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Literature and mass communication: signs of interaction (based on the Myroslav Dochinets' creative work)

Література та масова комунікація: ознаки взаємодії (на матеріалі творчого доробку Мирослава Дочинця)

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Abstract


The article examines the creative work of the contemporary Ukrainian writer M. Dochinets in the context of literary trends and the mass communication space of the late 20th and early 21st centuries. The goal of the study was to determine the signs of mass communication in the most expressive works of the author. The analysis was carried out using general scientific (analysis, synthesis, description) and special literary methods (socio-historical, biographical, genetic, imagological, interdisciplinary). It was found that the writer's texts have "two artistic dimensions", the interpretation of which depends on the education, intellectual level and artistic and aesthetic tastes of the recipient. The first, "elitist", forms a kind of selected elite community, capable of decoding the historical, cultural, and artistic subtext. The second is that it is "intended for a wide audience" that is not immersed in the cultural, artistic and literary


Анотація


У статті вивчено творчий доробок сучасного українського письменника М. Дочинця у контексті літературних тенденцій та масовокомунікаційного простору кінця ХХ-початку ХХІ століття. Метою дослідження було визначити ознаки масової комунікації у найпоказовіших творах автора. Аналіз здійснено з використанням загальнонаукових (аналіз, синтез, опис) та спеціальних літературознавчих методів (соціально-історичний, біографічний, генетичний, імагологічний, міждисциплінарний). З'ясовано, що тексти письменника мають "два художні виміри", інтерпретація яких залежить від освіти, інтелектуального рівня та художньо-естетичних смаків реципієнта. Перший, "елітарний", формує своєрідну вибрану елітну спільноту, здатну декодувати історичний, культурологічний та мистецький підтекст. Другий, що "розрахований на широку

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context. M. Dochynets, actively using the signs of mass communication (dissemination by means of mass communication, orientation towards a mass audience, performance of social functions) at the genre, imaginative, stylistic and problem-thematic level, seeks to involve them in understanding with the help of models typical for the masses important philosophical and social problems, raise the level of education and develop artistic taste, aesthetic worldview.

Keywords: character, genre, literature, mass communication, problematic.

Introduction

At the end of the 20th – the beginning of the 21st century in Ukraine and the world, globalization processes, scientific and technological progress, historical and political realities contributed to the development of mass communication, which affected all spheres of human activity: physical, emotional, intellectual, spiritual, etc. The understanding of artistic creativity, which has always been a powerful source of shaping the worldview of an individual and society as a whole, in accordance with existing realities, is of particular importance in our time. The formation and intensive development of the information space caused an urgent need for scientific rethinking of art as a whole and literature in particular in the aspect of socialization (Ortega & Gaset, 1994).

At all times, writing as a form of art had as its priority task the formation of a person's worldview and worldview as an integral part of society, which was preserved during the growth of "information technologies that penetrated into all spheres of human activity" (Zhylin et al., 2023, p. 257). In scientific discourse, the concept of "literature" is understood as "a type of written creativity, a set of handwritten and printed works of a certain people, period or age" (Kovaliv, 2007a, p. 564).

The social orientation of this type of art is also evidenced by its specific functions: entertaining, cognitive, informative, communicative, axiological, and the function of preserving information (Kharytonenko, 2012, p. 9). In the works of contemporary researchers, literature is interpreted as a powerful means of communication between the author and the reader (individual), the author and society. In view of this, contemporary researchers single out

аудиторію", яка не занурена у культурний, мистецький та літературний контекст. М. Дочинець, активно використовуючи ознаки масової комунікації (поширення за допомогою засобів масової комунікації, орієнтованість на масову аудиторію, виконання соціальних функцій) на жанровому, образному, стильовому та проблемно-тематичному рівні, прагне за допомогою типових для широких мас моделей залучити їх до осмислення важливих філософських та соціальних проблем, підвищити рівень освіти та розвинути художній смак, естетичне світовідчуття.

