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FIELD THEORY IN SOCIAL COMMUNICATION

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**Research methodology.** We have used the comparative-historical method for consider the development of field theories in human discourse. The chronological approach made it possible to trace the development of scientific knowledge from psychosocial and social areas to socio communications. The systematic approach revealed the structure of the field theory of knowledge and consideration of its functional features.

**Results.** Scientific discourse actively engages term of field as a spatial metaphor to refer to the position of objects in the space. The term is used in the theory of relativity of Albert Einstein, linguistics, and sociology. The characteristics of field proposed in K. Lewin’s field theory and the theory of social field of P. Bourdieu. Field theory proposes consideration of social processes that shown in the media. Creation of pictures of the world is with participation of different types of fields: media field, political, cultural, economic and social. The field as a coordinate system allows us to consider a display system of social events in the media discourse and their relationship.

**Novelty.** This article was first system research of field theory. The author identifies two basic types of fields – media and journalism. They participate in the formation of world view and in the media discourse. The concept of the field will provide an opportunity to trace the features of formation of media discourse.

**The practical significance.** Explores the problem of methodology of the study of media discourse by developing the concept of field in the social communications.