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**ABSENCE OF PUBLIC LINGUISTIC POLICY AS FACTOR OF POLITICAL  
 CRISIS IS IN UKRAINE**

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The article is devoted the analysis of consequences of Russian expansion in linguallly-cultural space of Ukraine which was entailed by absence of public linguistic policy to defence of national culture. Activation of processes of zrosiyschennya in Western Ukraine is reflected on the basis of research of quantitative correlation of Ukrainian-language and Russian-language products in the sphere of mass culture in m. Ternopil. conducted in 2003 years. A situation in East and South Ukraine is considered on the basis of examples of antiukrainskoy propaganda in the modern Donetsk and Crimean press.

*Key words:* linguallly-cultural space, public linguistic policy, mass culture, zrosiyschennya. .

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2. 11. 2008  
 20. 12. 2008