Ключові слова: герой, жанр, література, масова комунікація, проблематика.

the following essential features of literature as a type of mass communication: it is distributed by means of mass communication, oriented towards a mass audience, direct contact with which is impossible for the authors of literary works; 3) addressing an unspecified circle of recipients, performs social functions (informational, propagandistic, campaigning, educational, enlightening, etc.), and therefore creates an impact on society, etc. (p. 7-8). Therefore, the achievements of literary studies are no longer enough for a comprehensive interpretation of an artistic text, it is necessary to involve knowledge from other sciences.

At the end of the 20th – the beginning of the 21st century, Ukrainian literature was enriched with works that, while remaining a high-quality artistic text, demonstrate the above-mentioned signs of mass communication. It is worth mentioning the creative work of Yu. Andruhovych (2008), M. Kidruk (2021), H. Pagutyak (2007), E. Polozhiy (2016), S. Zhadan (2022), and others. The prose of M. Dochynets (2007; 2013a; 2013b; 2014; 2016; 2020; 2022) stands out among the general public, characterized by the features of communication between the author and the recipient, enriched with philosophical subtext, topical issues, and a variety of artistic means in the reproduction of individual consciousness and social reality. In the following sections, we will focus on the works of contemporary scientists important for research, justify the choice of methods and techniques of interpretation of the artistic text, and analyze the biographical basis of the works, their genre nature, the author's principles of creating the concept of the character, the problem-thematic corpus, etc. Analyzing these levels of the writer's texts, we will conduct a study of the signs of the

interaction of the artistic text and mass communication, which is the goal of this article.

Theoretical Framework

Attempts to understand the specifics of the interaction of mass communication and art, and fiction in particular, are increasingly appearing in contemporary scientific thought. For example, P. Lyndon emphasizes the different nature and means of literature and mass communication, but recognizes “very subtle points of contact” due to “tricks of style and difficult satire”, content, audience (1970, p. 6-10). Another researcher, B. D’Angelo notes “about the movement that has taken place in our time both in the field of literature and in writing, to other semantic fields, both literary and non-literary” and proves this by examining the interaction of cinema, literature, opera, museum (2009). Kondala Rao G., Lakshmi Vijaya note in their article that the literary text today “has the power to promote personal understanding and encourage social cohesion” (2016, p. 239). Researchers emphasize the differences between the two phenomena: literature affects society slowly and literature is a more elitist (p. 241). As we can see, changes in views on the process of interaction between literature and mass communication took place at the beginning of the 21st century, when the means of mass communication began to develop intensively and the integration between the fields of science, types of art, etc., increased.

In the Ukrainian scientific discourse, attention is also paid to the problem of the reception of the communicative possibilities of literature, its socialization and interaction with the media space. It is worth noting that in recent years a number of scientific and methodical publications on the topic have appeared for students of higher educational institutions and information technology specialists, journalists, publishers, etc. These are the works of O. Kosyuk (2012), L. Voytenko (2020), N. Zrazhevskaya (2006), and others.

Methodology

To achieve the goal, which consists in studying the features of the interaction of a literary work and the mass communication space on the example of the creative work of M. Dochynets, *general scientific* and *special literary methods* were used. With the help of *analysis*, *description* and *synthesis*, it was found that the writer’s works are actively researched in the contemporary Ukrainian scientific discourse. However, a review of the literature on the topic

shows that there is not enough work dedicated to the study of the features of interaction and mutual influence of the artistic text and mass communication on the example of the creative output of an individual author, which opens up a perspective for research and determines the scientific novelty of our work. It should be noted that the poetic features of the creative work of M. Dochynets have already been studied by the authors of this article (Ishchenko, 2020, 2021; Horbolic, 2018), examples of the inter-artistic interaction of literature and cinema were considered (Horbolic et al., 2021), and the use of media techniques of dialogue with the reader in the writer’s most revealing works (Ishchenko, 2022). However, the author’s works are considered systematically in the context of mass communication for the first time in this article.

