

Анотація. У статті на основі аналізу карт II тому Атласу української мови розглянуто дискусійні питання щодо статусу покутських говірок, їх меж та внутрішнє членування. Виділено дві зони: західну, яку покривають ізоглоси надністрянських мовних явищ, і східну, для якої характерні буковинські діалектні риси. Закцентовано увагу на тому, що сучасні дослідження можуть конкретизувати конфігурацію ustalених в Атласі меж.

Ключові слова: Атлас української мови, покутський діалект, лінгвогеографічні межі, внутрішнє діалектне членування, ареал, ізоглоси.

Summary. In the article that was written base of the map analysis mentioned in the Atlas (Volume II) of the Ukrainian language, linguo-geographical boundaries and internal division of Pokuttia dialects, which belong to the south-western dialect of the Galician-Bukovinian group of dialects, are outlined, as evidenced by the isogloss of many phenomena. It is noted that the boundaries of these dialects were distinguished by different generations of scientists, since their status as a separate idiom is not defined as of today. One group of researchers treats Pokutsk dialects as transitional ones that arose because of the «Hutsul and Transnistrian expansion» (Yu. Shevelov, O. Gorbach), others tend to consider them as part of the Pokutsko-Bukovinian (S. Bevzenko, Y. Zakrevskaya). Based on our observations of general map mentioned in the AUM (Volume II), we can single out several maps: 203, 205, 318, 323, 324 that signal about separate units of the Pokutsk, however, they do not have information on any specific dialects of Pokuttia. Most maps in this Atlas reflect the configuration of the Transnistria-Pokutsk-Bukovinian isogloss. A significantly smaller number of maps shows the expansion of Hutsul dialectal trends in these dialects. Some of the maps of AUM demonstrate the heterogeneity of the Pokutian dialects due to the mutual influence of the Transdnestrian and Bukovynian dialects, which makes it possible to isolate the western, which are covered by isoglosses of the Transdnestrian linguistic phenomena, and the eastern, which is characterized by Bukovinian dialectal features, Pokuttia zones. On one hand, the combination of diverse trends and their division of these dialects into the western and eastern zones, and on the other hand, confirms the views of some linguists of the past about the status of the studied dialects on the materials of AUM (Volume II) as «transitional». We see the perspective in creating a modern information base of the studied dialect, which will make it possible to specify the configuration of the boundaries and internal division of Pokutsk dialects and determine their status as a separate idiom.

Key words: Atlas of the Ukrainian language, Pokutsk dialect, linguistic and geographic boundaries, internal dialectal division, area, isoglosses.

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FORMS AND MODELS OF INTERPERSONAL CONFLICT COMMUNICATION IN THE MEDIA

Ukrainians are carriers of both personal and social experience that store and transmit the provisions of the national language. Comprehensive analysis of the communication is only possible in consideration of socio-cultural and psychological features of the participants and the situational conditions of development. The presence in our community accepted standards of linguistic behaviour is the key to mutual understanding between people. Ignoring these rules can cause conflict.

Researchers pay much attention to issues of cooperative communication, in the scientific literature there are various definitions of effective [10], harmonious, successful [13] aimed at achieving consensus [14]. Scientists consider such communication as the situation of language comfort for the participants, and they also associate communication with a positive result: if the communicative purpose was released [12, 143; 15, 118; 16, 68–69; 18, 002–004]. Logically, in modern Ukrainian, there is an interest in the study unsuccessful communication, a multidimensional area of studying which is causing the problem even with the name of it. These categories are: communication barrier [3] unsuccessful dialogue [6], communicative conflict [5], communicative discomfort [8] verbalized and verbal conflict [4; 16; 17], dialogue-conflict [11]. Most researchers classify it as a communicative act in an implementation of which was a particular strategic goal was not reached, infringement of the exchange of knowledge [2, 108–119; 8, 35]. Communication failure can weaken, but if people keep confrontation conflict is growing. In this case, understanding the main idea of

cooperative communication technology is of particular importance. This fact creates significant social responsibility of each subject for the communicative action. Optimization of communication at first needed at those areas where there is a significant pragmatic division into «us» and «them». Cooperative communication in these circumstances determining factor when the boundary between «us» and «them» is mobile. It is important that in some cases the requirements for cooperative communication provided by cultural traditions, in other cases are situational: they are caused by communication in different spheres of society life.

