



**MANS**  
MIĘDZYNARODOWA AKADEMIA NAUK STOSOWANYCH  
W ŁOMŻY

**JĘZYK I KULTURA UKRAIŃSKA  
WE WSPÓŁCZESNEJ HUMANISTYCZNEJ PRZESTRZENI  
CZASOWEJ: ASPEKTY KOMUNIKACJI MIĘDZYJĘZYKOWEJ I  
KSZTAŁTOWANIE KOMPETENCJI KOMUNIKACYJNYCH  
WSPÓŁCZESNEGO SPECJALISTY**

ZBIÓR MATERIAŁÓW Z MIĘDZYNARODOWEJ NAUKOWO-PRAKTYCZNEJ KONFERENCJI INTERNETOWEJ

**УКРАЇНСЬКА МОВА ТА КУЛЬТУРА  
В СУЧАСНОМУ ГУМАНІТАРНОМУ ЧАСОПРОСТОРИ:  
АСПЕКТИ МІЖМОВНОЇ КОМУНІКАЦІЇ ТА ФОРМУВАННЯ  
КОМУНІКАТИВНОЇ КОМПЕТЕНТНОСТІ СУЧАСНОГО ФАХІВЦЯ  
ЗБІРНИК МАТЕРІАЛІВ МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ ІНТЕРНЕТ-КОНФЕРЕНЦІЇ**

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PAŃSTWOWY UNIWERSYTET PODATKOWY

**JĘZYK I KULTURA UKRAIŃSKA  
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KOMPETENCJI KOMUNIKACYJNYCH  
WSPÓŁCZESNEGO SPECJALISTY**

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МІЖНАРОДНА АКАДЕМІЯ ПРИКЛАДНИХ НАУК В ЛОМЖІ  
ДЕРЖАВНИЙ ПОДАТКОВИЙ УНІВЕРСИТЕТ

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КОМПЕТЕНТНОСТІ СУЧАСНОГО ФАХІВЦЯ**

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Збірник містить матеріали Міжнародної науково-практичної інтернет-конференції, яка відбулася 21 лютого 2024 р. на базі кафедри соціальних комунікацій, словесності та культури факультету соціально-гуманітарних технологій, спорту та реабілітації Державного податкового університету, організованої спільно з українськими та зарубіжними партнерами. Публікації відображають напрями та результати наукових досліджень, присвячених таким актуальним питанням: українська мова як феномен національної культури, міжмовна комунікація у сучасному геополітичному світі, міжкультурний діалог і презентація української культури, комунікативна компетентність сучасного фахівця, медіадизайн і візуальнульні комунікації у сучасному культурному вимірі, сучасні засоби масової інформації та духовний універсум людини, бізнес-комунікації та перекладознавство: виклики сьогодення. Видання розраховане на широке коло читачів, які цікавляться окресленою проблематикою.

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ВИКЛИКИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ  
КОМУНІКАТИВНОЇ КОМПЕТЕНТНОСТІ  
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## **SOCIO-COMMUNICATIVE APPROACH IN UKRAINIAN PUBLISHING AS THE CORE OF LONG-LIFE EDUCATION**

Publishing in Ukraine is an important sphere of social activity, the development of which significantly affects the functioning of various branches of science and industry, education and rebuilding, medicine and reconstruction of up-to-date Ukraine.

The relevance of the present research is determined by deep structural reforms in Ukraine, modern processes of the formation of the information society. After all, modern publishing is designed to ensure the completeness and availability of information adequate to the demands of the modern discerning authors, promotes the dissemination of new knowledge and advanced technologies in society, increases the level of its intellectualization and motivates long-life education.

The analysis of modern scientific literature showed that many multifaceted studies in publishing in Ukraine have been carried out, which give an idea of its essence and features. First of all, these are works on the theory and practice of the publishing house of R. Ivanchenko, N. Zelinska, V. Rizun, A. Milchyn, M. Sikorskyi, V. Teremko, M. Tymoshik, M. Feller. In the works of N. Vernyhora, L. Horodenko, M. Zhenchenko, O. Levchuk, I. Pobidash and S. Fialka the fundamental foundations of professional training of publishing workers and authors of authentic and scientific texts are highlighted [2; 4; 7; 8; 12; 13; 14; 15].

Successful European integration of Ukraine is possible only if a number of reforms will be implemented, including in the education space. Increasing investment in human capital and improving the level of citizens' skills will facilitate adaptation to fundamental changes reflected in the world economy, such as the globalization of markets, the rapid pace of technological development and global competition.

