

ТЕОРІЯ ТА ІСТОРІЯ ЖУРНАЛІСТИКИ

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«SLOVO I CHAS» JOURNAL IN THE UKRAINIAN INFORMATION SPACE

The article is devoted to the study of the role and place of the journal "Slovo i Chas" ("Word and Time") in the Ukrainian information space, as well as understanding the journal's gains and losses, which affect the formation of the publication image. The theoretical and methodological basis of the study were the works of A. Bessarab, A. Moskalenko, K. Oliinikova, L. Skupeiko, and other researchers. In particular, based on A. Bessarab's concept about the three components of a professional scientific periodical image, the author considers the following components of the journal "Slovo i Chas" image: 1) related to the publication content (directly or indirectly): type; name; audience; publisher (founder); author's composition; editorial board; thematic orientation, etc.; 2) related to the publication appearance: design, format; 3) related to the dissemination of the publication and information about the materials published in it: periodicity; edition; distribution place; distribution method; language; the Internet version availability; efficiency of providing an electronic copy for free access; representation in international databases.

It was found that one of the main requirements that the editorial staff has consistently complied with in recent years is the publication periodicity and timely receipt by readers. However, if during 1990–2019, the journal was published regularly and monthly, then from 2020 to the present - once every two months. In addition, the well-known in Ukraine and far beyond the "Slovo i Chas" journal, unfortunately, is not included in international scientometric databases.

Based on the study, it was concluded that the scientific and theoretical periodical "Slovo i Chas" is an extraordinary phenomenon in the Ukrainian media space. The level of its functioning in society is one of the objective indicators that reflects the modern literary process state, as well as one of the research sources on the history of literature and journalism and the science of writing and social communications in the future.

Key words: "Slovo i Chas" journal, journal, mass media, information space, media space.

The formulation of the problem. For more than three decades of its existence, the journal of Taras Shevchenko Institute of Literature of the National Academy of Sciences of Ukraine "Slovo i Chas" ("Word and Time") has become an organic component of the Ukrainian information space. The role and importance of the journal in social communications and the modern literary process development is confirmed by the fact that it has withstood the test of a complex and controversial period of the twentieth and twenty-first centuries and now remains a special segment of Ukrainian journalism.

Analysis of recent research and publications in which a solution of this problem. The scientific inquiries of the day led to the aesthetic and methodological evolution of the journal "Slovo i Chas", which

was founded by Taras Shevchenko Institute of Literature of the National Academy of Sciences of Ukraine and the National Union of Writers of Ukraine (since January 2010 – and to this day – only Taras Shevchenko Institute of Literature of the National Academy of Sciences of Ukraine).

In the last two decades, several studies have appeared devoted to understanding the peculiarities of the "Slovo i Chas" journal reception in the Ukrainian scientific and literary-critical discourse. Thus, in K. Oliinikova's thesis, a rather urgent problem is raised: a scientific journal "Slovo i Chas" in the socio-cultural context of the era (interpreted not as a background of creative activity with a string of disparate facts of reality, but as correlation, the interaction of phenomena, ie as certain conceptual integrity

of the day), in the transformation of value, aesthetic, methodological and other constants and dominants (Oliinikova, 1999). As a result of the conducted study, the author of the scientific work stated the absence of generalizations of the editorial board "Slovo i Chas" focused activities regarding the consolidation of domestic and diaspora scholars' efforts, affecting the issue of determining the role of literature in the modern world, the formation of a new type of scientific consciousness, its liberation from ideological stereotypes of methodological foundations and criteria and scientific approaches.

The object of research of the journal "Slovo i Chas" is also in L. Reva study on the genre typology of publications on literary biography in the journal (Reva, 2012); in O. Harachkovska article on Ukrainian satire and humor in the conceptual presentation of this publication (Harachkovska, 2015) and others (Bitkivska, 2015). But so far, there is no work devoted to the analysis of the role and place of the journal "Slovo i Chas" in the Ukrainian information space, media gains, and losses of the academic journal.

The purpose of the article is to analyze the role and place of the "Slovo i Chas" journal in the Ukrainian information space, the journal's gains and losses, which affect the publication image formation.

The main material research. The name of the journal "Slovo i Chas" first appeared in the January 1990 issue, although the publication itself uses the words "Slovo i Chas" ("Word and Time"), as well as the abbreviation – "SiCh". "Soviet Literary Studies" ("Radianske literaturoznavstvo") (since January 1957) "inherited this" brand" (Skupeiko, 2007: 3) from its predecessor - scientific notes (1938-1957, with a break in 1941-1946, books 1-19) of Taras Shevchenko Institute of Ukrainian Literature of the Academy of Sciences of the Ukrainian Soviet Socialist Republic (since September 1952 - Taras Shevchenko Institute of Literature of the USSR Academy of Sciences), the first academic edition of thematic collections devoted to "coverage of literary figures, problems, and phenomena" (Skupeiko, Donchik, 2003: 433).

