SCIENTIFIC HERALD OF INTERNATIONAL HUMANITARIAN UNIVERSITY

Series:
PHILOLOGY

COLLECTION OF RESEARCH PAPERS

Issue 10 Volume 2

LITERATURE OF FOREIGN COUNTRIES

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TYPOLOGICAL VARIANTS OF FEMALE IMAGES IN THE CREATIVE WORKS BY W. SCOTT

The article deals with the problem of typology of female characters of one of the most famous writers of English romanticism W. Scott. In this article we made an attempt to systematize and clear up main types of female images created by W. Scott, based on the example of his novels "Ivanhoe" and "The Pirate".

During the study we cleared up that in the creative works of English romanticist W. Scott, as well as in the works by his contemporaries (Byron, Shelley, Sand), the base of their female images in their author variations and comprehension constitute typological features of romantic female characters of two types – the so-called "Eastern" and "European" ones. Sometimes these types in the interaction of their features create mixed type.

One more interesting type of heroine, which is represented both in creative works by W. Scott and his contemporaries and predecessors P.B. Shelley and J.G. Byron, is the type of woman with some supernatural abilities, the so-called witch (A witch of Atlas, Norna, etc.).

In the works of the majority of romantic writers ,the tendency to complication of psychological portraits of the heroines, to the socio-historical concretization of the image is evident.

The study of these creative works assisted us in enlarging the gallery of female images of the romantic writers, helped us to see new variants of their heroines.

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MOUNTAIN CHRONOTOPE IN "THE DHARMA BUMS" BY J. KEROUAC

The plot of *The Dharma Bums* novel is based on the narrator's, Ray Smith's, travels, moving in the triangular shape from New-York to Mexico and to San-Francisco. Ray Smith, a young writer fond of Buddhism, travels from town to town, communicates with friends, perceiving and discovering the world. The key events of the novel are three mountain climbings, during which Ray Smith experiences the induction: the first ascent – climbing Matterhorn Mountain together with his friends, Jeffy Reider and Henry Morley; the second ascent was a farewell joint mountain hike with friends before Jeffy's departure to Japan; the third ascent was trekking to a mountain cabin, where Ray was to spend summer alone, working as a fire observer.

The main chronotope in the novel is a mountain chronotope, which is expressed in the text by alpine landscape space descriptions, descriptions of the heroes' impressions from the mountains and their mystical experiences.

The image of mountains in the novels is brightly mysterious, it is related to the motif of fear, compared to the magnificent and eternal nature of mountains. Ray adores mountains, enjoys their nature, but he often calls alpine landscapes obscure, gloomy and tragic. The mountain greatness gives raise to Ray's loneliness.

The study points out such specific features of the novel space and time organization as the opposition of the alpine topos to the urban one, images of common people of the consumer society to the images of the Dharma bums; the author uses the motif of mystical fear associated with going beyond the limits of personal consciousness and the trickster archetype, related to the mountain chronotope; the mountain image is also shown as a holder of treasures.

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POSTMODERN "MIND GAMES" ON THE WAY TO LOVE IN THE NOVEL "THE MAGUS" BY J. FOWELS

The article attempts to study the motive of love in the context of postmodern esthetics of the novel "The Magus" by John Fowles. The protagonist of the novel (Nicholas Urfe) passes quite a complicated way to comprehension of true love.

Nicholas, together with the reader, becomes involved in a nifty postmodern mystification and "mind games" of the author and the main "magician" of the work – Maurice Konchis. Love as a spiritual feeling evaporates, being replaced by its carnal simulacra. The play board of Fowles is insidious: it is full of traps and catches, underwater currents and whirlpools. Author separates Nicholas from reality, using hypnosis, theater plays, constantly confusing the protagonist and the reader. However, each new and unexpected plot twist leaves less and less indeterminate, leading the main character to the right solution of the complicated life equation.

Postmodern "mind games" and mystifications of Fowles are like complex equation with many unknown quantities. Its solution involves intellectual and emotional stress that can lead to wrong guesses. However, the desired answer turns out to be simple and straightforward. And then it becomes clear that the answer itself was not that important, but the thorny path to it. Thus, through the mind games (games of "magician"), Fowles leads the protagonist, together with the reader, to understanding of the value of obvious concepts: love, fidelity, happiness.

Having passed through the torments of challenges, he regains Alison and together with her he retrieves the true love. The author hopes that in the modern world, full of hypocrisy and carnal desires, this unfeigned love will triumph.

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IMAGES OF MUSLIM IN WALTER SCOTT'S HISTORICAL NOVEL "THE TALISMAN: A TALE OF THE CRUSADERS"

In the modern literary-cultural discourse, the problem of formation and transformation of stereotypes of one religious community about another is extremely relevant, and their impartial research is the basis for overcoming misconceptions and prejudices that hinder mutual understanding between different cultures. Given the fact that fiction, like no other genre, can reproduce religious images in their real fullness and complexity, its literary knowledge can make a contribution to the overall scope of cultural knowledge.

In the course of our investigation of Scott's creative works, we found the images of Muslim, by which we understand the following literary images that not only actively construct individual identities but also expressively generalize the identity of the characters, giving some of their features as typical for the adepts of particular religion, in three historical novels – "Ivanhoe", "The Talisman: A Tale of the Crusaders" and "Count Robert of Paris". However, the objective of this article is to study the religious images of Muslim only in the historical novel "The Talisman: A Tale of the Crusaders". The aim of this research is to study the historical, cultural, sociological and psychological aspects of the images of Muslim in Walter Scott's historical novel "The Talisman: A Tale of the Crusaders".

In the course of our investigation, we used methodological achievements of modern comparative literature – scientific works of Manfred Beller, Joep Leerssen, Michel Cadot, Hugo Dyserinck, Iver B. Neumann, Jonathan Riley-Smith, D. Nalivayko, S. Andrusiv, G. Gachev.

After investigation of religious images of Muslim in Walter Scott's historical novel "The Talisman: A Tale of the Crusaders", the author of this article concluded that they (religious images of Muslim) to a certain extent reflected the religious imago mundi of the consciousness of European peoples in Medieval era. The author notes that Walter Scott in many ways changed the established religious images of Muslim that were presented in literary works before him and made them diverse and multi-faceted. Muslims are no longer perceived by the reader as Aliens, but rather as Others causing more affection for than fear of them on the part of the reader.

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THE PECULIARITIES OF UKRAINIAN-RUSSIAN TRANSLATION OF POETRY: COMPARATIVE ANALYSIS (BASED ON THE POEMS BY A. MICKIEWICZ AND E. A. POE

The main object of studying world literature is fiction. Content of the work with poetic text conciders the ability to understand and to analyze artistic details, aesthetic and creative idea of a writer.

Mostly a foreign poetry is studied in translation. Literary translation is very peculiar. In poetry we often use language with symbolic purpose whereas the main role is paid only to form of expression. Therefore, it is very hard to translate poetic text perfectly. In these terms, the main task is to transfer correctly writer's style, poetic images and rhythm to render aesthetic impact of poetry.

In this scientific research a literary translation of works by A. Mickiewicz and E. A. Poe has been analyzed according to comparative aspect. It is defined that the choice of a correct word with corresponding meaning is the most important and hard task. Appealing to free Ukrainian-Russian translations of poetry, the author has pointed out numerous cases of semantic and stylistic decoration, defects at the lexical, syntactic and phonetic structural levels. It is noted that the basic idea of the author has been preserved but some parts of literary translation much differ in meaning. When translating it has been used lexical, grammar and context changes that influence additional ideological and semantic nuances in poetry. For example: phrase *dried ocean* in meaning of lexeme *steppe* in translation to Russia is used as: *степной океан // сухой океан // зеленый океан;* або *візок // воз // телега // моя повозка.* Also the emotional degree of the opinions expressed is transfer in different aspects: *Вот облако блестит; заря на небесах // Вдали там облако, зарницу ль вижу я? // Но что там? Облако ль? Денницы ли восход?*

The difference in the level of adequacy of translation is caused by the evolution of translation principles, changes in social conditions and needs of society.

Studying peculiarities and patterns of text organization gives us the opportunity to explore poetic language through individual style of the auther.

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SPECIFICITY OF ROCOCO AND SENTIMENTALISM INTERACTION IN THE NOVEL BY L. STERNE " A SENTIMENTAL JOURNEY THROUGH FRANCE AND ITALY" EMBODIED IN THE MAIN CHARACTED

The 18th century is considered to be culmination moment, when traditional literary forms disappeared and new ones were born. It was full of different trends, directions and tendencies, so it is difficult to define the chronological frames of these literary trends and find them out in literary works of this century. Thus, "A Sentimental Journey through France and Italy" is one of the novels difficult to differentiate sentimental novel from rococo one. Therefore, we tried to specify rococo and sentimentalism interaction in the novel. The research is based on the investigation of the main character specificity and the stylistic devices the author uses to create the hero in the novel. Having analyzed author's manner to maneuver the time and shape in the novel, his brave and free style to depict the events, we can say that complicated form corresponds to complicated stylistic space. There are many epithets, comparisons, repetitions and antitheses to characterize the speech of the main hero. Thus, his language is full of clichés and quotations, slang words and literary variants. It is chaotic and decorative at the same time. So the motive of duality is everywhere. We can say that the author plays with sentimentality, he parodies the genre itself, using rococo elements at the same time. Thus, the image of the main hero doesn't correspond to any of the above-mentioned trends. Therefore, further research is of great necessity.

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FORMS AND METHODS OF ACTUALIZATION OF VICTORIAN PRETEXT IN POST-VICTORIAN NOVEL "THE EYRE AFFAIR" BY JASPER FFORDE

In terms of quantity of paradigmatic texts subject to reinterpretation or adaptation by next generations of writers, Victorian literary heritage definitely ranks second to none in contemporary literary discourse. Due to a vast variety of interpretative models utilized by modern literature in order to adapt Victorian pretext to volatile postmodern conditions, a notion of post-Victorian novel has been coined to emphasize the intention of revision rather than repetition of earlier narrative in considerable number of contemporary novels.

