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LOGIC CULTURE OF MEDIA PRODUCT:  
«THE PHETORIC QUESTION CALLING  
FOR AN IMMEDIATE ANSWER»

N. V. Zelinska

*Ukrainian Academy of Printing,  
19, Pidholosko St., Lviv, 79020, Ukraine  
nzelinska@yandex.ua*

**Research methodology.** The theoretic base of the research includes the general scientific methods of analysis and synthesis as well as the specialized (very often used in the sphere of social communications) ones: problematic-thematic, descriptive and comparative. All of them have been used for reaching the concrete purpose — searching for reasons, consequences and forms of responsibility for numerous logical mistakes in the text functioning in the modern media space.

**Results.** The main result obtained has been the exposure of the reasons of the low level logical culture in the media texts (first of all the lack of appropriate methodical basis and the specialized handbooks on the native language, which could be used in the professional teaching of the future publishers, editors, journalists, as well as the absence of attention to logical problems and misunderstanding of their damage for the intellectual “climate” from the wide public side). Having defined the reasons we will be able not only to find the ways for a local blockade of logical mistakes, but to propose the integral algorithm of the media texts editorial improvement in the nearest future.

**Novelty.** The article demonstrates the new point of view on a media text as a complex phenomenon that consists of a content (information plus ideas), literary form (composition, language and style) and logicality as a proper important element of both “sides” of a text (because it deals with a content and a word simulta-neously).

**The practical significance.** The damage of disregarding of the logical demands during the editor’s working up of the authors’ materials has been showed on the real patterns, and on the contrary, the effectiveness of implementation of the logical mechanisms into the editorial practice has been demonstrated. The rules and cases described in the article may be used in the professional teaching process (for instance, within such course as Basic Logic for Editing).