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UKRAINIAN LANGUAGE
AND LITERATURE

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COMMUNICATIVE SILENCE IN THE CONFLICT DIALOGICAL DISCOURSE

Non-verbal means are defined as the elements of communication and occupy an important place in modern linguistics. Among these paralinguistic language means is silence (silence effect), determined as the absence of talk/speech. It constitutes a whole realm of communication with its own features, components and variety of forms.

Researchers distinguish between non-communicative silence and communicative silence. Non-communicative silence is caused by certain physical or physiological factors that are not related to communicative intentions of speakers. It has no function and does not convey information. Communicative silence has some emotionality and identified as a means of communication that conveys a variety of meanings. Pauses in language occur in interactive roles, reactive tokens, or turn-taking. This silence is conscious and controlled by a speaker.

Communicative silence concerns all the factors of interaction: channels of communication; informative component of the message; communication atmosphere; relations between addresser and addressee etc. It is also dependent on the interlocutors' temperament, their mental states, health, and degree of acquaintance, relationship to each other and on a number of other factors.

Silence can indeed be a powerful message and can send non-verbal cues about the communicative situations in which participants operate. Since the addressee has a choice between speech and silence, silence has meaning and it is also functional. Thus, silence can be interpreted as a manifestation of hesitation, approval or disapproval, agreement (consent) or disagreement (misunderstanding), indifference, reproach, fear or embarrassment. It may be a marker of ignoring the interlocutor, or, conversely, displays spiritual affinity between the communicants; be rhetorical or manipulative techniques etc. Its meaning is interpreted according to the situation,

cultural norms, the participants involved, their individual traits etc.

Often silence is interpreted as a marker of understanding, consent or confirmation. Silence as communicative strategy is used to harmonize the relations with the dialogical partner, and known as the formal agreement/consent. In such discourse the speaker has different opinion, but hides it: he's silent in order to avoid conflict.

Functioning of opposite connotation, disagreement/dissent, is primarily associated with the conflict discourse. Moreover, silence can be interpreted as intentional communicative mismatch associated with the failure of the expected response. According to researchers, this mechanism underlies manipulation of intentional violation of the communicative rules/norms. As a result, communication becomes unpleasant for one all of dialogical partners or just terminates (in other terms, discontact function of silence).

Although silence does not solve the conflict, it is a very effective element in the crisis situation: using markers of silence the speakers can disguise and avoid rough or harsh words, reduce their negative connotations.

However, silence is not only reduces the risk of conflict communication, but also causes it. Hushing appears in the dialogue when the speaker conceals some facts. For the addressee it indicates a lack of facts and leads to misinformation. As the shortage or lack of information is always perceived negatively and wary, silence may lead to further confrontational relationship of interlocutors.

Thus, communicative silence (silence effect) is characterized as polymodal and polyfunctional phenomenon of broad meaning – paralinguistic language means, zero speech act and communicative strategy, which is based on harmonization or destruction of interpersonal communication, creating speakers' opposition and causes the end of their relationship.

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FUNCTIONING OF PHRASEOLOGY AT WEDDING ENDING CEREMONIAL RITES IN UKRAINIAN EAST SLOBODA DIALECTS

Sayings which appeared as a result of certain phraseology verbalization wedding ceremonies cycle celebrations are an important component of creating linguistic picture of the world. One of the important parts of phraseology of East Sloboda dialects is a wedding ceremonial rite.

The traditional Ukrainian wedding, as in other Slavic peoples, consists of three cycles of rituals: pre-wedding (before wedding), wedding, and after wedding. There is a ceremonial transition from the family and social old ritual relations to the new ones during these three cycles.

Phraseology ceremonial rites include: a) expressions with the names (usually relatively) of the room where there was the wedding; b) components of phraseological unit-names of dishes; c) phraseological units associated with the preparation and consumption of certain foods; d) statements of gratitude.

Considering the phraseology of wedding ending ceremonial rites it is necessary to investigate idioms that reflect after wedding cycle rituals as they are the logical culmination of the wedding event as to strengthen the link between parents of the married couples facilitate an adaptation period in a young new family.

There is one more group of phraseological units that reflects entertaining games wedding customs and rituals.

The traditional wedding ritual had significant changes due to social and economic factors: separation of young single couple and parents, increasing urban population, reducing the importance of religious marriage, the spread of so-called civil marriages etc. So, all these factors were reflected in the language world.