Having taken into consideration both immense cultural capital and adaptive potential of Ch. Bronte's "Jane Eyre" used as pretext in Jasper Fforde's post-Victorian bibliothriller "The Eyre Affair", the article concentrates on metatextual foci of their intertextual relationship, providing evidences for metaphorical rethinking of some of tools and plot devices used by Fforde when addressing the hypotext. Based on U. Eco's concept of "opera aperta" and W. Muller's theory of derivative literature, Fforde's fictional world has been reconsidered as an extended conceptual metaphor of postmodern world-as-text concept featuring such categories as textual openness, fictional truth, metalepsis and interfigurality, and depicting radical cultural shift in terms of author vs reader relationship leading to a mode of collaborative reading. Therefore, the ironic inversion in effect in the parodying text is aimed not at the text being parodied (i.e., Victorian pretext), but at postmodern novel as a whole.

LITERARY THEORY

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ROMANTICISM AS A WAY OF ARTISTIC PERCEPTION OF THE WORLD: THE SPIRITUAL AND ETHICAL ASPECTS

Romanticism is one of the major trends in literature that has been formed at the end of XVIII – beginning of XIX century in the contest with canons of classicism and educational realism.

Having shown the protest against reality, writers tried to oppose often inconceivable for themselves fanciful ideas. The article is devoted directly to these and other phenomena in the process of development of romanticism as a literary trend.

The attention is paid to romantics' inclination to intense plot, to contrasts in depiction, to giberbolization, metaphoricalness, fantasy, heroics, symbolism. It is declared in the article that the highest standards for romantics in social context were religion, art, philosophy, passion for folk-lore, historical thematic, human's spiritual universe. Their views for society often were opposite, subjective – from rebellious, protest to conservative and reactionary.

Author claims, romanticism has shown specific features in different countries, performing its appropriate functions – national, historical, social and cultural.

The article asserts the principle of historicism in life depiction, in comprehension of social contradictions, usage of folk-lore motives, attention to personality, national identity, subjective relation to reality.

Author gives description to creative works of West-European romantics G. Byron, W. Scott, V. Hugo, Russian – A. Pushkin, M. Lermontov, F. Tyutchev, Ukrainian – early T. Shevchenko, E. Grebinka, P. Kulish.

The article is concluded by reflections about neoromanticism that was performed by R. Stivenson, M. Gorkyi, Lesya Ukrainka, B. Korolenko, E.-L. Voynich, A.Grin.

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EVOLUTION OF MEMOIR GENRE IN A GLOBALIZATION PERIOD

The end of the XX century is the age of globalization. It is a period of changes for every sphere of human life. Memoir literature, being a documentary genre, underwent great internal variations. These changes concern structure, themes and problems in a modern memoir literature. In the centre of Renaissance literature was a person with all his/her negative and positive sides. In the age of Modernism new moods appear, those, which were forbidden and shocking earlier. However, at the end of the XX – beginning of XXI centuries a human being makes acquaintance with globalization. Philosophical ideas appear in documentary literature beginning from 1980th till today. The infinite world, a mystery of the inner freedom, a harmony with nature – are the problems which modern memoir literature touches. These innovations require new concepts and images. Problems and themes are not the only aspects which underwent transformations. The internal structure becomes confused and hard to interpret. Merging of literary genres leads to impossibility to identify the correct one. As a result, metagenres and between-genre structures appear: novel-search, pseudobiography, memoiristic novel, novel-document, biographical intellectual bestseller etc. The author's role changes too. In memoir literature he is a protagonist which integrates into a global world and transmits his subjective view of the events.

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THE ROLE AND FUNCTIONS OF THE TITLE IN LITERARY WORKS (BASED ON ENGLISH AND GERMAN LITERATURE)

Despite the large number of scientific papers that have investigated the title of a literary text, the interest to investigate it has not diminished. However, such properties and qualities that have not been seen before are always revealed. These properties become more apparent when they appear in non-linguistic situation. In modern conditions, information flow is constantly increasing, which can also concern literary texts that appear in various media, including the Internet. A characteristic feature of the present is the fact that short English stories are a significant part of artistic products which are offered to the reader. A modern reader tends to pay attention to new authors and less appeal to the classical ones. Thus, he faces many unfamiliar names and finds himself in a closed communicative situation without having any information about the author or the text, but its title. This situation can be qualified as a special manifestation of dialogue "author and reader" in the structure of modern literary communication when the title role as a text representant significantly increases for readers.

Title of the text is paid much attention to by the following scholars: S.D. Krzhyzhanivskyi, I.I. Birahova, V.V. Bohuslavska, N.A. Veselova, N.N. Havryshyna, F.M. Horlenko, D.K. Hotsyrydze , O.K. Dubovyk, I.H. Kosheva, L.A. Lebedyeva, H.D. Lochmele, D.N. Medrysh, V.I. Murenko, L.U. Nikabadze, J.B. Orlytska, N.P. Pieshkova, S.O. Sandazhyieva, E.I. Turchynska, N.O. Fatieieva, I.V. Fomenko, N.P. Harchenko, V.O. Chyzhakovskyi, A.O. Yahodova, and many others.

Till present days, linguistic science has still many research aspects in the field of title complexes. A number of theoretical developments are carried out in this area, which are reflected in the scientific work. Title complexes are sufficiently large research topic because the title still leaves space for reflection and practical conclusions of the researcher.

The title plays a major role in text comprehension because it takes "a strong text position", along with epigraph, its beginning and ending.
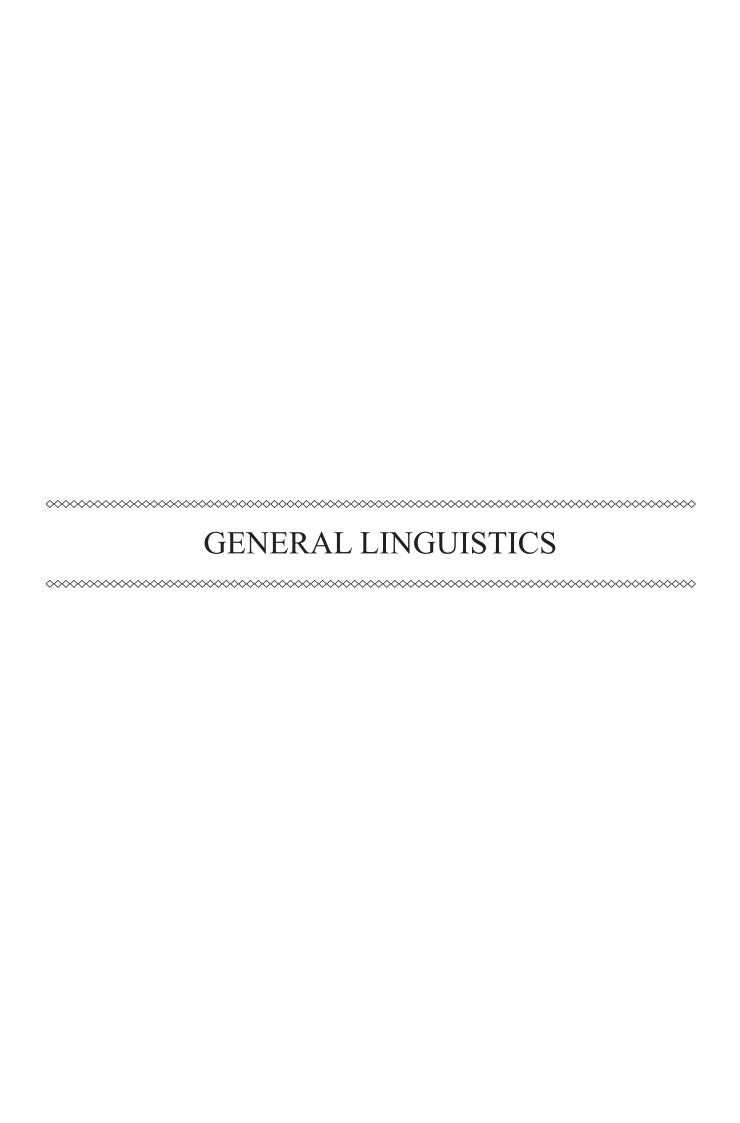
Analyzing fiction title components, it is appropriate to note that the correlation of the texts and their titles varies from century to century where the decreasing title information and increasing its imagery and allusion are observed. However, definite proportionality is noticed: the brighter is informative function of a title, the less attractive title function is and vice versa.

The title plays a significant role in the content structure of a work. This title function causes its connection with the whole text and also gives the possibility to implement the meaning of the title to the full only in its retrospective form, in reading, i.e. after the implementation of all communication lines "the title – the text".

Words polysemy and within certain limits phrases polysemy, the use of occasionalisms (words or phrases) as a title also specifies the need to take into account the link "the title – the text", because in some actualization cases of a certain lexical-semantic variant of a title word, univocal decoding of semantically occasional formation is possible only on the basis of the whole text.

For example, the titles "Der Umweg der Pilze" and "Mathematik einer kleinen Kiefer" (E.Strittmatter "Schulzenhofer Kramkalender") generally can not be decoded before getting acquainted with the text. Only in retrospect, after reading the text, the reader understands the meaning of the non-normative phrase title and title content. However, if the title has a unique semantics, it is perceived only in retrospect: the title word or phrase in the text is enriched with emotional connotations. Even well-known geographical names face "surplus of meaning" if they are used in the title of a literary text. In V. Borhet's essays "Hamburg" or"Die Elbe" these geographical names which serve as titles acquire additional meaning of homeland determination, where a man lived, loved, suffered, so they turn from neutral into emotional ones, combining concrete and generalized meaning.

Thus, one can say that the title of a literary work can be a catalyst / activator for individual text displaying beginning with minimal text-primitive (the title itself). A. Brudnyi offered the theory: "The text manages to handle the understanding process: starting with the first meaningful unit distribution, a person forms setting related to the future content prediction".

