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## PLAGIARISM – SELECTED ISSUES IN THE AXIOLOGICAL, PHILOSOPHICAL, AND INFORMATIONAL CONTEXT

### Abstract

The purpose of this article is the comprehension of some, often controversial, features of understanding of plagiarism problem with various perspectives, especially in the context of axiology and philosophy, on the ground of information gathered during the “Reception of plagiarism” expert survey (carrying-out period: June–November 2016), which covered members of the Scientific and Methodological Commission of Journalism and Information of Ministry of Education and Science of Ukraine and university professors of Ukraine. Moreover, the article covers the issue of plagiarism in mass media, in particular deals with copy-and-paste phenomena, as well as cyber plagiarism.

**Key words:** plagiarism, classification, plagiarism types, academic honesty, mass media

### Introduction

The problem of plagiarism is acute not only because it is one of copyright violations, in particular it is violation of the right to create. Plagiarism appeared as marker of many longstanding problems of society: academic dishonesty (a type of which plagiarism is); destruction of educational system; depreciation and profanation of science which is inspired, among other things, by the politicization of the sphere, like life in general; lack of skill in civilized debate; frequent disclosure of information materials in mass media (and in social networks in particular) related to the uncovering and development of “plagiarism” cases with initial general targeting at provoking a scandal, and not at productive discourse that provides a way of “dialogical and argumentative checking of disputed claims of significance of positive and normative statements (and actions) aimed to achieve universal (that is meaningful for all who is capable of *rational argumentation* [emphasis added – O.R.])

consensus”<sup>1</sup>; that leads not to the development of a rational program to prevent and fight plagiarism, and most importantly – leads to its systematic implementation, but only to finger-pointing and public score-settling.

We have to elaborate the issue of mass media and social networks, because the problem of plagiarism is presented in them in three planes: first, mass media and social networks are platforms to cover information about plagiarism; second, they become the sources of plagiarism, and its victims; third, they become plagiators themselves.

For example, information materials of Ukrainian mass media concerning plagiarism can be divided into several groups according their topics: 1) coverage of plagiarism scandals (it is mostly about the academic plagiarism, so articles primarily are analytical, contain a lot of comparative tables or page-by-page comparison of works); this group, in turn, can be divided into subgroups: a) Ukrainian scandals and b) international scandals; 2) discussion of state initiatives (legislative and executive branches of government): adoption of the Law of Ukraine “On Higher Education”, creation of the National Repository of Academic Texts, development of the academic honesty promotion project, etc.; 3) discussion of sociological researches; 4) other (short messages about plagiarism without complete analysis), for example, an incident with fantasy *Dark* and *Twilight* hunters: it’s about the judicial trial between two American writers – Sherrilyn Kenyon (“*Dark Hunters*” saga, court challenge of 5 February 2016) and Cassandra Clare (“*The Mortal Instruments*” bestsellers).<sup>2</sup>

At the consideration of, for example, possibilities of Facebook, we have to start with the point that today Facebook (as well as other social networks) is a “huge information storage”<sup>3</sup> and can be (and becomes), on the one hand, a platform to spread plagiarism (for example, misuse of republications with comments of an account owner, but more often without them), and, on the other hand – communicative space to explain the essence of plagiarism problem, to take actions to prevent the spread of plagiarism and to publish information materials about the fight against it; equally, we should take into account an opinion of media philosopher Б. Потятиника (B. Potyatynyk): “It is easy to speak out in the Web. As easy, as hard to be heard,”<sup>4</sup> – and it makes us think, how far effective tool in the fight against plagiarism Facebook can be. Today in the context of our issue this social network use such instruments as: 1) discussions concerning the problem in general and publication of information materials about specific cases of plagiarism disclosure in particular; 2) spreading among users accounts information on the problem from various Internet sources; 3) creation of communities pages, actions of

<sup>1</sup> А.М. Єрмоленко, *Комунікативна практична філософія: підруч.*, Лібра, Київ 1999, р. 47.

<sup>2</sup> *Плагиат? Темные охотники против Сумеречных* (11.03.2016), <http://ndiiv.org.ua/ua/news/view-darkhunters-vs-shadowhunters.html> [access: 24.11.2016].

<sup>3</sup> Г. Почепцов, *Від Facebook’у і гламуру до Wikileaks: медіа комунікації*, Спадщина, Київ 2012, р. 85.

<sup>4</sup> Б.В. Потятиник, *Медіа: ключі до розуміння. Серія: Медіакритика*, ПАІС, Львів 2004, р. 8.

which are aimed at the prevention of plagiarism spreading and fight against it, for example, the open “Плагиат” (“Plahiat”, lit. “Plagiarism”) group, that will be elaborated further in the text; 4) publication of educational materials on the pages of law firms (in further detail see our separate report<sup>5</sup>).

A specific category is plagiarism in mass media of materials about plagiarism. For example, the “Персонал плюс” (“Stuff Plus”) All-Ukrainian general-political educational journal (№ 3 (622), 2016, 16–22 February, <http://www.personal-plus.net/622/10164.html>) contains the fundamental “Проблема плагіату в Україні” (“Plagiarism Problem in Ukraine”) article (we elaborated this example in our “Матеріали ЗМК про плагіат” (“Materials of Mass Media about Plagiarism”) article<sup>6</sup>), which was distinct in academic style of presentation, had no author, but had clear signs of automatic text translation. As it turned out, it was the plagiarism of the “Плагиат і Феміда” (“Plagiarism and Themis”) article (“Дзеркало тижня” (“Dzerkalo Tyzhnia”, lit. “Weekly Mirror”) by Анатолій Берlach (Anatolij Berlach), professor of the Administrative Law Department of the Taras Shevchenko National University of Kiev, doctor of law, full professor (it explains the academic style of the material presentation).<sup>7</sup> For today the plagiarist material is removed from the “Персонал плюс” (“Stuff Plus”) website. It should be added that in the case of plagiarism detection in mass media more often the only reaction is the very removing of the plagiarist material from a resource.

This problem is inherent for many countries of the world. Thus, according to the Plag.pl anti-plagiarism service, which serves customers in over 90 countries (margin of error does not exceed 10%, reliability is 95%, the data obtained on the ground of the checked works), the percentage of plagiarism in the USA, depending on the state, ranges from 6.4% to 24.2%; and in Europe – from 7.9% to 42.6%.<sup>8</sup> We can compose a table based on the interactive map provided by the resource and we will get such a register of Europe countries (positioning from less percent to larger).

As it can be seen, the first place in the rating list (the lowest percentage of plagiarism) belongs to Austria. The last place (with the largest percentage) occupied by Russia. Poland is on the 22<sup>th</sup> place, and Ukraine is on the 32<sup>th</sup>. This table shows the results regarding the percent of plagiarism found in the texts. And this is just one of the criteria by which plagiarism can be disclosed.