A detailed study of the signs of the interaction of literature and mass communication was carried out with the help of systemic, socio-historical, biographical, hermeneutic, genetic, imagological, interdisciplinary. *The socio-historical method* contributed to the understanding of the writer’s prose in the context of socio-cultural trends and socio-political realities of the 20th-21st centuries. *The biographical method* helped to find out the influence of facts from the writer’s life, worldview orientations and artistic and aesthetic beliefs on the formation of the concept of the character, genre specificity and ideological and thematic load of large and small prose. *The hermeneutic method* made it possible to interpret the problems, the ideological and thematic level of the works of M. Dochynets. *The genetic method* was used to determine the genre specificity of the author’s work. *The imagological method* contributed to the understanding of the identity of the concept of the character in the context of contemporary literary trends and requests of the readership. *The interdisciplinary approach*, which consists in combining the achievements of literary studies and the foundations of mass communication theory, contributed to the identification of signs of interrelationships and mutual influences of fiction and contemporary mass communication space in the writer’s prose.

Results and Discussion

Contemporary Ukrainian writer M. Dochynets is the author of the novels “The Fox in the Vineyard. Finding Lost Tracks”, “Centenarian. Confession on the Pass of the Spirit”, “Svitovan. Studies under the Tent of the Skies”, “The Digger of Wells. The Diary of the Richest Man of the

Mukachevo Dominion”, “Highlander. Waters of Our Lord’s Riverbeds”, “Maftey. Book Written with a Dry Pen”, “Fern’s Children”, collections of short prose “Ladies and Adams”, “The Road to Heaven – to People”, “Bread and Chocolate”, “Hands and Soul”, “Cutting and Life Courses”, “Blue notebook”, “A Novel with a Sheet”, “The Book of Wisdom”, “The Sighted Pen”, “The Light of Seven Days”, “If You Listen to the Wise Men”, “Herbs”, “Years and Medicine”, “Golden Time”, and others.

Analyzing the Myroslav Dochynets’ creative work, we consider it necessary to clarify the terminological apparatus of the research. In the scientific discourse, communication is understood as “the process of exchanging information (facts, ideas, views, emotions, etc.) between two or more persons, communication using verbal and non-verbal means for the purpose of transmitting and receiving information” (Kondratenko, 2018). The term “mass communication” will be interpreted as “the fundamental state of contemporary society, in which the complex structure of the social and cultural space with its numerous sectors, which are functionally and deterministically interconnected, is embodied in symbolic forms and images that can be perceived and understood corporate, mass and individual consciousness” (Kostenko, 1998, p. 153). The phenomenon is aimed at uniting society and contributes to the production of information as a product, the use of technical means for the production of information, the development of mass culture (mass values, typical behavior patterns for the masses), forms a specific social environment for which mass culture is characteristic and which is a customer and consumer of information products (Rizun, 2008, p. 127). By the mass communication space, we understand the process of exchanging and spreading information to a large audience with the help of mass media technical means (press, radio, television, Internet, publishing houses, etc.) with the aim of influencing the consciousness and behavior of the recipient (Ishchenko, 2022, p. 5).

M. Dochynets belongs to the writers who started their creative activity as journalists or authors of journalistic texts (Y. Andrukhovich, T. Antipovich, K. Babkin, L. Voronin, L. Denysenko, S. Zhadan, O. Zabuzhko, A. Kokotyuhu, O. Kotsarev, O. Irvanets, O. Shinkarenka, etc.). After receiving a professional journalistic education, he began working in the editorial offices of the newspapers “Literaturna Ukraina”, “Carpathian Territory”, “Fest” and the magazines “Ukraine”,