GENERAL LINGUISTICS

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CONCEPTION OF COLLOCATION: CORPUS-BASED APPROACH

The article deals with historical and conceptual background of the corpus-based approach toward collocation study. The establishing of the corpus-based approach conceptual framework is observed in the context of theoretical and methodical background. The ideas of British contextualizm, Firth's conception of collocation and V. Porzig's theory of syntagmatic fields underlie the conceptual basis of the modern corpus-based approach. The technological changes and statistical-motivated methodology, which helps with defining the theoretical principles, form the historical background of corpus-based approach development.

In Ukrainian linguistics, the corpus-based approach is supported by a powerful tradition of linguistic statistics tradition researches. Statistical approach is based on the availability of text resources, corpus methods of researches and earmarking a collocation as the meaning unit. The main problems of defining a term "collocation" are analyzed: an aspectualization of the term is performed with a consideration of wide and narrow understanding of the term. The analyzed definitions allow to define a collocation as the indicative oft-repeated syntagmatic lexical sequence, whose occurring depends on statistic, semantic and syntactic factors.

A lexicographical corpus is considered as an electronic resource used as lexical source and programming instrument for collocation dictionary compiling. As an example of lexicographical corpus the Corpus of Ukrainian Law Acts is analyzed. The corpus is compiled according to the key requirements to the corpus resources. The main lexicographical corpus characteristics are determined by its practical purpose – collocation dictionary compiling. The presented information enables to define the main principles of compiling the corpus dictionaries as the dictionaries of a new type.

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MODERN RESEARCH OF THE CONCEPT "TEXT" IN LINGUISTICS

One of the main objects of linguistic research today is text. The study of text within the different linguistic paradigms has significantly deepened the traditional idea of this phenomenon, its entity and signs, because a new interpretation of the text has been formed. In modern Linguistics, there are over 300 definitions of "text", so the problem of the interpretation of the text is quite relevant.

The narrow interpretation of the text includes the definition by I. Galperin, regarding the text as a sequence of language/speech signs possessing the following features: connectedness, integrity, and emotivity. Yu. Lotman's definition is considered to be classical in Linguistics. He emphasizes such traits of the text as definiteness, dissociateness and structural properties. Today a number of linguists analyse the concept of "text", taking into account its communicative function, which is a broader interpretation (S. Smetanina, T. Dobrosklons'ka, T. Gumeniuk).

In the traditional interpretation the text is a sequence of linguistic signs, possessing such characteristics as coherence, integrity, emotivity and being collectively characterized by definiteness, dissociateness and structure. Nowadays, we can observe several trends expanding the definition of "text". An interesting approach to the definition of the text was proposed in Psycholinguistics as well as in the field of communication. Quite popular today are the definition of text from the point of view of correlation of the concepts "text" and "discourse", defining the contents of the definitions of "primitive text". This approach allows us to deepen the classical methods of text analysis and to explore the potential of texts in a new way.

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THE COMPARATIVE AND HISTORICAL METHOD IN THE RUSSIAN AND UKRAINIAN LINGUISTICS OF THE XIX CENTURY – 30s OF THE XX CENTURY
(on the basis of the [e] > [o] transition)

The article is devoted to the characteristics of the operational component of the comparative-historical method in the Russian and Ukrainian linguistics of the XIX century – 30s of the XX century on the basis of the [e] > [o] East Slavic transition. The author analyzes the views of A. Vostokov, I. Sreznevsky, O. Potebnya, M. Kolosov, A. Sobolevskyy, I. Yagitch, F. Fortunatov, A. Shakhmatov and their followers. The primary attention is given to the concept of interaction of the Shakhmatov`s vocalism and consonantism in the history of the East Slavic languages, in which the [e] > [o] transition is considered as one of the V-depalatalizations.

The comparative and historical method in the nineteenth century and in the beginning of the twentieth century was the "leader" and held a very high position in the linguistic science. However, comparative studies of the XIX century – 30s of the XX century remain understudied – both in general and in detail. The relevant linguo-historical works, on the one hand, are notable for fragmentation, on the other – indivisibility of such phenomena as the principles and approaches, techniques and procedures (as shown by V. Gluschenko, the mentioned above belong to the ontological and operational components of comparative and historical method as one of the linguistic methods).

The content of the operational component of the comparative and historical method (as one of the linguistic methods) is a set of scientific methods and procedures, and methods of their application. The operational component of comparative and historical method includes techniques and procedures such as identification of genetic evidence, linguistic reconstruction, chronicling, and localization of linguistic phenomena and their associated systemic constellations. The dominant universal technique of the comparative-historical method is to compare facts and the most essential part of this method is the procedure of linguistic reconstruction.

We attempt in this article to give the most complete description of the operational component of the comparative and historical method in the Russian and Ukrainian linguistics of the XIX century – 30s of the XX century.

Many Russian and Ukrainian linguists of the XIX century – 30s of the XX century turned to the [e] > [o] East Slavic transition, investigated the causes and conditions of the [e] > [o] transition in Russian, Ukrainian and Belarusian. However the linguo-historical aspect of this question has not been studied.

The purpose of this article is to reveal the features of the study of the [e] > [o] East Slavic transition in the Russian and Ukrainian comparative studies of the XIX century – 30s of the XX century with the emphasis on the methodological aspect.

This objective is specified in the following tasks: 1) to reveal the features of studying the [e] > [o] transition in the comparative-historical linguistics of the XIX century – 30s of the XX century; 2) to give a comprehensive description of the relevant concepts in terms of modern comparative studies and linguistic methodology; 3) to show the novelty of some of the provisions, which retain their relevance to modern linguistics and wait for further deepening and development; 4) to disclose the potential conflicts of the past linguists' concepts; 5) to trace the fate of comparativists' ideas of the XIX century – 30s of the XX and researches of the future generations of linguists.

In accordance with the purpose and objectives of the research, the actualistic method has been applied.

As the research shows, the obtained results of the Shakhmatov`s significant work was the great contribution to the historical phonetics (and nascent historical phonology) of East Slavic (and wider – Slavic) languages. He, as well as the representatives of the Kharkiv school, has achieved such results thanks to the wide use of modern dialect data as the preferred source of studying the history of the ancient language and material written records as the most important of subsidiary means (given a wide variety of sources).

We see the prospects for our further studies in deepening researches on other historical phonetic laws in European linguistics of the XIX century – 30s of the XX century.

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SYSTEMATIZATION OF TEXT CATEGORIES: PROBLEMS AND PROSPECTS

One of the most disputable questions of modern linguistic studies is the problem of text categories differentiation. The researchers made numerous attempts aimed at classifying these categories, constructing their hierarchy, determining the key ones, but it couldn't eliminate inner contradictions of such theories arising from the homogeneous principles of text categories description. It is proved to be impossible to describe text categories as the parameters of identical nature.

Unlike the earlier theoretical conceptions based on the formal and semantic criteria, the new investigations conducted in the framework of cognitive-communicative approach tend to be more fruitful, since they combine the analysis of formal and semantic characteristics of the text with the description of speech subjects.

E. Levchenko suggested to distinguish primary and secondary text categories. The former are referred to the text itself, the latter are related to the participants of communicative process, represented by the Author and the Reader. This differentiation seems to be the most acceptable and promising, as it takes into account the polysystemic principle of text organization.

We consider the text as a semiotic polysystemic integrity characterized by three semiotic spaces (text-as-a-message + text-as-a-communicative unit + text-as-a– connotative unit), determined by particular text categories. For all that, text categories should be viewed as semiotic ones and defined as bilateral notions: the information, focused in one or another text sub-system, has a specific form of language representation.

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THE RANGE OF TRANSPOSITION PROBLEMS IN MODERN LINGUISTICS

The problem of the transportation of parts of speech has not been made clear in linguistic circles yet. It proves to be the most disputable in modern linguistics. There is no accord among Ukrainian, Russian as well as among Western European or American scholars as for this speech phenomenon. However, the fact of the existence of the parts of speech transposition is not denied as well.

Nowadays, the transposition is interpreted in a broad and narrow meaning: a) in a broad one – it is any figurative use of a speech form, b) in a narrow one – the transposition (or functional transposition) testifies the conversion from one part of speech to the other or its use in the function of another part of speech. The transposition in linguistics can be observed in three fields, namely, in: world-building, morphology, and syntax. No matter how diverse in general theoretic aspect is, the phenomenon of transposition can be treated, if defined as a linguistic phenomenon of its own with its specification, as an area of study and problems.

Complex analysis of multi-aspect problem of parts of speech transposition can be carried out given several directions of study: 1) the research of theoretical issues on the conception of parts of speech transposition; 2) the methodology and methods of the research; 3) the analysis of the prehistory of the theoretical transposition research; 4) the generalization of linguistic circles as for the parts of speech transposition in European linguistics; 5) the characteristics of scientific prospects as for transposition in modern linguistics; 6) the prognostication of the further development of the transposition theory.

Detailed analysis of the problems of the part of speech transposition in scientific literature leads to the conclusion that traced problem has not been solved completely. It was studied in linguistic perspectives opportunely which brought about the necessity of an appropriate special complex research.

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METONYMIC TRANSFERS AS A WAY OF NEWSPAPER NAME CREATION

The article focuses on the study and contrastive analysis of the use of metonymy in the nomination of newspapers in English, German, Russian and Ukrainian. The study of the metonymic transfers has made it possible to establish common and distinctive features of metonymy used in newspaper names of specified languages.

Metonymy is a type of semantic shift, a universal mean of reinterpretation and transfer of a name from one denotation to another. As a secondary nomination unit metonymy is based on the logical association of contiguity. As a result the following types of metonymic transfers are distinguished: causal, local, attributive, temporal and partial (synecdoche) ones.

The productive models in all newspaper names are based on metonymic transfers. The most frequent type is the causal one. Its model WAY OF PRESENTING INFORMATION FOR NEWSPAPER NAME makes 64 units. Another most common model AREA FOR NEWSPAPER NAME makes 53 units and relates to the local type of metonymic transference. Most of newspaper founders simply follow the traditional designs based on functional side of newspapers that is to transfer the information. Thus, the use of words indicating the way of information transferring emphasizes the basic function of newspaper and print speed of articles.

