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СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
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ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ
АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ VII ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ
СТУДЕНТІВ, АСПІРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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REFLECTION OF THE AUTHOR'S PERSONALITY IN JOURNALISTIC CREATIVITY

Journalism is a perfect example that influences the psychological behavior of people through mass media. Psychology and mass media are the keys to promote the cultural perspective of a civilization. Cultural changes that happen through mass media are always interrelated with Psychology. The merging of methods of journalism and psychology is characteristic for participants in mass communications. Senders always use psychological theories and practices to target the most effective audience among the public audience. Furthermore, psychology is used to make the information more attractive to the receivers.

The psychology of literary creation and the analysis of its products in order to cognize the author's personality became the subject of the study of many scholars. In particular, V. Belyanin, E. de Bono, J. Gilford, E. Ilyin, B. Kedrov, B. Korman, V. Molyako, N. Rogers, S. Rubinstein, Z. Freud, K. Jung and many others. The research of the problem of the psychology of journalistic creativity is found in the works by V. Gorokhov, M. Zhytaryuk, B. Zdorovega, V. Kostyuk, O. Kryvopishina, G. Krivosheya, G. Lazutin, V. Oleshko, E. Prokhorov, O. Tertychny and others.

«Journalism is at the intersection of Science Rivers, – says M. Zhytaryuk. – On the one hand, it seems to be saturated with their water and fueled by their energy, on the other – journalism by itself becomes an unquenchable source» [7, p. 62].

However, communication which happens through mass media always starts with a human as the sender, and the area of our work is the study of the personality of this person.

The purpose of our work is to demonstrate the connection between journalistic texts and psychological features of their authors.

Research tasks: to establish that the peculiarities and individual psychological features of a character are reflected in articles due to the influence of unconscious mental processes. Using content analysis to reveal the connection between the text as a creative product and certain psychological features of its author.

Thus, in the present research a focus is placed on personality features that may show domain specificity in terms of their involvement in creativity.

«Modern journalism is a very creative profession, – writes O. Kryvopishina. – Problems of journalistic creativity are always in the field of view both theorists and practitioners. These problems are reflected in various scientific works. On the level of the human psyche and action there is an obvious connection between social psychology and journalism. However there are moments that really bring closer, combine psychology and journalism, for example, the concept of the image, once discussed among psychologists» [3, p. 4].

The personality of the author of a journalistic work usually hides behind the formalized rules, determined by genre, editorial task and the purpose of creating the text. Though, the product of creativity reflects the journalist's psychological characteristics. The most noticeable influence of personality characteristics is observed in essays. The presence in these works of not only reportage or analytical, but also artistic foundations makes them a source of knowledge of the author's personality.

The influence of the unconscious as the most creative part of the psyche determines the use of methods for collecting information, styles of filing, assessments of the subject of reflection and methods of artistic expression.

According to T. Khomenko, text takes a definite place in the sphere of communication, because it is impossible to determine its position without correlating it with others. The journalistic text implies a response to another recipient / other recipients as well as active relevant understanding that can have different effects, e.g. educational effect on a recipient, his/her beliefs, critical responses, influence on followers. It determines the corresponding positions of others in the difficult conditions of the present [6, p. 28].

The regularities of the psychological processes which underlie individual creativity and mass communication determine the influence of personal characteristics and internal states on the product of journalistic creativity, the perception of the texts of the authors different psychological types by the reader's audience, the possibility of conscious use by the author his own psychological features and mental states in order to improve the quality of journalistic texts and so on.

Analyzing any journalistic material, it is possible to isolate the details that point to the psychological characteristics of the author, in particular - the type of perception, extraversion or introversion, the features of the functioning and interaction of the left and right brain hemispheres, etc.

The scientists of the world have convincingly proved and recorded in all manuals on psychology and neurology information about the domination of the right or left brain hemispheres. This is what affects the way of author`s representing reality (factual, analytical, visual-image). So the peculiarities of the functioning of the brain of the creator are determined by the predominance in the work of analytical or artistic beginning.

The method of visual-image reflection of reality is directed to the emotional and artistic synthesis of the information. This way is preferred by journalists of artistic type. Such authors' works will be more emotional, filled with bright details and figures of speech. Mental-type authors use the analytical method. Such works are clearer and more logical, the emphasis is on facts, not on feelings and emotions.

Analyzing journalistic articles, we can draw attention to the means of artistic expression, which point to the leading analyzer of the author. Visuals, audials and kinesthetics use different figures and images in their work, but the predominant part of them is presented through the prism of the author's perception type.

The materials of the audials are marked by the presence of quotations, dialogues. Their texts are rich with the sounds, they do not draw a picture but transmit the heard information.

For visual authors visual holding of the information is necessary, the significance of trifles that others do not pay attention to, they are characterized by words-links

pointing to the visual analyzer. Such authors often divide their publications into parts, use lists, numbering. The works are full of visual images, they pay attention to the colors of the form, the sizes – all that allows you to «see» the event.

Kinesthetics are people who perceive the world through feelings. Works of their authorship are full of impressions, feelings, emotions.

About extroversion or introversion it is judged by the fact that the person primarily uses in his activity – the focus of activity and interests on the outside world and people, or images, ideas, thoughts of his inner world. Extrovert is open to external influences, and the introvert, on the contrary, is closed to everything that exists outside of his world [1, p. 265]. The author's attachment to the extrovert or introvert type determines not only the style and construction of his text, but also the sources of information that he will use during the preparation of the material. Thus, extroverts will rather prefer methods that involve communicating with people: interviews, surveys. In contrast, introverts choose more relaxed, secluded methods: work with documents, watching. Whereas creative people may be able to deliberately switch between introversion and extraversion, they still have a stronger inclination towards introversion.

This research touches on only a small part of the study of the author's reflection in the text. In addition, the author fills the text with his own emotions, feelings and assessments of objective reality. In this way, he transmits to the reader not only certain information, but also his own vision and part of his own inner world.

The study of the psychology of displaying the author's personality in journalistic writings – the influence of personal characteristics and internal states on the product of journalistic creativity, analysis of the texts perception of different psychological types authors by the reader's, the possibility of the author to use his own psychological features and mental states in order to improve the quality of journalistic texts becomes actuality in journalism to understand the whole complex of creativity problems. In this field there are prospects for further research.

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ВІДЕОГРА ЯК ЗАСІБ СОЦІАЛЬНОЇ КОМУНІКАЦІЇ

У сучасному інформаційному суспільстві комунікативний аспект постає невід'ємною складовою всіх форм суспільної взаємодії. Науковий аналіз соціальних комунікацій представлений міждисциплінарними та мультидисциплінарними дослідженнями, в основі яких розглядаються як правило соціально-психологічні чинники комунікаційної взаємодії. Малодослідженим напрямком соціальної комунікації наразі є відеоігри, як особливий засіб взаємодії суб'єктів соціального середовища. У вітчизняному науковому дискурсі феномен відеоігри досліджений найбільше у сфері