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<sup>5</sup> O. Ryzhko. *Facebook as a platform for counteraction to plagiarism*, Proceedings of the Seventh World Congress “Aviation the XXI<sup>st</sup> Century” (“Safety in Aviation and Space Technologies”), September 19-23, 2016, p. 7.2.1-7.2.5, <http://congress.nau.edu.ua/doc/congress-2016/Congress2016.pdf>.

<sup>6</sup> О.М. Рижко, *Матеріали ЗМК про плагіат*, “Сучасний мас-медійний простір: реалії та перспективи розвитку: матер. II Всеукр. наук.-практ. конф.” (12–13 жовтня 2016 року), Вінниця 2016, р. 85–89.

<sup>7</sup> А. Берlach, *Плагиат і Феміда*, “Дзеркало тижня” 2016, № 6, 19 лютого, <http://gazeta.dt.ua/science/plagiat-i-femida-.html> [access: 18.08.2016].

<sup>8</sup> *Statystyki plagiatowania w Stanach Zjednoczonych i w Europie*, <https://www.plag.pl/statystyki-plagiatowania> [access: 24.11.2016].

Table 1. Degree of plagiarism (in %) in the texts of scientific works

No.	Country	% plag.	No.	Country	% plag.
1	Austria	7.9	18	Finland	16.1
2	Germany	9	19	Romania	16.4
3	Switzerland	10.6	20	Spain	17.1
4	Hungary	11	21	Norway	17.4
5	Czech Republic	11.4	22	Poland	17.5
6	Serbia	11.6	23	Croatia	18.2
7	Greece	11.9	24	Macedonia	19.4
8	Denmark	13	25	Latvia	19.8
9	Slovakia	13.1	26	Italy	20.1
10	Belgium	13.6	27	Kosovo	21.1
11	Iceland	14	28	Slovenia	21.2
12	Sweden	14.2	29	Albania	21.7
13	United Kingdom	15.2	30	Bosnia and Herzegovina	23
14	Netherlands	15.3	31	Lithuania	25.6
15	Bulgaria	15.6	32	Ukraine	31.5
16	France + Estonia	15.7	33	Belarus	36.2
			34	Moldova	37.6
17	Portugal	15.9	35	Russian Federation	42.6

Source: composed on the base of interactive map of Plag.pl anti-plagiarism service

Besides, there are a number of sociological studies of diverse scales, from which we can get data on the percentage of people who resort to plagiarism, and, in fact, on the peculiarities of perception and understanding of this phenomenon. For example, journalist surveys, such as “Czy zdarzyło ci się kiedykolwiek popełnić plagiat?” (“Did you ever resort to plagiarism?”) questionnaire on the *trojmiasto.pl* website added to the “Polska bez logo. Zalew kopii i plagiatów” (“Poland without a logo. Flood of copies and plagiarism”) article (9.11.2015) by M. Korolczuk. It was filled in by 728 respondents. The answers distributed as follows: “no” – 57%; “I had to copy a part of work/text” – 28%; “yes” – 15%.<sup>9</sup> Or All-Ukraine sociological survey conducted within the “Академічна культура українського студентства: основні чинники формування та розвитку” (“Academic Culture of Ukraine Students: Prime Factors of Formation and Development”) project, conducted by East-Ukrainian Foundation for Social Research in cooperation with V.N. Karazin Kharkiv National University with support from the International Renaissance

<sup>9</sup> M. Korolczuk, *Polska bez logo. Zalew kopii i plagiatów* (9.11.2015), <http://www.trojmiasto.pl/ankiety/Czy-zdarzylo-ci-sie-kiedykolwiek-popelnic-plagiat-ank28554.html> [access: 24.11.2016].

Foundation in the period from December 2014 to July 2015, according to which more than 90% of Ukrainian students have been resorting to plagiarism.<sup>10</sup> Or local research, such as carried by us: “Рецепція плагіату” (“Reception of plagiarism”) targeted survey (November–December 2015 and January–February 2016) on the basis of five national universities (all situated in Kyiv; according to the data only 12% of respondents claimed they have never been resorting to plagiarism<sup>11</sup>) and, in fact, the expert survey of the same title,<sup>12</sup> results of which we will consider here.

Thus, the *purpose* of this article is the comprehension of some, often controversial, features of understanding the plagiarism problem from various perspectives, on the ground of information gathered during the “Reception of plagiarism” expert survey. And even though, in the first place, an approach important for us is the social and communicational one “which involves analysis of events in the context of public interaction of social institutions, of means, of social roles,”<sup>13</sup> we must also consider other manifestations of plagiarism as well, and especially general philosophical and axiological cases. And assuming that the rapid development of the Internet is specified by the respondents as one of the main causes of plagiarism spread, in this article we will elaborate the copy-and-paste expansion, in network mass media in particular, and briefly we will cover cyber plagiarism.

## Methods and materials

The survey was conducted in June–November 2016 through a polling using Google Forms platforms and by direct mailing of polling via email and Facebook. Each respondent (62 people participated) could choose the most suitable variant of polling. The survey involved members of the Scientific and Methodological Commission of Journalism and Information of Ministry of Education and Science of Ukraine and professors of various Ukraine universities working in the field of social communications. Distributing the survey we relied on a “snowball” method: each of the experts we addressed could send the polling to people who were considered by this person as competent on the defined issue. The polling included four open questions concerning the attitude to plagiarism, causes of its occurrence, methods of fight against it and ways of punishment for plagiarism, as well as

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<sup>10</sup> Академічна культура українського студентства: основні чинники формування та розвитку. Матеріали для ознайомлення з результатами проекту № 49169, <http://www.univer.kharkov.ua/images/redactor/news/2015-07-17/2015.pdf> [access: 4.12.2016].

<sup>11</sup> О.М. Рижко, *Особливості сприйняття плагіату в середовищі студентської молоді*, “Science and Education a New Dimension. Humanities and Social Sciences” 2016, IV(15), I.: 90, p. 29.

<sup>12</sup> Intermediary result of this survey we released to public in the article: О.М. Рижко, *Рецепція плагіату – експертне опитування*, “Science and Education a New Dimension. Humanities and Social Sciences” 2016, IV(16), I.: 95, pp. 74–78.

<sup>13</sup> В. Різун, *До питання про соціально комунікаційні наукові проблеми і про наукові проблеми взагалі*, “Діалог: Медіа-студії”, Астропринт, Одеса 2013, p. 15.

types of plagiarism. For information gathering a sociological questionnaire method was used; for information processing – a statistical method; for data presentation – a tabular and a narrative method; and a grouping method was used for ordered describing of dissimilar objects which are answers to open questions of the questionnaire of expert survey; documents analysis for processing of scholarly literature and mass media texts, in which the outlined problem is covered, was used for determination of its manifestation features.