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THE NOTION OF THE CATEGORY OF CAUSATIVITY. THE MAIN TENDENCIES IN ITS RESEARCH IN MODERN LINGUISTICS

The article focuses on the main aspects in research of the category of causativity in modern linguistics. Causativity is a universal linguistic category, which exists in different languages. Cause and consequence relations of phenomena express necessity due to objective laws. One of the most important principles of scientific knowledge is to examine the phenomena in terms of their natural connections. Linguistic researches of causal relations reveal the essence of important linguistic patterns and play a crucial role in this field of knowledge of the world, thus presenting both practical and theoretical interest. In linguistics, there is the issue of causality alongside with the category of causativity. Causality is considered in terms of broad categories. If causality unites all the individual values that make up conditionality (e.g.: premise, base, conditioning, proof, evidence, argument, link, target, incentive) and is expressed in the language with syntactic means (e.g.: by means of a complex sentence), then causativity highlights from all individual values only target and incentive. According to the plane of expression, causativity is divided into morphological, lexical and syntactic. Some authors also distinguish lexico-syntactic and semantico-syntactic causativity. The category of causativity is studied taking into consideration the meaning of "causing something". Semantics of causativity is interpreted within the causative situation.

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DEFINITION OF THE TERM "CAUSATIVITY"

The notion of causativity (causality) comprises a wide range of language phenomena: from constructions with personal agent, which influences the person/object, and causes the reaction of the latter, and to the constructions, which express causal relations. In other words, the semantics of causativity is dealt with from two points of view: ontological – through the notion of "causativity"/"causation" and pragmatic – "motivation". In the latter case depending on the restrictions on the intentionality of the causer, productivity of the causative influence, semantics of the causative action, the causative constructions are seen as the constructions where the agent is expressed by a person.

In the present research, causality is considered from the perspective of the ontological approach. The notion of causality is connected with the expression of the causal relations in the language, i.e. when one action is the reason of another action or state. Functional-semantic category of causality is characterized by a wide range of means of expression (lexical, word-building, morphological, syntactic). Increased interest in studying means of expression of causality is caused by that fact that they constitute a large and communicatively important group.

Functional-semantic category of causality is known to find its expression at different levels of the language system, although the main lexical means of expressing causality is considered to be causative verbs, interpretation of which is characterized by inconsistency. In general, linguists single out causative verbs as transitive verbs with the meaning to transfer to such a condition or to cause the carrying out of such an action, which is expressed by the corresponding verb stem.

Based on this interpretation of causative verbs, the present research includes causative verbs, which cause other action or state, which is expressed at least in two situations, connected with each other with causative relations and representing cause-and-effect relations on the referential level. Thus, derivative causative verbs are the verbs, united by the common causative meaning, created (in the paper the terms "created" and "motivated" are used as synonyms) from different as for their part-of-speech belonging motivational stems with the help of derivational means, proper for the formation of verbs, i.e. the units, which form word-building category of causality.

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HODONYMS OF KRYVIY RIH THAT REPRESENT PERSONALITIES OF NATIONAL VALUE

This paper examines hodonyms as one of the types of urbanonyms of Kryvyi Rih.

The research of hodonyms is evidence of the fact that they are an integral system of semantically and structurally motivated names for indicating streets, alleys, boulevards. These names are specific source of information about Kryvyi Rih as they reveal history, culture and traditions of the inhabitants of the town.

The article shows two groups of hodonyms: 1) hodonyms that represent animate nature and have semantics of glory and aesthetics; 2) hodonyms that represent inanimate nature. It focuses on hodonyms with the semantics of glory motivated by antroponyms. These names can be divided into three groups:

1) names formed in honor of foreign personalities; 2) names in honor of local personalities; 3) names in honour of personalities of national value.

The paper focuses on the names of national value. There are three thematic kinds of this group: 1) names in honour of those, who contributed into spiritual sphere of humankind, namely artists: Verbitskiy street, Franko street and others; 2) names in honour of Ukrainian statesmen and scientists: Makarenko street, Bohdan Khmelnytskyi street; 3) names in honour of military men and party figures: Timoshenko street, Shulga street, Rybalko street and others.

The analysis shows that hodonyms representing personalities of national value have democratic, pro-Ukrainian nature and correspond to the idea of Ukrainian toponymic system.

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FORMATION OF GRAMMATICAL COMPETENCE OF UNIVERSITY STUDENTS OF NON-LINGUISTIC FACULTIES IN THE PROCESS OF LEARNING ENGLISH

The main idea of the article is the general characteristics of the grammatical competence and formation the grammatical competence.

The purpose of the article is to give the reader some information on problem of the grammatical competence formation.

The article touches upon such theoretical questions as vocal activity (listening, manner of speaking, reading, writing); component of competence (knowledge, ability, relation and skills); basic constituents of communicative competence; grammatical competence definition and basic components of the grammatical competence.

The author explains how to form rational system of exercises for practical application of the grammatical competence; offers different types of exercises (basic and additional); provides practical advantages of application of testing during the study of foreign language for university students of non-linguistic faculties.

Much attention is paid to exercises for the formation of grammatical competence and short characteristics of means for the grammatical competence formation.

The author comes to the conclusion that during the practical type of activity in foreign language for forming grammatical competence, there are numerous practical possibilities for a future specialist and perfect user of foreign language.

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THE MAIN DIRECTIONS OF STUDIES OF ECONOMIC DISCOURSE

Economic discourse is a sociocultural linguistic phenomenon that integrates all manifestations of people's economic relationships and their respective texts. Discursive dimension of objectification of economic consciousness can provide objective data on the state of economic knowledge and concepts of a particular linguistic cultural community. All varieties of economic discourse are represented in communicative (discursive) practices, which can be studied from the point of view of their respective thesauri, sets of basic metaphors, structures of communicative acts, etc.

The formation of economic discourse has been caused by a rapid development of economic terminology and its adoption into the general vocabulary. At the same time, the structure and content of economic terms have undergone significant changes due to the need to adequately reflect economic realities and to shape particular visions of such realities. Thus, modern dictionary entries for the terms *биржа, банк, маклер, маркетинг, конкуренция, рента, тейлоризм* and *рейганомика* modify ideological components of such terms. The Soviet concept of *дефицит* (pointing to scarce consumer goods – *дефицитный товар*) is disappearing from day-to-day economic consciousness, and the economic term *дефицит* is now interpreted as "a loss; an excess of expense over revenue" and is tied to the term *бюджет*.

Socio-economic changes cause changes in discursive practices – which evidence the emergence of new ideologies and identities, the commingling of discourses and interaction of semiotic codes that enable the transformation of discourses. While undergoing changes, the existing discursive practices are being assigned new names, transferred to other contexts and adapted to novel situations. For example, the new economic discursive practice reflects the use of euphemisms as a tactic for promotion of inexpensive goods (note the emergence of attributive phrases with the term *бюджет*: *бюджетный ремонт, бюджетный отдых, бюджетное свадебное платье*, etc. – meaning "cheap", "economical").

The analysis of linguistic representation of economic consciousness through discursive practices can uncover particularities of the structure and qualitative dynamics of the economic component of the conceptual structure of consciousness, as well as identify the main trajectories of the development of such component.

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LITERARY MODELING OF IMAGE OF ARTIST IN V. STUS' AND R.M. RILKE'S WORKS

The topic of art and the artist, which took a significant place in world literature of the late XIX and XX centuries, is considered in the article. V. Stus' and R.M. Rilke's works belong to different national cultures and literary periods. However, both poets have inherent similarities not only in the artistic development of certain topic, but also in the model, the dialectic of image understanding of global issues of being. Both of them are Orpheus, the two artists, whose poems have proven that art is an eternal category of being of spirit, the core of time consciousness. The proportions of ability in these two outstanding personalities combine with the ability to stay in the real world and to work for its preservation.

R.M. Rilke asserted that the artist must "die" for life to create as Orpheus dies for the life, reviving the beloved in art myth with the help of the power of his own singing. V. Stus' road to eternity was constructed similarly. All his poetry, all walled-in art is a pain of mortaring soul and at the same time – the will, formidable spirit and faith.

V. Stus' and R.M. Rilke's personae are examples of the assumption that high art is not possible without pain. A man who seeks to get closer to God suffers; an artist suffers, and it gives him the strength and inspiration. The artist is alone, as well as God is. Art can be understood not by everyone and its essence and purpose are also hard to understand. However, the R.M. Rilke's persona and V. Stus himself deliberately refuse their earthly existence in favour of a true spiritual life.

COMPARATIVE, HISTORICAL, TYPOLOGICAL LINGUISTICS

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MOTIVATIONAL MODELS OF THE NAMES OF MATERIAL CULTURE ARTIFACTS IN THE ENGLISH AND UKRAINIAN LANGUAGES

Analysis of motivational models of lexical items at various levels remains an important part of modern linguistic studies. Studying the nomination motivational bases of artifacts names is of particular importance in the sense of anthropocentric paradigm of the study of linguistic units.

The object of study of this paper is the category of objects of material culture in the English and Ukrainian languages. The paper considers motivational bases of artifacts names.

Any artifact is a real-world object with certain properties and characteristics which can serve as a motivational basis for its name. Motivation feature for the nomination is not necessarily the most important objective, but is crucial from the point of view of the nominating person.

Different properties of the object can become a motivational feature: the material of the manufactured object; its purpose or function; action performed by the object, or that runs over it; time and place of use; value of the object; evaluation characteristics. The basis of this process is the mechanism of metonymical transfer. Artifacts can also receive metaphorical names, which are based on similarity to another object that exists in reality or in the mind of the nominating person.

The analysis suggests that models "size – an object of this size", "shape – an object of this shape", "colour – an object of such colour" are productive in the English and Ukrainian languages.

