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MATRIX CONCEPT OF THE NATION:
SOCIAL COMMUNICATIVE CONTEXT

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In the design and relay Ukrainian national narrative special place belongs to the joint information and communication space uniting media reflection on the diachronic and synchronic levels, including the diaspora. A key factor contributing to the consolidation of the public has been and remains a national idea.

However, in the Ukrainian scientific paradigm is not unified and common methodological model (scheme), which would serve as a tool for integration of different theoretical developments of Ukrainian scientists at the national idea. Therefore, for the formation of national identity as part of the national idea must be a single communicative field in which media strategy design overall national indicators for the cohesion of the social groups, local ethnic communities, «work» on the development of communicative effective information and communication activities of the mass media. It is indisputable that without preserving their original culture of a nation loses its face (your identity) and is doomed to disappear. Matrix components of the national idea today in the scientific paradigm it is often found such categories as «civilizational matrix of Ukraine» (А. Pavka), «matrix of national identity» (T. Dziuba) etc., which is determined not so much as the content but as structural elements.

Thus, the aim of our research – to identify and analyze the components of the matrix in the idea of the nation social communicative context. Dimensional array of elements, modeling matrix idea of the nation, is made up of such indicators, which overlap in daily social practices: worldview nation (social meanings, concepts, symbols, stereotypes, myths, etc.) and public-ideological system (ideological vector, legislation, public policies, etc.).

Such definition is working, but it is possible to prove the legitimacy of the use of the cognitive approach. The idea of the nation in social communicative space is a complex system, which operates under the influence of a significant number of factors, providing conditions for its implementation and verify. The feasibility of such design is connected with the necessity of structuring information and construction of scientific approaches justify strategic solutions involving cognitive modeling methods. Prospects for further research are studied according to this methodological approach.