## Attitude to plagiarism

Every researcher in some way considering the problem of plagiarism stressed that this phenomenon is old and quite logically linked with the invention of writing,<sup>14</sup> as well as is trans-border, panhuman one, because resorting to plagiarism “jest to bez wątpienia problem bardzo wielu uczelni na świecie” (“is undoubtedly a problem of many world universities”).<sup>15</sup> Moreover, as it was rightly observed by prof. R. Zenderowski: “Trudno podać jednoznaczną i niekontrowersyjną definicję plagiatu. Wynika to w dużej mierze ze złożoności materii, z którą mamy do czynienia” (“it is hard to present an explicit and uncontroversial (consistent) definition of plagiarism”, that is “largely caused by the complexity of the material itself.”<sup>16</sup> The most common definition derives from the etymology of the “plagiarism” word, which originally comes from the Latin “plagiatus” which means “stolen”. The glossary of the plagiarism.org website contains such a definition as: “Plagiarism is the reproduction or appropriation of someone else’s work without a source reference; taking credit for someone else’s work as for own.”<sup>17</sup> The same definition of plagiarism the International Center for Academic Integrity website gives too: “usage of someone else’s work or idea, passing them off as own.”<sup>18</sup> Doctor of Law Г.О. Ульянова (H.O. Ulyanova), author of the “Методологічні проблеми цивільно-правового захисту прав інтелектуальної власності від плагіату” (“Methodological Problems of Civil Protection of Intellectual Property Rights from Plagiarism”) thesis defines plagiarism as a “complex social and ethical, legal phenomenon in the field of

<sup>14</sup> А. Ковальова, *Проблеми академічного плагіату та авторського права у цифровому просторі України*, “Спеціальні історичні дисципліни”, Ч. 21, [http://history.org.ua/JournALL/sid/sid\\_2013\\_21/6.pdf](http://history.org.ua/JournALL/sid/sid_2013_21/6.pdf) [access: 24.11.2016].

<sup>15</sup> J. Sięńczyło-Chlabicz, *Odpowiedzialność nauczycieli akademickich, doktorantów i studentów z tytułu popełnienia plagiatu*, “Transformacje Prawa Prywatnego” 2010, nr 1, s. 134, [http://www.transformacje.pl/wp-content/uploads/2010/05/tpp\\_1-2010\\_sienczylo-chlabicz.pdf](http://www.transformacje.pl/wp-content/uploads/2010/05/tpp_1-2010_sienczylo-chlabicz.pdf) [access: 23.11.2016].

<sup>16</sup> R. Zenderowski, *Plagiat. Istota – rodzaje – skutki*, <http://www.zenderowski.republika.pl/plagiat.pdf> [access: 23.11.2016].

<sup>17</sup> *Glossary*, <http://www.plagiarism.org/plagiarism-101/glossary/> [access: 23.09.2016].

<sup>18</sup> *Why Integrity? International Center for Academic Integrity*, <http://www.academicintegrity.org/ica/Integrity-1.php> [access: 23.09.2016].

intellectual property law.”<sup>19</sup> Lawyer and scholar О.О. Штефан (O.O. Shtefan) in the “Цивільно-процесуальний захист суб’єктивного авторського права: теорія, законодавство, судова практика” (“Civil Procedural Protection of Subjective Copyright: Theory, Legislation, Court Practice”) monography, analyzing the plagiarism problem, also emphasizes the complexity of the phenomenon and (1) calls this violation a complex one, since it “violates both personal non-property rights of the work’s author and property rights of subjects of copyright”; (2) refers to qualifying characteristics of plagiarism the “infringement of the object of copyright by illegal (unjudicial) use of the work by means of its presentation (publication) in full or in part under the name of a person, who is not the author of this work”; (3) stresses that “charge of plagiarism can be filed only by subjects of copyright, who own personal and (or) property copyrights.”<sup>20</sup>

Due to the phenomenon complexity a need of a survey aimed at finding of the specific of its comprehension came on. So in the first question respondents had to characterize their own attitude to plagiarism, arguing their position. The answers distributed as follows:

Table 2. Attitude of respondents to plagiarism

No.	Answer type	Q-ty of resp.	Arguments
1	“negatively”, “utterly negatively”	57	“plagiarism is a profanation of science”, “it reduces science to nothing, violates the copyright, characterizes a person [...] from the negative side”, “it destroys the development of science”, “plagiarism [...] distances both consumer and producer of intellectual product from the real source of information as well as fills the information space with simulacrum of ideas and labor market – with workers unable to complete production”, it is “lack of dignity”, “myopic view of the world”, “intellectual theft”, “plagiarism generates a rapid parasitizing that kills all sense of creating something new and devalues heritage of previous generations”, it is “vile”, “disgrace”, “unethical, bad”, “cancerous tumor» of scientific research”, “arrogance of lazy and stupid people”, “shameful act”, etc.
2	“generally negatively”	1	unreasoned academic workload (excessive requirements for the preparation of reports)
3	“ambivalently”	1	“borrowing, harmony, parallelism of ideas – it is creativity”
4	“calmly, neutrally”	3	“I consider this a problem of the day, but not of society”, “I’ve heard that it exists, but have not faced with it”

Source: own research.

<sup>19</sup> Г.О. Ульянова, *Методологічні проблеми цивільно-правового захисту прав інтелектуальної власності від плагіату*, Дисертація на здобуття наукового ступеня доктора юридичних наук, Одеса 2015, Р. 368, <https://drive.google.com/drive/my-drive> [access: 5.12.2016].

<sup>20</sup> О.О. Штефан, *Цивільно-процесуальний захист суб’єктивного авторського права: теорія, законодавство, судова практика: монографія*, Підручники і посібники, Тернопіль 2017, р. 83.

As we can see, the main reason of negative attitude is recognition of plagiarism as theft, confirmed by dominant axiological, value (with ethical, emotional and even aesthetic stresses), as well as epistemological, cognitive and praxeological, utilitarian estimations. So we can talk about plagiarism in the context of axiology and consider at least two elements. In a broader sense the very problem of plagiarism is a problem of destructive perversion of values. For example, Г.О. УЛЬЯНОВА (H.O. Ulyanova), analyzing the causes of the plagiarism spread, emphasizes: "(...) in modern conditions the problem of plagiarism is the result of reevaluation in society, of the low level of legal culture, of destruction of moral and ethical principles of professional behavior<sup>21</sup> and, accordingly, calls "a change of system values of the society"<sup>22</sup> as an important step in the fight against plagiarism. We fully agree with this opinion. The only one (and significant) thing that should be mentioned that this process will be long and result in mixed success, in addition, it requires goal-oriented, planned, but not sporadic, efforts. In a narrower sense, the diffusion of ideas and values can be interpreted as a type of borrowing, that is a type of plagiarism. Of course, taking into account that ideas and values itself without formal (conceptual) implementation of them are not objects of copyright protection, we are proceeding to abuse of right for creativity that we will consider in detail in other work.

