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IMAGE OF THE PERSON WITH THE SPECIAL NEEDS
IN REPRESENTATIONS OF ZHYTOMYR INFORMATIONAL
NEWS PORTALS: THE WORLD VIEW-VALUABLE
AND AESTHETIC MODELING

O. I. Svintsitska

*Zhytomyr Ivan Franko State University,
40, Velyka Berdychivska St., Zhytomyr, 10008, Ukraine
Lenok-bastet@mail.ru*

**Research methodology.** The article uses the complex of philosophical and general scientific methods. Structural-semiotic is used for analysis of materials about people with special needs regarding the subject and genre; comparative analysis is used for the comparison of researched texts, indication of differences regarding the material presentation; systematization — for the unification of journalistic texts into groups. The ideas of web-surfing, aesthetic modeling were important (О. Оnishchenko), and also the concept of aesthetic information (О. Polishchuk). The research was carried out on the crossing of such sciences as social communications and aesthetics, allowing claiming about the usage of cross-disciplinary approach.

**Results.** Main part of the materials is about people with special needs what makes us to admit «communication default» between worlds of a physically fit per-son and the one with the limited physical possibilities. Materials of the research witness that disabled issues were of the concern of state authorities and people with special needs themselves (publicity demonstrates indifference mainly). The in-considerable part of texts about the super power of will, unbroken life position and achievements of the disabled despite the life challenges show us the ultimate reality, going beyond the boundaries of the schemed healthy sense of mind, which is the undeniable fact, which in comparison with the thought, image and idea, doesn’t change.

**Novelty.** In this research peculiarities of forming the image of a person with special needs in representations of Zhytomyr informational news portals are studied, bases of the world’s view-valuable and aesthetic modeling, used while their establishment are analyzed.

**The practical significance.** Obtained results can be used for the further scientific-theoretical elaboration of the issue of image of people with limited physical abilities in mass media, and can be used while teaching courses on the journalistic bases, social communication theory, culture science, aesthetics, ethics, social philosophy.