

play, journalist – write and tell. Former sportsmen are not skilled enough to compete against professional journalist, who don't only have a deep understanding of certain kind of sport, but also know how to write and tell about it in the way audience would like and understand. In this case,

in future media researches have to define how sports media recipients perceive the information, delivered from the screen. Also, there is a need to specify what amount of trust from audience is given to the experts in sports journalism and how it influences on rating of a program.

References

1. Алексеев К. А. Спортивная журналистика / К. А. Алексеев, С. Н. Ильченко. — М. : Юрайт, 2013. — 427 с.
2. Левченко С. Виктор Леоненко: «Зачем вышел Зозуля? Ему лучше идти волонтером в АТО» [Электронный ресурс] / Сергей Левченко. — Режим доступа : <http://www.footboom.com/ukrainian/national/1475849243>. — Дата доступа : 7.10.2016.
3. Туленков Д. А. Спортивная публицистика и спортивная журналистика: особенности специализированного направления / Д. А. Туленков. — СПб., 2004. — 175 с.
4. Усик В. Спортивна журналистика: Україна vs Росія. Частина друга. Футбольні програми [Електронний ресурс] / Віталій Усик. — Режим доступа : <http://www.ukrainefootball.net/stati/sportivna-jurnal>. — Дата доступу : 25.11.2012.
5. Andrews P. Sports Journalism : A Practical Introduction / Phil Andrews. — Sheffield : Sheffield Hallam University, 2013. — 192 p.
6. Barlow M. Thierry Henry retires from football to be a fox on the box [Електронний ресурс] / Matt Barlow. — Режим доступа : <http://www.dailymail.co.uk/health/article-287/Fromage>.
7. ProFootball [Електронний ресурс]. — Режим доступа : <https://www.youtube.com/user/2PLUS2PROFOOTBALL>. — Дата доступу : 12.12.2016.

UDC 007:304:659.3(477)

M. Kuznetsova

V. N. Karazin Kharkiv National University

Popular scientific programs in modern Ukrainian TV space: domestic and foreign content

Кузнецова М. О. Науково-популярні програми в сучасному українському телепросторі: вітчизняний та зарубіжний контент. Популяризація науки є невід'ємним складником роботи засобів масової інформації. Враховуючи ту обставину, що кількість наукових відкриттів та темпи розвитку світової науки невинно зростають, саме ЗМІ покликані популяризувати науку доступною і зрозумілою для масової аудиторії мовою. У статті проаналізовано позицію програм, фільмів та серіалів із науково-популярним контентом у вітчизняному телепросторі. У сучасному телепросторі популяризувати науку можна двома шляхами: використовуючи масові чи спеціалізовані канали. Було виявлено, які спеціалізовані канали надають ефірний час програмам наукового спрямування, як вони співвідносяться тематично. Досліджено, який відсоток всеукраїнських телеканалів надає науково-популярним програмам ефірний час, а також у який час найчастіше транслюються такі програми. Розглянуто співвідношення вітчизняних та зарубіжних науково-популярних програм в сучасному українському телеефірі. Виявлено, програмам якого тематичного спрямування надається більша частина ефіру, а також якій тематиці не приділено достатньо уваги вітчизняними телеканалами.

Ключові слова: ефірний час, контент, документальний фільм, документальна драма, масові канали, національне телебачення, науково-популярна програма, прайм-тайм, наукова журналістика, наукові відкриття, серіал, спеціалізовані канали, телевізійна програма, телепростір.

Кузнецова М. А. Научно-популярные программы в современном украинском телеэфире: отечественный и зарубежный контент. Популяризация науки является неотъемлемой частью работы средств массовой информации. Учитывая то обстоятельство, что количество научных открытий и темпы

развития мировой науки постоянно растут, именно СМИ призваны популяризировать науку доступной и понятной для массовой аудитории языке. В статье проанализирована позиция программ, фильмов и сериалов с научно-популярным контентом в отечественном телеэфире. В современном телеэфире популяризировать науку можно двумя путями: используя массовые или специализированные каналы. Было обнаружено, какие специализированные каналы предоставляют эфирное время программам научного направления и как они соотносятся тематически. Исследовано, какой процент всеукраинских телеканалов предоставляет научно-популярным программам эфирное время, а также в какое время чаще всего транслируются такие программы. Рассмотрено соотношение отечественных и зарубежных научно-популярных программ в современном украинском телеэфире. Выявлено, программам какого тематического направления предоставляется большая часть эфира, а также какой тематике не уделено достаточно внимания отечественными телеканалами.