Initially, the Kyiv journal was bimonthly, and from January 1965, the journal began to be published monthly.

After the death of the editor-in-chief O. Biletskyi (August 2, 1961), the editorial board was headed by Academician I. Dzeverin, who was the head of the journal during 1961–1972.

From 1973 to 1979 inclusive, the academic journal was edited by Viktor Bieliaiev, in 1980–1989 - again by Academician Ihor Dzeverin, from July 1989 to January 2000 - by Academician Vitaliy Donchyk.

From February 2000 to 2020 inclusive, the editorial board of "SiChi" was headed by Doctor of Philology Lukash Skupeiko. From January 2020 - and to this day - Ihor Nabytovych.

This period - more than three decades of the journal operation in the Ukrainian media space is one of the most interesting stages in the history of domestic journalism in general and the periodical "Slovo I Chas" in particular.

A. Moskalenko noted that "the history of the press (...) is simultaneously the history of the development of our journalistic heritage in the public consciousness, the history of spiritual values", and "this specificity of the best works of newspaper and magazine journalism of the past requires a special approach to studying facts and phenomena of press history". "Without detaching a certain phenomenon of journalism from the historical ground, without modernizing it to our time, we must understand its living significance for our time" (Moskalenko, 2002: 35).

According to L. Skupeiko, one of the editors-in-chief of "Slovo i Chas" journal, "the journal history as an academic publication and the history of Taras Shevchenko Institute of Literature as an academic institution are inseparable. It is possible to tell even more: on the journal pages, the achievements and defeats of our literary criticism as a whole are most fully and clearly written out. At least so, it has been so far. And today, this tendency is even more expressive because the journal has become a platform for many and many researchers both from Ukraine and abroad" (Skupeiko, 2007: 6).

We consider the gains and losses of the journal "Slovo i Chas", which undoubtedly influenced its image formation.

The Literary Encyclopedia provides the following definition of the term "image": "Image is the image of the individual (writer) or social institution, literary school, style, direction, which exists in the mass consciousness, may more or less correspond to the object, perceived as real" (Literary Encyclopedia, 2007: 414).

Instead, the "Journalist's Dictionary" contains a slightly different interpretation of this concept: "Image - purposefully formed through communication (media, advertising technology, other means of communication) image of someone (eg, politics) or something (company, enterprise, product). The image has the character of a purposefully formed stereotype" (Dictionary of Journalists, 2007: 42).

A. Bessarab, a modern researcher of the image of a professional periodical in the scientific communication field, distinguishes three components: 1) related to the publication content (directly or indirectly): type; name;

audience; publisher (founder); author's composition; editorial board; thematic orientation; internal structure; genre system; 2) related to the publication appearance: design, format; 3) related to the publication distribution and information about the materials published in it: periodicity; edition; distribution place; distribution method; language; the Internet version availability; efficiency of providing an electronic copy for free access; representation in international databases (Bessarab, 2011).

To the already mentioned, according to A. Bessarab, components of the journal "Slovo i Chas" image from the first category (name, type, founder, author's composition) we will add others: editorial board, thematic orientation, etc.

Thus, such well-known writers and leading scholars as V. Briukhovetskyi, I. Dziuba, I. Drach, M. Zhulynskyi, D. Zatonskyi, Halyna Korbych (Poland), Mykhailyna Kotsyiubynska, D. Pavlychko, H. Syvokin, Nadezhda Stoyanova (Bulgaria), H. Shton, and others were members of the editorial board of the journal at different times.

The editorial board of the journal appeared in 1994, however, its staff was periodically updated, and for the most part, was not mentioned in subsequent issues. However, since 2000, each issue of SiCh has indicated the composition of the journal's editorial board. In particular, the editorial board included M. Zhulynskyi (chairman), I. Dziuba, T. Salyha, L. Skupeiko, M. Sulyma, M. Naienko.

In the 90s of the twentieth century, "Slovo i Chas" journal expanded its profile: remaining a journal of theory, history, and criticism of literature, it began to cover issues of art history, sociology of literature, textology, bibliography, local lore, words and theater, words and music, etc. Thematically and (which is especially important!) methodologically updated journal began to publish research aimed at eliminating "white spots" in writing, returned to literary circulation the creative heritage of the "Executed Renaissance" ("Rozstriliane vidrodzhennia") representatives, affirmed the Ukrainian language, supported the national consciousness (rubric "Ecology of the soul"), covered the Ukrainian emigration literary and social activities" (Harachkovska, 2015: 89).

