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Zarządzanie Big Data

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dr Agata Opolska-Bielańska

Recenzenci

prof. dr hab. inż. Włodzimierz Gogolek
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Skład i łamanie

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Zdjęcie na okładce

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Spis treści

Celiński Piotr

Automatyzacja procesów kwerendy i akwizycji danych do analiz Big Data..... 11

Daszczenko Natalia, Stachurska Iryna

MEDIA KORPORACYJNE: Platformy Informowania
(z praktyki «MRIYA Agro Holding») 19

Ostańska Patrycja

Wykorzystanie Big Data do zabezpieczenia cyberbezpieczeństwa
mediów społecznościowych..... 29

Poplavska Nataliya, Peleshok Olga

Mediacustomization and modern informational space..... 37

Reshetukha Tetiana, Yordan Hanna, Derkach Halyna

Ukrainian book market in 2015-2017
(Książkowy rynek Ukrainy w latach 2015 – 2017) 43

Ryżanycz Jerzy

Sztuczna inteligencja w zarządzaniu Big Data systemów IT 51

Synorub Halyna, Medynska Olesia

Hate speech in the internet discourse..... 61

Tomczak Jakub

Big Data jako źródło innowacji w kreowaniu inteligentnych przedsiębiorstw 67

Tomczak Jakub

Nowoczesne Systemy Business Intelligence w rozwoju
przedsiębiorstw sektora MŚP 79

Wierus Piotr

Nowe technologie na rynku fonograficznym. Ilościowa analiza jakości 91

Woch Agnieszka

Statystyczne miary ocen popularności literatury na przykładzie
wybranych książek..... 121

Vilchynska Tetiana, Vilchynskiyi Oleksandr

Becoming and development of advertisement in the newspaper
“ternopil in the evening” in the context of transformation of edition in the period
of public changes in 1990-1991
(Tworzenie i rozwój reklamy w gazecie „Tarnopol Wieczorowy” w kontekście
transformacji wydania w okresie przemian społecznych lat 1990-1991) 139

Yordan Hanna, NESTAİKO Iryna, Khrystyna Yordan

Modern ukrainian media market (Współczesny ukraiński rynek mediów) 143

Tetiana Vilchynska¹

Oleksandr Vilchynskyi²

Becoming and development of advertisement in the newspaper “Ternopil in the evening” in the context of transformation of edition in the period of public changes in 1990-1991

Tworzenie i rozwój reklamy w gazecie „Tarnopol Wieczorowy” w kontekście transformacji wydania w okresie przemian społecznych lat 1990-1991

The article is concentrated on the study of becoming and development of advertisement in the newspaper “Ternopil in the Evening” in the context of transformation of edition in the period of public changes in 1990-1991. The tendencies and peculiarities of publications, their dependence and mutual influence at different stages of transformation of the Ternopil “evening” at that time as a chronicle of events in the field of politics, economy and culture at the turn of the epoch have been investigated.

Ukraine as the state that got independence after disintegration of Soviet Union has been experiencing the period of transformation until now. Long-term transformation processes are due to many reasons, one of which is the lack of truly independent media over the years. In order to better understand the depth of the problem, the state which the Ukrainian media in general and the press in particular came from we should return to the origins of the transformation of the media itself, which began in Ukraine during the period of social change in the late 1980s and early 1990s and took place in several stages. Survival by virtue of subscriptions and advertising was one of the elements of the transformation from the Communist Party press into an independent one, and not subsidies from the state budget. We propose to consider this aspect of transformation on the example of the newspaper “Ternopil in the Evening”.

¹ Doctoral Degree in Philology, Professor of the Department of Ukrainian and General Linguistics Volodymyr Hnatiuk Ternopil National Pedagogical University, ernopil, Ukraine

² Candidate Degree in Social Communications, Teacher of the Department of Journalism Volodymyr Hnatiuk Ternopil National Pedagogical University, Ternopil, Ukraine

Investigated edition is interesting to scholars for several reasons. Firstly, the newspaper is interesting as a phenomenon of dynamic transformation from the newly established Communist Party edition (the first issue came out on March 25, 1990) into the opposition to Communist Party, and as a result, the circulation increased rapidly, and consequently, popularity among readers (more than three times over six months); secondly, as a socio-cultural phenomenon, a peculiar chronicle of contemporary events in the sphere of politics, economy, culture, etc; thirdly, as an example of the inclusion of advertising in media content. Suggested article primarily deals with analysis of the formation and development of advertising on the pages of the "Ternopil in the Evening" as one of the important prerequisites for the independence of the publication.