Therefore, an urgent task **Ukrainian communicology** we consider as the analysis and systematization of linguistic material, which represents the tactical and strategic lines of human communication behaviour in different coordinate systems of life, among them – the media. So the **purpose** of this article is to describe forms and patterns of interpersonal communication in the media from the perspective of Ukrainian communicology. Implementation of the goal involves solving following **problems**: 1) establish the forms of interpersonal communication in the media; 2) study the means of language that implement communication in the conflict; 3) analyse different patterns of conflict behaviour in the media. **The source base** is recorded material in the speech of people in the media (informational, analytical, TV and radio programs, Web sources).

Fixing those verbal behaviours defines mechanisms of the text. Because of this interaction – is a phenomenon in which the leading and program participants are choosing this or that tactical and strategic language line, it is leading to particularly the question about the **forms and models of subject behaviour in the media** with the use of a particular strategy or tactics. Forms and models are determined not only by the competence and communicative intention of the speaker but also with the choice communicative constructive or destructive actions. The main strategy is characterized by three lines of communicative behaviour of the individual: cooperative, neutral and conflict [7, 52]. Partially, the strategy is described as proximity and suspension behaviour and defined as the human capacity for emotional contact, intimacy with other people or a desire to preserve individuality [9, 98]. The participant of communication who uses proximity strategy is friendly, positive emotional and seeks contact. Anyone who uses the strategy of exclusion is restrained and avoiding close contact.

By studying the verbal behaviour of people within certain television and radio programs, Web sources we can make a conclusion that for **neutral media form** of communication is not relevant. Neutral dialogue is possible only in the absence of contradictions purposes of interlocutors. However, the current Ukrainian sociolinguistic context which was formed at the turn of the century, at a time of significant social change, a balance of the goals of individuals «does not provide». Since any use of language caused by the need of influence at the recipient and starting point for analysis of strategies is the intention of the person, relevant to this study are only two strategies: cooperation and confrontation. If there is a positive dialogue, we can talk about the **cooperative form of communication**. In the basis of communication, which is results of imbalance, separation, lack of understanding between actors – **conflict form**.

To implement the cooperative form of communication usually used tactics of cooperation, for conflict communication – confrontation tactics. Studying valorous opinion about tactics system, we conclude: scientists are not always clearly demonstrating their compliance with goals of speakers, sometimes ignoring the psychological and behavioural parameters of communication. Therefore, the system of tactics that we choose takes into the different components. We believe that linguistic tactics are: 1) cooperative: apology, offer, sharing information, «soft» criticism, beliefs, assignment, promising, pleasing; 2) confrontation: indication, criticism, commenting, accusations, change of subjects, irony, dissent, public complaints questioning, prohibition, obsessive advice, orders, slander, negative personal evaluation, fraud, abuse, threats, intimidation, filing requirements, humiliation, ridicule, blackmail.

Behavioural tactics are: 1) soft: fixing own position, the friendliness, the agreement; 2) medium: demonstrative behaviour, authorization coalition; 3) hard: physical violence and psychological pressure. Communicative purposes usually serve several tactics. And cooperative and confrontational tactics have a cross operation, providing various models of speech behaviour. The first type – language updates cooperative action, but may be grounds for conflict.

The issue of cognitive factors that determine the activation of linguistic **models of human behaviour** is also one of the objectives of our study. Model in linguistics – it is artificially created by a linguist structure, it reproduces, imitates an original linguistic purpose. The need to create a model of a linguistic object occurs when the operating conditions of the facility multifaceted and complex. We analyse different types of communication, so the research is schematic. Our model is a simplified scheme of language situation, structured using the Ukrainian language. The entity identifies the language signs: it constituents. Through their understanding, subject defines an external situation, react according to their cognitive categories. The structure includes individual knowledge and typed

communication model that is socially meaningful communication plan, formed as a generalization of some similar contexts, and individualized, grounded in everyday experience.

Conflict form of communication in the media has two manifestations:

1. ***Euphemism form.*** We can talk about this form when the conflict is a hidden intention of persons and the use of speaker evaluation marks on their opponent's limited (or one of them) social status, age, sex, conditions of communication. For example, a politician deploys their communicative activities in a particular social area. Where it is important to focus not only on their own interests, but also consider the circumstances of the communication (Parliament, Congress, political party, political talk-shows, press-conference) status of the opponent (representative of other political party, state and public figure, foreign policy), the presence of «third side» (the public, journalists and observers). Because the person has a social role, he must consider the public impression of his behaviour. To create a negative image of the recipient's quite possible to use words that have sustained negative evaluative component, but then there is a risk of negative perception has also the addressee.