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THE WORD-FORMATION OF THE SECOND NAMES ON THE EPITAPHS FROM THE UKRAINIAN-POLISH BORDER TERRITORY AT THE END OF XIX – MIDDLE OF XX CENTURY

On the grounds of facts gathered by author, the peculiarities of word-formation of the second names are analyzed in the article, which were taken from Kholmshchyna and Southern Pidliashia regions at the end of XIX – middle of XX century. The analysis of anthroponyms revealed that native Ukrainian population exceeded on the modern Ukrainian-Polish border territory in those days.

It was made an attempt to compare ancient second names on the epitaphs with those few, which were recorded in the XXI century, as far as small part of Ukrainian orthodox population lives here. It was the result of evacuation, migration and expulsion of Ukrainian people from their immemorial territories.

It was defined that the biggest part of anthroponyms of Ukrainian origin were written by author in Cholm and Biala-Podliaska cities. They have typical word-building elements for inscriptions among fifteen. It indicates the highest density of Ukrainian population in surrounding regions. The typical word-building elements of the second names are suffixes *-ак, -ач, -ич, -енк-о, -к-о, -ук, -юк and -овъ*, which were used by the citizens of explored territory. It was also recorded the lexico-semantic formations derived from Ukrainian

appellatives. The functioning of specific Eastern-Slavic language feature – pleophony *-оро-, -оло-, -ере-*, is observed in the second names. It confirms the Ukrainian nationality of buried people.

The research demonstrated that the second names were widespread on Kholmshchyna and Southern Pidliashia territories at the end of XIX – middle of XX century. They were formed with the help of word-building affixes typical for Ukrainian anthroponyms. The materials of enumeration in 1913 serve the additional argument for this: 57,76 % of Ukrainian and Russian people lived on these lands, 29,9% – of Polish people, 15,1 – of Jewish people, 3,24% are the representatives of other nationalities. The presence of Ukrainian word-building affixes, analyzed on the epitaphs and written in Latin and Cyrillic alphabet, confirm the ethnical belonging of Cholmshchyna and Pidliashia population to Ukraine. It correlates with the data monitoring at the beginning of XX century.

The further research of inscriptions on the territory of border area can become the impulse to significant language-historical and ethnolinguistic conclusions about the then population of this region.

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THE CONTRIBUTION OF MYKHAYLO NOVYTSKYI TO PUBLICATION OF THE COMPLETE COLLECTION OF TARAS SHEVCHENKO'S WORKS

The article deals with the contribution of M. Novytskyi to the publication of the Complete collection of works of T. Shevchenko in 1920s–1960s. In particular, tells about his work with autographs of poet (poetry, prose, correspondence) and his part in the complete edition of art of T. Shevchenko. We make an attempt to clarify the features of his scientific works. The materials for the investigation are selected works of the editions of T. Shevchenko, autographs, scientific works of M. Novytskyi, archival documents.

Particular attention is paid to determine the peculiarities of individual textual decisions of investigator in the editions

of T. Shevchenko, that was published with the assistance of M. Novytskyi (dating, selection of the base text, composition in publishing). He was written commentaries and notes, was composing indexes. Scientist took part most of thirty editions of work of T. Shevchenko, personally, he systematized four complete editions of poet. M. Novytskyi determined of persons on the some portraits. We ascertain that scientific date twenty eight works of art of T. Shevchenko (“The portrait of M. Lunin”, “The portrait of Y. Rudzynskii” and different drafts).

The results of thesis shows that M. Novytskyi was better literature investigator in the years 1920–1960.

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PAREMIOLOGICAL SPACE IN THE WORKS OF MYKHAILO STELMAKH

The literary output of Mykhailo Stelmakh perfectly combines both common and individual features. His works demonstrate author's profound knowledge of the national language including its paremiology stock.

Paremiology usage “transmits” Ukrainian culture, verbalizes culturally determined world notions, ensures a successful communicative act outcome and represents moral laws bequeathed by ancestors as an action guide.

This way of paremia units analysing gives a clear idea about the cultural and national worldview and the formation of typical Ukrainian figurative understanding of the world.

Correlation with appropriate cultural code constitutes cultural connotations content. Due to this correlation not only proverbs but also the communicative situations in which they are used become appropriately marked. In this case, literary speech is a mechanism that serves for national culture encoding and transmission. This text filled with a large

number of cultural codes, contains information on the history, ethnography, national psychology and national behavior.

