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CONCEPTUAL FEATURES OF THE “INTENTION” TERM IN THE CURRENT WORKS OF UKRAINIAN AND FOREIGN RESEARCHERS

Introduction. In the Ukrainian scientific society, personal intentionality attracts the attention of researchers as an issue that has the potential to explain hidden mechanisms of personality. However, in the international English-language scientific society, the term “intension” is interpreted and used in other meanings.

The objective of the study is to consider the conceptual features of the understanding of the term “intention” in modern Ukrainian and foreign English-language and Russian-language works on the psychology of the person.

The Ukrainian psychological tradition of interpreting the term “intention” is based on the works by S. D. Maksymenko, who describes the sphere of intentions as the personal sphere that obtains its harmony through the expansion of awareness in the process of acquiring new additional knowledge and experience when identifying the contexts of activity, which leads to the self-regulation of the individual through not just conscious effort, but the restructuring of semantic formations [1].

In other words, according to S. D. Maksymenko, new intentions in the process of ontogenesis are formed as a result of the appearance of emotionally charged new meanings on the basis of binding neutral content with the value domain of the person [1].

The researcher considers the place of intention in the structure of the individual. As readiness for the socialization of the newborn individual, the intention is a part of the ability to be a person, which in its turn is a derivative need of the genetically outgoing relationship that constitutes the person [2].

Ideas introduced by S. D. Maksymenko are further developed by other Ukrainian psychologists. Ukrainian researcher G. K. Radchuk concentrates the intentional field of potential meanings within the meaning searching activity of the person. S. B. Kuzikova considers the intention of self-development as a force that induces and directs self-movement, self-change and self-improvement, which is a guarantee of readiness for self-development, and at the same time separates “want”, “can” and “must” intentions [3]. V. V. Klymenko sees the function of the intention in life anticipation as symbols of meaning. O. V. Zazymko associates self-development with the intention of self-study, which can be focused on the rejection of certain parts of the individual, which in the end does not contribute to self-development [4].

Thus, Ukrainian researchers understand the phenomenon of intention as the readiness for action in the future, which is closely linked to the self-development of the individual unfolding on both conscious and unconscious levels.

A similar understanding of the term “intention” is found in contemporary foreign Russian-language papers. D. O. Leontiev speaks of intentional emancipation,

which is formed when the actual activity of the subject begins to play a key role in the development of life orientations meaning [4]. O. V. Iegorova considers motivational sphere of the person a purely intentional one, whereas G. Z. Suraeva develops the concept of motivation and meaning intention as an area “significant” for the person [5].

In English-speaking psychological studies, the researchers also view the term “intention” in close connection with the motivation sphere of the person. P. Carrera considers the phenomenon of intention in the context of the future prospect. H. Cochet, in collaboration with J. Vauclair, studies the behavior of the young children from the point of view of the intentional phenomenon development. The team of authors, M. Conner, G. Godin, P. Norman and P. Sheeran, surveyed the behavior of the person which prevents the disease, including its intentional aspects [6].

On the other hand, in the English-language studies, the term “intention” is used in another conceptual meaning. In the papers by R. Sackett, T. Goschke, A. Bolte, H. A. H. Ruigendijk, N. B. Jostmann, S. L. Koole, the intention is considered as a consciously formed intent, which is closely related to the volition sphere of the person [7].

Conclusion. As a result of the study, the ambiguous conceptual interpretation of the term “intention” in the Ukrainian and foreign scientific society was surveyed. On the one hand, the intention is revealed as readiness for the future self-development of the individual and can be both conscious and unconscious, and on the other hand, it is a conscious intent to carry out a volition act.

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FRAMING AND FRAME ANALYSIS IN JOURNALISM

Introduction. Today we live in an information society, where media plays a big role. Journalists help people to understand what is happening in the world. They choose the information that we need to know. Media doesn't simply tell us what to think about, it tells us how to think about issues. Journalists put the information in a certain framework when creating the message. These frames influence how we perceive information.

The objective of the paper is to determine what the frame is in journalism and how to use frame analysis in media.

Review of recent publications. Frames and method of frame analysis in journalism have attracted attention of a number of scholars: E. Goffman, M. Minsky, G. Bateson, T. Gitlin, S. Reese, V. Rizun, D. Snow.

Anthropologist Gregory Bateson who first used the term "frame" in 1955 consider that frames are cognitive models that allow a person to interpret and