These circumstances determine the choice of language signs in conflict, which guarantee an adequate assessment of the opponent, his behaviour while not destroying the image of the speaker. The usage conflict verbal form with a neutral or positive connotation is profitable. The choice is creating a public perception of a politician as a tolerant, educated, enlightened person, who is following ethical standards in life. For example, when the visit of President with leaders of opposition was discussing on TV talk show, one of the representatives of pro-president party blamed representative of opposition of cowardice, indecision, not using any of these words: *Лідер опозиції повинен бути мужнім та вийти на діалог із владою; Повинні мати опоненти достатньо політичної культури, щоб вислухати Президента* (CISL). This euphemism form does not create conditions for solving the problem, making it unclear and unknown forcing «third side» to decode the clues of opponents.

On television, especially recently, various social and analytical programs are popular, in which Ukrainians are actively participating. Discussing certain political, cultural, personal, family problems, they often become participants in the conflict and behave in this situation according to how they used to do in regular life. At the same time, we have to acknowledge: the presence of spectators, conditions studio, edited the context of the discussion, the broadcast program itself, make television participants to control their communicative behaviour (though not always successfully). For example, *Багато що залежить від людини, але трапляються просто незрозумілі люди* (UUS) speaker avoids words *ненормальні* or *дурні*; the reaction *Ви розказуєте казки!* (UUS) addressee takes the addresser's phrases as false; question *Ти що, дороженька, дивна?* (ITUL) contains hidden negative evaluation.

Euphemism form causes different patterns of reaction recipient. You can set ***a model euphemism conflict*** in the media (A and B – communicant): reaction on its hidden context (1: -), or ignore (2: +), or use euphemism (3: +/-):

- 1) A (+/-) \rightleftharpoons B (-);
- 2) A (+/-) \rightleftharpoons B (+);
- 3) A (+/-) \rightleftharpoons B (+/-).

A person is manipulating with the hidden forms of by changing the values of tokens, the choice of certain words. Deliberately using characteristics such as language signs semantic mobility of separating from the main figurative meaning, variability values replaceable words, words with evaluation semantics.

2. ***Open Form.*** It is due to the open confrontation: some communicative steps, different emotional and extra linguistic expressions, provoking a «third side» (the leader, representatives of other political parties, observers, analysts) and others.

The incident creates three ***models of speech behaviour of the parties:***

A) Model of verbal behaviour of the parties determining to change the latent state of conflict, but the behaviour of individuals is limited to use some language resources (eg., rude words) because there is still an opportunity to solve the problem. In this phase, the subjects used confrontational influences, using tactics: indication, warning, unwarranted hype, denial, disagreement involving «third side», test the strength of the opponent. If a person controls the expression of its confrontational actions, the dispute became localized and completed without escalation. For example: *Ви пропонували нам гроші за убивство нашої дитини. Чи є у вас Бог в душі?; Як у 37 років можна отримати генерала міліції?; Вони думають, у них є «книжечка», влада, і на всіх начхатъ* (all: FNA); *Що ти фантазуєш?; Чому ти не говориш правду?* (all: ICLP).

B) The model of the verbal behaviour responds for the escalation. During this phase, the person is reinforcing effective tactics with new (order, negative evaluation, humiliation), confirming the uncontrollability of conflict, loss of opportunities to explain. The phase of escalation has certain impacts on conflicting opponents:

- a) grammatically, logically incomplete phrases, reformulation, repetitive sentences equivalents; uncomplicated, uncommon, exclamation sentences; reservations;
- b) negative assessment of the opponent (negative evaluative language trademarks, breach of politeness);
- c) the replicas not related to the content of the conflict, separated from its causes; these remarks demonstrate: the opposition parties are absorbed with their behavior, so they forget about their previous communicative purpose;
- d) replicas of «third side» who intervene in the conflict and change its character.