Mykhailo Stelmakh's paremiological space represents the following key features of the Ukrainian mentality, such as hard work, love of freedom, vitality, God fear, invincibility, spirituality, generosity, lyricism, sentimentality, sensitivity, forgiveness, abilities to love, to forgive, to understand the beauty and so on.

National paremiology represented in the writer's literary heritage is an inexhaustible source for investigating the spiritual potential of the Ukrainian people. It recreates human and ethnic ideological canons, ideals and values. The universal and national cultural significations decoding gives better complete and socially important information about the real and unreal world Ukrainian ethnicity. Paremiology stock understanding kept in fiction texts reveals such a linguistic approach that treats language as a national treasury of intellectual, philosophical and aesthetic thinking.

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SYNTAX ADJECTIVAL TRANSPOSITION OF CASE FORMS IN MODERN UKRAINIAN LITERARY LANGUAGE

In the article the syntax adjectivation as a kind of outer syntactic transposition is substantiated, the adjectival transposition of case forms in modern Ukrainian literary language from the position of functional morpho-syntactic concept is comprehensively investigated. Originality functioning of these linguistic units is ascertained, their semantic-syntactic and syntactic-formal parameters are characterized, the center and periphery of transpositions adjectival vector of the case forms are defined.

Central representative of the adjectival semantics serves descent grameme, which is in formal syntactic communication contracting fit with proper nouns and secondary verbal and derivative substantive. Generalized attributive semantics

of case forms implement the following specific values: possessive, attributive; relation to the subject; locative-attributive; syncretized attribute values and signs of age; temporal-attributive; syncretized value attributive and external human, animal or object, including height, size, volume, color, etc.; syncretized value attributive and the whole to the part of the subject. Attributive function forms the genitive case complements its communicative function component issues.

Peripherals operation adjectival case forms represent nonadjective form dative, instrumental and nominative. Move them to the adjectival scope is due to curtailment of basic predicate phrase structure, the main component of which acts substantive.

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TRADITIONS AND INNOVATIONS IN THE PLOT-AND-COMPOSITION MODELS OF UKRAINIAN HISTORICAL NOVELS OF THE 21ST CENTURY

The article deals with the plot-and-composition models of Ukrainian historical novels of the 21st century. Synthesis of traditional and innovative models is described, textual and intertextual elements are analyzed.

The results of the research stipulate that plot and compositional models of historical novels of 21st century combine traditional and innovative elements. Traditionally elements in the novels include multiple lines of the plot, events unfold against the backdrop of the significant or turning historical events. Composite intertextual and textual elements are widely used in the construction of the text by

the authors. In the novels of the beginning of 21st century, chronological form of event composition becomes common („Ivan Bohun”, „Silver Spider”, „The Leaved. Black Crow”), as well as assembly one („I Believe”). The main characters and the city, historical events, around which the story unfolds, act as composite dominants. Linear flow of time in the novels is often disturbed by elements of intertextuality, convention, myth, symbolism, fiction, subjective narrative situations. Summarizing the above, we note that historical novels of the beginning of 21st century represent an outstanding modern phenomenon, a real treasury of spiritual wealth of the nation.

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GOGOL'S TEXT IN OLENA ZVYCHAINA'S CREATIVE INTERPRETATION (BASED ON THE ESSAY "MIRGORODSKII YARMAROK")

In Ukrainian diasporic literature Gogol has always been one of the main figures. Among the representatives of the second Ukrainian immigration wave Gogol's poetics had the greatest influence on Olena Zvychaina's writer's style.

Gogol's text was used by the author for disclosure of holocaust theme in the essay "Mirgorodskii yarmarok". The work was written for the twentieth anniversary of "great famine" in Ukraine in 1932-1933. It is remarkable that at the same time but for the 100th anniversary celebration of the Gogol's death date the representatives of the Ukrainian Soviet literature addressed to the interpretation of Gogol's works in a completely different context.

The title and the epigraph of „Mirgorodskii yarmarok,, are semantically connected with M. Gogol's works. They direct the narrative theme and focus attention on those facts that exactly distinguish „Soviet" fair in Mirgorod in summer 1933 from the folk event that was described by the author of "Sorochinskii yarmarok"

The image of Gogol strengthened apocalyptic picture of the fair in Mirgorod. For the narrator he is almost a mythical figure that is able to see the whole depth of the Ukrainian people tragedy. Gogol was understood as a cultural symbol of the past by those who were passing through the "live corridors of the fair" buying up the real rarities for nothing.

