

FORMATION OF NATIONAL IDEA IN CONTEXT OF UKRAINIAN NATIONAL INFORMATION POLICY

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The article deals with the main aspects of the national idea formation in Ukraine. The causes of the importance of this issue in development of the Ukrainian society have been considered. Possible results of the civil society formation and its influence on state policy have also been analyzed.

Key words: the national idea formation, the Ukrainian society development, civil society, state policy.

Панченко А.В. ФОРМУВАННЯ НАЦІОНАЛЬНОЇ ІДЕЇ В КОНТЕКСТІ УКРАЇНСЬКОЇ НАЦІОНАЛЬНОЇ ІНФОРМАЦІЙНОЇ ПОЛІТИКИ / Запорізький національний університет, Україна

У статті розкриваються основні аспекти формування національної ідеї в Україні. Розглядаються причини важливості даного чинника в процесі становлення українського суспільства. Аналізуються можливі результати формування громадянського суспільства та його впливу на державну політику.

Ключові слова: формування національної ідеї, становлення українського суспільства, громадянське суспільство, державна політика.

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В статье раскрываются основные аспекты формирования национальной идеи в Украине. Рассматриваются причины важности данного фактора в процессе становления украинского общества. Анализируются также возможные результаты формирования гражданского общества и его влияния на государственную политику.

Ключевые слова: формирование национальной идеи, становление украинского общества, гражданское общество, государственная политика.

The fact is that the largest number of tasks that need solution for building an effective political and state system were put before the country by the independence of Ukraine in late twentieth century. The national patriotic idea formation in a society searching that was able to consolidate people, regardless of their social status and role, and class turns to be one of such tasks. This issue is still relevant, because the aim of national idea isn't only bringing people together around specific problems, but also the foreign policy's choice, which is one of the basic factors of nation-building in Ukraine. Therefore, it is advisable to realize this issue and find ways to resolve it.

The aim of this article is presenting the importance of the national idea and its implementation mechanisms. This requires detailed analysis of the factors and tools that directly or indirectly affect this issue, using comparative and axiological method.

It should be mentioned that nowadays the following questions are very popular: "What are the sources of patriotism in society? How to form national idea?" As far as we consider, the answers lie precisely in the idea, which will help focusing the interests of certain people. In our opinion, the national idea itself is not the effective way of education of patriotic personality. But it should be realizable that the idea of creating favorable conditions for its successful implementation in life will be an important step in patriotism education.

What role can the state information policy play here? As can be seen there is no single and definite answer, because there are many opinions that are opposite of its meaning. However, it should be noted that for information policy activity, above all, media culture is to be educated and establishing the rules of the game, which will provide public demand on objective information. On the other hand, it is considerable that information policy should be based both on democratic principles and objectivity. The problem that arises here is the consolidation of political elite, because only the elite association will be able to create opportunities for providing objective information to the society. To put it short, these steps will form the Ukrainian political nation.

Clearly, the patriotism education in the Ukrainian society is considered to be the basis, which contributes the efficiency of the state. But it also should be defined what patriotism is as a notion, what criteria should be used to determine the level of patriotism of any individual. However, one of the main criteria of patriotism is the desire and real actions directed to developing and improving of the society and state functioning. It is quite certain that this problem is particularly politically acute in Ukraine and governance needs reforms aimed at its improvement. Thus, the development of the state is one of the criterions of patriotism.

Another criterion, which demonstrates the patriotism education, is respect for historical past and real knowledge of historical events. Why is it important in the context of patriotism? Understanding the history and its analysis allows avoiding errors in the process of state formation in Ukraine. Retrospective of historical past is an important factor in upbringing of patriotic individual in current period.

It is obviously, these criteria need to be added by the following issues: respect for the state symbols, the state language, respect to all citizens of the country and ethnic minorities.

Thus, as far as we consider, patriotism is typical feature of a person that in addition to respect for state symbols and culture may involve actions to develop the principles of the state building.

It should be stressed, that when we define what patriotism is and which criteria should be used, it's appropriate to analyze some peculiarities of national idea formation and the role of information policy in this process. This idea will promote education of patriotic citizens and society in general. Today there are many opinions on a factor or indicator that will be a basis of a national idea. Whether it will be a certain social standard or vector of the state in foreign policy. [2, p. 34-36]

In our opinion, the Ukraine's economic development is likely to become such a factor. Certainly, those resources and values that exist in the state already allow developing this way and consolidating society. One of the problems that could be defined here is some inequality of economic factors of regions. Clearly, the existence of imbalance around economic opportunities and fiscal policy leads to confrontation between Western and Eastern Ukraine. Despite this, Western Ukraine has to become a center of chemical and timber industries. And here the state information policy comes to the forefront, because consolidation of regions should be the task of the first priority. From this perspective, the state should remove that tension, which prevents effective economic development and, what is most important, union of regions. Also it should be formed public opinion, which expresses the belief of development of the state in general (not only of some regions) and its authority in the global space.

Why could it get people interested? Certainly, the social standards of society are increased by the economic prosperity of the country, so the national idea can unite different classes of society. Stability in economy is one of the few factors that is actually positive for the individual and the society in general.

