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## THEMATIC ANALYSIS OF SCIENTIFIC PUBLICATIONS DEDICATED TO A GREETING CARD IN THE CONTEXT OF ITS HISTORICAL AND SOCIO-CULTURAL DEVELOPMENT

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***Abstract: The purpose.** To carry out a thematic review of scientific works published in recent years and devoted to the emergence and historical development of the postcard greeting card of the late nineteenth — early twentieth century in the context of its historical and socio-cultural development.*

***The research methodology.** The article uses well-known art methods: historical-cultural, historical-attribute, which cover the process of formation of a greeting card from the standpoint of socio-cultural and historical heritage, and not only from the standpoint of information, contribute to the evolution and figurative transformation of the greeting card. chronological order. Along with this, general scientific methods are used: comparative, analysis, synthesis, monitoring, systematization, statistical, historical and chronological, which allows scientists to analyze the communicative, philological component, to reveal the collection and classification of postcards. Based on this, we gain additional knowledge about the object of study.*

***The results.** A thematic review of scientific works published in recent years and devoted to the emergence and historical development of the postal greeting card of the end of the 19th — beginning of the 20th century in the context of its historical and socio-cultural development was conducted. The problems, content and main ideas of scientific publications are considered, in which scientists conduct an analysis of the communicative and philological component, reveal the issue of collecting and classifying postcards, highlight the process of creating a postal greeting card from the standpoint of socio-cultural and historical heritage, and not only from the standpoint of a means of transmission information.*

*An overview of the directions of scientific research on postcards of the end of the 19th and the beginning of the 20th centuries was carried out. The authors of scientific works, for the most part, consider the history of the origin and formation of the greeting card (historical component), consider the postcard as one of the currents of fine art, in the context of studying the socio-cultural development of the corresponding historical period of time, propose methods of classification and attribution of postcards, considering the postcard from the point of view collecting, offering their approaches to exhibiting collectible collections of postcards by thematic areas. The article also includes scientific publications by authors who researched not only*

*the front side of the postcard, which contains an artistic (graphic) image, but also the reverse side, which contains the text, postmarks, country of origin, dates of dispatch (production), etc. Attention is focused on the work, where the author for the first time carried out an analysis of the main directions of using the texts of open letters and developed methodical recommendations for their study.*

*As a result of research, it was established that the majority of modern scientific works, articles and other publications on a certain topic belong to Russian scientists. The Ukrainian greeting card as an object of study of the phenomenon of graphic art remains out of the attention of domestic researchers, especially in the context of design. This requires further art studies of the peculiarities of the design of the domestic postal greeting card of the end of the 19th and the beginning of the 20th centuries from the standpoint of figurative, stylistic and cultural potential.*

**Scientific novelty.** *Is to consider the issues, content and main ideas of scientific publications, in which scientists analyze the communicative, philological component, reveal the collection and classification of postcards, highlight the process of creating a greeting card from the standpoint of socio-cultural and historical heritage, not just means of transmitting information.*

**Practical significance.** *Dissertation research can serve as a basis for practical work with postcard funds in departments of libraries, archives and museums; for the development of methodological recommendations aimed at improving the modern practice of publishing art postcards; while reading courses on the history of Ukrainian art of the end of the 11th and beginning of the 20th centuries, as well as preparing a general monographic study on the Ukrainian art postcard.*

**Key words:** *open letter, greeting postcard of the XIX-XX centuries; postcard; art card; holiday card; collection.*

## INTRODUCTION

When writing scientific works, researchers did not pay much attention to the design content of the greeting postcard in the process of its historical development and evolution, especially in terms of specific topic. The influence of the defined historical period on the design decision formation (art decoration) of the greeting postcard has not been studied. Socio-cultural influence and dependence on regional development have been ignored.