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INVENTORY OF SEMANTIC DERIVATIONS

The purpose of this article is an attempt to inventory the types of semantic change, i.e. catalogue of semantic derivation, which represents and systemizes already set facts of semantic derivation. That is, neither causes nor mechanisms of semantic derivation are not explored: a catalogue creates a data base for these tasks, as well as some of the others – it can serve a task to find semantic criterion of reconstruction. This catalogue can be used to solve problems of typological character, ultimately – for the construction of a certain semantic typology by identifying the most stable semantic relationships that exist simultaneously in several languages and repeated throughout the history of one language. The basis of the study material is Russian and several European languages.

The idea of such a catalogue of semantic derivation is not entirely new. In 1964, O.N. Trubachev based largely on the ideas expressed in a famous article by E. Benveniste proposed the idea of creating a "Dictionary of Semantic Transitions".

This dictionary was conceived as a purely diachronic and had to serve the purposes of etymology – to provide semantic criterion of reconstruction. This project, however, has not been done.

The unit of the catalog is a semantic derivation, understood as a bilateral nature, i.e. unit having a plane of content and expression: the first one is a pair of meanings related by semantic derivatives ('a' ↔ 'b'), the second one – is the set of realizations of semantic transition, i.e. a list of words in which it is presented – synchronously or diachronically.

Thus, one can conclude that the catalog of semantic derivation constructed according to the above-mentioned principles, is designed so that it will be constantly updated with the new ones as well as metalanguage will be specified.

At a certain level of formalization of presenting information, the catalogue will be converted to a database.

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SEMANTIC FEATURES OF METAPHOR IN JOURNALISM IN ENGLISH AND UKRAINIAN LANGUAGES

The article is devoted to the semantic features and classifications of metaphor in journalism on the material of English and Ukrainian languages.

Metaphor in journalistic texts is necessary for the functioning of language media, which is popular and can be found in almost all areas of journalistic text. There were analyzed different kinds of metaphors in the English journalistic texts ("Guardian" and "The Wall Street Journal") and metaphors in the Ukrainian text ("Sohodni", "Ukrainska Pravda" and "Fakty ta Komentari").

All metaphors in journalism based on the material of the English and Ukrainian newspapers are divided by the number of semantic classifications. One of the most frequent metaphors' semantic classifications is by the subsidiary subject, which was analyzed in this article.

The identity of the semantic classification is established by analyzing the semantics of metaphor in journalism. However, the difference between the English and Ukrainian languages is the frequency of metaphors types' functionality by the subsidiary subject, which is schematized with the examples given in the text of the article, generalizing the means of representation of the semantic metaphors classifications' characteristics in journalism on the material of the English and Ukrainian languages.

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TEMPORAL PARTICIPLES IN ARABIC AND UKRAINIAN LANGUAGES IN COMPARISON

The article outlines the peculiarities of the temporal participles functioning in Arabic and Ukrainian languages in comparison. It defines their role in the structure of the functional-semantic field of temporality.

In addition to verbal forms that directly express the temporal semantics, there are language means that refer an action to the past, present and future non-categorically. Participle, along with some other verbal forms, is one of the main components of a temporal-aspectual and temporal complex in Arabic and Ukrainian languages. Categorical participles belong to the functional-semantic fields of taxis, and thus represent temporal-taxis relationship. They are, however, means of temporal semantics expressed non-categorically in the structure of functional-semantic fields of temporality.

Paradigmatic meaning of time in Ukrainian participles is not dominant, but we can't completely deny its existence. In objective reality, a sign due to the action, process and state is not possible without time factor. That is why the idea of time as one of the objective characteristics of the participle is quite natural. Temporal semantics of participle is directly related to the verb.

In Arabic, participles (active and passive) can function in all three time dimensions, and in most cases are determined in categorical situations. Thus, this construction expresses the long-term action as an inherent variable feature of a subject in a certain period of time.

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THE CONCEPTUALIZATION OF MAN'S GESTURES AND FACIAL EXPRESSION IN PHRASEOLOGICAL UNITS IN UKRAINIAN AND SPANISH

The article is devoted to the analysis of Ukrainian and Spanish phraseological units with somatic component, based on the categories of gestures and facial expressions of a man. The comprehensive research is aimed at semantic analysis and cognitive description, which involve the identification of features of somatisms meanings conceptualizing in Ukrainian and Spanish phraseology. The analysis and classification of material selected from phraseoligical vocabularies of two languages have been carried out. Several groups of idiomatic phrases have been distinguished. They describe man's gestures, postures, movements and facial expressions. The phraseologisms in Spanish usually include such somatisms as *brazo, mano, cabeza, pie, uña*. In Ukrainian language gestures and movements are revealed in a great amount of phraseologisms with somatisms *бік, голова, рука, ніс*. Both Ukrainian and Spanish phraseologisms can conceptualize different spheres of reality: man's communication reactions, his or her psychological, physical or intellectual conditions, feelings and emotions, behavior and human activity, relationships between people. The practical material shows that in Spanish there is more variation in the ways and means of expressing emotions and feelings .The results and conclusions of the research are important for further investigation of a number of topical issues of Ukrainian and Spanish phraseology and also the general theory of phraseology, cognitive linguistics and ethnolinguistics; for the study of the anatomical world view peculiar to Ukrainian and Spanish languages.

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THE STRUCTURAL AND SEMANTIC CHARACTERISTICS OF THE DERIVED NOUNS-TERMS OF THE SECTOR OF ENERGY EFFICIENCY TECHNOLOGIES IN ENGLISH

The article deals with the structural and semantic characteristics of the derived nouns-terms of the sector of energy efficiency technologies in English. The basic notions of the term and terminology are analyzed along with their correlation with the standard language. Today, fast development of technologies creates favorable platform for more detailed study of the term and terminology. Despite the fact that terminological systems have always attracted the attention of the scholars, the terms of the sector of energy efficiency technologies (namely derived nouns) have not been the subject of special research. The classification of the derived nouns-terms is provided according to the part of speech of the base words and specifics of the derivational affixes.

Derived nouns of the sector of energy efficiency technologies are secondary formations that semantically depend on the base words and the derivational affixes. The nouns derived from the verbs with the attachment of the suffixes -ation/ion, -er/or, -ing comprise the majority of the material under analysis. Derived nouns relevantly express the following: action, mechanism/appliance, performer/participant, process. Prefixes and semiprefixes appeared to be less productive in the formation of the derived nouns-terms of the sector of energy efficiency technologies. Semiprefixes are treated as root morphemes of Greek origin that lost their genetic relation with the roots and underwent desemantization.

Further research into the derived nouns of the terminology of the sector of energy efficiency technologies can valuably contribute to the lexicography when composing relevant English-Ukrainian dictionaries.

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REPRESENTATION SPECIFITIES OF THE WORLD LANGUAGE PICTURE OF THE MILITARY SPHERE (BASED ON THE ENGLISH AND UKRAINIAN LANGUAGES)

Nowadays in linguistics the linguocultural and conceptual trend is very topical in the context of defining and revealing the general and national specific features of the language of different nations. The present article deals with the term "world language picture", its origin and development. Different approaches to its definition are highlighted in this work. The purpose of the study is to identify the national-cultural specificities of the world language picture of the military sphere in the English and Ukrainian languages. Consequently, the world language picture condenses the human knowledge and experience, which is verbalized and stored in the national memory. Starting from Sapir-Whorf hypothesis of linguistic relativity, apparently, there are universal concepts. The concept WAR is one of the basic concepts of any culture and has a great axiological value. Moreover, the history of mankind in general and the history of each civilization is a history of wars. The world language pictures of the military sphere in both languages reveal the ethnic features of the way of perceiving the concept WAR and adjacent military concepts by the English and Ukrainian peoples. A number of meanings of the mentioned concept characterizing military consciousness of both nations as an integral part of mentality are singled out. As a result, the concept WAR was modelled as a frame. The basic meaning of the frame WAR does not differ in the English and Ukrainian languages: "armed conflict between nations". Findings suggest that the United States' diplomacy takes an active part in solving a large number of international armed conflicts and disputes, the opposite situation is observed in Ukraine. Ukraine has always tried to maintain neutrality in relation to the military situation in the world. This research lays the foundation for further research into the verbalization peculiarities of the concept WAR in the English and Ukrainian languages.

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STRUCTURAL AND SEMANTIC PECULIARITIES OF CAUSAL PREPOSITIONS IN ENGLISH AND MODERN GREEK

The problems of classification of English and Modern Greek prepositions and their structural and semantic peculiarities are touched upon in the research.

English prepositions originate from adverbs, nouns, adjectives, participles, thus they can be subdivided into adverbial, nounal, verbal and participial.

Prepositions with causal meanings occupy an important place in the prepositional system of English. There are 16 prepositions with causal meaning in English. They are *after, at, by, for, from, in, of, on, with, out of, because of, by virtue of, due to, on account of, owing to, thanks to.*

There are several approaches to classifying Modern Greek prepositions. Some researchers distinguish general (prepositions that are used most often) and scientific or obsolete prepositions (those that originate from Ancient Greek and are used only in formal style or set phrases). Others divide Modern Greek prepositions into general usage prepositions (those that are characterized by a wide range of meanings) and specific usage prepositions (prepositions that are characterized by a more concrete meaning).

Prepositions that can express causal relationship occupy a prominent place in the prepositional system of Modern Greek. There are twelve prepositions with causal meaning in Modern Greek. They are από, για, εκ/εξ, εκτός, ένεκα / ένεκεν, εξαιτίας, επί (επ', εφ'), λόγω, με, σε, υπό (υπ', υφ'), χάριν. According to the structure they are simple prepositions. However, there are three disputable prepositions among those with causal meanings, because not all linguists admit their causal meaning. These prepositions are εκτός, επί, υπό.

In conclusion, we should say that both English and Modern Greek are characterized by a number of prepositions with causal meaning. Modern Greek has three causal prepositions, while English is characterized by a number of composite prepositions. Causal meaning is principal in their semantic structure.

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THE METAPHORIZATION DEVICES OF ENGLISH, FRENCH AND UKRAINIAN ICHTHYONYMS

The article is devoted to the cognitive onomasiological analysis of English, French and Ukrainian ichthyonyms (fish names). With reference to O. Selivanova, we distinguish the following motivation types: dictum propositional, associative terminal, modus, mixed and mythological.