Ключевые слова: эфирное время, контент, документальный фильм, документальная драма, массовые каналы, национальное телевидение, научно-популярная программа, прайм-тайм, научная журналистика, научные открытия, сериал, специализированные каналы, телевизионная программа, телепространство.

Kuznetsova M. Popular scientific programs in modern Ukrainian TV space: domestic and foreign content. Popularization of science is an integral part of work of media. Given the fact that the number of scientific discoveries and the pace of development of world science are steadily growing, the media are to promote the science by an accessible and understandable language to the mass audience. The article analyzes the position of the programs, movies and TV shows with popular science content in the domestic television. We can popularize science in modern TV space in two ways: using mass or specialized channels. We found which specialized channels provide airtime to popular scientific programs and how they relate to each other thematically. It is studied the percentage of Ukrainian TV channels which provide scientific and popular programs with airtime, and at what time most of such programs are broadcast. The correlation of domestic and foreign scientific and popular programs in today's Ukrainian television is reviewed. It is revealed of thematic areas of programs provided most of the broadcast, as well as some subjects not paid enough attention to domestic channels.

Keywords: *airtime, content, documentary, docudrama, mass channels, national television, popular science program, primetime, scientific journalism, scientific discoveries, serial, specialized channels, TV program, TV space.*

Popularization of science is an integral part of work of media. Given the fact that the number of scientific discoveries and the pace of development of world science are steadily growing, the media are to promote the science by an accessible and understandable language to the mass audience [8].

Various aspects of media scientific information are highlighted in the works of A. Belyakova, V. Coloiev, A. Konovets, E. Lazarevich, A. Makarova, S. Miller, M. Rugilfsford, L. Strelnikova, N. Zelinska, etc. The place of popular science content in Ukrainian media, especially on national television, is still not sufficiently investigated by Ukrainian scientists who determine the relevance of the work.

The aim of this work is to determine the location of programs, films and documentary with popular science content in Ukrainian TV space, and the thematic focus of such programs, and to find out the specific weight of Ukrainian and foreign scientific and popular programs in the broadcast of the Ukrainian TV channels.

Science can be popularized in a modern TV in two ways: by using the mass or the specialized channels. The last one covers specific subjects, e.g. history, or it can be used as a platform for the broadcast of popular science programs of various subjects. Among Ukrainian channels here can be called «MEGA», «TONIS», «ECO-TV», etc. Mass

channels differ in the orientation to the mass audience, and consequently, the share of scientific and popular content are usually minimized, although the mass media cover a much wider audience, and thus have the ability to popularize science and to influence a massive audience.

To explore scientific and popular content in Ukrainian TV space, we investigated the content of modern Ukrainian TV channels and identified those where at least one program with popular science content is broadcasted. For the analysis we chose one of the weekly broadcasting in the period from 31.10.2016 to 06.11.2016. We have included the popular science television programs, documentary TV-series and documentaries to the category of TV programming with popular science content to better analyze the state of the representation of scientific themes in Ukrainian TV space.

According to the results of the quantitative analysis, the range of channels that present programs of scientific-popular type is disastrously low: of 45 all-Ukrainian TV channels only 7 broadcast the popular science programs, serials and movies. These are «1+1», «5 Channel», «UA:FIRST», «MEGA», «NLO TV», «TONIS», «ECO-TV» [6]. The percentage is 84.4 % to 15.6 % (Table 1). Besides, it is worth noting that 4 of 7 channels – «MEGA», «NLO TV», «TONIS»,

«ECO-TV» – report only popular science content. The lack of attention to the popular science content in the Ukrainian TV space is due to such a tiny percentage.

To determine the place of popular scientific content on Ukrainian TV channels that give airtime

to this type of programs, we examined the weekly broadcasting of issue for all-national Ukrainian television channels, in particular the output time of the particular popular scientific, separately for weekdays and weekends (Table 1).

Table 1.