The problem of development and formation of the Ukrainian greeting postcard in the end of the XIX — beginning of the XX cent. remains unsolved, especially in the context of thematic content and design decor. The influence of Western art traditions on the formation of the blighty art product has not been studied. Authors of scientific works mostly study the history of the greeting card origin and formation (historical component), consider the postcard as one of fine arts stream in the context of studying the socio-cultural development in the defined historical period. Additionally, they offer methods of classification and attribution of postcards, considering the postcard from the point of collecting, offering own approaches to the exhi-

bition of collectible assemblages of postcards by thematic areas. The article also contains information from scientific publications of authors who studied not only the front side of the postcard, containing the artistic (graphic) image, but also the reverse side, placing text, postmarks, country of origin, dates of sending (manufacture) etc. The emphasis is put on the work where, for the first time, the author analyzes the main areas of the use of open letters texts, and develops guidelines for their study.

## ANALYSIS OF RECENT RESEARCHES

Among the latest studies of postcards, the works of such scientists as A. Ye. Radionova, M. V. Sambur, T. H. Hrebennikova deserve attention. These scientists deal with the problem of classification and exposure of greeting postcards. A species postcard as a historical source is studied in the work of A. N. Larina. In her thesis «Documentary postcard of the late XIX — early XX cent. as a source on the history and culture of Moscow», for the first time, the main directions of the use of open letters texts are analyzed, and methodological guidelines for their study are elaborated. N. A. Mozokhina, in her thesis research «Postcards of the Commu-

nity of St. Yevheniia as an artistic project of the masters of the association «World of Art», studies the originality of the postcards art as a phenomenon of Russian graphics, analyzes the postcards created by famous artists A. N. Benoit, M.W. Dobuzhynsky, I. Ya. Bilibin, N. K. Roerich. In the scientific work of I. V. Paur, the analysis of evolution stages of a species postcard in Ukraine is carried out, typological features of each of them are characterized. The presence of mentioned above publications indicates that the postcard is an interesting material for the study in various fields.

## THE PURPOSE

The purpose is to conduct the thematic review of scientific works published in recent years, devoted to the emergence and historical development of postcards in the late XIX – early XX cent. in the context of its historical and socio-cultural development.

## RESULTS AND DISCUSSION

In order to include the postcard in the historical and cultural context, it is necessary to give an objectively sound definition, which will expand the possibilities of using the postcard in scientific and exhibition activities. Fine arts materials, which contain open letters, nowadays are extremely popular, but little-studied historical sources. A review of research areas of the postcard in the late XIX – early XX cent. is made [5, 6, 7].

Among the latest researches and publications in the field of the defined issue, the following scientific works, articles and monographs deserve special attention.

In particular, the work of M. V. Sambur «Postcard in the context of culture: attribution, scientific description, exhibition» is very interesting from the scientific point of view. The topic of this study is relevant because previously researchers considered only the history of the postcard. In the process of postcards studying, the author has published a number of articles:

The article «Postcard as a source of information on history and culture» is dedicated to the problem of considering the postcard as a historical source. Postcards are analyzed in terms of the information contained in them [16].

The article «Business card of time» studies the problem of modern epistolary communication on the example of open letters. The postcard is considered as a mean of cultural communication, as a historical and cultural object, as a source and as a museum object [8]. It is offered to define the concept of «an open letter».

Modern postcards are classified according to their functional purpose, design, shape, production technology [17].

The article «Interpretation of postcards in the exhibition space» reveals the problem of interpreting the postcard in the exhibition space. Themes, approaches, problems of exhibiting a postcard as a museum object are analyzed on the example of specific exhibitions. An assessment of the contribution of philocartists to the creation of postcard exhibitions is given. Methods of showing this type of exhibits, based on the consideration of the postcard as a complex historical source are offered [17].

In addition to M. V. Sambur, the problem of classification of art cards is studied by A. Ye. Rodionova in the thesis «Postcard as a phenomenon of art culture (on the material of the Russian postcard of the late XIX – early XX cent.)» [13]. The author analyzes the front and back of illustrated postcards in terms of semiotics.