The main feature of texts' similarity was Olena Zvychaina's imitation of the basic techniques of Gogol's style: using metaphors in description of the characters' appearance, the colour association, the content transcoding. Gogol's echo is also noticeable on the intertext level. Gogol's story about Taras Bulba was based on Michael Samodyn's family tragedy and Chichikov's experience might be useful by the "pseudo eradication" of the fraud.

In Olena Zvychaina's essay "Mirgorodskii yarmarok" Gogol's model of reality was opposed to the basis of the Soviet model of the world, thus the author created a convincing picture of the holocaust in Ukraine.

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THE PECULIARITIES OF MOTHER'S IMAGE INTERPRETATION IN OLEKSANDR DOVZHENKO'S LITERARY WORK

Ukrainian literature has a long tradition of interpretation of the women images. Dovzhenko worried about women's fate throughout all his life. One of the biggest challenges of Dovzhenko's literary works was to praise loving, patient, long-suffering, noble and majestic mothers – loving, patient, long-suffering, noble and majestic.

The "Diary" has the record (dated March 30, 1942), which states that among the issues that were of great importance and painful at that time, it was the theme of women's fate that became an artist's great landmark in his work, although perhaps not fully implemented. In this context it is worth saying about Dovzhenko's application to the next generations of artists, in which he calls to glorify mother, to write about her as no one else wrote before.

These words were realized while working on the story "Mother" ("Maty"), which was first published in the newspaper "News" ("Izvestiya") February 20, 1943. It is a story about the heroism of Ukrainian mother Mariya Stoyan who by the cost of her life tried to save other people's sons during war time.

The author gave his heroine the best traits of national character, sung in folk poetry. Among them are the spiritual beauty, kindness, generosity, steadfastness, determination, sacrifice and others. This image embodies the depth of understanding of femininity and motherhood and is raised to a symbol of suffering Ukraine.

Equally significant figure in Dovzhenko's literary works was Tetyana Zaporozhets' ("Ukraine in the flame" (Ukrayina u vogni)), who also symbolizes the image of mother of the great Ukrainian family.

Compared with the image of Mariya Stoyan the image of Tetyana Cossack perhaps is not as bright and complete, but also quite symbolic. She was the person who was able to unite the Cossacks family by her teachings and her song – just as thousands and thousands of Ukrainian mothers did. Bearing in their hearts the image of loving mother, Ukrainian soldiers were able to win the war, and (those who survived) return to their native land.

Another important achievements in the writer's literary work were the stories about those young mothers who had the misfortune to bear children of enemies. Dovzhenko wasn't the first in this theme. We can find similar stories about pregnant girls (pokrytka) in the works of Taras Shevchenko ("Catherine" ("Kateryna"), "Hireling" ("Naimychka"), Ivan Franko ("Women in bondage in folk songs" ("Zhinocha nevolya v rus'kykh pisnyakh narodnykh") and others. Like his predecessors, Dovzhenko wrote about the condemnation of contemporary society and authorities the women's extramarital relationship and their pregnancies.

Oleksandr Dovzhenko in his artistic heritage found no place for a depiction of happy woman, especially mother-woman. Apparently, it is because of the fact that mother's fate mostly consists of heavy thoughts, anxieties and worries for the future of children, husband, family and loved ones. And perhaps because that historical period was saturated with various trials and suffering. Happy woman could perhaps be imagined, but Dovzhenko remained true to its principles of artistic realism until his death.

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DERIVATIONAL RELATIONS NOUN WORD COMBINATIONS WITH SIMPLE SENTENCES IN MODERN UKRAINIAN LANGUAGE

The article continues a cycle of the authors articles devoted to the problems of the category specific functional grammar of the Ukrainian language. Complex analysis in semantic-syntactic, formal-syntactic of aspects is carried out. The article focuses on the urgent problems of syntactic derivation theory noun word combinations as the complicated simple sentences; functioning of case and preposition-case forms of noun in substantive position; phenomenon syntactic adjectivation in modern Ukrainian literary language studied. Theoretical problems have been examined against the background of the modern Ukrainian morphological and syntactic structure. The problem of transposition syntactic adjectival potential of case and preposition-case forms in noun word combination has been ascertained. Correlation of

syncretism and analytism in the modern Ukrainian grammatical system, external (adjective) orientation of initial noun word classes has been analyzed. Semantic varieties, prepositional-case facilities of expression and features of derivation of substantive-attributive and adverbial-attributive components are investigated in noun word combinations. The attempt to thaw the complex and complicated interaction and penetration of the categorical functions of word combinations and simple sentences was done on the basis of the semantic syntactic structure of a sentence. Character of symmetry / asymmetry of semantic-syntactic and formal-syntactic structures of a sentences and word combinations is elucidated. Conformities to the law of complication of substances are found out the syntaxem predicative meaning of action, process, state.

