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NEW PHILOSOPHICAL-AESTHETICAL ASPECTS ACCORDING TO SHALVA APKHAIDZE'S NEWSPAPER ARTICLES

The paper discusses the characteristics of the innate nature of journalism. Namely, it deals with the content and thematic types of the information transmitted to journalistic channels, of which the author directs his particular attention to the role of the cultural information. This type of information is widely used in journalism and together with other social and political themes serves for the shaping of the social worldview.

The use of the aesthetic information in the popular culture carries dual weight: on one hand it expresses the ideology of the certain social and political newspaper or magazine, and on the other, it serves aesthetical upbringing of people. Shalva Apkhaidze's publications discussed in the present paper serve this dual purpose. Shalve Apkhadze's articles clarify the role of journalistic media, which at the same time reflects the current positive changes in the society of his time.

In the beginning of the 20th c. when the dated values conceded process of creating the new ones, the society posed many questions that were hard to respond. Having these in mind mass media publishers directed their activities in the spirit of advocating the newness in various spheres of the human activity. They provided publicity of the artistic and intellectual capacity of the creative part of the population and at the same time made efforts to instill their readers hope and faith in the better future. From this focus our newspapers and journals contributed much in the service of the cultural advancement of the nation. They have promoted symbolism trends in literature and gave high assessments to the novel ideas in search of the evolvement of the Georgian poetry.