It should be noted that the Ukrainian mentality is also should be paid attention to. We have noticed that society is prone to rationalism and to a certain personal gain. That's why the economic development of the state from this perspective is also very effective factor for the national idea formation. In this case, it is the optimum combination of interests of state and society. That also increases the value of the national idea formation process.

Thus, defining the national idea, or the course that took the state for the consolidation of society, it's important to develop this way using information sources. But before that, we have to understand the urgency of the information policy from the government. It's a known fact that in this case the lack of civil society features comes to the forefront, i.e. the community, which is the indicator not only of consolidation of society, but also of active participation in social and political life. As Ukraine's civil society is only on the level of start and development nowadays, a national channel has to help in this process. [3, p. 39-40] This channel should inform citizens about the idea of unity to social consciousness with the help of real methods.

As it has been mentioned, except the positive moments of the start of patriotism formation process in the state and society, we should pay attention to these moments that may negatively affect the development of communication between government and society. First, government should avoid topics that divide public opinion in varying degrees. It does not matter whether it is laid in political or cultural spheres. It can also be noted that the national idea and patriotism in particular have to be built on the victories of the nation. It means that a positive example here plays a major role. Second, as information policy leverages are in the hands of the government, it could be possible to see manifestations of usurpation of power sources. Therefore, in this process the Ukrainian reality peculiarities should be taken into consideration.

It should be emphasized that, above all, that some signs of the population hypnosis is evident today in the society without existence of national idea. These are so-called myths that affect society. The main problem in this context is presentation of biased information through the channels of communication with the public. Therefore, in this case, government information policy may become possible factor that contributes to the exit finding out of this position.

It also should be remembered that national idea is only a part of public life. It means that channels will not be able to control information sources completely. The third factor that will help to avoid usurpation of information sources from the state can become the society control, more precisely, public associations, for state policy, particular informational ones. Therefore, as we see, despite the threat of the nation hypnosis, the constructive mechanisms should be found that will help to form effective government information policy based on the national idea.

It would be interesting to compare patriotism education process in Ukraine and the United States. We know the USA is not an old country, because it got the independence in 1775. So, for 300 years US has developed the culture of its citizens. Nowadays it gives the results in political, economical, social spheres of society. So, we can see that the American government could create such system of education, norms and traditions which play a great role in the USA style of life and civil society in general. [1, p. 124-125]

As can be seen, the Ukrainian government has to find such ways that will be able to form patriotic society. But it shouldn't be just a copy of American or European style of life. The mentality of the Ukrainian people is very specific. So, searching the new ideas that will be effective in our country is very complicated task. The Ukrainian government has to do a lot of work that will help society to develop.

Thus, creation and development the idea of national unity is one of the major factors of forming and upbringing patriotic personality. Economic stability as the main component of the national idea enables society to develop a government and political management, and their own social welfare. The efficiency of the national idea formation process is also supported by mentality of the majority citizens of the state. That is the main factor in the Ukrainian society.

As has been indicated, one of the main leverages of developing the national idea is the state information policy, which will also help to increase the level of patriotism in Ukrainian society. This, in turn, will enable to create new ideological and social preconditions for effective development of public and political governance and state building processes in Ukraine.

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УДК 792.028:801.8:792.026

МЕТОДОЛОГІЧНІ АСПЕКТИ ФОРМУВАННЯ НАВИЧОК СЦЕНІЧНОГО ЧИТАННЯ В РОБОТІ НАД ЛІТЕРАТУРНИМ ТВОРОМ

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У статті розглядаються основні принципи роботи над літературним текстом для народження виразного емоційного художнього слова.

Ключові слова: художнє слово, літературний текст, репертуар, ідея твору, завдання читця, дія словом.

Петрик Т.Д. МЕТОДОЛОГИЧЕСКИЕ АСПЕКТЫ ФОРМИРОВАНИЯ НАВЫКОВ СЦЕНИЧЕСКОГО ЧТЕНИЯ В РАБОТЕ НАД ЛИТЕРАТУРНЫМ ПРОИЗВЕДЕНИЕМ / Запорожский национальный университет, Украина.

В статье рассматриваются основные принципы работы над литературным текстом для рождения выразительного, эмоционального, художественного слова.

Ключевые слова: художественное слово, литературный текст, репертуар, идея произведения, задание чтеца, действие словом.

Petrik T.D. METHODOLOGICAL ASPECTS OF FORMATION OF SKILLS OF SCENIC READING IN WORK ON THE LITERARY WORK / Zaporizhzhya national university, Ukraine.

In the article basic principles of prosecution are examined of literary text for birth of expressive, emotional and artistic word.

Key words: Artistic word, literary text, repertoire, idea of work, task of reader, action a word.

Сценічна мова завжди вважалась практичною дисципліною. Проте корективи та набутки розвитку цього курсу свідчать про його теоретичне становлення як науки.

За період навчання студент повинен:

- оволодіти основами теорії мистецтва сценічного мовлення;
- практично засвоїти зовнішню та внутрішню техніку словесної дії;