Theme and place in the Ukrainian TV space popular science content					
№	The name of the TV program	Theme	Essential day	Airtime	Production
«1+1»					
1.	«The world inside out»	Geography	Thursday, Sunday	22:00-23:00 11:00-12:00	Domestic
«5 channel»					
2.	«The time machine»	Historical	Monday– Friday. Saturday	05:15-06:00 02:15-03:00 19:25-20:10	Domestic
«UA:FIRST»					
3.	«Travel Lithuania»	Geography	Monday– Tuesday	04:00-05:00	Domestic
4.	«Tripoli. Forgotten civilization of Old Europe»	Historical	Thursday	02:00-03:00	Domestic
5.	«Adventure Club»	Geography	Tuesday–Friday	16:25-17:25	Domestic
6.	«The Abolitionist – anti-slavery»	Historical	Tuesday–Friday. Friday– Sunday	17:25-18:25 03:00-04:00	Domestic
7.	«Game of Fate»	Historical	Wednesday. Sunday	15:35-16:35 13:25-14:25	Domestic
8.	«Augustine Voloshyn. Independence Meteorite on a Silver Ground»	Historical	Saturday	04:00-05:00	Domestic
9.	Doc. «The Legion. Chronicle Of The Ukrainian Galician Army. 1918–1919»	Historical	Sunday	16:30-17:30	Domestic
10.	«The Reich: the Collapse of black breeders»	Historical	Sunday	04:00-05:00	Domestic
«NLO TV»					
11.	«Mythbusters»	Experimental science	Tuesday–Friday. Saturday– Sunday	10:45-11:15 07:45-08:15	Foreign
12.	«That’s a whale»	Experimental science	Tuesday–Friday. Saturday– Sunday	11:15-11:35 06:00-06:20	Domestic
«MEGA»					
13.	«Alaska: the school of survival»	Geography	Monday–Friday	08:50-09:45 17:55-18:50	Foreign
14.	«Meteor threat»	Aerospace and astronomy	Monday. Sunday	10:40-11:40 23:00-00:00	Foreign
15.	«Mind games»	Biology	Monday–Friday. Saturday– Sunday	11:40-12:40 23:40-00:30 13:00-14:00	Foreign

№	The name of the TV program	Theme	Essential day	Airtime	Production
16.	«In search of truth»	Historical	Monday–Friday. Saturday– Sunday	12:40-13:40 19:45-20:45 09:00-11:00	Domestic
17.	«The Guards Of Hitler»	Historical	Monday–Friday. Saturday– Sunday	15:20-16:20 11:00-13:00	Foreign
18.	«The lion’s roar. Successful predators»	Animal world	Monday	17:00-18:00 22:45-23:45	Foreign
19.	«Wild North America»	Geography	Monday	21:45-22:45	Foreign
20.	«Mirror of history»	Historical	Tuesday–Friday	06:30-07:30	Domestic
21.	«Secrets Of Stonehenge»	Historical	Tuesday	13:40-14:40	Foreign
22.	«Mystical Ukraine»	Historical	Tuesday–Friday	14:40-15:40	Domestic
23.	«Eyes of Atacama»	Historical	Wednesday	10:30-11:30	Foreign
24.	«Secret Of The Mona Lisa»	Historical	Wednesday	12:30-13:30	Foreign
25.	«Dinosaurs. Secret code»	Animal world	Thursday. Saturday	10:30-11:30 21:00-22:00	Foreign
26.	«A Trap for the dinosaurs»	Animal world	Friday	10:30-11:30	Foreign
27.	«Wild Brazil»	Geography	Friday. Saturday– Sunday	21:40-22:40 15:30-17:30	Foreign
28.	«Earth cataclysms»	Disaster	Saturday– Sunday	14:30-15:30	Foreign
29.	«In quest of adventure»	Geography	Saturday– Sunday	17:30-18:15	Foreign
30.	«The war within us»	Medical	Saturday	23:55-05:00	Domestic
31.	«Ukraine: the Forgotten history»	Historical	Sunday	23:55-05:00	Domestic
«TONIS»					
32.	«Austin Stevens Adventures»	Geography	Monday–Friday	07:00-08:00 22:10-23:10	Foreign
33.	«Diaries of the Second World war: Day by day»	Historical	Monday–Friday. Saturday– Sunday	11:15-12:15 19:45-20:45 11:00-12:00. 18:50-19:50	Foreign
34.	«The language of animals»	Animal world	Monday–Friday. Sunday	13:45-14:45 09:50-10:50	Foreign
35.	«Zoos of the world»	Animal world	Monday–Friday	16:15-16:45	Foreign
36.	«Civilization Incognita»	Historical	Monday–Friday Saturday	18:15-18:45 05:00-05:30. 13:30-14:00 20:00-20:30	Domestic
«ECO-TV»					
37.	«The Universe»	Aerospace and astronomy	Monday– Sunday	05:25-06:10 21:25-22:10	Foreign
38.	«Cosmos: Space and time»	Aerospace and astronomy	Monday– Sunday	06:10-07:00 07:50-08:40 13:25-14:15 19:55-20:40	Foreign