The purpose of the article was to study the problem of the formation and development of advertisement on the pages of the newspaper "Ternopil in the Evening" in the context of the transformation of the publication during the period of social change in 1990-1991.

The works of A. Vitrenko, O. Melnykovich, Ye. Roman, A. Krepak, Z. Kuznetsova, L. Shulgina, Yu. Vaskovskyi and others are the theoretical basis for the analysis of the structural and content aspect of printed mass media of this period.

In general, this period refers to the first stage of the development of the market for advertising services in Ukraine. Researchers call it the stage when the advertising appeared as an independent type of economic activity, as well as the period of origin (A. Vitrenko), of formation (L. Shulgina, O. Melnykovich), the initial stage (A. Krepak), characterized by the lack of a full-fledged advertising business structure, the imperfection of the media system, the lack of specialists in the field of advertising, weak links at the level of information exchange with the global advertising market. The main problems of the unformed market were connected with the total deficit of goods and services; lack of competition, rules and ethical norms of advertising; tariffs and traditional for the developed countries system of agency rewards, commissions, discounts, etc.; lack of skilled domestic advertising specialists and their training system; complete unpreparedness of the domestic consumer of advertising and mass media to the expansion of world brands.

It should be noted that "the formation of the advertising market in Ukraine coincided with the period of formation of market relations and the beginning of democratic reforms" [8, p.189] in all spheres of society's life in 1990-1991. "The state of the national advertising market of Ukraine was conditioned by specific features of the country's development. The process of its formation was spontaneous, due to the lack of experience in advertising activities in the market conditions and the legal framework regulating the advertising business" [1].

The first issue of the "Ternopil in the Evening" was published on March 25, 1990 as an organ of the Ternopil City Communist Party of Ukraine and the City Council of People's Deputies. The press of this period, the last years of the existence of the USSR, when so-called Gorbachov's "restraint" continued, was characterized, on the one hand, by subsidies from the state budget, and, on the other hand, by the attraction of subscription funds, the sale of newspapers in private through a network of kiosks "Soyuzdruk", as well as the attraction of advertising. However, the advertisement of that time was different from modern printed advertisements in both content and design. During this first period of market advertising development the advertisements were printed in the form of announcement.

We have traced publications under the heading "Advertising" in the "Ternopil in the Evening" starting with No. 2 on April 1, 1990, mostly on the last page 8, rarely on pages 6 and 7: "On sale - new items every day! Ternopil association "Industrial goods", "Ternopil representation of "Soyuzreklama" ("Union advertising"): "Commission shops at your service!"; No. 5 on April 22: "On the International "Earth Day" in Ternopil, as well as throughout Ukraine, a rally will take place on the anniversary of the Chornobyl tragedy. The gathering will be at the Theatrical Square from 1 to 2 o'clock p.m. Procession from the Theatrical Square to the Singing Field will be organized. Meeting authorized. It will be held from 3 to 6 o'clock p.m. We invite everyone who is not indifferent to our

land, our planet to join the rally”; edition No. 6 on April 29 for the first time contained the private advertisements under rubrics “Sell” and “Exchange”; No. 10 on May 27: “Ternopil secondary professional technical college №9 announces the recruitment of students ...”, “Administration of the association “Industrial goods” requests to hand over things to the commission ...”, “The Organizing Committee invites for a general concert ...” [7] etc.