Many scientists paid attention to the issues throughout their lives: V. P. Andrushenko, I. A. Zyazyun, V. A. Goshovska, N. B. Larina, S. D. Maksymenko, N. G. Nichkalo, S. O. Sysoeva, O. V. Chaly, Y. V. Tsekhmister and others.

The meaning of the concept of “lifelong education” was revealed by the English scientist R. H. Dave [1]. He considered it as a process of personal, social and professional development of individuals throughout life in order to improve the quality of both their own personal life and their social environment.

Nowadays, lifelong education has gained special importance. It is a purposeful process of personal development through the implementation of educational programs and services. And for Ukraine, the following development trends are particularly relevant:

- the growing role of human capital in the rising of national wealth;
- adverse demographic tendencies;
- speeding up the pace of updating professional knowledge;
- approval of the concept of lifelong education in the European educational space.

The goal of lifelong education is to provide people of all ages with equal and open access to quality education. The goals that are set and implemented in the system of continuous education have three components: the first is additional professional education; the second component provides various groups of the population with the opportunity to adapt to changing living conditions; the third one ensures the satisfaction of different individual education needs of citizens (language training, obtaining psychological, cultural and other knowledge, communicative and special skills).

As the Law of Ukraine “On Higher Education” emphasizes, the purpose of education is the comprehensive development of a person as an individual and the highest value of society, his talents, intellectual, creative and physical abilities, the formation of values and competences necessary for successful self-realization, the education of responsible citizens who are capable for continuous social choice and direction of one’s activities for the benefit of other people and society, enrichment on this basis intellectual, economic, creative and cultural potential of the Ukrainian people, raising the educational level of citizens to ensure the sustainable development of Ukraine and its European choice [9].

To be interesting, to reflect connections in society, the communicator of publishing (the author) must always be in trend: be modern, flexible, authoritative, charismatic. And the reader, in turns, could also improve by choosing a qualified, informative author. Of course, both communicators must constantly learn to be adequate members of society, citizens who must also grow intellectually, informationally and technologically. This is based on the relevant experience of living and practicing together with society. Finally, the main result of publishing in Ukraine is a proactive citizen and society, who, through long-life education, are able to fight for their rights and independence.



Despite the wide range of scientific problems that they highlight, the socio-communicative essence of the publishing in Ukraine remains insufficiently researched to this day, and this determined the purpose of our investigation.

**Purpose and methods of present research.** The purpose of the article is to substantiate the role of socio-communicative approach as a methodological basis for the study of publishing in Ukraine.

We applied to the theoretical research methods, namely the analysis of the psychological, pedagogical, sociological scientific base in order to carry out the analysis of methodological approaches in the research.

**Results.** We consider the publishing in Ukraine as a set of interconnected organizational, managerial, production, creative, informational and marketing actions aimed at the preparation and release of author's scientific works. The importance of the publishing of modern Ukraine for the formation and development of a person, the complexity of its problems have determined the variety of theoretical and methodological approaches to its study. The most common among them are text-centric, anthropocentric, functional and institutional approaches. Each approach captures the peculiarities of the study of publishing in Ukraine in the relevant scientific context.

*The text-centric approach* is based primarily on understanding the text as a speech expression. According to this, the main attention of the researcher is focused on the work of the author's text. A prominent place here is given to finding out whether the requirements of style are met and whether the given facts are properly verified and convincing.

*The anthropocentric approach* involves the analysis of the author's text as a complex communicative structure, taking into account the personality of the communicator, who is targeted by certain psychological, mental, social, cultural, ethnic and other properties. During the analysis, the publishing is based on the principle of harmonizing the creative capabilities of all subjects, paying attention to background knowledge. Perception of the text is considered as penetration into the author's consciousness, his conceptual system [6, p. 27].

*Functional analysis* is focused on determining the place and meaning of the publishing process in the system of social communications, on clarifying the functional features of its components and their interaction.

Each of these approaches can be applied at a certain stage of publishing research. All of them, however, are not isolated, they condition each other, which led to the emergence of synthesized methodological approaches – primarily a *socio-communicative approach*, which allows for a thorough investigation of this multifaceted process as a social phenomenon and brings it into the broad context of social relations.

*A socio-communicative approach* to the study of publishing in Ukraine involves a combination of various aspects of scientific research of this inherently social process. This is the unity of ontological, epistemological, hermeneutic, sociological, axiological, socio-psychological, communicative aspects of its study.

