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### **INFORMATION SPACE ADAPTATION IN HISTORICAL DEVELOPMENT PROCESS OF THE INTERCULTURAL COMMUNICATION MEANS**

The tendencies to conceptually worldviews reflect has been a key component of intercultural communication throughout human history. The need to transform the internal activity of an individual into external implementation of thoughts and ideas led to the urgency to find means and forms for demonstrating these ideas in society [6]. Publicly available sources provide number methods for distinguishing the intercultural communication properties, which are mainly focused on self-evaluation representatives of various linguistic communicative objects [2, 3]. Yet, permanent expansion of communication boundaries requires the provision an adequate information space capable of storing the knowledge results, cognitive experience, and creative potential for long time and widen them. Over millennia, the information space has changed and evolved depending on material and spiritual culture level.

The first forms of recording thoughts and ideas, which date back thirty thousand years and convey important contemporary information, are drawings and inscriptions on stone rocks. So, in Ukraine, the oldest are the petroglyphs of the Kamyana Mohyla in Zaporizhzhia (XXIV-XXII thousand BC). Engravings of Pysanyu Kamin' rock from Ciscarpathien is much younger and

dates back the Kyivan Rus' days. Over time and culture development, the linguistic images began to be applied to cult buildings walls in ancient Asia and Egypt, proto-European civilizations, and pre-Columbian Mesoamerica. In particular of ours are Chersonesus epigraphy, burial inscription about Yaroslav the Wise and Volodymyr Monomakh's autograph among the Sophia Cathedral graffiti; epitaphs, business documents of St. Panteleimon Church in Halych, etc. Nowadays, the modern shelters walls turned out to be only accessible information space for recording the chronology of captured settlements and imprisoned residents [1]. As reminder that unpunished evil always returns. However, in ancient times, the questionable transportability of stationary stone carrier or tablet and the laboriousness of applying inscriptions prompted humanity to search for more adequate materials and devices for organizing information space.

Animal bones, as relatively mobile information medium, were primarily used for mapping and record keeping of primitive society: ancient maps on mammoth tusks of Mezhyrich's, Kyrylivska's and other settlements date back more than 15000 years. The Putivl map on bull jaw and the Dudarkiv map on a ritual ax made of deer horn demonstrate the already established semantics of local topographers of the late Neolithic in conventional geolocation designations. With mythology development, such bones were used for divination and spells against numerous epidemics, as in oldest examples of Chinese writing – Jiaguwen.

One of first purpose-made materials for written word was clay tablets of Mesopotamia, southern and Eastern Europe, and other regions. The oldest known library of Assyrian king Assurbanipal – consisted of such burnt clay briquettes, totaling more than 30000 fragments in various languages. Development cuneiform stages, pressed on raw clay with subsequent heat treatment, demonstrate progress in means and materials for the information space organization.

With growth of intercultural communication tools, clay shards, shell flaps, wooden slices and metal plates were used for education, document circulation and business correspondence. Thin oak, lime or beech tablets with household texts executed in charcoal ink are among the earliest British written documents. In East Asia, mokkan was used for administrative record keeping – narrow wooden strips tied in bundles with vertical inscriptions according to Japanese, Korean and Chinese writing style. In contrast to limited circulation of bronze or lead, gold and silver media, wax tablets were widely distributed for long period until the 19th century. Multi-page materials were stored in cases or sewn together with rope in polyptych or codex; for especially important state and family documents, separate information space was set

aside in Roman residences – tablinium, in Greeks – prosta, in Arabic – takhtabush.

Epigraphic artefacts on burnt and dried segments of a bamboo trunk were stiff fixed rope and rolled into a scroll. The document importance determined of segment length and width. With thin brush help, written signs were applied to such jiándú or salaka in direction from top to bottom and from right to left with lacquer dye. On the Indian subcontinent and in ancient Southeast Asia, palm leaves served as organizing information space means. Indian tala patra, Tamil thaliyola, Indonesian lontaraq, Khmer sleuk rith and vean, etc. were stitched and placed in wooden bindings for better storage, almost completely reproducing the modern stages of publication post-press processing. Palm libraries still function, where worn copies of important historical content are transcribed and digitized to enhance intercultural communications.

Ancient collapsible manuscripts, joined in very long double-sided sheet and folded with concertina-shaped trigger layout, formed information space in territories where the cultivation of bamboo or palm trees was difficult due to climatic conditions. Such graphic documentation national cultures heritage as Burmese parabaik, Thai samut khoi, Cambodian kraing and Laotian phap sa, Japanese and Chinese orihon, early Aztec and Mayan amate reflected royal chronicles, legal notes, practical manuals, illustrated literary and religious works.

