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THE ROLE OF STUDENT'S PERIODIC FOR POPULARIZATION UNIVERSITY DEPARTMENT ON THE INTERNET

A This paper describes the general principles of the university department popularization by the student periodicals based on results of realization the marketing concept of promotion the student's activities in popular social network. The peculiarities of the implementation of the student periodical and its role in popularization of university department are examined.

Key words: periodical; student environment; popularization; PR-technologies; social networks

Introduction. The modern society life is impossible without its full provision of information needs, as today more than ever before, there is a very rapid and intensive circulation of information in all areas of public life. The realization of the periodical among students' is a separate key part in the development of high-quality information content. First of all, student periodicals should satisfy specific information requests of young people. In fact, that is one of the most effective segments of the Ukrainian info sphere. The study of the student periodical implementation features should be based on the quality of information in it and the applicability in communication processes. Often students do not take into account the importance of content and the thematic rubric division that leads to a gradual recession in the student's periodical development activity. It should be noted, that the spiritual and cultural value of engaging students to the publication development, as it in its turn performs informative and communicative functions contributing to the professional development of the project participants.

Analysis of recent researches and publications. For this study, an overview of scientific and methodological sources was made and articles which disclose the notion of a periodical were analyzed, composition and the development of student periodicals in Ukraine were described. It is determined that periodicals are a source of informing readers about public life events and facts, as well as results of scientific research, and also a means of worldview forming. V. Danylenko [3] systematizes and analyzes development of design research studies, dedicated to the Ukrainian art industry establishment. The author claims that nationally oriented Ukrainian design model basis, in other words the main mechanism of its development, is the intersection of the «vertical» component with the «horizontal» component. Such intercrossing will create a new kind of cultural quality in the design, which can't appear anywhere else, as there will not be combinations of the same ingredients. A. Gladun [2] notes that global changes are taking place today at all levels of life, but they are bright and the most sensitive in the field

of visual communication, which acquires formative structure of perception of existence signs. The author believes that the modern theoretical idea of globalization / national processes in the art of graphic design demonstrates the search for its own authenticity expression, the success of which in Ukraine largely depends on the development of the profession first link – design education [6; 7; 8].

Formulation purposes of article (problem). The purpose of the work is to provide information support for the popularization of the department through the creation of graphic design of the student magazine. The object of study – the popularization of the department's activities by creating and marketing in social networks a student magazine. Subject of research – graphic design student periodical. The main tasks facing the editor-in-chief and the student team are: presentation of the activity of the department of SKID; involvement of teachers in working with students; association of students of different courses in a friendly team; advertising of the department at the university and beyond; highlighting the opportunities of graduates of the department of SKID; to teach students to express their thoughts; development of artistic taste, formation of artistic interest in students.

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Materials and methods. The main open question on the student gazette implementation as periodicals is the lack of their typology, as in Ukrainian DSTU 3017-95, that contains list of publication types, student periodicals are not mentioned. The main signs of this kind of periodical formation are primary signs, which determine the overall appearance of the publication, the goals and objectives, and its readership.

Next are secondary signs that determine the editorial board, subjects and graphic design of the student publication.

The first stage in the editorial board formation is «Informing the staff about the magazine creation» (fig. 1):

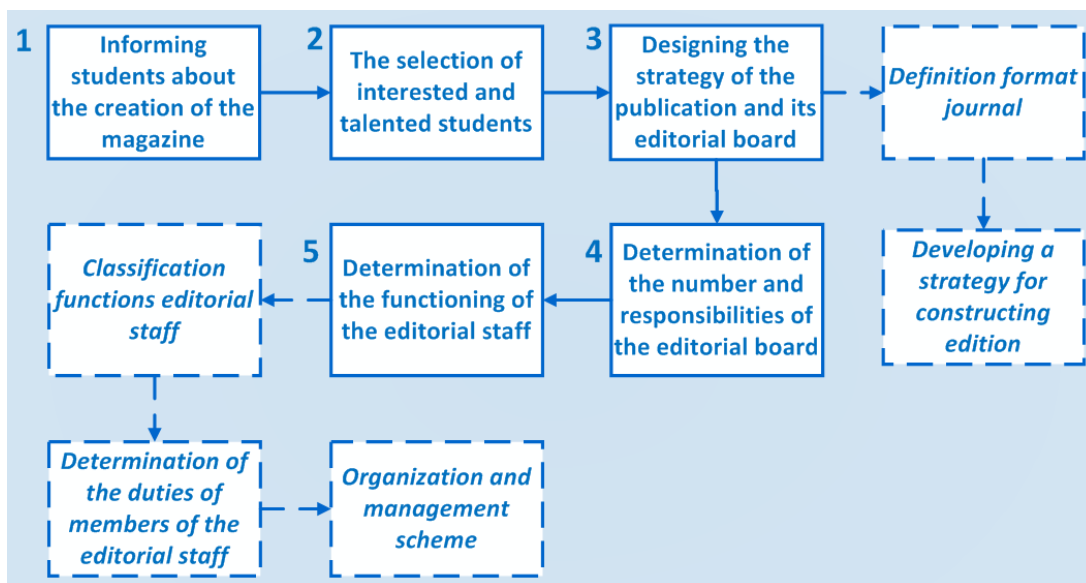


Fig. 1. Information model of the editorial staff formation of student journal edition

