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**MEDIA TEXTS AS A RESULT OF INFORMATION AND COMMUNICATION ACTIVITY OF EMIGRATION COMMUNITY IN ETHNOCULTURAL COMPETENCE**

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***Research methodology.*** *In the suggested research work we have used a set of general and special methods, namely historical method that made it possible to explore the social and cultural context of the post war era; structural and typological, based on the methods of classification and transformation of journalistic materials representative study period. Critical discourse analysis made it possible to analyze the place of social communication, including print media in the formation of a single information-communication space of Ukrainian diaspora in the context of the creation of meaning, reveal the influence of ethno-cultural competence units in the course of the national liberation movement in the territory of post-war Ukrainian emigration.*

***Results.*** *As a result of the peculiarities of the implementation of ethno-cultural competence units have been reviewed that make up the picture of the world of the ethnic group, nation, on the material of journalistic media text ideologue and strategist Ukrainian national liberation movement in exile Ya. Stetsko – stereotypes, symbols, myths, archetypes so as categories that provide integrity communicative and cognitive process of creation of meaning, that media discourse is the only national information and communications space segment considering the emigration.*

***Novelty.*** *The**research of media texts is relevant in scientific discourse as a result of information and communication activities of the emigration community in the context of ethnic and cultural competence. Thus, within the intelligence analysis of the components of ethno-cultural competence, pragmatic realizing the potential of media texts of Ukrainian diaspora of post war era, and is encouraging the national unified information and communication space, characterized, in its turn, by integrity of communicative and cognitive processes of sense formation.*

***The practical significance.*** *The algorithm of analysis of communicative and cognitive channel has been presented – a world view that is a part of the study of all channels of creation of meaning – ideological factor, world view, state management and media – to outline options of strategies for the formation of the idea of the nation as a key sense of the nation creation of media discourse.*