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PRECONDITIONS OF BORYS HRINCHENKO'S DRAMATURGY

Borys Dmytrovych Hrinchenko belonged to those prominent Ukrainian historical figures, who devoted all their lives to serving the people, glorifying the Ukrainian language, developing cultural and educational environment as well as dramatic art. Taking into consideration the fact that during the great patriot's life Ukraine could only dream of independence, Borys Hrinchenko considered language to be the major factor in independence forming. According to the thinker, it is the native language that must be the base for national drama development.

Scientific literature analysis led to the conclusion that the main preconditions of Borys Hrinchenko's drama activities are social, political, economic, cultural and educational ones. Let's examine them in detail.

Social and political conditions are characterized by existing contradictions. On the one hand, the Left-bank Ukraine as the part of Russian Empire was characterized by some degree of autonomy. On the other hand, feudal relations dominated there, like everywhere in Russia, up to 1861.

Social and economic preconditions were no less complex. Despite the fact, that serfdom was destroyed, the majority of the Ukrainian people were enslaved both

socially and economically. It was described in numerous works of Ukrainian writers and poets (Ivan Franko, Lesya Ukrayinka, Mykhailo Kotsyubynsky, Ivan Nechuy-Levytsky, Ivan Karpenko-Kary, Yuriy Fedkovych etc.). Peasants' hard living conditions, especially unemployment, hunger caused alcoholism, mental disorder, immigration and other. These facts from the peasants' life were reflected in the works of Borys Hrinchenko "At dark night" ("Sered temnoyi nochi"), "It became cloudy" ("Nahmarylo"), "At public work" ("Na hromads'ky roboti") etc.

Cultural and educational preconditions of Borys Hrinchenko's drama works are primarily associated with the national and cultural revival both the Left Bank and the Right Bank Ukraine. Borys Hrinchenko's drama works, probably like every author's, are not equally valuable. At the same time, they reveal author's deep worries about various aspects of Ukrainian community life.

So, Borys Dmytrovych Hrinchenko was one of those prominent Ukrainian historical figures who devoted all their lives to serving the people, glorifying the Ukrainian language, developing cultural and educational environment as well as dramatic art.

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THE CONCEPT OF HISTORY THROUGH OLEKSANDR DOVZHENKO' LITERARY ACTIVITY

Literary activity of O. Dovzhenko is the system with a specific ideological and thematic complex, vector which runs through the concepts of history, historical memory, which is one of the central and most important of its creative heritage. Heroic events of Ukrainian history always attracted the attention of the writer: tours of ancient princes, national liberation war in 1648 – 1654 under B. Khmelnytskyi, Civil and World War II of the twentieth century, etc. Historical themes can be found in most of his creative works. However, the author's full understanding of the history is revealed in the famous Dovzhenko's "Diary" ('Shchodennyk').

The problem of history attracted special attention of the artist throughout his life. He was interested in history even from childhood, as we read in the autobiographical film novel "The Enchanted Desna". The author refers to the grandfather and great-grandfather chumakuvannya, burlakuvannya of Ukrainians, Cossack origin of Dovzhenko family, Turkish and Tatar invasion.

The forming of Dovzhenko historical views was under the influence of Chernigov glorious history, legends and traditions of sosnychan, years of studying in Hlukhiv Teachers Institute, the teaching of history in Zhutomyr Higher Primary School. A great influence on the work of the artist had epic works of

the High Middle Ages, including the poem „The Tale of Ihor's Campaign". The motives of which can be found in film novels „Ukraine in the fire", "A Tale of fiery Years" and others.

About Dovzhenko responsible attitude to historical material we can guess from the "Diary" and letters to friends and colleagues, in which the artist insists on thorough fixation of true historical facts.