Regarding the components of the journal "Slovo i Chas" from the second category, according to A. Bessarab (design, format), we note that the journal format - 70x100 / 16. Paper off. Offset printing. Glossy cover. The editorial staff is constantly concerned with improving the journal design and the editorial and publishing innovations introduction.

Concerning the third category of the journal image components (periodicity; circulation; distribution

place; distribution method; language; the Internet version availability; efficiency of providing electronic copies for free access; representation in international databases), we would like to note that as a result of economic difficulties of recent years, the publication circulation decreased from one and a half thousand copies to 200-300. At the same time, the information and communication space of the journal is expanding: an electronic database of the journal "Soviet Literary Studies" ("Radianske literaturoznavstvo") "Slovo I Chas" for 1938-1996 has been created. Systematic indexes of publications (190-1999) and (2000-2006) have been published, and an electronic version of the journal is available. The journal is published in Ukrainian, abstracts of articles are submitted in Ukrainian and English.

One of the main requirements that the editorial staff has consistently and successfully complied with in recent years is the periodicity of publication and timely receipt by readers. However, if during 1990-2019, the journal was published regularly on a monthly basis, then, starting in 2020 and until now, once every two months. In addition, the well-known in Ukraine and far beyond the journal "Slovo I Chas", unfortunately, is not included in international scientific databases. This, of course, negatively affects the journal image.

Lukash Skupeiko, editor-in-chief of "Slovo i Chas" journal, commented: "Of course, we still have work to do on our main goal - to become one of the most popular scientific and theoretical journals in terms of scientific coordination and information -publishing innovations. But we have - what is most important! - "our" author and reader (scientists, writers, teachers, students) and we believe that the circle of our supporters and, of course, subscribers will constantly expand, and all this inspires hope for the future, for new scientific achievements and victories" (Skupeiko, 2007: 6).

Conclusions. As a result of the study, it can be argued that the scientific and theoretical journal "Slovo i Chas" ("Word and Time") is a unique phenomenon in the Ukrainian information space. The level of its functioning in society is one of the objective indicators that reflects the state of the modern literary process, as well as one of the sources of research on the history of literature and journalism and the science of writing and social communications in the future.

An organic component of the literary process development in Ukraine in the late twentieth – early twenty-first century along with the flow of poetic, prose, dramatic works, as well as publications for children and youth, published as separate books or collections, and on the pages of literary and artistic periodicals, to this day remains the journal "Slovo i Chas".

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Гарачковський О. І. ЧАСОПИС «СЛОВО І ЧАС» В УКРАЇНСЬКОМУ ІНФОРМАЦІЙНОМУ ПРОСТОРИ

Статтю присвячено дослідженню ролі і місця часопису «Слово і Час» в українському інформаційному просторі, а також осмисленню здобутків і втрат журналу, що впливають на формування іміджу видання. Теоретико-методологічною базою дослідження стали праці А. Бессараб, А. Москаленка, К. Олійникової, Л. Скупейка та інших дослідників. Зокрема, спираючись на концепцію А. Бессараб про три складники іміджу фахового наукового періодичного видання, автор дослідження розглядає такі складники іміджу журналу «Слово і Час»: 1) пов'язані зі змістом видання (прямо чи опосередковано): тип; назва; аудиторія; видавець (засновник); авторський склад; редакційна колегія; тематична спрямованість тощо; 2) пов'язані із зовнішнім виглядом видання: дизайн, формат; 3) пов'язані із поширенням самого видання та інформації про опубліковані у ньому матеріали: періодичність; наклад; місце поширення; спосіб розповсюдження; мова; наявність інтернет-версії; оперативність надання вільного доступу до електронної копії; представленість у міжнародних базах даних.

З'ясовано, що однією з основних вимог, якої послідовно дотримується колектив редакції упродовж останніх років, є періодичність видання і своєчасне надходження до читачів. Проте, якщо упродовж 1990–2019 рр. часопис виходив регулярно щомісяця, то, починаючи з 2020 і донині – один раз на два місяці. Крім того, широко знаний в Україні і далеко за її межами часопис «Слово і Час», на жаль, не входить до міжнародних наукометричних баз даних.

На основі проведеного дослідження зроблено висновок про те, що науково-теоретичне періодичне видання «Слово і Час» – непересічне явище в українському медіапросторі. Рівень його функціонування у суспільстві є одним із об'єктивних показників, який віддзеркалює стан сучасного літературного процесу. Науково-теоретичне періодичне видання «Слово і Час» є одним із джерел дослідження історії літератури і журналістики, науки про письменство, а також джерелом соціальних комунікацій у майбутньому.

Ключові слова: журнал «Слово і Час», часопис, масмедіа, інформаційний простір, медіапростір.