“Motherland”, and others. In the book “Word Lamp” (2013b), M. Dochynets notes that “he owes his career and name to the newspaper”, because journalistic activity helped to form the main features of his idiosyncrasy – clarity, clarity, a semblance of lightness, picturesqueness of episodes and the effect of presence” (p. 53). It is important that while working as a journalist, the future writer specialized in writing portrait and problem novellas, essays, which determined his attraction to small epic forms (novella, essay, etude, esquisse, aphorism, diary) and the predominance of the biographical novel in his literary work. The writer considers any division into genres to be conditional, and prefers those that meet the needs of the audience: “In our dynamic time, there is neither time nor need for the production of long texts. But an apt aphorism about the malice of the day is always timely and relevant” (p. 52-53). The author also explains the appeal to novel by contemporary trends in the literary process.

Reflecting on the difference between journalism and literature, M. Dochynets emphasizes the large number of stamps that are necessary for journalistic genres. The writer compares: “Prose is a walk through a garden that you planted yourself and attracted singing birds. Journalism, too capitalistic, grandiose, corrupts the heart and dries the brain. <...> A journalist has an audience, subscribers. The writer has a Reader” (2013b, p. 54). That is why he gave preference to literature that gives greater creative freedom to the author.

M. Dochynets works as the editor-in-chief of the publishing house “Carpathian Tower”, which he founded himself. This allows him to actively engage in writing, analyze the works of his colleagues and contact a large audience of both authors and readers, thus constantly being in the context of the contemporary literary process. The author repeatedly emphasizes the importance of the writer for society, his role for the consolidation of the masses, because it is no accident that he defines his activity as “service”: “The word belongs to us from Heaven. Therefore, literature is a service to support in a person the spirit of virtue, desire for perfection, approach to God” (Dochynets, 2013b, p. 56).

M. Dochynets notes that, building his own style of writing, he appeals to the creative work of Ukrainian classics (I. Franko, O. Honchar, M. Kotsyubynskyi, Lesia Ukrainka, T. Shevchenko, M. Stelmakh, etc.), but is “open to of all literary methods, schools and styles” (Dochynets, 2013b, p. 101). The author defines

himself as a “neo-realist with shades of impressionism and magical realism”, at the same time he recognizes in his texts signs of romanticism, symbolism, realism, existentialism, modernism and postmodernism (p. 196). The novelist simultaneously focuses his texts on supporters of, as he notes, the “old school” and, at the same time, those who are interested in the works of contemporary Ukrainian literature.

M. Dochynets’ journalistic activity also influenced the development of his reading skills and literary tastes, as he himself notes in an interview: “Since then, I have become, perhaps, the slowest reader in the world. Because this is a real luxury – to leisurely travel through the lines of great storytellers, delving into the secrets hidden between words” (Dochynets, 2013b, p. 51). The writer is convinced that it is possible to write one’s own high-quality artistic text only after reading many other people’s works, rethinking them and presenting ideas that are relevant for oneself and society from a new angle, in an original interpretation in accordance with one’s life philosophy, worldview and worldview ideals. That is why the creative work contains a significant number of intertextual borrowings, allusions, reminiscences, quotations, etc. aimed at expressing the author’s intention. These are the works of O. De Balzac, E. Hemingway, V. Faulkner, H. Flaubert, V. Hugo, I. Kotlyarevsky, M. Kotsyubinsky, H. Marques, M. Montaigne, E. M. Remarque, H. Skovoroda, V. Stefanyk, M.- A. Stendhal, and others. Appealing to the works of famous predecessors and contemporaries, M. Dochynets reflects on the meaning of the artistic word: “Unfortunately, Ukrainian literature, and even more so the mass media, have impoverished vocabulary incredibly. I believe that literature should carry not only the freshness of thoughts, but also the beauty and aesthetics of words” (Dochynets, 2013b, p. 91). He strives to present literature as a continuous process that is constantly updated and enriched.