It includes the creation of announcements, information messages on social network pages of university, departments and organizers personal pages. As a result of encouraging students to create a magazine, from all interested, most talented and able to participate in the student periodical publishing are elected.

After gathering the necessary editorial team members, during working process publishing strategy, namely its format and construction, during working process is determined. Each printed publication should be guided and created by a team whose members have their duties and tasks. To produce a journal effectively [10], it is necessary to determine the number of participants and their main tasks. In order to characterize the editorial board functioning process it is necessary to define the functions and duties of each, and also to form a structure and management scheme.

The process of designing a journal issue is complex task. The main stages of the process of a journal issue design in the algorithm for designing a journal issue are presented. These stages illustrated in block diagram of the algorithm for designing a journal issue (fig. 2).

The editorial board within the journal strategic plans distribution [1] proceeds from the problems facing the publication. According to this, the journalistic team is guided by the principles of editorial definition of plans. These include: systematic approach to planning, which is needed primarily for the step-by-step and systematic work of the editorial

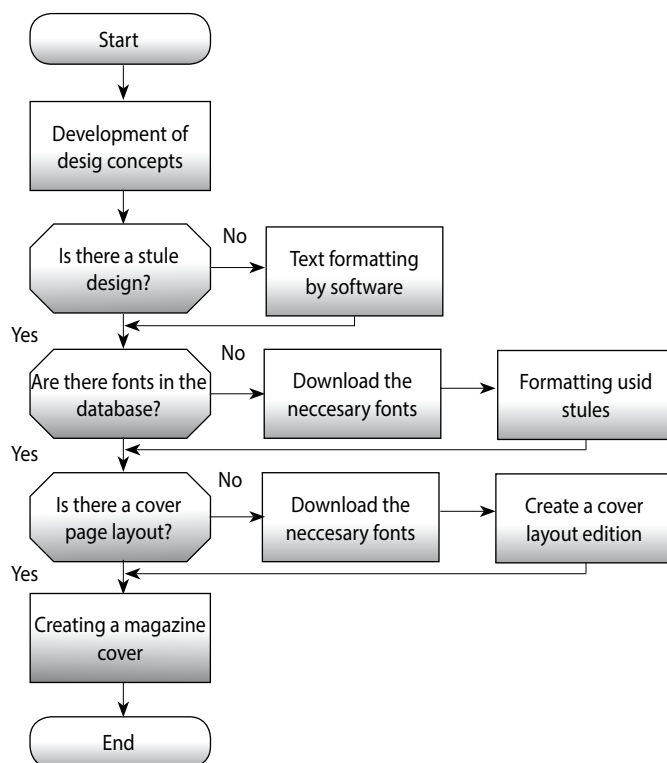


Fig. 2. Block diagram of the algorithm for designing a journal issue

staff [4; 5]; combination of perceptivity and uniqueness; complexity; program-target approach.

The student periodical general specification includes a model of interrelated, but independent from each other structural functioning units. The publication scale is directly proportional to the coverage of the readership, which in

its turn affects publication periodicity. To ensure that the publication is systematically obtained in the world, the methodology of publication thematic classification should function. In the student periodical creating process, its

editorial board is guided by the planning and modeling. The structural model for the student periodicals publication implementation and structure of functions editorial staff of periodic issue are shown in (fig. 3, 4):