№	The name of the TV program	Theme	Essential day	Airtime	Production
39.	«Ancient Rome»	Historical	Monday– Sunday	08:40-09:40 22:10-23:10	Foreign
40.	«Unusual science»	Experimental science	Monday– Sunday	15:20-15:50	Foreign
41.	«Battle of the gods»	Historical	Monday– Sunday	20:40-21:25	Foreign

To identify how successful the airtime is available for scientific and popular programs in Ukrainian TV space, one must determine which time period on our TV considered to be the best – Prime time. In the encyclopedic dictionary the Prime time is defined as a «broadcasting time on radio and television, covering the maximum number of listeners and viewers (usually from 19 to 22 hours); the most expensive airtime for advertising, campaigning, etc.» [2]. Dictionary of foreign words interprets Prime time as «the most profitable and the most expensive time to host television and radio advertising, when the greatest number of people watching / listening the television and radio broadcasts» [3]. The Prime time in different countries can be in different time:

in the US Prime-time accounted for 20:00-23:00, Kazakhstan – for 20:00-22:00, Russia – for 19:00-22:00. At the weekend Prime-time generally varies: in the U.S. – 19:00-00:00, in Russia – 15:00 to 01:00 [5].

Thus, in order to provide a reliable analysis, we first define what time on Ukrainian national television is considered Prime time. Prime time is the most expensive time for advertising customers, so we made a request to the TV channels «1+1», «Inter» and «STB» in their price lists for placement of commercials. We calculated the average arithmetic value of placement of advertising roller with duration of 10 seconds for these channels (Table 2).

Table 2.

The average advertising price lists of TV channels «1+1», «Inter», «STB»

Slot		Weekdays	Weekend
07:00:00	08:00:00	1 040 UAH.	520 UAH.
08:00:00	09:00:00	1 170 UAH.	1 040 UAH.
09:00:00	10:00:00	1 105 UAH.	1 690 UAH.
10:00:00	11:00:00	1 040 UAH.	1 795 UAH.
11:00:00	12:00:00	1 040 UAH.	1 855 UAH.
12:00:00	13:00:00	1 040 UAH.	1 560 UAH.
13:00:00	14:00:00	1 040 UAH.	1 560 UAH.
14:00:00	15:00:00	1 105 UAH.	1 495 UAH.
15:00:00	16:00:00	1 235 UAH.	1 365 UAH.
16:00:00	17:00:00	1 365 UAH.	1 560 UAH.
17:00:00	18:00:00	1 550 UAH.	1 855 UAH.
18:00:00	19:00:00	2 080 UAH.	1 985 UAH.
19:00:00	20:00:00	2 535 UAH.	2 275 UAH.
20:00:00	21:00:00	2 860 UAH.	2 795 UAH.
21:00:00	22:00:00	2 665 UAH.	2 665 UAH.
22:00:00	23:00:00	1 885 UAH.	2 275 UAH.
23:00:00	00:00:00	1 495 UAH.	1 690 UAH.
00:00:00	01:00:00	780 UAH.	910 UAH.

Prime time falls in time period from 18:00 to 23:00 on weekdays, and from 09:00 to 12:00 and from 17:00 to 23:00 at weekends. This will also help to determine which place is withdrawn by the Ukrainian television programs, popular scientific

content, and hence to understand how big the audience is covered by these programs.

We analyzed the position of popular science television programs in the grid, the issue of Ukrainian national TV channels. In the study, it

was found that on weekdays the number of programs that are broadcasted in the morning and evening is the same – 12 times. Daytime TV takes first place in the ranking of broadcast of popular science programs increased 13 times; night-time weekday program broadcasts half that – 7 times

(Table 1, Fig. 1).

On weekends, popular science TV programs are often broadcasted in the night – 9, the second line of the rating is the day – 6 times, and the last place is occupied by the morning and the evening – for 5 outputs (Table 1, Fig. 1).

