukrainian Association of Publishers and Booksellers, based on indirect data on volumes of supplies in Ukraine Russian books accumulated over the past 13 years, noted that the Ukrainian market had a value of n and the national book 120–130 million to 30–40 million Russian Ukrainian books, or about 80% to 20% (80:20). That is, if you take the book market, removing from the total list of Ukrainian-language textbooks for middle and high school, the ratio to the Russian-Ukrainian-language books (including Ukrainian edition, printed in Russia) constitute 60-65% to 35–40% Russian, Ukrainian [2, 145].

You can make an unbiased opinion in Ukraine against the general poor state of the publishing industry did not provide any demand for Ukrainian-language literature, and no Ukrainian-language print media. This state of things here in a variety of public figures, politicians and scholars have different opinions.

Here are the conclusions presented in the analytical review "of the Ukrainian language in Ukraine in 2012", published on the occasion of the Ukrainian language movement "Space of Freedom" with the assistance of online publication Texty.org.ua: «Ukrainian language called the mother of 2/3 of citizens of Ukraine and

53% speak mostly Ukrainian. However, in the independent Ukraine has powerful factors in the formation and Russification of Ukrainian speakers inferiority complex, the study authors note. The most powerful of these factors is the television and radio, and mostly services and publications ... Ukrainian language in 2011/12 was 81.9% attended school students, which is 0.3% lower than a year earlier. Fact decrease in the proportion of students enrolled in Ukrainian, recorded for the first time since Ukraine's independence. There is reason to believe that after processing statistics for the 2012/13 academic year will be fixed further reduce the number of students enrolled in Ukrainian.

The greatest Russification aimed at first-that in the future will lead to a larger scale shifts in language education in favor of Russian. Most of the Ukrainian language yet enrolled students in 23 of the 27 regions of Ukraine. The exceptions are the Donbass and the Crimea, and in the Crimea Ukrainian enrolled less than 8% of the children. "[7]. The authors of the review point out that the legal status of the Ukrainian language in 2012 dramatically worsened over the scandalous decision of the Law "On the Principles of State Language Policy", which started the destruction of linguistic and cultural space. If this law is not abolished in law or court order, the wave of Russification and regional fragmentation Ukraine will become in time more powerful and threaten not only the Ukrainian language, but also the independence and integrity. The document is based on statistics, sociology and their monitoring studies carried out by volunteers across the country [7].

Many scientists believe the existing picture of the consequences of the tragedy historical character. There is an opposite view when disregard state language called "triumph of democracy". Thus, in Odessa city government adopted the program of preservation and development of the Russian language in Odessa in 2011–2015 Parents are entitled to freely choose the language of instruction for their children in any of the Odessa schools - just type at least 15 relevant application. Consequently, when in 2010 the relation between parents who want to teach their children Ukrainian and Russian was, respectively, 61.5% to 38.5%, now become almost equal share of 48% - in Russian, 52% – in Ukrainian. The deputy chief of the city Department of Education Victoria Ishchenko believes that hinder this process at least undemocratic "We are very proud that in our schools - the triumph of democracy: parents can choose the language of instruction and the conditions established in every school but one" [8].

Conclusions.

According to the author, it's great when people other than the mother has another or multiple languages. In many ways it is a sign of the culture of the nation, a sign of readiness living in an increasingly globalized world. Knowledge of languages of neighboring countries is natural. Therefore, we should welcome anything that promotes the development of languages in the country. But all this is happening against the backdrop of the full and comprehensive development language of the indigenous population - the state language. Slightly hard to believe that you can raise a patriot of his country, who despised the language of their grandfathers and great-grandfathers. And then his word should say public institutions, politicians, non-governmental organizations. They need to defend the Ukrainian language, to create conditions for its dominance in the information space of the country without impairing the other languages in Ukraine. One of the instruments of this policy is intended to be publishing as part of the media and cultural heritage of the nation.

One such step would be the adoption of the draft law "On state support measures for the development and promotion of Ukrainian language and Ukrainian printed matter".

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