In the process of evolutionary development, the postcard, on the one hand, began to be used as an illustrative tool, and, on the other – as a text message. Postcards combine the properties of both visual and written sources. Due to the appearance of various printed texts on postcards, there was a necessity for their philological analysis. In 2015, an interesting study was conducted by I. V. Paur. In her scientific work on the basis of archival and museum materials, a comprehensive study of the postcard as a source of highlighting the socio-cultural environment and historical topography of Kamianets-Podilskyi in late XIX – early XX cent. is made. The stages of evolution of the species postcard in Ukraine are considered, the typological features of each of them are characterized. The main series of open illustrated letters are identified and analyzed. It is shown that postcards with photo reproductions of Kamianets-Podilskyi landscapes and its suburbs are an important pictorial source for researching the historical and topographical structure of the city and its definite neighbourhoods. At the same time, they performed communicative, informational, educational, upbringing, aesthetic functions. Their popularity among the educated people of the urban population grew, so the postcard became a phenomenon of urban subculture [12].

T. H. Hrebennikova's work «Collections of greeting postcards in the collection of Altai State Local History Museum» deserves special attention as well. It considers different approaches to the exhibition of postcards collections – from the point of view of art critics, philocartists. The

research highlights the facts that at the present stage the principles of exposition for exhibiting postcards have not been developed, that in modern museums there is a lack of specialists who can competently present such collections to the public [4].

For the first time, the analysis of main directions of the use of open letters texts was carried out by A. N. Larina in the thesis «Documentary card of the end of the XIX — the beginning of the XX cent. as a source on the history and culture of Moscow.» The author elaborated methodological guidelines for the study of postcards as well. The purpose of the study is a comprehensive research and characterization of documentary open letters of the late XIX – early XX cent. The paper considers postcards, their reverse and front sides, stamps, inscriptions etc. Additionally, it describes the illustrated postcards as a historical source, presents the main methods of working with them. Particular attention is paid to the dating of pre-revolutionary postcards. A. N. Larina offers to study the postcards comprehensively, analyzing information about the publisher, place of printing, photographer, text of the letter, circulation etc. The history of the postcard, in particular, the Russian one, is summarized [9].

You can get acquainted with the postcard, its development in the article by O. V. Leonova «Postcard of the first half of the XX century in the collection of Omsk State Museum of History and Local Lore.» The work provides an overview of postcards collection of the first half of the XX cent., which are stored in the mentioned museum. The main stages of postcards development in this period are highlighted. Artistic greeting postcards in pre-revolutionary Russia were published for a very short time, so this can explain the small number of such postcards in the museum collection. These were beautifully decorated greetings for the New Year, Christmas, Easter, which carry information of that time [10].

The article by L. V. Butylska «Easter greeting postcard as a linguistic and cultural phenomenon» is dedicated to the description of the Easter greeting card in terms of linguistic and cultural content. The author draws attention to the fact that the card is a part of culture that reflects national etiquette, values, traditions, tastes etc. Symbols, depicted on postcards, can serve as a key for foreign students to unravel the peculiarities of celebrating the Easter party, its history and traditions (Butylska, 2014). The semantic structure of the symbol is multilayered and designed for active internal work of the receiver. «Implantation» in the symbolism

of non-native linguistic and ethnic culture is one of the stages of comparative analysis, one of the ways of correct interpretation of the studied linguistic culture, one of the keys to successful intercultural dialogue.

Another article «History of a greeting card» of L. H. Vikulova pictures the history of the genre of phatic communication — postcards. The formation of the greeting card genre is shown. It turns out that the postcard, as a phenomenon of social and cultural order, allows a person to be engaged in the process of identification within a certain socio-cultural space [20].

In 1893, the community of St. Yevheniia of the Red Cross was established in Russia. It was engaged in charitable activities. In search of a livelihood, the community built its own publishing house «Izдание obshchyny Svyatoi Yevhenii.» The publishing house collaborated with artists from the «World of Art» and the magazine «Artistic Treasures of Russia.» The community publishing house was one of the first in Russia which started printing postcards by famous Russian artists. Thus, in 1897, before the Easter party, four postcards by the artist Mykola Karazin were printed. During thirty years of the community's existence, the publishing house «Izдание obshchyny Svyatoi Yevhenii» has published 6.410 postcards with a circulation of 1.000 to 10.000 copies.

