
FUNCTIONING OF JOURNALISTIC AND LITERARY TEXTS IN THE SPHERE OF INFORMATION IN THE 20TH AND 21ST CENTURIES



Director of the school – Svitlana Kravchenko, Ph. D., Doctor of Social Communications, Full Professor, Head of the LUEENU Department of Social Communications, member of the national union of journalists of Ukraine, member of the specialized research council D 26.0001.33 at the Institute of Journalism in the Taras Shevchenko National University of Kyiv, member of the international scientific periodical council “Religious and Sacred Poetry, Religion, Culture and Education. The International Scientific Periodical” (Krakiv), “Studia z Historii Społeczno-Gospodarczej XIX–XX wieku” (Łódź), member of the programme council “Бібліотеки літератури наших сусідів” of the Institute of Slavic Philology in Lublin University and the Lublin affiliated branch of the Polish writers’ council; editor-in-chief of the scientific journal “Масова комунікація: історія, сьогодення, перспективи” (Lutsk).

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Areas of scientific research:

- the content of the Ukrainian and the Polish mass media;
- Ukraine in the discourse of European mass media;
- the communicative aspect of artistic text;
- persuasive qualities of publicistic text;
- forms of verbal influence on the mass consciousness.

Scientific output of S. Kravchenko. More than one hundred research papers have been published.

Research supervision of the following Ph. D. theses:

Terebus O. The Publicistics of Dmytro Pavlychko: Motifs, Genres and Context (2006).

Derkach L. Narrative Models in V. Pidmogylnyi’s Prose (2009).

Summary. The scope of the school’s research includes the following areas: the study of the formal content of Dmytro Pavlychko’s publicistics, and its sociocultural characteristics in the context of the social and historical activities of the 1960^s generation; the investigation of narrative models of Valerian Pidmohyl’nyi’s prose; identifying the author’s

communicative strategies which are intended to form the structure of the text; and the degree to which the author achieves his objectives.

Scientific activity of the school:

- monograph and doctoral dissertation “Polish Periodicals of the 1920^s and 1930^s in the Context of Society and the Political Processes of the Inter-war Period: Literary Communication, and Polish-Ukrainian Interaction”;
- Readings compiled by S. Kravchenko’s;
- participation in the collective monograph “Majdan: Drugie narodziny narodu”, that was published in Poland;
- Ph. D. (*Kandydat*) theses by O. Terebus and L. Derkach;
- topic approval and Ph. D. (*Kandydat*) thesis preparation by postgraduate E. Formaniuk;
- preparation of doctoral theses by scientific degree researchers N. Zozullia and L. Zhvania;
- Ph. D. (*Kandydat*) theses by scientific degree researchers O. Buzuluk and O. Matsyborskyi pending;
- publishing articles in professional publications;
- collecting material from conferences of different degrees and preparing the annual edition of the

scholarly journal “Mass Communication: History, Current Situation, and Future”.

Members of the School

Oksana Terebus, Ph. D. in Philology, Associate Professor in the LUEENU Department of Social Communications of the Institute of Philology and Journalism, member of the National Union of Journalists of Ukraine, and head of the journalism section of the Minor Academy of Sciences of Ukraine.

Areas of scientific research: socio-communicative aspects of publicistic writing; the content of mass media in Volyn’ region; specifics of advertising and PR texts.

Larysa Derkach, Ph. D. in Philology, Lecturer in the Department of Ukrainian Language and Teaching Methodology at Lutsk Pedagogical College; Assistant Lecture in the LUEENU Department of Social Communications.

Areas of scientific research: theory of composition; structural and functional particularities of artistic and journalistic texts; verbal and intellectual degree of media literacy.

Natalia Zozulia, Ph. D. in Philology, Associate Professor in the State University of Telecommunications Department of Record Management / Document Science and Informational Analytical Activities. The topic of her doctoral thesis is “Preparation of Future Specialists in Document Science and Information for Professional Communication”.

Liudmyla Zhvania, Ph. D. in Philology, Senior Lecturer in the LUEENU Department of Social Communications in the Institute of Philology and Journalism. The topic of her Ph. D. (*Kandydat*) thesis was “Yevgen Sverstiuk – Publicist and Thinker in the Sociocultural Space of Volyn and Ukraine”.

Elina Formaniuk, postgraduate in the LUEENU Department of Social Communications in the Institute of Philology and Journalism. The topic of her Ph. D. (*Kandydat*) thesis is “The Representativity of the Image of Ukraine in the News Discourse of Leading European Mass Media Outlets”.

Olga Buzkuk, Assistant Lecture in the LUEENU Department of Social Communications in the Institute of Philology and Journalism. The topic of her Ph. D. (*Kandydat*) thesis is “Information Activity of the Organs of Local Authority (using Lutsk City Council and other cities of Western Ukraine as an example)”