Writers of the late 20th and early 21st centuries adhered to the principle of anthropocentrism, so the image of a person who finds the strength to overcome the system, get rid of the negative influence of various factors on life, and find harmony within himself became relevant. Such images can be found in the works “The Scribe of the Eastern Gate of the Asylum” and “The Scribe of the Western Gate of the Asylum” by Galina Pagutyak, “The Skylight” by P. Midianka, “Verkhovynska Song” by P. Skunets, “Symphony of the Petrikiv Forest” by P. Soroka, an anti-utopia trilogy “The Time...”

by Yu. Shcherbak and others. M. Dochynets did not remain aloof from the creative pursuits of his colleagues, and proposed a unique concept of a wise character – an elderly person with significant life experience, which was gained during the struggle against the totalitarian system, during the overcoming of historical and personal tragedies.

In the M. Dochynets’ prose, the image of the wise character was formed in the book of spiritual instructions “Many Years. Blessing Years” (2007), which became the first major work dedicated to the figure of Transcarpathian healer Andriy Voron. The writer endowed his character with the traits of a Greek philosopher, a folk thinker like H. Skovoroda, a Christian hermit monk, a herbalist and an enlightened guru. For the post-Soviet society, this concept of the image turned out to be relevant, since for a long time it was devoid of hints of religiosity, spirituality in culture and social life. According to the author, the wise teacher character is able to set an example, to teach how to fill the mental emptiness caused by Soviet ideology. “The Holy Scriptures contain everything the soul needs, but for many it is too distant, too strict and incomprehensible. And here is supposedly an example of a real person who looks like a father, a grandfather”, – the writer explains (Dochynets, 2013b, p. 138). At the same time, a patriot character like Andriy Voron, who loves his Motherland and respects folk traditions after Ukraine gained independence, and orientation towards his own historical progress and cultural identity were and are relevant. The writer notes that his desire was “to show a Ukrainian character on the European battlefield”, so his character imitates the main European values – democracy and pluralism, and also popularizes Ukrainian culture and philosophy of pantheism, hedonism (p. 138). Thus, in the novels of the writer, one of the most relevant topics in society is artistically understood – the need for Ukraine’s integration into the European community.

In the M. Dochynets’ prose, the understanding of the “eternal questions of humanity” is actualized, firstly: the search for a spiritual ideal, the understanding of the meaning of existence, the importance of religious worldview and moral and ethical norms, the search for one’s place in the world. The success of the concept proposed was also contributed to the age characteristics of the character – an elderly person who reflects on important ontological issues and generously shares advice on how to live long and maintain mental and physical health. In numerous interviews, the writer also convinces that his

character is a real person with whom he was familiar and with whom he was a student in his youth, which provides the “effect of the authenticity of the depicted” characteristic of journalism and the reception of artistic conjecture and fiction, which is natural for literature (2013b, p. 62). This is how the writer intrigues the reader, invites to a discussion and inspires trust. The writing strategy proved to be successful due to the manner of presentation in the form of the main character’s monologue (*I-narration*), which creates the illusion of a direct conversation with the narrator. In prose, he repeatedly returned to the image of Andriy Voron in the novels “Centenarian”, “Svitovan”, the books “Blue Notebook”, “Consolation mountain”, “Golden Time”, and a number of short prose texts. Thanks to his writing skills, namely the ability to combine real facts with artistic conjecture and fiction, a successful marketing campaign, publicity in the media and social networks, the literary character has turned into an almost mythical character, in the reality of which numerous fans believe. The image of a wise elderly person who overcomes life’s obstacles and is constantly self-improving and self-actualizing was also used in the successful novels “Highlander”, “Well-Digger”, “Maftey”.