As it was stated above, one of the respondents commented the ambivalent attitude to the examining problem, stressing that "explicit, considered, voluntary plagiarism is evil. Sneaky one, a la "I know nothing", is even worse. Borrowing, harmony, parallelism of ideas – those are creativity". This idea can be determined in artistic creativity, in particular, by postmodern aesthetics for which the intertextuality, citation literature, reminiscences and others are inherent. This phenomenon can be comprehended in the context of the semi-centralism theory that emerged, in particular, on different approaches to the understanding of noosphere,<sup>23</sup> by Б. ПОТЯТИНИКА (B. Potyatynyk), already mentioned in this article, who put in the center of own understanding of mass communication "not an individual, but texts, some semiotic structures with capacity to expansion and self-rollup, that built in them, for which structures an individual, as is a machine, is just a resource, "fuel" or expansion tool."<sup>24</sup> Comprehending, in particular, theories by R. Barthes, P. Bourdieu, M. Foucault, and understanding the consequences of the "author's death" the media philosopher said: "We even can go further and claim that the author's death had not come yet. And this did not happen by quite a simple reason: the author is not born yet. That the author, in a sense, never existed. The author as a subject of creation is fiction or at best an illusion."<sup>25</sup> So if "the author is not born yet" there

<sup>21</sup> Г.О. Ульянова, *Методологічні проблеми...* The cited work, p. 23.

<sup>22</sup> *Ibid.*, p. 27.

<sup>23</sup> See: Б.В. Потятиник, *Медіа: ключі до розуміння*, серія: *Медіакритика*, ПАІС, Львів 2004, p. 187-217 and 268-282.

<sup>24</sup> *Ibid.*, p. 194.

<sup>25</sup> *Ibid.*, p. 193.

is no question neither about the authorship with the whole complex of rights derived from it, nor of plagiarism. It can be assumed that in semi-centralism theory the concept of plagiarism actually makes no sense because “a human being as a biological carrier of semiotic system, as recording, multiplying and creative device belongs to semiosphere and follows the laws of expansion,”<sup>26</sup> an individual, as it was mentioned above, is just a “resource” for the continuous increase of text mass. Under these conditions particular names as formula of authorship objectification not just deformed, but blurred, melted into solid mass, becoming signs without sense, because not sense but amounts have a role (some weight). That is for the Text as a superstructure it is all the same how to multiply – as legal copies of authors originals or passing through numerous perversion of theft of authorship. Especially if to take into account that “the trend of increasing of automation search, processing and distribution of information may lead – as Б. Потятиник (B. Potyatynyk) stresses – to a paradoxical situation of growth of information sphere (wider – of noosphere) without human participation.”<sup>27</sup> Of course, such idea is paradoxical (but we should agree that it is paradoxically that often inspires the development of science and creativity) and controversial, but it has right to exist and, moreover, really highlights ambivalence and multi-manifestation of plagiarism problem.

Respondents’ thoughts about plagiarism suggesting other potential interpretations of the phenomenon in the context of philosophy. That way, plagiarism can be interpreted regarding the understanding of the discourse by M. Foucault and his concept of the “new discursivity”; the founders of this phenomenon are “unique in a way that they are authors not only of their own works. They produced (...) opportunities and rules for the creation of other texts,”<sup>28</sup> for example, as “texts by Anne Radcliffe opened the way for the emergence of a certain number of imitations and analogies which used her works as a model or principle. That is they include characters, figures, relations and structure that can be used by other again.”<sup>29</sup> Here, as we can see, not only the structure of future postmodern texts’ deployment is outlined, but also a hypothetical possibility of emergence of texts that to a greater or a lesser extent contain plagiarism forecasted, because, as Foucault noted, “to claim that Anne Radcliffe established a gothic horror novel means that in gothic novels of XIX century, as in the works of Anne Radcliffe, we can find a motive as a heroine falls into the trap of her own innocence, a set of ideas about mysterious castles, black magic, cursed hero who devoted himself to free the world from evil caused to him, and so on.”<sup>30</sup>

Besides of abovementioned, plagiarism can be, in our view, comprehended in the context of the simulation and simulacres theory, in particular the one of

<sup>26</sup> Б.В. Потятиник, *Медіа: ключі до розуміння...*, р. 199.

<sup>27</sup> *Ibid.*, р. 201.

<sup>28</sup> М. Фуко, *Що таке автор?*, in: *Слово. Знак. Дискурс: Антологія світової літературно-критичної думки ХХ ст.*, за ред. М. Зубрицької, Літопис, Львів 1996, р. 451.

<sup>29</sup> *Ibid.*, р. 452.

<sup>30</sup> *Ibid.*, р. 452.

J. Baudrillard. He operates by the term “plagiarism” itself for the interpretation of his idea considering how cinematography transforms reality into hyperreality: “Cinematography plagiarizes itself, rewrites itself, remakes its classics, retroactivates its original myths, reshoots silent films, making them even better than originals, and so on; all of this is logical; *cinematography fascinated by itself as a lost object, exactly the same as it (and we) are fascinated by the real as the referential which is dying* [stressed by author – O.R.].<sup>31</sup> If the simulation is a “creation of the forged impression of something with the aim to mislead somebody, pretence,”<sup>32</sup> and simulacrum is a “deliberate reproduction of phantasm, that is not expressed and not presented image, instinctively created of impulses; the exact copy without the original, illusiveness of the source identity and its imitations;”<sup>33</sup> so we can say that *resorting to plagiarism* is misleading of a certain person or persons, or society in general about the true authorship of one or another text or its part, or regarding the degree and extent of originality of one or another text attributed by the plagiarists to themselves; *plagiarism* in general is simulacrum, which determines annihilation of scientific knowledge, of text creation in general, of personal development, etc., profaning them. So we have to state that in whatever plane we would have consider plagiarism, it is always a destruction of sense, reputation, and personality.

In the second question, the respondents, as in the survey for student youth, were asked to name the causes of plagiarism. Experts call two types of reasons: subjective (personal human features, motivations, values) and objective.

Table 3. Causes of plagiarism

Subjective	Objective
laziness and inability; immature critical thinking; lack of creativity; lack of conscience and responsibility; ignoring of moral and ethic directions (“allowability of a theft”); confidence in impunity; low intellectual level; disrespect for other work; “mutilated value perception of the world”;	absolute (uncontrolled) access to information on the Internet; uncivilized nature of a country; inability of academic elite to produce new ideas; closeness and poorness of Ukraine intellectual field; lack of time caused by inflated requirements in the lack of proper conditions; unavailability of sources, lack of possibility to buy them (that is, in fact, the poverty of Ukraine teaching staff is emphasized); “extremely weak, in terms of theoretical sense, level of preparation of a scientist and inertia (slow-moving) scientific life”; reduction of demands for various types of works; “reduction of professionalism of people who check the works including plagiarism” (so it is referred to the plagiarism tolerance); “gradual extinction of the system educational and scientific work due to the switch to the test educational standard which involves rote, but not

<sup>31</sup> Ж. Бодріяр, *Симулякри і симуляція*, Вид-во Соломії Павличко “Основи”, Київ 2004, р. 71-72.