Here are some examples of replicas of people during the conflict: *Ви що, охамелі?; Нехай червона команда у спа-салоні відмолить свої гріхи* (all: CSWH); *Ти дістав уже, ходе, ние; Закрий хавальник; Прибуди тебе мало, скотина; Серьожа, хіба можна так жити, щоб кожний день пиво відрами дудлить; Ти шизофренічка, дебілка, у тебе параноя* (all: CSSF); *Не юродствуйте!; Ви україножери, агенти Кремля* (all: CISL); *Ми довго слухали ваш бред; Не влаштовуйте цирк, пане <...>!; Ми розуміємо – Ви кремлівська маріонетка* (all: CISL).

C) A model of the verbal behaviour of the parties confirming the apogee of the conflict when individuals use all possible verbal and nonverbal resources. During this phase, the parties are using the tactics of the previous model, but enhance them. People are moving away from the real causes of conflict: at this stage, the main idea of conflict is not confrontation goal but desire to win.

The process of strengthening communication effects on the physical opponent we can see in the informational and analytical TV programs. For example, during a break in the program «Shuster Live» (12.12.2009) N. Shufrych hit U. Lutsenko in the face, and before that, during the live broadcast, he asked U. Lutsenko, when he gives permission to use materials of German prosecutors investigating the incident at the airport in Frankfurt. In response U. Lutsenko asked: *Коли Ви оприлюдните, як саме Ви жорстоко побили свою дружину, зламавши їй щелепу, і прикрилися депутатською недоторканністю?* The opponent said: *Я після передачі відповім Вам на це запитання.* The answer was the hit in the face (UNIAN, date of treatment: 05.04.14). Awkward questions provoked physical impact in the conflict between U. Grymchak and K. Stogniy (12.11.2010). A dispute between them based on numerous parliamentary inquiries on assigning police ranks to K. Stogniy. K. Stogniy tried to hit U. Grymchak, and the last one was defending himself trying to push the opponent away. K. Stogniy, leaving the scene, allegedly turned to the deputy with the words: *А от тепер стережись і оглядайся!* (UNIAN, date of treatment: 03.04.14). The news reported about the fight between the First Deputy Speaker A. Martyniuk and deputy O. Lyashko (18.05.2011). On the peak phase, they forgot about the previous contents disputes (debate agenda). The O. Lyashko called colleague *Pharisee*, in response A. Martyniuk asked him *не вчити, бо Ляшко це занадто молодий.* After that O. Lyashko had offended ex-speaker, he took him by the neck (NAUT date address: 04.03.14).

In the program «Legal Proceedings» after a brief argument between the witness (A) and the defendant (B) (A: - *Якщо твій багатенький батько тебе відмаже, я тебе сам уб'ю.* B: - *Та ти переганяєш стрілки на мене. Подивіться на нього, це ж хвора людина. Дебіл!* A: - *Придурок! Виродок! Тюрма – твій дім* (ICLP) accused hit witness. Their remarks contain pejorative, but the word moron was a trigger for aggressive behaviour and physical actions.

Escalation and apogee correlated with the strategy of domination. In this case, the model B and C is difficult to differentiate without the assist – physical counterparties, supplementing communication (we are not talking only about the injuries the person may be obstructing the actions of the opponent, capturing and retaining a material object). At first glance, it would be logical to combine the model B and C, as their communication tactics they differ. However, behavioural tactics often a critical component of the communication process demonstrating the will to win in any form.

So, the interpersonal interaction of people in the media, we often see the rejection of feedback from principles of harmonious activity: such person knowingly or unknowingly violate the laws of the cooperative contact. Laws of cooperative and conflict communication related with all levels of language, historically and socially conditioned, worked in practice, rooted with general social agreements. Unacceptance of these laws, non-compliance increases the risk of conflict, while the ability to act in agreement with them helps produce consensus. Elucidation of the reasons that motivate individuals to this or that behaviour, choice of a particular model of verbal behaviour that provides these forms are important for the analysis of interpersonal relations.

The media was found to be an irrelevant neutral form of communication because it cannot balance the goals of communicants in the face of considerable competition socio-political opinions in Ukraine. To implement cooperative forms of communication using tactics cooperation (apologizing, supply, provision of information, soft criticism, beliefs, assignment, pledge, please) that accompanied mild behavioural tactics (fixing its position, the friendliness, the deal). The conflict in the media communication has two manifestations: euphemism form when the conflict is a hidden intention

of the person; the open form of three models of speech behaviour of the parties. Conflict is mostly stereotypical set the required language component, and it allows you to find the typical model of the verbal behaviour of people. The model of verbal behaviour that defines the transition from latent conflict state into an open confrontation; the model corresponding to the escalation of the conflict; the model, confirming its climax.