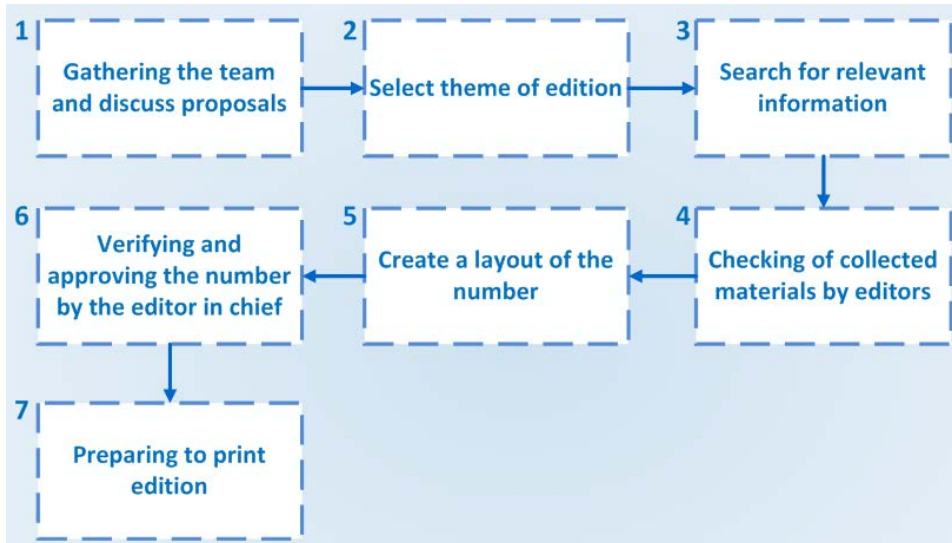


Fig. 3. Structural model for the student periodicals publication implementation

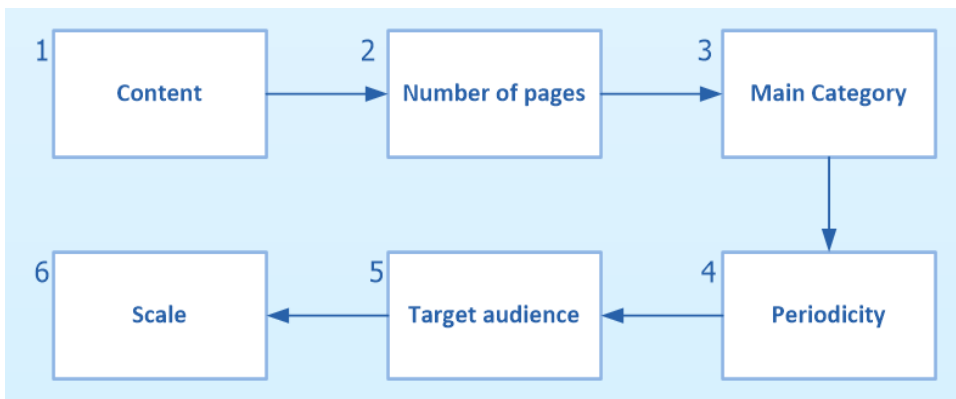


Fig. 4. Structure of functions editorial staff of periodic issue

The statistics of paid and original post reach on Department Facebook page after using developed methods is shown (fig. 5, 6):

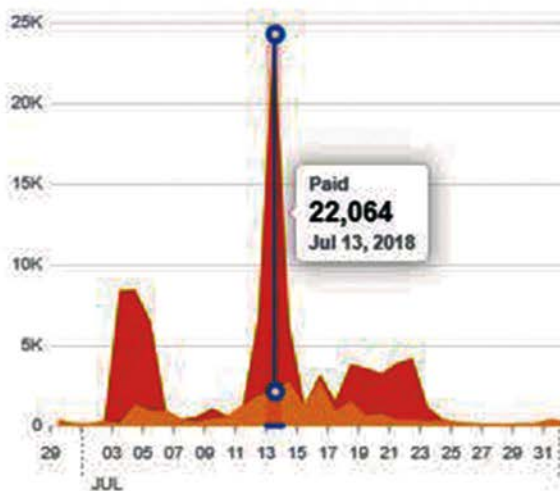


Fig. 5. The statistics of paid post reach on Department Facebook page

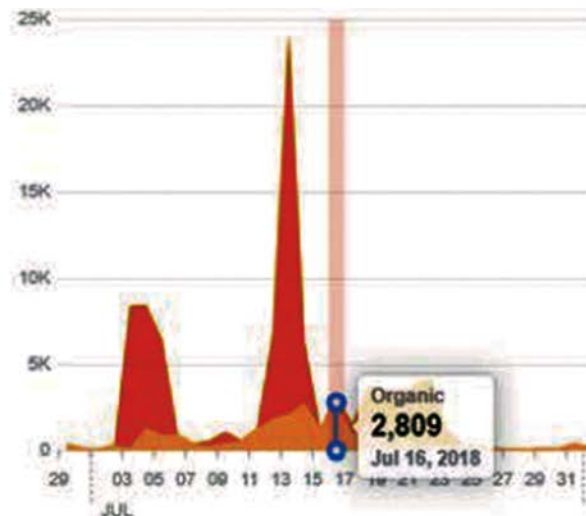


Fig. 6. The statistics of original post reach on Department Facebook page

The statistics of Facebook post, which contains content about department periodicals is shown (fig. 7):