<sup>32</sup> *Сучасний тлумачний словник української мови*, 65 000 слів, за заг. ред. д-ра філол. наук, проф. В. Дубічинського, ВД “Школа”, Харків 2006, р. 798.

<sup>33</sup> *Симулякр*, Літературознавча енциклопедія, у 2-х томах, т. 2, авт.-уклад. Ю.І. Ковалів, ВЦ “Академія”, Київ 2007, р. 393.

<p>desire for status with luck of potential; failure to grasp the importance of ethic directions in professional interaction; “everyone do this” (that is to say, everyday occurrence of the action, in this case is resorting to plagiarism in conditions of its tolerance)</p>	<p>comprehension”; complexity of determining the source because of plagiarism strangle; “«production» of scientific research by order”; lack of awareness about the lawful use of someone’s texts; corruption; financial reasons; lack of clear legal regulation and real penalties for plagiarism; “lack of appropriate statutory and regulatory practice in reaction to plagiarism”; ignoring of copyright; imitation of fight against plagiarism in society in general; “impunity, because there is no risk of real loss of reputation due to revelation of plagiarism”; “blurring of the «authorship» concept through «copy-and-paste» approach”; lack of professional training; “prevalence of large amounts of false information when it is difficult to establish authorship”; “passive attitude of society toward plagiarism”</p>
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Source: own research.

As we can see, absolute (uncontrolled) access to information on the Internet is described by the respondents of our survey as the one of the main objective reasons of the plagiarism spread. So we have to elaborate such manifestations of plagiarism in the Web, as copy-and-paste, in the network mass media in particular, and cyber plagiarism.

First of all we have to admit that the news for long now measured not by quality, but speed, so the copy-and-paste expansion becomes almost all-around and threatening. One of the clearest examples of this can be the spread by numerous Ukrainian mass media (including those, in particular, that position themselves as respectable periodical) “the news” (but actually fake) about the “illegal takeover” of “Приватбанк” (“Pryvatbank”) 19 December 2016. This case was described in details by В. Миленко (V. Mylenko).<sup>34</sup> However, both scholars and practice journalists for long have pointed up problems arising with the application of copyright norms in the Web in general, as well as the increase of copy-and-paste amounts in particular, making the emphasis on the economic factor. Thus, researcher Л. Городенко (L. Horodenko) pointed up: “In the sphere of the Internet journalism by the author contract means the author’s consent to his/her texts spread (or other type of journalism production) with the source reference. For many communication network resources the very violation of this contract is the main way to make money.”<sup>35</sup> And Р. Кульчинський (R. Kuljchynskyj) noted in the discussion with Д. Дуцик (D. Duckyk) (2012): “Professional journalism is increasingly being replaced by the copy-and-paste. Neither in Ukraine, no in the world anyone wants to invest in the production of reliable journalistic content: investigations, well-founded reports, etc. It is economically more profitable to hire people, who sit in the office

<sup>34</sup> В. Миленко, *День, коли українські ЗМІ трахнули козу*, <http://www.depo.ua/ukr/life/den-koli-ukrayinski-zmi-trahnuli-kozu-19122016140300> [access: 27.02.2017].

<sup>35</sup> Л. Городенко, *Теорія мережевої комунікації: монографія*, Академія Української Преси, Центр Вільної Преси, Київ 2012, р. 227.

and write 10 clickable news each day.”<sup>36</sup> О. Шалайський (O. Shalajskij) emphasized the economic benefit of the resort to copy-and-paste too in the “Інтернет-журналістика. Що вигідніше – копіпейст чи створення власного контенту?” (“Internet Journalism. What is More Profitable – Copy-and-Paste or Creation of own Content?”) (2011) topical lecture: “People make websites to get some good, some profit for themselves. *This good comes down to three points – money, fame, or power. The fourth, fifth, sixth – are covered by these three. So – something exclusive does not give neither the first, nor the second, nor the third*”<sup>37</sup> [stressed by O. Shalajskij – O.R.]. Media critic О. Довженко (O. Dovzhenko) not only stresses the copy-and-paste problem, from the social networks in particular (see, for example, his “Зустріч із фейкерами: комісар Рекс рекомендує перевіряти інформацію” (“Meeting with Fakers: Inspector Rex Recommends to Check Information”) article<sup>38</sup>), but offers to journalists and editors a step-by-step instruction how to overcome the crisis in 10 steps.<sup>39</sup>

Copy-and-paste primarily associate with the websites creation and news production: “Most often the copy-and-paste technology is used by news resources – information was moved from the source on other websites, and this creates objective conditions for its spread.”<sup>40</sup> Moreover, the phenomenon definitions appeal to polysemanticity of the term and describe it as: 1) technology, 2) method, 3) theft. SEO dictionary denotes it as a “content (text, photo, video and so on) fully copied without editing from one website to another.”<sup>41</sup> The main features are the following: 1) violation of copyright; 2) good recognition by search engines; 3) second-rate material (“has no value, litters Internet with copies”<sup>42</sup>). As well it is stressed that the main threat that copy-and-paste can cause, “is associated with the possibility of wrong definition of sources by search robots (that is, who is the author, and who is the thief).”<sup>43</sup> As we can see from the definition and features, copy-and-paste is denoted as plagiarism. With the analysis of various network materials explaining the copy-and-paste concept, and interviews with practice journalists, we can allocate

<sup>36</sup> Д. Дуцик, Роман Кульчинський: “Професійна журналістика все більше витісняється копіпастом” (22.03.2012), <http://ru.telekritika.ua/medialiteracy/2012-03-22/70615> [access: 27.02.2017].

<sup>37</sup> О. Шалайський, Олексій Шалайський: *копіпест крутіший, ніж ексклюзив* (23.11.2011), [http://texty.org.ua/pg/article/newsmaker/read/33816/Oleksij\\_Shalajskij\\_kopipejst\\_krutishyj\\_nizh\\_jekskluzyv](http://texty.org.ua/pg/article/newsmaker/read/33816/Oleksij_Shalajskij_kopipejst_krutishyj_nizh_jekskluzyv) [access: 27.02.2017].

<sup>38</sup> О. Довженко, *Зустріч із фейкерами: комісар Рекс рекомендує перевіряти інформацію* (16.02.2016), <http://detector.media/infospace/article/112846/2016-02-16-zustrich-iz-feikerami-komisar-reks-rekomendue-pereviriyati-informatsiyu/> [access: 27.02.2017].

<sup>39</sup> О. Довженко, *Як припинити копіпестити і почати робити новини* (22.12.2016), <http://medialab.online/visions/yak-pry-py-ny-ty-kopipejsty-ty-j-pochaty-roby-ty-novy-ny/> [access: 27.02.2017].

<sup>40</sup> *Что такое копипаст?*, <http://bigfozzy.com/Articles/Based/Terminology/what-is-copypaste.php> [access: 27.02.2017].

