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CONTENT ANALYSIS OF THE "NATALI" MAGAZINE

Introduction. The mass media shape and change the image of the world by influencing the population. Journalists voice, form, shape public opinion by covering current events with emotional appeal. Women's magazines play an important role in the media.

Review of the recent publications. The concept of content analysis is not clearly defined yet. It creates a problem, thus, research based on different methodologies are generally incompatible.

Objective of the paper is to carry out a content analysis of Ukrainian women's magazine "Natali" covers.

Result of the research. Content analysis means the statistical processing of text into quantitative indicators.

The content analysis focuses on:

- 1) person on the cover;
- 2) text part (language, issues of numbers, and slogans);
- 3) color palette.

The issue of "person" is analyzed for gender parameters and professional affiliation. The results of the research show that:

1) only women were on the covers of the magazine in 2009. Men appeared on the covers of the magazine in 2019: Oleh Vynnyk in March and Serhii Babkin with his wife in the New Year's edition (women 84% / men 14%);

2) only models were on the covers of the magazine in 2009 (Natalia Tydir, Kateryna Rakovska, Olesia Kyrychenko, Inna Mykhalevych, Olga Kubrak, etc.). The covers in 2019 represent mostly singers (Nadiia Dorofeeva, Natalia Mohylevska, Olha Tsybulska, Anna Rozumovska, Serhii Babkin, Oleg Vynnyk), doctors (Tetiana Yeremeieva, Kateryna Kharchenko), ballet dancers (Khorycha (Yegory) Sheryry (Khrystyryna) actors (Snizhana Babkina) and models (Vladislava Yevtushenko).

Analysis of the text shows:

1) covers of the magazine in 2009: a) contain inscriptions only in Russian; b) overloaded with text (especially with announcements of competitions, rules of subscription for the whole year and advertising ("*The perfect gift for a beloved woman – the magazine*")) c) sensational headlines ("*loyal playboy Leonid Ahutin*");

2) the covers of the magazine in 2019 (the magazine is published in two languages, Ukrainian and Russian) contain inscriptions in Ukrainian, Russian, and

English (Nadiia Dorofeeva "All you need is love", holiday makeup, Natali bloggers awards, "Glossy World").

Moreover, each edition has its slogan printed in capital letters to highlight the theme of each edition. Among the originals should be mentioned "Code of the Nation" (after it, the magazine began to print mostly in Ukrainian); "Eco logical" – the wordplay drew attention to the environmental problems.

Color analysis draws the following conclusions:

1) the covers of the magazine in 2009 have saturated colors: green, yellow, blue, pink, shades of red; the text mostly merges with the background and is difficult to read;

2) the covers of the magazine in 2019 are mostly light, moderately saturated; it's easy on the eyes, brief and stands out in the background.

Conclusion. Content analysis proved that in 2019 the magazine opened to reader more by printing more diverse figures on the cover. Recent covers do not contain sensational headlines. The priority is given to the leading information on the first page. Colors are less saturated and soft. Further comparative content analysis of Ukrainian women's magazines can be the next stage of the research.

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ASTRONOMICAL LEXICON IN KORNII'S NOVEL "ZIRKA DLYA TEBE" [A STAR FOR YOU]