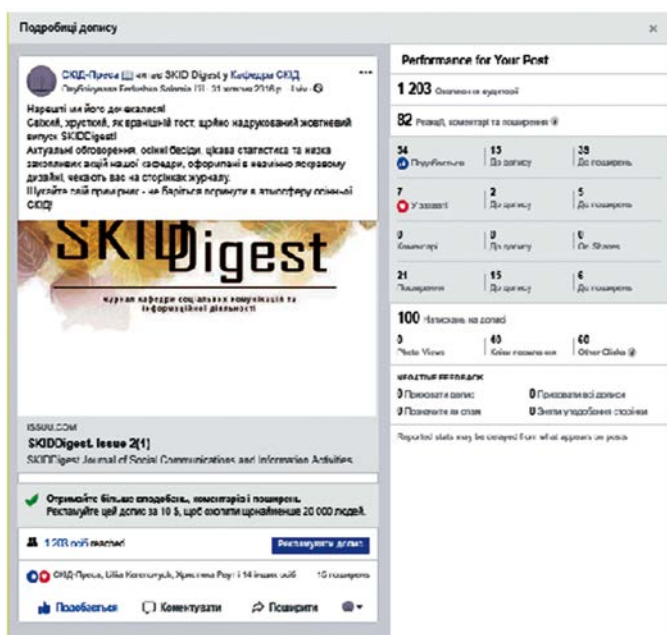


Fig. 7. The post of Department Facebook page

The course of planning is guided by ideas for the content of the issue for a long period. Modeling creates predictable conditions under which the editorial board can receive the maximum number of relevant materials, provide their operational coverage, and create a structured composition of graphic design numbers. The design of the student's periodical magazine «SKID Digest» [9] was developed. The most popular issue of SKID Digest is presented (fig. 8):



Fig.8. Result of work

The cover of the last issue of the magazine corresponds to the earlier designed stylistics and design concepts.

Insights from this study and perspectives for further research in this direction. The implementation of high-quality student periodicals carries its niche in the Ukrainian media environment and focuses mainly on the youth audience. Such a publication should feel and follow the needs of its readers, present the students position, protect their rights and interests, outline key issues and find ways to solve them. When trying to classify student periodicals, you may encounter the problem of identifying them with the youth publications type. These concepts need to be delineated.

After all, youth editions are usually registered in the State Committee of Information Policy, bring the participants profits, are funded and come with a clear periodicity. In the end, the youth publications founders are public organizations, individual editors and even political parties. Student publications do not have such opportunities.

Information models are developed that illustrate the processes of formation of the edition of the publication, the main stages of determining the collective log format and the stages of creation of the release.

The appearance aspect of a periodical depends on the needs of the reader's audience and editorial strategy. This is what creates the style and color of the student periodical, because the image of the publication must be compatible with the features of the audience to which it is addressed. The editors of periodicals try to care about design aesthetics, which are a prerequisite and a means of ensuring the high quality of the publication and interest of the readers. Each edition strives to acquire an individual style. The main task of modern design is to promote the most complete discovery of content materials, organize and direct the attention of the reader, help him to orient in the content of the room, facilitate the perception of materials.

Student periodicals are the only object of graphic design, the artistic image of which involves constant stylistic development. The periodical nature of the editions allows changing the stylistics of their design with aesthetic, social, economic or political momentum of time.

The task of modern design of student periodicals is to promote the most complete discovery of content materials, organize and direct the attention of the reader, help him to orient in the content of the room, facilitate the perception of materials. The views and methods of publishing periodicals are special in terms of culture. Accordingly, there was a need to consider articles that describe the development of design in student publications.

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Кравець Р. Б., Серов Ю. О., Федушко С. С., Швед О. Р. Роль періодичного студентського видання у популяризації університетського підрозділу у мережі Інтернет.

Ⓐ Присвячується актуальній проблемі дослідження специфіки популяризації кафедри університету студентами періодичних видань на основі результатів реалізації маркетингової концепції просування діяльності студента у популярній соціальній мережі.

У роботі охарактеризовані загальні принципи діяльності студентів у мережі Інтернет і досліджені особливості реалізації студентського періодичного видання та його ролі у популяризації кафедри університету.

Ключові слова: періодичне; студентське середовище; популяризація; PR-технології; соціальні мережі

Кравець Р. Б., Серов Ю. А., Федушко С. С., Швед О. Р. Роль периодического студенческого издания в популяризации університетского подразделения в сети Интернет.

Ⓐ Посвящается актуальной проблеме исследования специфики популяризации кафедры университета студентами периодических изданий на основе результатов реализации маркетинговой концепции продвижения деятельности студента в популярной социальной сети.

В работе охарактеризованы общие принципы деятельности студентов в сети Интернет и исследованы особенности реализации студенческого периодического издания и его роли в популяризации кафедры университета.

Ключевые слова: периодическое; студенческая среда; популяризация; PR-технологии; социальные сети