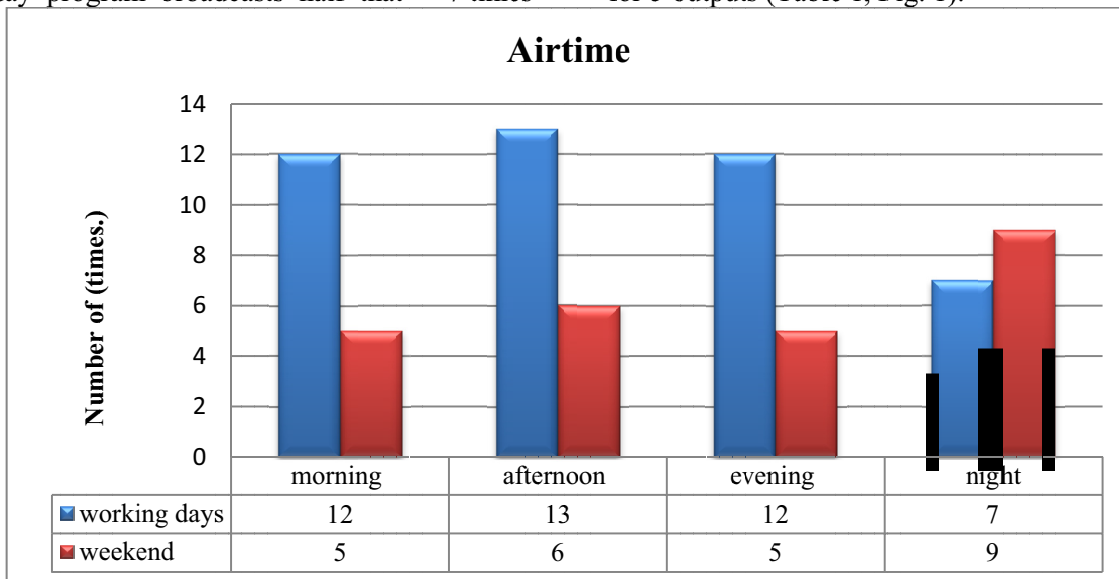


Fig. 1. Airtime of programs with popular scientific content for Ukrainian TV channels.

Considering that on weekdays, Prime time falls in the time period from 18:00 to 23:00, and at weekends from 09:00 to 12:00 and from 17:00 to 23:00 we can conclude that even the tiny percentage of Ukrainian TV channels, which broadcast popular science content, do not give this category of programs the Prime time – during the weekdays popular science programs are often broadcast during the day and on weekends – at night.

We counted the number of popular programs that are broadcast during one week to find out which place is occupied by these programs in domestic TV-space and how domestic and foreign popular science programs relate to each other.

According to the analysis, all Ukrainian national TV channels during one week presented 17 national programs with popular science content, while foreign – 24 (Table 1, Fig. 2). The percentage is 41 % to 59 % in favor of foreign television programs. We can conclude that Ukrainian TV channels prefer foreign programs with popular scientific content as Ukrainian manufacturer offers few of such TV programs.

According to the analyzed weekly broadcasting, popular science programs can be divided into the geographical, historical, aerospace, and astronomical, biological ones, and programs about wildlife, disaster, medicine and experimental science (Fig. 2).

Among the programs the absolute leader are

historical programs – 19, the second place keep geographical (8) and the third one taken by wildlife programs (5). But programs about biology, medicine and disasters were the least popular on Ukrainian TV channels – only 1 program; the category «aerospace and astronomy» and «experimental science» have the same number – 3 programs (Fig. 2).

We can say that the advantage in the Ukrainian TV space is granted to programs about social Sciences rather than natural. Domestic television programs prevail over foreign in the category «history»: Ukrainian – 12, foreign – 7. But in the rest of the submitted issue categories are prevalent in foreign TV programs. These facts show that science is the lack of attention from Ukrainian television stations.

In the traditional understanding, scientific journalism is a branch of journalism that is used to generate information on scientific topics [4]. However, in addition, scientific journalism is a translation of research from the scientific language into understandable without distortion of meaning [7]. From these definitions it is clear that the scientific and popular materials require special professional authors, which often are journalists who might not understand a particular science enough to explain the scientific phenomena easy and accessible for the ordinary spectator. In addition, the Ukrainian TV programs bypass international only within the historical subjects,

while the Ukrainian programs on aerospace subjects, astronomical, biological, and dedicated to

the animal world are not represented in the broadcast grid.