Secondly, M. Dochynets repeatedly addresses the current issues of our time, which are of interest to a contemporary educated, intelligent person. The writer repeatedly addresses environmental issues. The main characters of the writer are an example of a person who is a model of eco-cultural behavior and teaches others to find harmony in themselves through spiritual union with the forest, river, and mountains. For example, in the novel “Centenarian” Andrii Voron notes: “Learn to see all living things around you and be happy with them – grass, trees, mushrooms, thorns, animals, earth, sky. Look into them with kind eyes and an attentive heart – and such knowledge will be revealed to you that you will not find in books. And you will see yourself in them – calm and renewed” (2013a, p. 101). The writer also pays attention to the problem of contemporary man’s fatigue from the fast pace of life in the city, the negative impact of the information environment. His characters distance themselves from society in order to preserve their individuality, but they do not separate completely. They are convinced that in order to help people, one must first find oneself, and this is possible only in solitude through contemplation of the world and one’s inner world: “They walk a long way to God. And alone” (2014, p. 199). Therefore, every person has the right to his personal space and must

arrange it correctly, only in this way can we coexist harmoniously and help each other. M. Dochynets, appealing to current issues, could not stay away from the topic of the war in Ukraine. He dedicated his latest novel “Fern’s Children” to the topic of overcoming the psychological trauma of a person who returned from the war zone. The author actively uses the means of artistic psychology, in particular the description of changes in the character’s feelings under the influence of chronotopic parameters: “I was woken up by a strange ringing. I listened – no sound. It was a ringing silence” (2020, p. 19). The novelist convincingly recreated the inner world of the writer-intellectual, who finds peace of mind thanks to the return to the land of his ancestors and through interaction with the nature of the Carpathians.

Thirdly, M. Dochynets focuses on “everyday problems” that every person has and do not require special knowledge, and therefore are accessible to a wide range of readers. For example, these are relationships between family members, understanding the relationship between a man and a woman, finding one’s place in society, etc. The writer also exerts a psychological influence on the reader, emphasizing the fashionable topic of preserving health and youth in the contemporary mass communication space, forming the correct daily routine, sleep hygiene, etc., which he actively uses in the novels about Andriy Voron, in the books “Years and Medicine” (2022). In the last, the author changes the epic tone of the story and presents the material in the form of laconic advice from a diary or notebook: “Don’t neglect breakfast. Get rid of the habit of eating meat. It is advisable to eat fish three times a week. Drink low-fat milk” (p. 112). Another relevant topic for contemporary society is the search for a “formula of success” that will allow one to achieve wealth and power over the world and people. The novel “Well-Digger” (2016) focuses on this problem, the main character of which, thanks to perseverance, self-education, and hard work, became the richest man in his homeland. Like other texts of the writer, this work contains numerous motivational lyrical digressions – the main character’s advice, which is added with the aim of influencing the thoughts and behavior of the recipient, to encourage them to take specific actions: “One must crave money! You need to know how much you want, and warm up the strength and measure of desire” (p. 135). Traditionally for his creative manner, M. Dochynets transforms even a somewhat mundane topic of money into a philosophical and moral-ethical plane. The main character Ovferiy,

regardless of his wealth, managed to preserve the simplicity of his soul, self-criticism, and therefore used his wealth and power to develop his hometown and improve the quality of life of its residents.

M. Dochynets notes that, compared to his colleagues, he “does not know his reader”, that is, he does not write his works according to certain criteria, does not adapt them to a specific target audience, does not consider “whether the work will become popular”. Accordingly, he imagines “his reader” “with intelligent faces and interested eyes” (2013b, p. 74-75). The writer emphasizes that he writes “for himself” in order to answer the questions that concern him.

