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EDITOR`S WORK UNDER THE PICTURESQUENESS
OF THE SCIENTIFIC INFORMATIONAL TEXT.

О. V. Trishchuk

*National Technical University of Ukraine
«Kyiv Polytechnic Institute»,
1/37, Yangelia St., Kyiv, 03056, Ukraine
triov@ukr.net*

**Research methodology.** To investigate the imaginative means of scientific information text we have used descriptive and analytical methods. During the analysis of the editor’s work to improve the quality of scientific information text we have used social communicative approach whereby the study of imaginative means in scientific and informational text is aimed at identifying the peculiarities of socio-activity contexts and communicators’ intentions. A must is to analyze what is outside the text corpus, but it affects them and reflects them, particularly at the study of possible reaction of the reader.

**Results.** To improve the quality of scientific information text the editor should observe that each word was accurate and appropriate in terms of meaning and style that an informant is not tempted to over-artist the text. However, in the new dynamic times, the rise of the human factor in all areas of its display should change the attitude to the literary form of scientific information texts: the need to humanize the presentation, an increasing focus on the interests, needs and opportunities of the reader, to adapt the text to take part in communication. So you should not be afraid to «let» sometimes scientific information statements inherent in living language. Smart usage of expressive concise language structures will not spoil it, but it will rather make communicatively complete.

**Novelty.** For the first time the work revealed the expediency of the use and role of imaginative tools in scientific information speech and it revealed the role of the editor in their processing.

**The practical significance.** The received results contribute to the improvement of the theory of scientific information activity and editing. The results of the study, which are important for the formation of communicators’ competence, can be applied in practice of editorial boards and organizations engaged in production of scientific information publications and development of new state standards for library science and publishing.