In modern Ukrainian society is the need to develop human cooperative communication skills, updating of social conflict-free communication and personal experience, enriching it with new active methods. So, *the prospects of research* first, see the analysis of forms and patterns of interpersonal interaction of individuals in other spheres of life, and secondly, in the formation of cooperative Ukrainian communicative competence that will ensure quality and positive communication.

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List abbreviations source name

ITUL – channel ICTV: «Teach us to live»

ICLP – channel «Inter»: «Legal Proceedings»

NAUT – news agency «Ukrainian Truth». – <http://www.pravda.com.ua>

CISL – channel «Inter»: «Shuster LIVE»

FNA – channel «First National»: «Adrenaline»

FNSL – channel «First National»: «Shuster LIVE» (from 01.02.2014)

CSSF – channel STB: «Save our family»

CSWH – channel STB: «Weighted and happy»

UUS – channel «Ukraine»: «Ukraine Says»

UNIAN – news agency UNIAN. – <http://www.unian.ua>

Анотація. *Стаття присвячена дослідженню евфемізованої та відкритої форм міжособистісної конфліктної комунікації у ЗМІ з позиції української комунікології. Проаналізовано особливості конфліктних форм спілкування, описано моделі мовної поведінки суб'єктів, що визначають вихід конфлікту з латентного стану та/або відповідають фазі ескалації.*

Ключові слова: *конфліктна комунікологія, засоби масової комунікації, міжособистісна конфліктна комунікація, модель мовної поведінки.*

Summary. *The article is devoted to the study of forms and types of interpersonal communication in the media from the position of Ukrainian conflict communicology. In the research cooperative and conflict, communication forms were grounded, established models of language behaviour of subjects that determine these forms of communication.*

It was determined that the conflicting form of communication in the media has two forms of manifestation. First one, it is a euphemism form. We can talk about this form when the conflict is a hidden intention of persons and the use of speaker evaluation marks on their opponent's is limited with the social status, age, sex, conditions of communication. Second one, it is an open form. It is due to the open confrontation: some communicative steps, different emotional and extra linguistic expressions, provoking a «third side», etc. The incident creates three models of speech behaviour of the parties. The model of speech behaviour of the parties (1), which determining to change the latent state of conflict, but the behaviour of individuals is limited to use some language resources. Model of speech behaviour of the parties (2), which is responsible for the escalation. During this phase, the person is reinforcing effective tactics with new confirming the uncontrollability of conflict, loss of opportunities to explain. The phase of escalation has certain impacts on conflicting opponents: grammatically, logically uncompleted phrases, re-formulation, repetition, equivalents of sentences; uncomplicated, unpopular, occasional sentences; brainstorming; negative assessment of the opponent; appearance replicas, allegedly not related to the content of the conflict, separated from its causes; replies of «third parties». Model of speech behaviour of parties (3), confirming the apogee of the conflict when individuals use all possible verbal and nonverbal resources. During this phase, the parties are using the tactics of the previous model, but enhance them.

Key words: *conflict communicology, media, interpersonal conflict communication, model of verbal behavior.*

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МОВНА СИТУАЦІЯ МІСТА ЖИТОМИРА

Сучасна мовна ситуація в Житомирській області досить складна: однозначно сказати, говорять мешканці області українською, суржиком чи російською, просто не можна. Це зумовлено історією області та її територіальним положенням. Житомирська область розташована на півночі України, в межах Поліської низовини, на півдні в межах Придніпровської височини. На півночі межує з Гомельською областю Білорусі, на сході з Київською, на півдні з Вінницькою, на заході з Хмельницькою та Рівненською областями України.

Історично ця територія перебувала у складі різних адміністративних одиниць: після Андрусівської угоди між Польщею та Росією 1667 року Житомирщина залишилася у складі Речі Посполитої, а сам Житомир був центром Київського воєводства. У ті часи Житомирщина була на межі католицького та православного світів. Хоча згідно з другим поділом Польщі 1793 року Житомирщина увійшла до складу Російської імперії, поляки залишалися впливовою силою у суспільній, культурній та мовних сферах.