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**THE NEWSPAPER «ROBITNYK» (1897) AS A FIRSTBORN  
OF THE SOCIAL DEMOCRATIC PRESS IN UKRAINE**

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***Research methodology.*** *On the basis of media content of the newspaper «Robitnyk» the influence of European social democratic ideology, in particular so-called austromarxism, on the processes of creation and further evolution of social democratic movement in Eastern Galicia has been analyzed.*

***Results.*** *On the border of 80-90s of the nineteenth century there were a number of objective and subjective preconditions for appearance in Eastern Galicia of a social democratic party of the European standard. Arising of mass working parties in Germany, France, Spain, Belgium, Denmark and other European countries preceded its formation. An important role in forming of the first social democratic organization on Ukrainian ethnic lands was played by the party press, in particular, the Ukrainian language newspaper «Robitnyk» which was published by the Roman alphabet. The important problems of strategy and tactics of fight for the hired workers of region for their own social and national interests were covered on the pages of periodical press.*

***Novelty.*** *Numerous factual materials which were given the coverage on the pages of newspaper at one time are entered to the scientific circulation. Conclusions about the closeness of ideological principles of austromarxism and Eastern Galician social democracies have been done.*

***The practical significance.*** *The results of scientific exploring can be used for further scientific developments, devoted to political history of the countries of Eastern Europe, history of journalism, marketing of publishing business, to the technique of political work of parties with the masses. Accordingly, these results can be applied in an educational process at higher school for preparation of historians, journalists, political scientists, marketing specialists of publishing business, and others like that.*