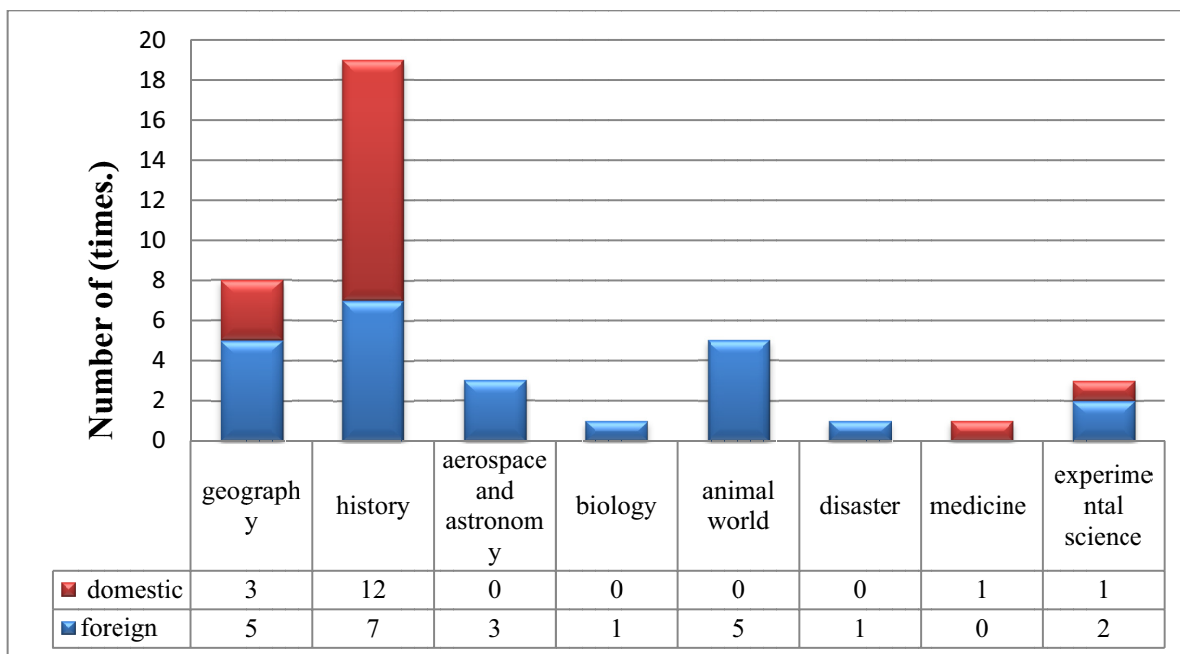


Fig. 2. The proportion and thematic focus of Ukrainian and foreign television programs with popular science content.

Conclusions. The study shows that only 15,6 % of the nationwide TV channels broadcast television programs with popular scientific content, besides 57 % of these channels report it on programs with non-fiction content in various thematic areas. This suggests that the Ukrainian TV-space has neglected popular scientific TV content. But you can observe the opposite trend: entertainment journalism actively develops and quantitatively grows, displacing television and other phenomena.

According to the weekly essential grid on Ukrainian television it was found that even the small percentage that broadcasts popular scientific TV shows, series and movies, not places them in Prime time – on weekdays popular science programs often broadcast by the day, on weekend – by night.

It was revealed that the Ukrainian TV-space number of foreign programs, popular scientific content exceed the number of similar Ukrainian programs – 59 % to 41 %, respectively. We can conclude that Ukrainian TV channels prefer foreign programs with popular science content, which may be due to the lack of a sufficient number of domestic programs in this field and their lack of quality that prevents the provision of benefits in the broadcast grid.

According to the weekly broadcasting, popular science programs are divided into geographical,

historical, aerospace, and astronomical, biological, and programs about wildlife, disaster, medicine, experimental science. Among Ukrainian and foreign numerous are the historical programs, and the least popular – programs about biology, medicine and catastrophes. The Ukrainian programs on aerospace topics about astronomy, biology and the animal world are not at all represented in the broadcast grid, while the number of historical exceeds the foreign analogues. It is obvious that the socio-humanitarian Sciences, higher priority on Ukrainian television than accurate, natural. This fact may be caused not so much by the lack of scientific achievements in this field, but the lack of active interest on the part of the viewer to this kind of content or interest of journalists to the topic and relevant scientific knowledge to them (which would create high-quality scientific and popular product and professionally popularize certain scientific achievements).