The socio-communicative approach is primarily aimed at determining the place and role of publishing in society. Therefore, the publishing is an element of society and cannot be feel economic, political and social changes. That is why, socio-communicative studies analyze the dependence of the current state of publishing on social transformations, state policy in economic, political, social and cultural spheres.

The society's reaction to the events of publishing life, attitude to publishing activity and its results in various communities is indicative. It is about determining the degree of satisfaction with this type of activity and identifying the causes of social discomfort in it.

Understanding the phenomenon of social communication in the publishing sphere is impossible without taking into account the communicative uniqueness within its socio-professional subject – the publishing organization. In particular, the attention of researchers is focused on the study of internal relationship between its structural divisions and within each of them. Any employee of a publishing organization is now considered an active subject, a partner who has understood the social purpose of this institution and its significance for society, clearly understands the purpose and tasks of his work. He is focused primarily on the result, is loyal to corporate rules and values, in order to adequately fit into the system of social relations and be ready to effective work in the team. The author is also a member of this team.

The main goal of the publishing is the socialization of the author's text. That is the transformation of the product of individual authorship into a product. It is the carrier of the results of scientific, educational, literature and artistic, advertising and information activities, intend for the storage and distribution of significant information in society. It affects the system of social relations, supports social cohesion, unites society through communication [10].

The publishing is inextricably linked with the professional activities of various social groups. Millions of people, representatives of social groups and professions interact through publishing products.

Publishing products are an important means of information provision of various types of activities, are a tool for increasing knowledge, spreading national and world culture. Thanks to it, the formation, development and socialization of the reader takes place. Passing through different communication channels, publishing products form scientific knowledge, skills, ideals of the reader, his rational and emotional picture of reality, influence ideological, aesthetic, ethical preferences.

This social reality, in turn, affects the creation of the *text*. That is, texts create a context and are themselves created by it. The important thing for socio-communicative analysis is the study of the social parameters of the text as a complex communicative mechanism, a mediator of communication, which fixes the strategic program of the addressee. It is interpreted by the addressee [11, p. 10].

It is also relevant to find out whether the text and the publishing product created on its basis exerts the influence on society that was laid down technologically, and how society reacted to the object of influence [10].

A prominent place is given to the study exactly how the text is constructed and its meaning is fixed in the aspect of the social and cultural situation. The initial impulse that starts the text-creative process is a motive, which includes, in a more or less conscious form, an idea of what should be presented in the future text. At the same time, the author rethinks new information from the real world and creates a different content based on it in accordance with his worldview. New information, in turn, entering the author's experience, complements or changes his picture of the world.

The reader, passing through the text, in the same way as the author, partially changes the reality in his mind, evaluating its relevance, importance and value for society at his own discretion [3, p. 54].

The text is always aimed at communication with the reader. It leads the reader through its labyrinths, engaging in communication, reflection and active penetration into the essence of the presented information, its existing and hidden meanings.

In the event that difficulties arise at some stage of decoding the text, the reader expects clues in the following text parts. For example, he hopes to understand it in combination with other words known components of the text. It will help him analyze the meaning of this word.

The text requires a certain type of competence from the reader. At the same time, the reader himself contributes to replenishing the stock of encyclopedia knowledge, because if during the comprehension of the content he discovers some discrepancies between his knowledge, he turns to scientific sources to clarify the truth of the author's statements.

On the basis of the socio-communicative approach, publishing appears as an informational and communicative process that continues in the forms of interpersonal, group and mass interaction of its subjects. The subjects of interaction are the author, who prepared the work, as well as the reader, through whose consciousness information passes, having acquired subjective reproduction-decoding [12, p. 379].

At the same time, each communicator becomes an active subject and anticipates the activity of his communication partner and, therefore, analyze the motives, the goals, predictions. In particular, when publishing a book, newspaper or magazine, the communicator (the author) expects that among the indefinite number of people who can pick them up, there is a significant number of those who will not only read, but also perceive, understand and interpret the presented information.

The author and the editor – the producers of publishing product and the reader – its main consumer become dependent both on each other and on the content and structure of the communicative process in general. The producer wants to make sure that the conclusions drawn by the reader correspond to those he expected. Similarly, the reader wants to be sure that the conclusion he draws corresponds to what the author had in mind. After all, in the case when it turns out not to be the way the recipient expects it to be, there is a misunderstanding of the essence of what has been read. The reader is more than a passive recipient of information. He is always a subject in the editorial and publishing process. That is why the common knowledge of communication partners acquires special importance.