Associative terminal type of motivation is metaphoric and it is characterized by using the signs of one conceptual sphere to define the objects and phenomena of the other conceptual sphere. The conceptual sphere OTHER ANIMAL is the donor sphere for ichthyonyms based on the principle of zoomorphism.

There are three varieties of associative terminal type of motivation: gestalt, metaphorical diffusional and metaphorical structural. As far as ichthyonyms are concerned we can tell that only two of these types are used: gestalt (which uses the visual, acoustic and other types of images when naming fish) and metaphorical diffusional (which is based on the analogy of the behavior scripts).

The gestalt variety of motivation uses such visual images as the similarities of the body (or body parts) structure of fish and other animals (*snake eels, shrimpfish, toadfish*) and the analogy of color (*tiger shark, leopard shark*). The acoustic image is used in the name *grunt*.

The metaphorical diffusional variety is less popular. It is used when the behavior scripts of fish and other animals are similar (*viperfish, salamanderfish* etc).

TRANSLATION STUDIES

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SPECIFICS OF THE RENDERING OF THE PORTRAIT MACROCONCEPT ON THE LEVEL OF WORDS IN THE TRANSLATIONS OF THE GERMAN LITERARY TEXTS

The article investigates the problem of rendering of portrait macroconcept in Ukrainian translations of German literary texts. The research was performed due to comparable aspect in the framework of the contrastive linguistics aspects.

The research focused on the study of the portrait conceptual semantics in the meaning structure of the lexical units and on the analysis of the possible language ways of their transmission.

Taking into account that all previous researches have been undertaken from the linguistic viewpoint, there is an actual need in the study of the semantic component 'portrait' in the terms of translation of the meaning structure of lexical units and analysis of all possible means of language used to transfer the 'portrait' semantic during translation.

In connection herewith, the assumption about the existence of the semantic component 'portrait' in the meaning structure of lexical units of the source language and its influence on the choice of means to reproduce the portrait macroconcept in the target language is one of the fundamental hypotheses.

In contrast to previous studies, the actual side of this research is the analysis of status of the translation units and language means of reproduction of portrait macroconcept in the translations of belles-lettres and the illustration of possible translation difficulties in the course of rendering this phenomenon on the level of words.

The overview of the translation difficulties showed necessary results. The exemplifying of representation and language realisation of portrait macroconcept in German fictional texts illustrated its transmission into the Ukrainian language on the level of words due to the using of some translation transformations.

The research has been based on the cognitive-orientated method and performed within the framework of the constitutional, pragmatic and cognitive paradigm.

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PECULIARITIES OF CONCEPT'S VERBALIZATION IN A TEXT OF CULTURE: TRANSLATIONAL PERSPECTIVE

The paper gives an insight into the problems of defining the notion of "concept" relevant to translational studies. Under analysis are the dominant constituents of the concept KRAI (Homeland) and means of its verbalization in a source text. The accent is given to the linguistic characteristics the recoding of which is instrumental in adequate realization of conceptual background of the source text in translation. The notion of "linguistic concept" is understood as a verbalized by linguistic means cultural concept in a "text of culture" (in terms of Y. Lotman). The world vision in Ancient cultures was comprehended on the basis of space separation, when the main criteria of division was the opposition "one's own : alien". In their turn, the concepts ONE'S OWN and ALIEN belong to the most archaic, as they reflect the background of collective, mass and national worldview. Coming back to the concept KRAI (Homeland) one should state that within translational perspective there is no word equivalent to the notion KRAI in British linguistic and cultural tradition. However, the absence of linguistic form of the concept's realization does not state for the absence of the relevant concept in this linguistic and cultural tradition. In our opinion, the lexical elements with national and cultural specificy comprise the conceptual development of the definite concept within the textual realization.

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TRANSLATION STRATEGIES OF ETHNOCULTURAL CONCEPT REPRODUCTION

In this article wide-ranging research is dedicated to the study of ontological categories of language, ontology of the world, the problem of resolving or even partial interpretation of which can bring us closer to deeper knowledge of mechanism of translation. It concerns ways and methods of reproduction in translation basic conceptual notions which are the results of cognitive activity of a person and reflect major linguocultural values of a specific area. So, the paper presents an overview of different approaches and strategies of translating ethnocultural concept that represents conceptual and language picture of the world. Concepts are linguo-cognitive and linguo-culturological mechanisms, translation of which needs culture-specific knowledge and methods for organizing information within different cultures. Modern linguists have different views according to main strategies in reproduction of ethnocultural concept. Thus, divergences of linguists according to definition and interpretation of the notion of "translation strategy" are examined in the article. Strategy is one of the main concepts in modern translation studies, which has a narrow and broad interpretation. Some linguists correlate the concept of strategy with the corresponding concept of problem. Other scholars consider translation strategy as a mechanism or method that is used to solve a particular problem in translating the original text. Basic translation strategies applied by translators in the process of adequate reproduction of ethnocultural concept are analyzed. Two opposite strategies – translation dispersion that is scattering of the original text, and the notion of translation convergence that leads to creation of a peculiar common noun that accumulates several meanings are placed in a border context. The article also highlights the influence of each translation strategy on translation quality.

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IN A FEW WORDS ON ARTISTIC TRANSLATION

The article deals with the artistic translation and some peculiarities of this kind of translation. It is stressed that artistic translation is an art and interpreting is a craft. The author considers the artistic translation as a continuation of the creative translator's individuality. The present research focuses on the correspondence of the translator's creative manner to the writers' style and manner. William Shakespeare's Sonnet 130 and its translations which were written in different times by the distinguished Ukrainian writers and poets – Ivan Franko, Igor Kostetsky, Dmytro Pavlychko and Dmytro Palamarchuk are taken into consideration. The author of the research aims at scrutinizing the translators' individuality of the above-mentioned writers and poets and their speech personality that is reflected in the translated texts. It also dwells upon the specific role of the translator's creativity, translator's strategies and mechanisms during the process of translation. It is also emphasized that translation not only influences the way we live and shapes our lives, but transforms the world and it is one of the ways that spreads culture.

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"THE TALE OF THE SHOE" BY EMMA DONOGHUE IN THE CONTEXT OF THE QUEER STUDIES

In "The Tale of the Shoe" Emma Donoghue deconstructs not only the original version of "Cinderella", but also the social stereotypes presented in it, such as an idea of marriage as a central concept with the obligatory "happy end", the idea of characters' heterosexuality in this fairy tale, the key dichotomies: "positive/negative character", "good/evil", "native/non-native", "poor/rich" and others. The writer puts on the first place those conflicts, which were marginal in the former receptive practices, and those problems, that were omitted by literary critics, to present a modern version of an old story.

We can construct the following model of Cinderella's sexual identification: beginning/internal cleansing – personal prime – changes/passion. The transition between these stages is reflected through the image of stranger, who helped Cinderella to transform from a passive into an active character in terms of awareness of her true nature. Theorists of the "queer" studies use the term "coming out" to characterize this last stage, when the display of real self is finally possible. However, E. Donoghue provides very little information about the stranger in "The Tale of the Shoe", underscoring the complexity of the character in the context of the main problems of her remake.

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FOUNDATIONS OF ECONOMIC TRANSLATION

The specific feature of the world economy development nowadays is not focus on the experience of the goods production or sale, but on the information and communication. Translation has become an indispensable component of the internationalization of the economy. Economic institutions and companies for their own successful development are forced to work on international arena in a foreign language environment. They need experts in economic translation. The important task of science is to differentiate economic translation as a separate section of knowledge and to develop its proper scientific and training base. The purpose of this article is to identify the economic translation and to analyze its specificity in theoretical and practical aspects.

Professional translation is not possible without linguistic and stylistic analysis of texts, based on their classification and typology. Productive for the differentiation of economic texts we consider the texts typology of German researcher Catarina Rice. Having applied it to the economic texts, and on the basis of a functional orientation of texts, we have divided them into four main types.

The first type includes professional texts: article in the Dictionary of Economics, abstracts to economic articles and dissertations on issues, economic studies, tutorials, training literatures, business correspondence, products specifications and official papers. The main requirement for the translation of such texts is to ensure invariance at the level of content. Nuclear units in these texts are the terms. Their translation requires specialized economic knowledge and proficiency in the terminology of the languages of translation. The second type includes professional texts of established fixed forms (different economic documentation) and literary texts – works of fiction that contain economy (essays, biographies, satires, jokes, aphorisms, short stories, novels, epigrams, etc.). In these types of text, the main role belongs to the way in which the author lays out its contents, that is a form of notification. This shall be similarly reproduced in the translation process. The texts of the third type have their effect, induce an action. These are primarily promotional text and promo, slogan, propaganda. Depending on the purpose, they can be considered professional and unprofessional. Linguistic form of content in texts aimed at appeal must be subordinated to specific pragmatic language requirements. The fourth type of economic texts are the texts of the media (radio and television programs, online communication) and economics presentation, targeted at the professional and the general public. The characteristic feature of this type of texts is the use of extralinguistic (technical) environment and non-verbal (graphic, acoustic and visual) forms of expression. In practice of economic translation, division between translation and interpretation is particularly important. Also, the economic interpretation is a separate type of translation work, which will be successful only if its organization is at a high scientific, theoretical and practical level.

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MODELS OF COMPLEX NOMINATIONS IN SCIENTIFIC-TECHNICAL TEXTS

Different text models of different spheres of human activity, realized in the process of communication, can be traced in scientific-technical texts as well.

Priority should be given to a social text model; it reveals social consciousness, since it traces the epoch and its scientific-technological achievements at a certain stage of development with regard to society's intellectual-social development.

The semantic model is grounded in the social one, since the level of thinking and societal development helps depict the surrounding world and evaluate it. In any text this model reveals the content that actualizes fundamental meaning. Both meaning and content are usually linked in scientific-technical texts with technological progress, namely, achievements in the scientific and technical spheres, development of a specific industrial branch, industrial development, and innovative technologies.