In 1991, the volume of advertising space on the pages of the newspaper “Ternopil in the Evening” significantly increased. For example, in No. 7 on February 2, advertisements already occupied both half of page 6, including illustrations with advertising such as “Terauto offers”, “Looking for sponsors” (“Vatra”), “Kolomuya Interdepartmental Association “Argo” needs for work by a watch method within Ukraine ...” and half of the page 8, where, besides the announcements from the enterprises, as well as greetings and obituaries, the heading “Exchange” was placed; in No 8 on February 9, advertisements and announcements, for example, about the admission of entrants and the sale of bee milk were published already on the page 3, there were also sections “Exchange” and “Sell”; in No. 11 for March 2, advertising took half of the second page along with an actual publication on political topics: “O. Yemets: “It’s not even evening. Ukraine will wake up” and a selection of chronicle notes; in No 28 on May 22, for the first time advertisements were published on the whole column (page 7) in particular from enterprises about an invitation to work (from the auto transport company enterprise, bakery plant etc.) and from the secondary professional technical college – about education, there were permanent rubrics “Exchange” and “Sell”; in No 33 on June 8, firstly we met the game with fonts in advertising occupying the whole column (page 6), for the first time accompanied by the logos of firms and enterprises but still without illustrations. Beginning with this edition and henceforth, advertising in the newspaper occupied at least one page, usually page 7 in the Tuesday issue, a program of television broadcasts was published on this page on Thursday issue; and starting from No. 37 on June 22, on the Thursday issue, besides the program of telecasts (page 7), the advertisement page was also published (page 6); in No 72 on October 23, for the first time, one advertisement “Ternopil city household combine offers ...” took up the entire newspaper column [7]. In No. 3, January 12, for the first time a section of private advertisements “Make acquaintance” appeared and had been publishing irregularly during the year.

A gradual increase of advertisers from the non-state sector of the economy was one of the special feature of filling in the newspaper space with advertising in 1991. Although at that time, under the conditions of the so-called “restraint” that began in the USSR when M. Gorbachov managed and the share of non-state, mainly cooperative, ownership in the economy was barely a few percent non-state advertisers used more than half of the advertising space. In particular, due to the content analysis carried out on the pages of the “Ternopil in the Evening”, it has been found out that 11 advertisements from 26 published in 6 issues in the newspaper in January 1991 were from non-state ownership advertisers (43%), and 22 advertisements from 48 published in 6 issues in December were from non-state ownership advertisers (47%) (see Table No. 1).

Table 1.

Advertisements on the pages of “Ternopil in the Evening”	State ownership advertisers	Non-state ownership advertisers
January 1991	17 (57 %)	11 (43 %)
December 1991	22 (47 %)	26 (53 %)

As we can see, there was a tendency to increase the number of advertisements in general and the growth in percentage terms precisely from advertisers of non-state forms of ownership. In addition, we can assume that in reality there were much more advertisements from advertisers of non-state form of ownership, because it was a long time ago and it's not always possible to determine the form of ownership of the advertiser analyzing the content of the advertisements. "Urban Employment Center", the "Industrial Goods" and "Ternopil Region Employment Center", etc. dominated among the state sector of ownership while brokerage firm "Taras", store "Quartz", small company "Sirius" etc. became the leaders of non-state ownership advertisers [7]. It is worth to pay attention that in December after the Act of Independence of August 24, 1991 and the referendum of December 1, confirmed this Act, Ukraine was already de facto an independent state.

In general, advertisements in the "Ternopil in the Evening" in 1990-1991, compared with nowadays is colorless, without creativity and attractiveness of the text. However, since October, 1991, the design of advertisements became brighter, they were published in frames (rudiments of modular advertising), that was not observed before. It should also be noted that the publication of advertising on the pages of the "Ternopil in the Evening" in analyzed period, reflecting the stages of its transformation in form and content, and were under the influence of transformation, looking for new forms and content.

There fore, we can make some conclusions, in particular: advertising on the columns of "Ternopil in the Evening" in the period of social change in 1990-1991, accompanying the stages of transformation of the newspaper from the Communist Party edition into a national democratic one, and it was also increasingly transforming from the format of the advertisement into a complete commercial product, gradually "arised as an independent type of economic activity" [2, p.49]. Agreeing with other researchers of advertising in the Ukrainian press we can state on the example of "Ternopil in the Evening" that in 1990-1991 newspaper advertising was experiencing the initial stage, the period of origin and formation.

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