<sup>41</sup> *Копипаст*, <http://www.seoslovar.ru/russian/kirillica-k/kopipast.php> [access: 27.02.2017].

<sup>42</sup> Ibid.

<sup>43</sup> The cited work.

the features of advantages and disadvantages of the copy-and-paste use. So the most essential advantages are: 1) economic benefit; 2) speed of text production; and the disadvantages are: 1) lack of creative element (that is, recognition of secondariness); 2) misappropriation of someone's content causes the loss of trust and ratings for the "author" and service blocking for the website owner; 3) forced fight against other copy-pasters.

It is common practice to distinguish white, gray and black copy-and-paste. White one is the publication of information materials from someone's resource with the reference to it, as, for example, reposts in social networks. Gray one is the "republishing of the material with the reference, but not to the specific webpage, but to the very resource,"<sup>44</sup> but in this case the "rule of seven" works: search robots "give a pass" for such website, but only on condition that the specific website is in the first seven of request results.<sup>45</sup> Black one is the theft of content, that is, let us say once again, plagiarism.

We also should pay attention to the following: the "копіпаст" ("kopipast") term is created by the transliteration from English. Its clear semantics refers a recipient to two simple technical actions (operations) – "copy" (to copy a fragment of text, a text, a photo, etc. to the clipboard) + "paste" (to paste a fragment of text, a text, a photo, etc. from the clipboard). Such expressive technicality not just eliminates the arise of some attempts to give certain (moral and ethical or axiological) estimate to recipient actions in the process of his/her behaviour analysis or self-analysis – it does not provide a possibility of their arise at all. So, really, no one will be bothered with a thought that it is wrong, when it concerns only a certain segment of technology, in our case – it is about the making and spreading the news. However, replacing the "copy-and-paste" word with the "plagiarism" or the "theft" one (or, as it offered by "Словотвір" ("Slovotvir", lit. "Word Building") Ukrainian network resource, aimed at the creation of truly Ukrainian terms, – "вкрав-та-встав" ("vkrav-ta-vstav", lit. "stole-and-paste"), "списанка" ("spysanka", lit. "copying"), "смиканина" ("smykanyna", lit. "pulling"), "висмикування" ("vysmykuvannja", lit. "plucking")<sup>46</sup> – for now it is not about their stylistic markedness and feasibility of their implementation into the wide use), – then, for sure, the situation changes. And now the one who relies on Ctrl+C & Ctrl+V, can no longer ignore the estimation element. Moreover, to the two abovementioned estimations is also added the legal one. In addition, we can clearly see the list of risks, including professional and reputation ones.

The Web also makes possible such phenomena as *cyber plagiarism*. The term is used ambivalently: 1) in the sense of "misappropriation of someone's works with

<sup>44</sup> *Копіпаст – это что? Как сделать копіпаст?* (23.07.2014), <http://fb.ru/article/147451/kopipast---eto-chto-kak-sdelat-kopipast> [access: 27.02.2017].

<sup>45</sup> The cited work.

<sup>46</sup> *Копіпаст*, <http://slovotvir.org.ua/words/kopipast> [access: 27.02.2017].

the use of Internet technologies,<sup>47</sup> that is – a general use of the Internet for the works copying, and here a synonym is “patchwork plagiarism” – “by analogy with patch-work technique – a creation of items from small patches;”<sup>48</sup> 2) in terms of typosquatting (typo + cybersquatting) – “deliberate copying of original URL with some differences,”<sup>49</sup> that is – “registration of domains, similar to large and already well-promoted resources, as well as similar to large brands;”<sup>50</sup> it is about the theft of traffic, based on the human factor: people make mistakes, typing a domain name, and find themselves on a double domain. In fact, it is a profitable business. Thus, the Cybersquatting/Киберсквоттинг.RU website gives such example: “Download.com, Donwload.com and Dawnload.com domains (correct spelling is “Download”) were bought for \$80 000. According to an investor, information resources, allocated under these domain names, are visited by about 200 000 unique visitors per month, that will allow to repay expenditures.”<sup>51</sup> So, in the first example we can consider cyber plagiarism as deliberate plagiarism; and in the second – as an industrial plagiarism, because the term reflects a successful business. As a synonym to typosquatting we can use the “cybersquatting” term – “illegal activities, which consist in registration, use and offering for sell a domain name with unfair intention to make profit from parasitism on goodwill or trademark, which belong to someone else.”<sup>52</sup>

We have to pay attention to another one aspect related to the Internet: the digitalization of libraries and archives’ sources, and the Web provides a free access to them. On the one hand, it promotes self-education, harmony personal development, development of scientific thought and artistic creation, etc. And here, for example, we accept the absolute rightfulness of network communication researcher Л. Городенко (L. Horodenko): “The world treasury of knowledge – from the largest and the oldest to the smallest and the newest virtual library – opens its storages for all interested people, giving access to exemplars or for free, or for minimum cost. Archives of video and audio content allow connecting with the world music heritage. So all conditions for cultural improvement of personality are created and

<sup>47</sup> *Новейшие информационные технологии, научные коммуникации и проблема плагиата*, “Философия модерна и философия постмодерна (коллективная монография)”, отв. ред. и сост. докт. филос. наук, проф. В.Н. Финогентов, ООО ПФ “Картуш”, Орел 2014, р. 86-91.

<sup>48</sup> Ю. Эйдель, *Эпидемия прозрачности: теперь дипломы!*, “Частный Кореспондент” 2013, 17 декабря, [http://www.chaskor.ru/article/epidemiya\\_prozrachnosti\\_teper\\_diplomy\\_32289](http://www.chaskor.ru/article/epidemiya_prozrachnosti_teper_diplomy_32289) [access: 17.05.2017].

<sup>49</sup> *Тайпсквоттинг – киберплагиат*, “Мир компьютеров” 2011, 31 сентября, <http://softkumir.ru/it/videos/vids-internet/taypskvotting-kiberplagiat.html> [access: 17.05.2017].

<sup>50</sup> *Тайпсквоттинг (общее)*, [http://cybersquatting.ru/index.php/domains/page/type\\_domain/](http://cybersquatting.ru/index.php/domains/page/type_domain/) [access: 17.05.2017].

<sup>51</sup> *Коммерческая эффективность тайпсквоттинга*, [http://cybersquatting.ru/index.php/domains/page/invest\\_type/](http://cybersquatting.ru/index.php/domains/page/invest_type/) [access: 17.05.2017].

<sup>52</sup> О.Б. Вовк та ін., *Интеллектуальна власність у галузі комп’ютерингу: підручник*, “Новий Світ – 2000”, Львів 2013, р. 76.

develop in the Web.”<sup>53</sup> But we have to admit as well, that voluminous spread of all types of academic fraud, the expansion of plagiarism in particular – is a dark side of the “world treasury of knowledge” disclosure, provided by the Internet.