The information text model characterizes a text as the reflection of specific area of human activity and one of the means of informing the reader about it. This model can be associated with the problems of globalization.

Complex nominations in scientific-technical texts help identify a perspective model, which reflects on further development of a branch of industry or society as a whole. This plan of the future, as a perspective of further development, can be unfolded or folded, only drafted.

The intellectual model can be inherent in the text as real or potential. In scientific-technical texts sometimes it can be in the explicit in compliance with mental and society/societal members' creativity criteria.

These text models are realized in the plot structure and have their markers in complex nominations, all of them peculiar with regard to translation.

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CONTRASTIVE ANALYSIS OF PASSIVE CONSTRUCTIONS TRANSLATION AND FUNCTIONING IN ENGLISH SCIENTIFIC AND TECHNICAL DISCOURSE

Development of scientific and technical spheres, the progress of the science provided the necessity to research the technical and scientific discourse.

It's known that the language of scientific literature differs due to its certain lexical, grammatical and stylistic peculiarities. Lexical differences in the texts of various functional styles are visible even to the non-specialist (we mean a great number of special lexical units, terms in scientific texts).

The purpose of the article is determination and comparison of English grammatical phenomena (Passive constructions) in English-speaking scientific and technical discourse as a result of their translation into Ukrainian.

Realization of the given purpose involves solving a specific objective:

– to provide a complex contrastive translation analysis of grammatical passive elements' peculiarities in scientific and technical translation;

It's necessary to point out that the most specific feature of the scientific style is the terms of the certain technical sphere using: complex syntaxes structure, objectivity, impartiality and accuracy, availability of conclusions, rather frequent use of verbs in the passive voice, analysis and reasoning.

After analyzing the possible causes of passive constructions use, based on the classification provided in the article, we suggest to consider the following point: the main difficulties took place in the process of transitive and intransitive verbs analysis.

Based on the cases of passive construction of scientific and technical discourse use in the texts, we made the following conclusions:

– an uncategorized form of the verb (in the conditional clauses with passive constructions) indicates the group of grammatical difficulties of the constructions use connected with the peculiarities of parts of the sentences in English-speaking scientific and technical discourse;

– analysis of passive constructions of the scientific and technical discourse from the point of view of their cases of usage has demonstrated, that in more frequent cases intransitive verbs are used in the passive constructions in English scientific and technical discourse, then words in the predicate function with an adjacent direct addition and phraseological combinations.

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GRAMMATICAL MEANS OF A RESEARCH PAPER ABSTRACT IN THE ENGLISH AND UKRAINIAN LANGUAGES: CONTRASTIVE ANALYSIS AND TRANSLATION DIFFICULTIES

This paper discusses grammatical means characteristic of an English research paper abstract namely verb tense forms and constructions. It aims at a non-native scientific writer from Ukraine who takes an opportunity to present the results of the scientific research to a global academic community, as well as a translator in the field of science whose task is to adequately render the abstract into English saving its primary message and meeting the requirements set to this genre of academic writing. Previous studies have shown the use of verb tenses depends on the research stages described in the piece of writing and author's intention to stress the previous study, a thinking process or results obtained in the current research. Moreover, English and Ukrainian were identified to be of different language types that significantly affects the sentence structure and voice choice. However, these studies either considered authentic English scientific writing peculiarities only or failed to offer instructional steps to translate the abstract into English, especially when there is no grammatical equivalent in the two languages.

The current study sought to analyse specifics of an authentic research paper abstract, examine translation difficulties and suggest ways to overcome them while interpreting the abstract message. The research materials included 105 sentences from 16 authentic English research paper abstracts. Qualitative and quantitative research methods were used. Frequency analysis was applied to investigate grammatical means usage in the abstracts. Verb tense forms were approached quantitatively. Instances of correspondence and discrepancy between the grammatical means of the English and Ukrainian languages were compared with the help of contrastive analysis. Statistical methods were used to verify the quantitative data. Peculiarities of the verb tense and verb forms and constructions in both English and Ukrainian have been illustrated by providing translation analysis from grammatical perspective. The paper offers a range of grammatical transformations to find adequate translation tools which can be applied by non-native scientific writers and translators.

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ARTISTIC TRANSLATION AND COMPARATIVE LITERARY CRITICISM: TANGENCY POINTS

In the article, definitions of comparative literary criticism, comparativistics and artistic translation in lexicographic works and scientific researches are analysed.

It is noticed that an infatuation for the tendencies of interdisciplinary researches must not inflict harm to independence of theory and practice of artistic translation. Translation studies as science passes a way of formation today. It has rich practical material, which, to our opinion, will indisputably help to untie and set theoretical problems of translation studies. From the point of view of comparative literary criticism, translation appears as social communicative practice and in this aspect needs corresponding researches. Moreover, combination of principles of theory of translation and comparative literary criticism will give fruitful results for both disciplines.

It is marked that artistic translation and literary criticism are in close intercommunication, as they have a general object of research – artistic work in the language of original and language of translation, comparison of images in original and translated works. Without cooperation of artistic translation and comparative literary criticism, researches of history of literature and contemporary literary processes of both separate countries and the whole world, both separate literary directions and their cooperation through translation are impossible. Close contact of researches in literary criticism and translation studies contributes to solution of problems in literary criticism – for example, in elaborating the criteria for comparative literary criticism in estimation of foreign literature in translation and literature on the whole.

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SPECIFICS OF FORMING THE SUSPENSE EFFECT IN PSYCHOLOGICAL THRILLER FILM ON THE LEVEL OF PLOT AND COMPOSITION: TRANSLATIONAL APPROACH

The article aims at defining specific features of plot and structure of psychological thriller film text and outlines their role in creating the effect of suspense; raises disputable questions, concerning rendering of the generic plot and structure's features of the psychological film text within translation.

The study highlights up-to-date translational problematics, taking into consideration the lack of scientific attention to thriller film genre and its most problematic subgenre – psychological thriller; the growing interest of Ukrainian scholars to theoretical description of audiovisual and media translation; and also the tendency in Translation Studies of the last decades to ground investigations on M. Novikova's theory of the genre's stylistic dominant (GSD). She claims that it is necessary to take into account the GSD while translating texts of different genres, what presupposes contextual analysis of the source text and the adequate rendering its obligatory and optional generic features into the target text. This study is based on crossdisciplinary approach, combining the classical and modern theoretical investigations in the field of Linguistics, Translation Studies, Literature, Semiotics as well as Film Studies and Theory of Communication.

As our investigation has shown, knowledge of the rules of plot and structure, specific to psychological thriller film genre, helps to level up the translation. Plot features mainly play the genre-identifying role on the pre-translation stage and point out which translational strategies are relevant to this genre. However, the rules of composition are important while the process of translation, as their observance essentially influences the adequacy of rendering the GSD of psychological thriller film, preserving pragmatics of the source text.

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SOCIO-CULTURAL AND COMMUNICATIVE-PRAGMATIC ORIGINS OF TERMINOLOGICAL VARIATION AS A CATEGORY OF MEDICAL TRANSLATION

A translator of medical texts (both oral and written) often faces the phenomenon of terminological variation, which significantly complicates the understanding of the original text and questions the adequacy of translation. Proficiency in terminological equivalents, as well as their application in the right context is not the highest measure of professionalism, as evidenced by the fact that the background knowledge of an interpreter in a particular field of medicine approaches to knowledge of specialist and subject component prevails in the translation competence.

Modern scholars generally agree that terminological variation at least partially is caused by the use of a terminological unit in different communicative contexts. Professional doctors are proficient in semantics and pragmatics of the industry, which is based on the principles of verbal interaction in various profession-related communicative situations and genre standards of text composition typical for medicine. Given this knowledge, they are able to choose from a number of possible matches the most appropriate for a particular situation or communicative genre. The translator, who often has no medical training and appropriate awareness of professional issues, is forced to do the same.

The study results indicate that the sources of variability of terminology in medical translation can be a variety of socio-cultural factors. The role of terminological variation in translation can not be measured as clearly positive or negative, as it both complicates and diversifies the translation, adapting it to the needs of the target audience and the type of translated material. An arsenal of translation strategies aimed to transfer terminological dictionary of medicine expands in response to a gradual widening of the conceptual apparatus of this branch of knowledge, but the main areas are developed in anticipation of a detailed translational analysis.

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SPECIFICITY OF THE ENGLISH LEGAL DISCOURSE AND PECULIARITIES OF ITS TRANSLATION

The problem of legal texts translating constantly arises due to the influence of extra-linguistic factors, processes of globalization and European integration. Although a large number of studies are devoted to peculiarities of the English translation of legal discourse, the issue of adequate interpretation of legal discourse and legal terminology contained in the laws, agreements, requirements, and regulations is urgent. There is no doubt that the language of legal discourse is not only extremely difficult (even for native speakers who have no legal training), but sometimes confusing even for professionals. Usage of simple, clear language seems necessary; errors, inaccuracies in interpretation, ambiguity that are inherent in legalese, are almost impossible in this case. Simple language does not require further explanation and interpretation. Perhaps in the nearest future, the English legal discourse undergoes simplification. The quality of legal translation in some way affects the efficiency of law enforcement, the degree of regulation of specific relations; therefore a translator must consider public purpose and legal usage. Seeking an adequate translation the interpreter should focus on a particular area of law, consider basic grammar features, find Ukrainian equivalents.

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COGNITIVE FEATURES OF METAPHOR TRANSLATION (BASED ON THE NOVEL BY A. GAVALDA "ENSEMBLE C'EST TOUT")

Interest in metaphor in the text of the fiction is associated with the new scientific paradigm and fundamentally different ways of presenting it as a component of the world picture, and the process of translation is presented as a specific mental operation, which allows to realize the author's intent and adequately display it in the target language.