Another popular plant material for ancient information carriers was birch bark, which practically did not require preliminary processing. Gandhāran Buddhist texts, preserved in scrolls in clay jars, are currently considered the oldest written heritage on birch raw stuff. The use of birch-bark for writing scriptures and instructions was common in historical Kashmir. An early example of Mongolian writing is the Golden Horde manuscript on birch bark. Wiigwaasabak, that is, scrolls made of birch-bark, were used by North America indigenous to embody complex ideas and pass knowledge to the next generations. In contrast to previously discussed rock art, the birch sights of ancient Rus' are mainly of a domestic or business nature. Most letters available today are official decrees from the capital Kyiv, although geographically number of instance found is inversely proportional to regional agriculture intensity; but, their popularity is evidenced by variety styluses discovered in Ukraine. Modern birch documents attract special attention: in middle of 20th century, in advanced information technologies age, due to totalitarian regime restrictions, political prisoners used pieces of birch raw for correspondence. These examples are important the intercultural communication evidence of resistance movement members [7].

However, earliest plant medium purpose-made for information storage, was papyrus. Early texts on papyrus, which author was an eyewitness to construction final stages of the Great Pyramid of Giza, date back to the 3rd

millennium BC. Consumables improvement was also traced to development of ancient Egyptian written signs. Further, as an important trade item, papyrus production flourished for millennia in Egypt and Phoenician colonies. Bygone civilizations recorded on papyrus the most significant scientific and cultural achievements from almost all fields of their activity. The greatest information space in the Hellenistic period – Library of Alexandria – had up to four hundred thousand scrolls.

2nd century BC Pergamon in Anatolia confidently held a monopoly in the trade of a particularly strong and durable writing material of animal origin – parchment. Unlike papyrus, parchment ensured the clarity of text and illustrations applied on both sides, reducing the Roman Empire's dependence on Egyptian exports and speeding up intercultural communications in Europe and Asia. This was especially facilitated by Library of Pergamum, which, yielding alone to Alexandrian library, had more than 250000 parts; fierce competition forced both information spaces to conduct well-thought-out marketing activities, apply innovations, replenish collections in a timely manner and constantly improve the services provided.

The need for mass preservation and dissemination of knowledge for intercultural communication means development stimulated the search of methods of creating new and cheaper writings raw. In the end, paper became such staple, which gradually replaced precious parchment, fragile papyrus and other local solutions for information space organization. Consumables cheapness and efficiency of production significantly reduced the final medium cost and marked the beginning of paper industry development. Having spread to Korea and Japan, paper products and production technologies along the Silk Road routes gradually covered all progressive civilizations of Central Asia, North Africa and Europe, bridging cultural gaps between regions.

Subsequent successful investments had a far-reaching impact on paper popularization, leading to its assessment as most significant invention of Chinese science and technology in terms of its effect on human history in preserving knowledge and shaping the planetary information space. Paper production standardization [4] contributed to rapid intercultural communication development and written word spread throughout the civilized world.

With the printing press invention in the 15th century, art of book printing spread accelerated of world information space elaboration and became an important tool for globalization dialogue of cultures formation. The industrial revolution and engineering thought advancement [5] contributed to automation of production processes in printing branch; subsequent emergence of digital technologies ensured the various forms combination and multimedia means for reflecting individual and collective worldviews, bringing intercultural communications into a qualitatively higher social dimension.

Currently, the Internet of Everything spread with integrated artificial intelligence has completely eliminated all physical and linguistic barriers and provided citizens of good will with an unified geopolitical platform to draw attention and find joint solutions to the world's problems ... and once again leads humanity to eternal questions.

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### **РОЗВАЖАЛЬНИЙ КОНТЕНТ НА ТЕЛЕБАЧЕННІ ПІД ЧАС ВІЙНИ**

Інформаційний простір повсякчас впливає на психологічний стан, настрої та життєвий ритм користувачів в цілому. У зв'язку з цим, керуючись інтересами та запитам аудиторії, усталені жанри телевізійної творчості трансформуються і, відповідно, набувають нових рис. Враховуючи складну ситуацію сьогодення, повномасштабне вторгнення росії в Україну, цілодобовий марафон новин від провідних телеканалів України все помітніше (і частіше) залучає до своїх ефірів