The third question was: “*How, in your opinion, plagiarism should be fought against? What the punishment for plagiarism should be?*” The answers were distributed in the following directions: 1) to conduct a protection against plagiarism through the court system, punishing perpetrators, depending on the type and amount of plagiarism, with penalties, firing/expelling and deprivation of ranks, degrees and even of freedom; 2) to introduce a mandatory general check for plagiarism by appropriate technical means (text check programs) for works at all levels; 3) to create a national repository of academic texts (which is being implemented in Ukraine); 4) to conduct consistent explanatory work (starting with primary school) concerning the nature of the phenomenon, ways to fight against it, principles of lawful use of someone’s texts; 5) “to develop ethical and moral culture”; 6) “to give the greatest possible publicity to all confirmed cases of plagiarism and explain why it is bad” (that is to give a leading role to prevention of plagiarism), avoiding relativism tolerance.

Here, reflecting on plagiarism, we should place greater focus on the activities of public initiatives, because their role in fight against plagiarism is often became decisive. As an example we can mention over fifteen-years long activities of “łowca plagiatów” (hunter of plagiarism cases) M. Wroński.<sup>54</sup> Scientist writes a regular section “Z archiwum nieuczciwości naukowej” (“From the archive of scientific dishonesty”) in the “Forum Akademickie” (“Academic Forum”) journal;<sup>55</sup> by the way, on the ground of his works Dr habil. J. Sieńczyło-Chlabcz composed the “otwarty katalog najczęstszych sposobów popełniania plagiatu przez studentów, doktorantów i nauczycieli akademickich”<sup>56</sup> (open catalogue of the most used methods of plagiarism to which students, doctoral students and high school professors resort) with 15 positions. On the occasion let us note that we continued the initiative of J. Sieńczyło-Chlabcz and have analysed the articles of M. Wroński in the mentioned periodical (2010 – beginning of 2017) and composed the open register of ways of committing plagiarism in 50 positions.<sup>57</sup> Equally weighty part belongs to public organizations. Among them we can name Polish “Niezależne Forum Akademickie” (“Independent Academic Forum”, a founder is J. Wieczorek),<sup>58</sup> which

<sup>53</sup> Л. Городенко, *Теорія мережевої комунікації: монографія*, Академія Української Преси, Центр Вільної Преси, Київ 2012, р. 338.

<sup>54</sup> T. Machała, *Marek Wroński – łowca plagiatów. Naukowiec, który walczy z nieuczciwością we własnym środowisku*, <http://natemat.pl/73017,marek-wronski-lowca-plagiatow-naukowiec-ktory-walczy-z-nieuczciwoscia-we-wlasnym-srodowisku> [access: 31.10.2016].

<sup>55</sup> <https://forumakademickie.pl>

<sup>56</sup> J. Sieńczyło-Chlabcz, *Odpowiedzialność nauczycieli akademickich...*, op. cit., s. 138-140.

<sup>57</sup> О.М. Рижко, *Способи вчинення плагиату*, Держава та регіони. Серія: “Соціальні комунікації” 2017, № 2, pp. 31-37.

<sup>58</sup> <http://www.nfa.pl/>

has a separate “Etyka i patologie polskiego środowiska akademickiego<sup>59</sup>” (“Ethics and pathologies of Polish academic environment”) service on which materials related to plagiarism are posted; Russian “Диссернет” (“Dyssernet”) which is a “free online community of experts, researchers and reporters who devote their work to exposing of swindlers, fakers and liars;”<sup>60</sup> Ukrainian “ТРОН” (“TRON”) (“Точка росту: освіта і наука” – “Point of growth: education and science”);<sup>61</sup> the “Плагиат” (“Plahiat”, lit. “Plagiarism”)<sup>62</sup> group, allocated on Facebook (administrators are E. Shestakova and Ye. Nikolaiev), which numbers 720 members (as on November 24, 2016). In particular, in the group the documents related to plagiarism scandals are published and discussions about the state initiatives are carried out and so on. It should be also noted that we have analysed the content of the news feed of this group and files, published in it, for 2012-2017.<sup>63</sup> This analysis allowed us to define such ways of its participants’ actions within the fight against the plagiarism: 1) disclosure of specific cases of plagiarism, its publishing and fight for the punishment for the plagiators – deprivation of illegally obtained scientific degrees and possibility to hold administrative positions of various levels; 2) analysis of specialised scientific periodicals concerning the compliance by them with the requirements of academic honesty and fight for taking appropriate measures for periodicals, violating (or not complicating at all) these requirements (so called “junk” journals); 3) prevention of plagiarism spread.

Work of members of such initiatives is very important, especially in the context of common inaction or even explicit opposition of state institutions and universities. However, we have to emphasize the fact that, sometimes, a borderline between fair and scrupulous study of materials, composing of comparative tables which allow to expose plagiarism, etc. and banal showdown can be very thin, and comments can be mutual cancelling. We have no wish to cast a shadow on the people who selflessly competing, so Ukrainian science or artwork to be developed on the principles of integrity and respect for true talent. For us plagiarism in any form is unacceptable. However, it is important to remain objective in any activity, reducing subjective factors to a minimum, if they can not be completely avoided, and without falling into fanaticism. For then in the excitement of plagiarism exposure we can act like the Holy Inquisition of late XV century, when it began to “pursue not only witches (belief in whom previously regarded as “peoples stupidity”), but also those who *do not believed* [emphasis added – O.R.] in their existence.”<sup>64</sup> Here we

<sup>59</sup> <https://nfaetyka.wordpress.com/informacja/>

<sup>60</sup> <http://www.dissernet.org/>

<sup>61</sup> <http://tron.tilda.ws/page183994.html>

<sup>62</sup> <https://www.facebook.com/groups/plagiat/members/>

<sup>63</sup> Результати цього дослідження див. у статті: О.М. Рижко, Група “Плагиат” як сегмент антиплагиатного дискурсу, “Актуальні питання масової комунікації: науковий журнал”, голов. ред. В.В. Різун; Інститут журналістики КНУ імені Тараса Шевченка, Київ 2016, vol. 20, p. 50-61.

<sup>64</sup> М. Аркадьев, *Лингвистическая катастрофа (Антропология абсурда: новый стоицизм)*, Москва 2011, p. 108.

are talking about two things: 1) often a call to calmly and carefully understand the situation may lead to a burst of negative emotions in response (we have in mind, for example, comments in social media) up to the accusation in plagiarism toleration; 2) false accusation in plagiarism can lead to irreparable losses, including reputation. Quite rightfully M. Mętlewicz compared the accusations in plagiarism with sexual harassment. Author of the “Forum Akademickie” (“Academic Forum”) journal calls as the main reason of false accusations in plagiarism jealousy and stresses: “W ostatnim czasie media ogólnopolskie więcej wagi przywiązują do sensacji związanych z plagiatami niż choćby do daleko idących zmian w sektorze szkolnictwa wyższego. Boję się, iż doprowadzimy do sytuacji, w której samo oskarżenie o plagiat będzie – jak w przypadku molestowania seksualnego – prowadziło do infamii, skazywało na śmierć cywilną” (“Recently all-Polish media pay more attention to sensations related to plagiarism than even to promising changes in high school. I’m afraid that we will reach a situation in which accusation in plagiarism itself will – as in a case of sexual harassment – lead to deprivation of honor and civil (public) death”),<sup>65</sup> this is the loss of dignity, reputation and self-trust – these virtues are extremely difficult or even impossible to recover. After all, even if a false accusation is disproved, the mere fact of accusation will always gravitate over a person. Therefore it should be specifically stressed that allegations in plagiarism (and, eventually, any of them) must be properly grounded before they will be brought up for public discussion (through the mass media), or, in fact, presented to the court (this is registered as a lawsuit).