Analysis of metaphorical correspondences in the text of A. Gavalda's novel "Ensemble c'est tout" and in the text of the translation shows that the transfer of metaphors at the cognitive level by translator, interpreting the author's intent, is required to most accurately recreate the metaphorical process of compression in the original language and the target language to build a frame model which would have the effect of a mental level that is adequate to reflect. Author's framework of weightlessness, insignificance of human existence is realized in metaphors, some of which can be attributed to universals, common to all of the world pictures. Such metaphors have direct equivalents in the target language. Being erased, the metaphor does not require a search for alternative mental structures for transfer to the target language. Thus, this model is universal, and most metaphors do not require special decryption.

Certain metaphors are transferred within the same frame, but partially change the image by reference to the more familiar metaphor. Some of the images, being author's novelty, require some effort of interpreter for substitution of the original image to a more familiar, without losing the expression. For this, the translator of the novel "Ensemble c'est tout" refers to the three main metaphorical models of LIFE IS HEAVY BURDEN, LONELINESS IS ILLNESS, MAN IS PHANTOM that can be transferred either by absolutely identical metaphoric models, universal for all cultures, or with partial replacement of components of frame structure by substituting with a similar frame, or a completely different structure with preservation of general information.

LANGUAGE AND MEANS
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PRESENTATIONAL STRATEGY AS ONE OF THE MOST IMPORTANT COMMUNICATIVE STRATEGIES IN ADVERTISING

This article deals with the presentational communicative strategy and its tactics in advertisements. Advertising as one of the main types of mass communication has become a part of our everyday life. The advertising text is focused on creating the image of a "perfect product", affecting the recipients and their behavior in the relation to the advertised goods. However, the practical problem is the determination of the concrete mechanism of realization of the manipulative influence of the advertising discourse through the formation of a proper communicative strategy.

The manipulative impact is created by the language means and devices. We define the communicative strategy as the complex of speech actions aimed at the achievement of the communicative purpose that is formed in the process of speech activity under the influence of the motif that is caused by a specific need.

The presentational strategy is one of the most important ones in advertising. It's the positive self-presentation of the advertising company and its products that will be associated with the latter for a long time. The most important tactics here are: "not for everyone, only for the chosen ones" (the main role in this tactics belongs to the personal and possessive pronouns), "addressing the authoritative sources", "appealing to universal truths" etc. Their language representation can be observed in the following: the use of the name of the advertised product, play on words, the bright headline with the emotive components, the rhyme, non-verbal means (pictures, print, photos, etc.) that help to realize the advertising functions and their influence on the recipients.

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LANGUAGE PERSONALITY OF ENGLISH SPEAKING TALK-SHOW MODERATOR: STRATEGIES AND TACTICS

The discourse of mass media largely influences the development of modern society, as it forms the outlook of its members, thoughts, beliefs, or emotional evaluation of certain events in the mind of every individual. This article analyses talk-show discourse exploring the language personality of English speaking talk-show moderator. Talk-show is regarded as a type of interview where the initiative belongs to the interviewer, topic is discussed beforehand and the main recipient of the information is a third party – audience. On the other hand, talk-show is characterized by less strict turn-taking procedure and non-formal atmosphere. Nevertheless, the interviewer still has to implement politeness to some extent, whether to mitigate a face threat that his question introduces or to soften the argumentativeness of his language in order not to be regarded as "rude" by the audience. To examine the politeness strategies of talk-show moderators, Brown and Levinson's Politeness Theory is applied. Politeness is regarded as Positive Politeness and Negative Politeness. The choice of politeness strategy depends on the guest's status and moderator's attitude to the guest. Findings suggest that negative politeness strategies are more commonly used by the interviewer. This research lays the foundation for further research in distinguishing other strategies and tactics used by the moderator.

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STATEMENT AND TEXT AS UNITS OF SECOND-LANGUAGE ACQUISITION

A means of socialization of secondary linguistic identity is successful communication, which allows to meet its requirements. For communication to achieve such features, secondary linguistic identity should be able to use the second language as a code. Relations between users and the linguistic sign in semiotics are determined by the concept *pragmatics*. In this regard, we believe it is important to consider the basic concepts of *pragmatics* to identify and describe the pragmalinguistic component of the process of second-language acquisition.

Pragmatic level of linguistic identity is formed in the process of second-language acquisition in the course of procedures aimed at mastering the necessary knowledge and formation of communicative competence. For a description of these procedures, we use the notion of pragmatic paradigm of the process of second-language acquisition.

The pragmatic paradigm of the process of second-language acquisition we understand as the totality of knowledge, providing proficiency in the second language in addressing the problem of socialization of secondary linguistic identity in foreign language society (*formation of communicative competence*), as well as the acquisition and use of community and national cultural knowledge.

Thus, the description of the pragmatic paradigm in the system of components – the pragmatics of speech acts, text pragmatics and pragmatics of second-language acquisition – was carried out to determine the place and role of pragmatic knowledge in the process of second-language acquisition in terms of domination of titular nation language.

INTERCULTURAL COMMUNICATION

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LANGUAGE AND CULTURE IN INTERACTION: METHODS OF APPROACHING THE SUBJECT

The article deals with the main theoretical approaches to the problem of interaction between the language and culture for studying the bases and regularities of the intercultural communication.

The last researches in the field of linguistics point out the substantial transition to the anthropocentric paradigm of knowledge and the language studying in consideration of extralinguistic and cultural factors. A large quantity of works about problems of intercultural communication indicates versatility of different schools' approaches and an ongoing academic discussion.

The first attempts to solve this problem observed in works of W. Humboldt, who asserted that internal form of language, were an expression of a national culture. Representatives of the Copenhagen structuralism school found a likeness between language and reality. It is also necessary to research the language interaction and culture very guardedly, because these are different semiotic systems. Language and culture are correlated in communicative processes in the ontogenesis and in the phylogenesis.

Today, in the course of solving the problem of the language and culture correlation, several approaches were formed. The first approach was developed mainly by philosophers. Its point is that the correlation between language and culture is a one-way movement so far as the language reflects the reality and the culture is the part of this reality, so it is the language which is the reflection of culture.

A question of the inverse influence of the language on the culture defines the main point of the second approach to the problem of the language and culture correlation. In the second approach this problem was investigated by the school of E. Sapir and B. Whorf, by different neo-Humboldtian schools that developed the so-called linguistic relativity hypothesis. The basis of this hypothesis is the belief that people see the world differently – through the prism of their native language. However, if every language reflects the reality in its own particular way, then, accordingly, languages differ in their "linguistic world pictures". There are works in which the linguistic relativity hypothesis is subjected to harsh criticism.

The third approach to the problem of the relationship of language and culture argue that language is a fact of culture. The language is an important way of formation and existence of human knowledge about the world. Reflecting in the process of activities of the objective world, man is fixing the cognition results in a word. Language can create verbal illusions that substitute the reality.

Thus, the role of language is not only in the transmission of messages, but primarily in the internal organization of this message. It appears that fixed language knowledge about the world, so to speak, necessarily includes national and cultural experience of a particular linguistic community. The world of informants of this language, i.e. a language picture of the world, is formed as a body of knowledge about the world, embodied in vocabulary, phraseology and grammar.

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DEVELOPMENT OF FOREIGN COMMUNICATIVE COMPETENCE OF STUDENTS OF TECHNICAL SPECIALITIES

The training program of students of language faculties envisages an achievement of experienced user level in foreign language by students in the certain field of communication. The speech competence of students must comply with such requirements: effective and flexible use of language with professional aims; clear, logical, detailed expression of opinion on difficult themes, demonstrating the conscious proficiency in grammatical structures.

Expansion of subjects of communication envisages the realization of careful selection of authentic materials that contain sociocultural and socio-linguistic elements that represent the subjects of the professionally directed sphere of communication. Processing of original texts of scientific and methodical character requires the high level of language competence of students.

Ukrainian enterprises' and organizations' entry to the international market, as well as development and distribution of new modern means of verbal and written communication predetermine the social demand for preparation of skilled specialists with practical skills and abilities in foreign professional communication and ready for the collaboration with the partners abroad. In this connection, the problems of further perfection of methodology of teaching oral foreign language communication within a selected profession and increase of proficiency of graduates of technical institutions of higher education in foreign language in the field of professional communication is particularly important. The leading direction in foreign language acquisition by the students of technical higher educational establishments is gaining such a level of communicative competence that would allow to use a foreign language in certain area of professional activity. In other words, future specialists must have their own skills and abilities both in writing and speaking in foreign language as an important aspect of professional activity.

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INTERCULTURAL COMPETENCE OF BILINGUAL PERSONALITY: PRACTICAL ASPECT

In the civilized terms, those changes which are based on cross-cultural communication acquire a special status. The researchers point out, first of all, the change of the status of the discipline "foreign language" in terms of its cultural function.

The aim of the article is to define the approaches to the development of intercultural competence of a bilingual person and to identify the characteristics of intercultural learning of foreign languages in the context of globalization.

Formation of the second linguistic identity should provide not only proficiency in the verbal code of a non-native language, the ability to use it in communication, but also the formation of the respective linguistic world-image in the mind of a speaker as a representative of a particular society.

Intercultural communication is the process of mutual connection and interaction of representatives of different cultures. This is a specific subject-subject interaction in which there is an exchange of information, experience and skills of different types of cultures.

Communicative competence is the ability to use language means taking into account national specifics of the language according to the situation of communication; the verbal abilities and skills in different types of speech activity.

Foreign language training in the intercultural integration process requires the appropriate organisation of the process of learning. To our mind, this is the technology of intercultural learning. Within the intercultural approach, there is the thesis that different structurally related or similar cultures interact. This feature is the characteristic feature of this approach. Moreover, the emphasis should be placed on the culture of the people, whose language is studied. Intercultural learning is seen as the process of origin, development, understanding and acceptance of the differences. Accordingly, intercultural learning can be defined as the development of the student's ability to recognize signs of the other culture and analyse them in comparison with the native culture to create the capacity for intercultural communication.

Thus, the technology of intercultural learning is the foundation of the formation of intercultural competence of a person. Consideration of the verbal-semantic, cognitive and pragmatic levels of its formation requires further search.

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