M. Dochynets, in order to expand his readership, somewhat simplifies the form of presentation of the material at the genre, figurative, problem-thematic levels. This gives reason to some literary critics to include his work among the samples of mass literature, which in contemporary scientific discourse is understood as “reproduced, entertaining or didactic fiction, adapted for understanding by the average reader, mostly devoid of aesthetic value”, in which stereotypes, images, clichés, stamps, etc. (Kovaliv, 2007b, p. 18). The “disadvantages” of the works are determined by the focus on commercial success at the expense of topical issues (Shchur, 2012), falsification “in the style of tabloid newspapers” (Fasolya, 2013), entertainment and didactics (Kotsarev, 2012), writing “quasi-intellectual pops” (Baran, 2015), etc. But a number of researchers (M. Vaskiv, L. Gorbolis, S. Kovpik, O. Talko, etc.) do not agree with this assessment of the author’s work, emphasizing the presence of a philosophical subtext, imagery, originality of the presentation of the material, the presence of a literary and cultural context, signs of inter-literary and inter-art interaction, focus on the erudite reader, accentuation on moral and ethical standards, saturation with national color, etc., which indicates the high artistic value of the works and belonging to elite literature (Bilichenko, 2012; Kryvopshyna, 2018). The writer himself emphasizes that his works are by their nature metaphorical, aphoristic, saturated with symbols and philosophical and folklore subtext (p. 55). There are a number of studies devoted to the richness of language and artistic means in the writer’s works, for example, the works of L. Prokopovych (2017, 2020), R. Terebus (2018) and many others, so we will not consider it here question.

M. Dochynets often analyzes the contemporary Ukrainian literature. He observes that all fashionable “postmodern trends” are rapidly changing, while “Literature was, is, and must be elitist” (2013b, p. 115). He considers high literature to be the one whose reading “forms an ideal and raises the bar, as well as develops critical thinking” (p. 102). The use of features of mass communication in the creative work of the prose writer is explained by the desire to attract a wide audience to reading elite literature in order to raise its intellectual level, to form certain aesthetic and worldview constants.

Conclusions

The study of M. Dochynets’ creative work using general scientific and special literary methods helped to find out that his work has “two artistic dimensions”, the interpretation of which depends on the education, intellectual level and artistic and aesthetic tastes of the recipient. The first is “high”, “elite”, which is formed thanks to refined language, philosophical subtext, imagery, a wealth of tropes and artistic means, the originality of the presentation of the material, the presence of a literary and cultural context, topical issues (the impact of globalization on the individual, overcoming the consequences of the totalitarian system, psychological trauma caused by personal and historical factors, the search for individual and national identity, etc.), signs of interliterary and interartistic interaction, etc.

The second dimension “for the mass reader” is created by means of an appeal to the principles of mass communication, which are partially implemented in the writer’s prose at the genre, imaginative, stylistic, and problem-thematic levels. Among the variety of genres, the author chooses those that, given the dynamic rhythm of life of a contemporary person, will not require a lot of time to read – an aphorism, a sketch, a novel, diary entries, etc. In long prose, the writer uses an adventure plot, lyrical motivational digressions with short instructions, etc., to keep the reader’s attention. M. Dochynets presented the image of the wise character in the context of the Ukrainian social and political realities of the 20th and early 20th centuries, which is close to the contemporary reader, because it responds to the spiritual and aesthetic requests of the modern audience. The writer brings his works closer to the general public with the help of syncretism at the stylistic level (combination of features of impressionism, romanticism, realism, existentialism, etc.), so a reader who is a supporter of any of the listed artistic methods of depicting reality, or does not adhere to a specific

aesthetic platform at all, in the works of the novelist he will find “something of his own”. The prose of M. Dochynets has a wide problem-thematic range: relationships in the family, preservation of health and youth, finding one’s place in the world, self-actualization and striving for success in life, etc.

Having analyzed the M. Dochynets’ creative work and his artistic and aesthetic beliefs, we can say that the writer exerts an influence on society thanks to significant life experience, studying the depths of human psychology, determining the aesthetic and spiritual requests of the contemporary audience, mastering the mechanisms of influencing the reader (current issues, wealth linguistic means, narratives in the form of a friendly conversation with a wise person, creating an intrigue regarding the reality of the depicted, etc.). Having created “two ways of reading” his texts, the writer seeks to answer the requests of the “elite reader” and attract a wide audience to the understanding of important philosophical and social problems, raise the level of education and develop artistic taste.

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