The fourth question was about the types of plagiarism, most often encountered by the respondents. For example, such types were suggested: 1) republication, 2) replication, 3) creative remaking, 4) rewrite, 5) compilation, 6) overuse of quotes. The respondents noted that they have encountered with all these types, but most times it was republication (which not all respondents consider as plagiarism), rewrite, replication, compilation, full (word-for-word) plagiarism. Moreover, some of respondents say about the plagiarism of ideas; but, firstly, copyright covers not the ideas itself, but only the material form of its objectivation; and, secondly, as O.Г. Ульянова (O.H. Ulianova) rightly noticed, “the mandatory component of artistic freedom is the right to interpret ideas of other people [...], which results in a new protectable object of intellectual property law.”<sup>66</sup> In the context of scientific research autoplagiarism was also mentioned. We think that the use of the term “autoplagiarism”, as well as the frequently used term “selfplagiarism”, is illogical.<sup>67</sup>

<sup>65</sup> M. Mętlewicz, *Plagiat jak molestowanie?*, “Forum Akademickie”, <https://forumakademickie.pl/fa/2011/07-08/plagiat-jak-molestowanie/> [access: 1.10.2016].

<sup>66</sup> Г.О. Ульянова, *Методологічні проблеми...*, The cited work, p. 10.

<sup>67</sup> In further detail about this phenomenon see in our monography: О.М. Рижко, *Плагиат як соціальнокомунікаційне явище: монографія*, ПАЛИВОДА А.В., Київ 2017, p. 208-216.

## Conclusions

Thus, almost all respondents recognize plagiarism as a theft and highlight a negative attitude toward it. The argumentation of own position always accompanied by the assessment of the phenomenon essence with the dominance of axiological, value estimation, that once again focuses on the axiological identification of the plagiarism problem – not only in the context of a diffusion of values, images and ideas as one of the manifestations of unacceptable borrowings, but also in the interpretation of resorting to plagiarism as an evidence of lack (immaturity, transformation) of certain values, such as respect for other work, self-respect, creation of something new, respect for law, science development, stable human development and so on. Experts mention two types of causes that lead to plagiarism: the subjective (personal human traits, motivations, system of values) and objective. Generalizing them we can say that concerning the subjective reasons the main emphasis is attributed to some devaluation or degrading transformation of basic human values, lack of (immaturity of) critical thinking and confidence in impunity; and objective reasons focuses on: the rapid development of the Internet (with huge amounts of information and facilitate access to it), overall reduce of quality of education at all levels and, particularly, in the training of scientific personnel, in toleration of plagiarism in academic, educational and scientific community, dominance of “paid-for” works of all levels, inability to properly analyze the literature, lack of proper legal regulation. Another one aspect that deserves special research lies in that the considerations of plagiarism are followed by dominant axiological value (with ethical, moral, emotional, aesthetic stresses), as well as gnosiological, cognitive and praxeological, utilitarian estimations. Concerning penalties for plagiarism it must be conducted in and out of court with the indispensable public disclosure. Moreover, efforts should be aimed primarily at preventative measures and prevention of resorting to plagiarism through explanatory work, broad awareness raising about the nature (essence) of the phenomenon, start with school. Special attention should be paid to the formation of the value paradigm. We suggest to focus on implementing in the universities such subjects as “Academic honesty”, “Basic of scientific research” and so on since the first year of education. As for the types of plagiarism we consider that the dominance of one or another depends on scope of activity. For example, for journalism it will be rewrite, replication and republication; for literature – creative remakes; for science in general – compilation, overuse of quotes and creative remaking. Also, there is no point to talk about “plagiarism of ideas”; it is illogical to use such terms as “autoplagiarism” or “selfplagiarism” too.

The fact that absolute (uncontrolled) access to information on the Internet is described by the respondents as the one of the main objective reasons of plagiarism spread, makes us to pay attention to copy-and-paste and cyber plagiarism. In our opinion, black and gray copy-and-paste should be recognised as plagiarism, an a problem of its spread should be solved in the context of professional media

criticism, that is the last one should define the plagiarism prevention and fight against it as one of its tasks. And cyber plagiarism should be included into the generalised classification of plagiarism.

In general, the problem of plagiarism is complex and multiaspect, and elements of its understanding in many ways are controversial. We should take into account the philosophical aspect of the problem, in particular, we ground that the phenomenon of plagiarism can be seen in the context of postmodern aesthetics, semi-centric theory of B. Potiatynyk, simulacrum theory of J. Baudrillard, discourse theory of M. Foucault and others. Also a special attention should be paid to plagiarism of information materials in media about plagiarism. Development of public anti-plagiarism initiatives' activities, on the one hand, is very important, especially in conditions when the fight against plagiarism actually is only declared by the state, but, on the other hand, we must remember about the fine line between the affirmation of academic honesty and showdown, as well as those consequences to that false accusations in plagiarism may lead.

Speaking about the future directions for research of plagiarism problem just as social and communication phenomenon, we should focus on the study of mass media content regarding plagiarism. We, in particular, are going to analyze them in the light of the scandal and on the ground of document analyze to specify the basic communicative intentions of such materials, in particular to define aims of authors of such information materials – objective awareness? widest publicity? showdown? What they are oriented to – just a scandal? searching for a way out? deepening of depression and skeptical mood concerning the possibility of solution for this problem in general? After analyzing the comments to mass media information materials prepared by journalists and experts it is possible to investigate how effective the “speech correction” function is in the information materials that develop some series (as, for example, “Кириленкогейт” (“Kyrylenkoheyt”) on the pages of “Дзеркало тижня” (“Dzerkalo Tyzhnia”, lit. “Weekly Mirror”) or in the “Українська правда” (“Ukrainska Pravda”, lit. “Ukrainian Truth”), or a series of articles in the “Nowości. Dziennik Toruński” Polish edition regarding the accusations in plagiarism of dean of the law faculty of the Nicolaus Copernicus University (Uniwersytet Mikołaja Kopernika). It is also possible to compare features of plagiarism scandals coverage in mass media in Ukraine and Poland, which will allow to take into account the experience of positive and negative representation.

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