

RUSSIANISMS (SURZHYK) AS ONE OF THE MAIN PROBLEMS OF MEDIA TEXTS

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Russianisms are words, expressions or individual meanings of words, grammatical forms, which are borrowed from the Russian language without changes or formed with a partial adaptation to the peculiarities of the Ukrainian language. The use of Russianisms is unjustified, because there are no worse words in the Ukrainian language and they are often more melodious and informative than Russian. But it is worth distinguishing them from those completely borrowed from the Russian language, which have already entered the lexical and phraseological structure of the Ukrainian language (as well as Ukrainianisms, which have fully replenished the vocabulary of the Russian language). [1]

Different errors can occur at different levels, such as phonetic, syntactic, spelling, or morphological. On the pages of some publications, you can see the misuse of the word, Russianism (surzhik) or tracing paper, and this indicates the bilingualism of most of the population of Ukraine due to the influence of the neighboring Russian language. [2]

Surzhik - a kind of Ukrainian vernacular, which was formed as a result of the use of words from the speakers of Ukrainian and Russian, merging them; it was created without any norms and poses a threat to the national language. Linguists today say that the use of surzhik in the language of periodicals, unfortunately, is a constant phenomenon that is difficult to get rid of. "Very often our periodicals are replete with errors of various types, the most common of which are surzhik's twists, ie Russian words pronounced in the Ukrainian style, or Ukrainian words designed in Russian" (Evseeva, 2011). [3]

Very often, in journalism there are examples of overflowing such an adjective "surzhik" with a rather negative expression, which is reinforced by appropriate synonyms, which are given to the whole community in the country, and then this text becomes a painful humiliation: "We laugh in Irish and cry in German. We are silent in German and speak English. We are surzhik people. We are dripping people. We are labeled people "[Kot 2018: 325. Example from "Literary Ukraine "on February 7, 2013]. [4]

Surzhik turns the texts of professional speakers into ordinary "street" chatter, blurring the stylistic boundaries of journalistic materials. Careless use (sometimes of a single word) significantly reduces the efficiency and

effectiveness of the text itself and affects the assessment of the authority of the statement and the level of professionalism of the journalist. Ignorance of the norms and rules of literary language does not release the author from responsibility to the addressee for distortion of language, even if it is unconscious. [5]

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**PHOTO ILLUSTRATION AS AN IMPORTANT ELEMENT
OF THE DESIGN OF NEWSPAPERS AND MAGAZINES**

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Journalism is a very polyhedral and intelligent profession. Journalistics includes different directions and skills. And one of them is photojournalism. Photojournalist have to take a valuable and full of information picture, that can be used in the article to present readers all atmosphere, uniqueness and importance of the event. The photo tell us details about story, helps to imagine how it was and give the opportunity to be in the moment. The object of the photojournalism is the environment and society like in others jourlistic spheres.

How books says, the first illustrations appear in 30's last century, but the gold age call 40-50's years. Earlier to get the photo was difficult, so it wasn't so popular, the main role was played by the text, the publication. On this occasion initially photo was an addition to the article, but with time photos became full fledged story with all details, it was as informative as text under it. But the secret of success is that these two things complement each other: article demonstrate facts and analysis what's happened and what's in this case really important, analysis all possible causes and consequences, logically leads