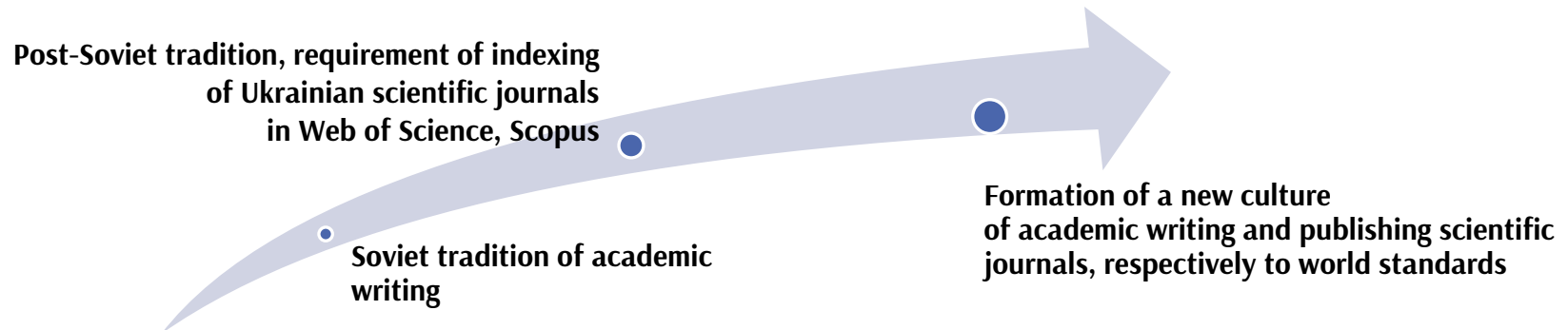


HARMONIZATION OF STRUCTURING REQUIREMENTS FOR UKRAINIAN SCIENTIFIC ARTICLES ON SOCIAL COMMUNICATIONS WITH THE EASE GUIDELINES

BACKGROUND. Why is this study important? First of all, because Ukrainian scientists are increasingly integrating into the global scientific space and they need clear guidelines for the proper presentation of the results of their study. Such guidelines can be the EASE Guidelines for Authors and Translators of Scientific Articles to be Published in English.

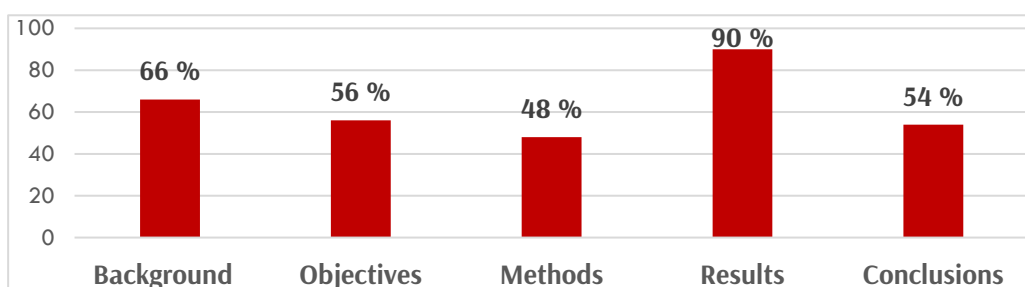
Evolution of the academic writing in Ukraine



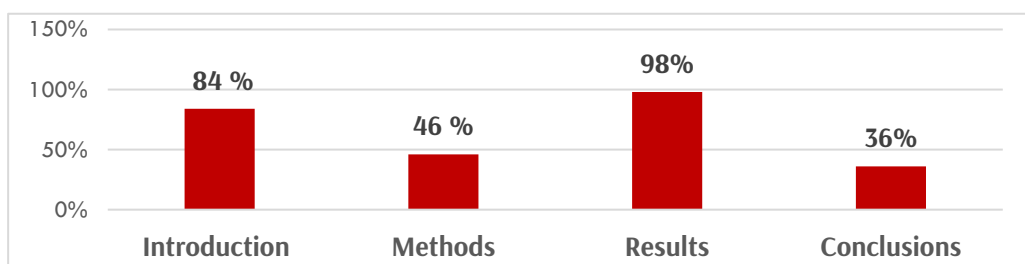
OBJECTIVE. The aim of the study is to compare approaches to writing abstracts and structuring scientific articles in Ukrainian scientific journals on social communications with the requirements of the EASE Guidelines.

METHODS. The sample consisted of 50 articles from the last issues of 10 Ukrainian prestigious scientific journals on social communications (5 articles from each journal). In the first stage of the study, conceptual content analysis of the abstracts was performed using the descriptors **Background, Objectives, Methods, Results, Conclusions**, and the scientific articles using such descriptors as **Introduction, Methods, Results, Discussion according to the IMRAD-format**. In the second stage, content-related analyses of the structured articles were performed to determine the correspondence of the content to the names of the selected headings and the dependence of the content quality of the article on the quality of its structuring.

RESULTS. The study confirmed our hypothesis that most of the analyzed articles do not meet the requirements of the EASE Guidelines.



It was found that in the **Abstract** section **background** is presented in 66 % of the articles, **objectives** – in 56 %, **methods** – in 48 %, **results** – in 90 %, **conclusions** – in 54 %.



Analysis of the articles structure showed that **Introduction** is presented in 84 % of articles, **Methods** – in 46 %, **Results** – in 98 %, **Discussion** – only in 36 %.

The weakest positions in the structuring of abstracts and texts of the articles are **Methods** and **Discussion**. The absence of such important structural elements in the articles negatively affects the quality of presentation of research results, raises many questions to the authors of the articles about the stages and methodology of research and its place in scientific discourse. The problem is also the semantic quality of the content of the sections **Methods** (*the authors mostly provide only a list of methods*) and **Discussion** (*there is mostly 1 or 2 sentences as a projection for discussion in the analyzed articles*).

CONCLUSION. The structure of a scientific article (as well as abstract) in the Ukrainian and Western scientific traditions are different. Disputing are national requirements for structuring scientific articles that do not meet the requirements of reputable international journals and the EASE Guidelines. The results of the study will be the basis for the appeal of the Ukrainian Editors' Association and the Ukrainian Regional Chapter of the EASE to the Ministry of Education and Science of Ukraine with a proposal to harmonize the requirements for articles in Ukrainian scientific journals with the EASE Guidelines. Extensive acquaintance of Ukrainian authors, editors and reviewers of scientific journals with the EASE Guidelines, which were officially translated into Ukrainian for the first time in 2021, will help Ukrainian scientists to integrate faster into the world science and develop a new culture of academic writing.