The article by I. H. Sharkov and L. H. Symonyan «Religious aspect of philocarty in art culture on the example of Russian and foreign postcards of the modern era» considers such a phenomenon of Russian culture and history as the Easter card. Postcards played an important role in the life of a human and society. It became a kind of a calling card of the era. These small pieces of cardboard with various images, messages addressed to loved ones, which contained their no less interesting stories [18].

S. O. Chorbachydi worked on the creation of a holistic picture of the origin, identification of distinctive features, evolution of the national charity card in the end of the XIX — beginning of the XX cent. In her thesis «The History of Charity Postcard (1898–1917)» the author gave the definition to the concept «good charity postcard», set the time of its appearance in Russia, recreated the historical process of its development, determined the range of artists who had worked on the design of the charity card, identified features of artistic design of charity cards, created a periodization of the history of the charity card in Russia, created a classification of charity cards on various grounds [3].

Based on the study of archival documents of this community N. O. Mozokhina dedicates

her thesis «Postcards of the Community of St. Yevheniia as an art project of the masters of the association the «World of Art.» Problems of history and artistic practice. « In this work she systematizes the research material, studies the originality of the art of postcards as a phenomenon of Russian graphics, conducts an analysis of postcards created by famous artists — A. N. Benoit, M.W. Dobuzhynsky, I. Ya. Bilibin, N. K. Roerich. The relevance of the thesis is an attempt to enter the postcards of the publishing house community of St. Yevheniia in the context of the development of applied print graphics and artistic life in late XIX – early XX cent. [11].

The article «Postcard in the Mirror of Scientific Research: Status and Prospects» by S. S. Sokovikov and S. O. Tkachenko is devoted to postcards as well. An open letter is considered as an object of interest for researchers belonging to different fields of knowledge. An analysis of publications dedicated to postcards, authors of which were collectors, is offered [19]. More than 600 New Year and Christmas cards, issued from the end of 1880 to 1918, which are in the personal collection of M. Chapkina, are presented by her in the album «Russian Christmas and New Year card 1898–1918» in 2012 [2].

**Scientific novelty is in issues.** Content and main ideas of scientific publications, in which scientists analyze the communicative, philological component, reveal the collection and classification of postcards, highlight the process of formation the greeting card from the point of socio-cultural and historical heritage, but not from information transfer mean.

## CONCLUSIONS

The thematic review of scientific works published in recent years, devoted to the emergence and historical development of postcards in the late XIX — early XX cent. in the context of

its historical and socio-cultural development is made. The problems, content and main ideas of scientific publications are considered, in which scientists analyze the communicative, philological component, reveal the issues of collecting and classifying postcards, cover the process of making a greeting card from the point of socio-cultural and historical heritage, but not from information transfer mean.

A review of the directions of scientific research of the postcard of the end of the XIX — the beginning of the XX cent. is carried out. Authors of scientific works mostly consider the history of the origin and formation of greeting cards (historical component), view the card as one of the currents of fine arts, in the context of studying the socio-cultural development of the historical period; offer own methods of classification and attribution of postcards; consider own approaches to approaches to the exhibition of collectible assemblages of postcards in thematic areas. The article also contains scientific publications of authors who studied not only the front side of a postcard containing an artistic (graphic) image, but also the reverse side, which contains text, postmarks, country of origin, dates of departure (manufacture) etc. The emphasis is placed on the work where the author first analyzed the main areas of the use of open letters texts, and elaborated the methodological guidelines for their study.

As a result of research, it is found that most modern scientific works, articles and other publications on the defined topic belong to Russian scientists. Ukrainian greeting postcards as an object of the study of the graphic art phenomenon remain out of the attention of blighty researchers, especially in the context of design decor. This requires further art studies of the design features of blighty domestic postcard greeting cards of the late XIX — early XX cent. from the point of image-style and culturally measured potential.

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## АНОТАЦІЯ

**Давидова К. О. Тематичний аналіз наукових публікацій, присвячених розвитку вітальної листівки в контексті її історичного та соціально-культурного становлення.**

**Мета.** Здійснити тематичний огляд наукових праць, опублікованих в останні роки та присвячених виникненню та історичному розвитку поштової вітальної листівки кінця ХІХ – початку ХХ століття в контексті її історичного та соціально-культурного становлення.