Since communication is a dialogic meeting of two processes: a) expression, in which I-addressee addresses to You-addressee; b) interpretation, in which You-interpreter builds an image of interaction for the joint solution of communicative tasks based on the text, the author, the editor and the reader must strictly follow certain rules and principles of information exchange. This will ensure mutual understanding, as a result of which the reader will receive information from the author and editor with the least amount of misinformation.

Since the author's efforts are aimed at achieving the perfection of his own text and the editor also pursues the goal of optimizing this text as much as possible, they become allies and creative partners.

Successful cooperation of these publishing entities is facilitated by:

- concentration of attention on solving a common problem, and not on protecting personal opinion, striving for self-realization and proving to the other communicator his incompetence;
- receptivity and impartiality;
- interdependence in achieving the final result, inclination to work together in the future, focus on good relations to obtain a positive final result.

We ourselves must change our world picture and perception in order to gain new knowledge. Cognitive flexibility is of great importance nowadays. Therefore, we aim to work with a person's worldview through thinking. It must exist to equalize the intellectual level of the whole society. The publishing should also provide long-life education.

Unfortunately, this is only a hype trend today, which is not really about continuous learning and changing oneself, but about a certain kind of intellectual hedonism. However, there must be an environment where interaction with other people generates impulses. Publishing is one of them. It is a social interaction of a friendly nature. It is a challenge of real life.

So, socio-communicative approach in Ukrainian publishing is the core of long-life education for people.

**Conclusions.** *The publishing process in Ukraine* is a complex phenomenon, where social, psychological, linguistic and other factors are closely intertwined. It is possible to establish the socio-centricity of the publishing and all its components, to reveal their independence and mutual influence with the help of a socio-communicative approach. This approach is aimed at identifying deep communicative connections.

*The socio-communicative approach* involves understanding publishing in Ukraine as a systemic process aimed at improving the author's text and introducing it into information and communication circulation in order to satisfy the readership needs of various social groups.

*Communicative subjects* also anticipate the activity of their communication partner, analyze his motives, goal, product his communicative portrait. Communicators (readers) become active subjects, for their part, they encourage the author and editor to focus on their (readers') interests, requests and preferences.

*Texts* are the product of individual authorship. The author and the publisher enter into a communicative interaction with the reader. The form in which the publishing products reach the reader depends on the editor. So, the editor must be well oriented in the course of the creative process, understand its complexity and the psychology of the author.

*The information and communication space* affects the publishing, changing its structure. It is actually a reflection of current social reality, media and its products. All elements of publishing are social phenomena that work according to certain rules and communicative strategies. The basis of the unity of these elements is laid in common fundamental values, interests during the interaction of communicators and the rest of the publishing.

Publishing is proven to be the main social interaction with the world community provided by long-life education. The central aim of it is the proactive citizen who fights for his rights, independence and future.

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### **Анотація**

*Дане дослідження присвячене соціо-комунікативному підходу у видавничій справі в Україні. Доведено, що видавнича справа в Україні є засобом передачі соціальних цінностей, що сприяє формуванню міцної комунікативної спільноти. Існування цього процесу визначається узгодженістю таких елементів, як: суб'єкти спілкування, авторський текст, видавничий продукт, інформаційно-комунікативний простір. Усі вони є соціальними феноменами, які працюють за певними правилами та стратегіями. Нині суспільство інформаційно та технологічно трансформоване. Наголошується, що видавнича справа базується на досвіді спільного життя та практики із суспільством, що є основою освіти впродовж життя.*

**Ключові слова:** українське книговидання, соціо-комунікативний підхід, комунікатори, авторський текст, видавничий продукт, інформаційний простір, освіта протягом всього життя.

### **Summary**

*This research is devoted to the socio-communicative approach in publishing in Ukraine. It has been proven that publishing in Ukraine is a means of transmitting social values, which contributes to the formation of a communicative community. The existence of this process is determined by the consistency of such elements as: communicating subjects, author's text, publishing product, information and communication space. All of them are social phenomena that work according to certain rules and communicative strategies. Currently, society is informationally and technologically transformed. It is emphasized that publishing is based on the experience of living and practicing together with society, which is the basis of long-life education.*

**Keywords:** Ukrainian publishing, socio-communicative approach, communicators, author's text, publishing product, information space, long-life education.

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