Insufficient attention to scientific subjects of television and the lack of mass audience demand for programs with popular scientific content to leave open the question of the popularization of science on television, which is an integral component of progress in developing and developed Nations.

References

1. Бойко А. А. Наукова комунікація у мас-медіа : практикум / А. А. Бойко, Н. В. Зелінська, О. Ф. Коновець. — Львів : Укр. акад. друкарства. — 2009. — 124 с.
2. Большой энциклопедический словарь [Электронный ресурс]. — Режим доступа : <http://www.vedu.ru/bigenedic/>.
3. Комлев Н. Г. Словарь иностранных слов [Электронный ресурс] / Н. Г. Комлев. — Режим доступа : http://dic.academic.ru/contents.nsf/dic_fwds//
4. Наукова журналістика [Електронний ресурс]. — Режим доступу : https://uk.wikipedia.org/wiki/Наукова_журналістика.
5. Телевидение в США [Электронный ресурс]. — Режим доступа : https://ru.wikipedia.org/wiki/Телевидение_в_США.
6. Телевізійний портал «Все ТВ» [Електронний ресурс]. — Режим доступу : <http://www.vsetv.com/schedule.html>.
7. Martin W. Bauer Journalism, Science and Society: Science Communication between News and Public Relations / Martin W. Bauer, Massimiano Bucchi // Routledge. — 2010. — 286 p.
8. Garton A. T. Free Speech: Ten Principles for a Connected World / Garton Ash Timothy // Yale University Press. — 2016. — 504 p.

UDC 304.3:316.722

*N. Nechaieva, O. Fesenko
V. N. Karazin Kharkiv National University*

The image of a contemporary Ukrainian in publicistic works by Sophie Lambroschini (on the example of the book «Les Ukrainiens»)

Нечаєва Н. В., Фесенко О. М. Образ сучасного українця в публіцистиці Софі Ламброскіні (на прикладі книги «Les Ukrainiens»). Стаття присвячена аналізу образу українця у французькій публіцистиці та його відповідності стереотипам в українській свідомості та інформаційному просторі. У роботі розглядається взаємозв'язок глобальної міжнародної комунікації та стереотипних образів представників різних країн та народів. Розглянуто місце публіцистики у процесі формування, поширення, зміни та руйнування стереотипів. Проведено аналіз публіцистичної книги Софі Ламброскіні «Les Ukrainiens» з точки зору висвітлення автором домінантних рис українців, стереотипних уявлень про українців у зарубіжному інформаційному просторі. Описані позитивні характеристики створеного образу та можливості їх подальшого використання, а також ті негативні риси, які потребують їх корегування або урахування у процесі глобальної комунікації. У висновку статті висвітлено подальші перспективи дослідження образу українця в зарубіжній публіцистиці різних країн.

Ключові слова: публіцистика, інформаційна глобалізація, глобальна комунікація, стереотип, стереотипний образ, суспільна думка, інформаційний простір.

Нечаева Н. В., Фесенко О. Н. Образ современного украинца в публицистике Софи Ламброскини (на примере книги «Les Ukrainiens»). Статья посвящена анализу образа украинца во французской публицистике и его соответствия стереотипам в украинском сознании и информационном пространстве. В работе рассматривается взаимосвязь глобальной международной коммуникации и стереотипных образов представителей разных стран и народов. Рассмотрено место публицистики в процессе формирования, распространения, изменения и разрушения стереотипов. Проведен анализ публицистической книги Софи Ламброскини «Les Ukrainiens» с точки зрения освещения автором доминантных черт украинцев, стереотипных представлений об украинцах в зарубежном информационном пространстве. Описанные положительные характеристики созданного образа и возможности их дальнейшего использования, а также те негативные черты, которые требуют их корректировки или учета в процессе глобальной коммуникации. В заключение статьи освещены дальнейшие перспективы исследования образа украинца в зарубежной публицистике разных стран.

Ключевые слова: публицистика, информационная глобализация, глобальная коммуникация, стереотип, стереотипный образ, общественное мнение, информационное пространство.

Nechaieva N., Fesenko O. The image of a contemporary Ukrainian in publicistic works by Sophie Lambroschini (on the example of the book «Les Ukrainiens»). The article is devoted to the image of Ukrainians in French journalism and to stereotypes in the Ukrainian consciousness and information space. This paper examines the relationship between global communication and stereotyped images of representatives of different countries and peoples. The place of journalism in the process of formation, distribution, change, and