**Методологія дослідження.** У статті використовуються усім відомі мистецтвознавчі методи: історико-культурний, історико-атрибутивний, що висвітлюють процес становлення поштової вітальної листівки з позиції соціально-культурної та історичної спадщини, а не лише з позиції засобу передачі інформації, сприяють розкриттю еволюції й образної трансформації привітальної листівки в хронологічній послідовності. Поряд з цим використовуються загальнонаукові методи: порівняльний, аналіз, синтез, моніторинг, систематизація, статистичний, історико-хронологічний, що дозволяє науковцям провести аналіз комунікативної, філологічної складової, розкрити питання колекціонування та класифікації поштових листівок. Виходячи з цього ми отримуємо додаткові знання про об'єкт дослідження.

**Результати.** Проведено тематичний огляд наукових праць, опублікованих в останні роки та присвячених виникненню та історичному розвитку поштової вітальної листівки кінця XIX – початку XX століття в контексті її історичного та соціально-культурного становлення. Розглянуто проблематику, зміст та основні ідеї наукових публікацій, в яких науковці проводять аналіз комунікативної, філологічної складової, розкривають питання колекціонування та класифікації поштових листівок, висвітлюють процес становлення поштової вітальної листівки з позиції соціально-культурної та історичної спадщини, а не лише з позиції засобу передачі інформації.

Проведено огляд напрямків наукових досліджень поштової листівки кінця XIX – початку XX століття. Автори наукових праць, здебільшого, розглядають історію виникнення та становлення вітальної листівки (історична складова), розглядають листівку, як одну з течій образотворчого мистецтва, в контексті вивчення соціокультурного розвитку відповідного історичного проміжку часу, пропонують методи класифікації та атрибуції поштових листівок, розглядаючи поштівку з позиції колекціонування, пропонуючи свої підходи до експонування колекційних збірок поштових листівок за тематичними напрямками. Також в статті наведено наукові публікації авторів, які досліджували не лише лицьову сторону поштової листівки, яка містить художнє (графічне) зображення, а й зворотній бік, на якому розміщений текст, поштові штемпелі, країна походження, дати відправлення (виготовлення), тощо. Акцентовано увагу на роботі, де автор вперше здійснив аналіз основних напрямків використання текстів відкритих листів та розробив методичні рекомендації по їх вивченню.

В результаті досліджень було встановлено, що більшість сучасних наукових робіт, статей та інших публікацій з визначеної тематики належать російським науковцям. Українська вітальна листівка як об'єкт дослідження феномену графічного мистецтва залишається поза увагою вітчизняних дослідників, особливо в контексті дизайнерського оформлення. Це потребує подальших мистецтвознавчих досліджень особливостей дизайнерського оформлення вітчизняної поштової привітальної листівки кінця XIX – початку XX століття з позиції образно-стильового та культуровимірнього потенціалу.

**Наукова новизна** полягає в розгляді проблематики, змісту та основних ідей наукових публікацій, в яких науковці проводять аналіз комунікативної, філологічної складової, розкривають питання колекціонування та класифікації поштових листівок, висвітлюють процес становлення поштової вітальної листівки з позиції соціально-культурної та історичної спадщини, а не лише з позиції засобу передачі інформації.

**Практичне значення.** Дисертаційне дослідження може слугувати основою для практичної роботи з листівковими фондами у відділах бібліотек, архівів і музеїв; за розробку методичних рекомендацій, спрямованих на вдосконалення сучасної практики видання художніх листівок; під час читання курсів з історії українського мистецтва кінця XI початку XX ст., а також підготовки загального монографічного дослідження про українську мистецьку листівку.

**Ключові слова:** відкритий лист; вітальна листівка; кінець XIX – початок XX ст.; поштівка; художня листівка; зображення; святочна картка; колекція; атрибуція; зворотній бік листівки; символ; Великдень; Різдво

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