Historical and philosophical motives of the writer's literary activity are largely similar to the Shevchenko's concept of Ukrainian history. He, like Kobzar, analyzes those events that led to the complete decline of Ukrainian state. In their works we find not only a conceptual relationship, but also a lot of common expressions.

The author's understanding of the history is not only presented in the works by means of statements about it, but in the structures that organize the ideological system of a literary work. In this regard, it is reasonable to study traces of "foreign" texts. There are a lot sources in the artist's creative works. First of all, they are works of the ancient epic, Shevchenko works and N. Gogol's.

In general, in O. Dovzhenko works can be found the connection of modern and past. The artist tries to convince the reader in history cycling.

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MAGIC CIRCLE OF ROMANTIC CHARACTER IN LERMONTOV'S POEM „DEMON”

The paper investigates the way of artistic generalization in Lermontov's poem „The Demon”. Going beyond the romantic, simple character here, with all the richness of the psychological side of poem, never realized that, unlike the characters in Byron, due to traditional Christian axiology, not allowing „Satan's forgiveness”. Events are constructed so that the Demon is depicted as being doomed to forever remain in the magic circle of selfishness and alienation that goes against the tradition of the Byronic apology godless rebellion.

But the author uniqueness of these romantic breaks. In fact the traditional "one-dimensional" demon is only exposure, anticipating a future event-shift. The plot is not the fictional "philosophical finding" the hero, and that the author makes his hero seek to "become Man" to survive gradation of hopes for happiness (*tie*) – through a heady sense of hope for mutual love (*development activities*) to touch Tamara (*culmination*), which ends with her death.

Demon is closed again as a magic circle in its inescapable loneliness (*denouement*).

Going beyond the romantic, simple character did not take place, and this is due in preserving traditional Christian axiology, not allowing "Satan's forgiveness". Demon is not saved through their free will and a desire of humanize – he tried to achieve results too futile. Lermontov's Satan, even suffering, even languishing in his lonely ethereality – remains a murderer and a liar, and he has not forgiven, he must be punished. And this brings us back to the denouement to a starting point – and even limitless repeatedly amplified loneliness outcast Demon. The young poet, who had the full taste temptation boundless individualism Modernity renounces, figuratively speaking, of Satan, in spite of all the immensity of the suffering of the latter, and it should be noted the fundamental difference between the position of the Russian poet and of the position of Byron breed in Europe a real tidal wave of empathy suffering Spirit Evil.

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IDEAL AND GHOSTLY IN ELENA GAN'S WORKS

The research of forgotten authoresses' works of Pushkin epoch is spared not much attention by literature researches.

A. Biletskyi is a prominent scientist, literature researcher, known for his literary revisions in the study of work of Russian classics culture and literature. The scientist of exceptional capacity and enormous amount of literary revisions is known in literature researches.

Attempts of research work of the forgotten authoresses and their connection are interested the researcher from his students ages. Thus, among the large inheritance of creative revisions of author, the honored place is occupied by Elena Gan.

The researches showed that influence of romanticism had given the reflection in E. Gan's works. To find the influence of romanticism, and also the influence of women's literature of

the Pushkin epoch gave the responsibility to A. Biletskyi who is trying to expose all parties of cooperation of corresponding influences.

E. Gan is one of the forgotten authoresses of the Pushkin epoch. Her basic works are sanctified to women's life, their position in the family and society, feelings and dreams. The main characters of Gan's works are women, who as well as she, do not have support in their families, their life is routine, and mainly ends with death in young age not only corporal but also spiritual.

In master's degree work about the forgotten authoresses of 1830-1860th A. Biletskyi finds new opportunities to research the forgotten authoresses' works and lives. But, unfortunately, the research about the forgotten writers is not printed.

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THE SPECIAL FEATURES OF CONCEPTUAL INTERPRETATION OF THE IMAGE-BEARING SYMBOLICAL LINE IN THE FAIRY TALE “ASHIK-KERIB” BY M. YU. LERMONTOV

Basically, the researchers of the fairy tale “Ashik-Kerib” by M. Yu. Lermontov focus their attention exclusively on the typicalness of the used plot to the detriment of the analysis of content of the work of art itself. The target of our investigation is the interpretation of the image-bearing symbolical line, which is set in motion by the author with help of the system of characters, specificity of their actions and peculiarities of their interrelations in the fairy tale.

Two general lines are introduced into the fairy tale: 1) leaving home by the hero and his coming back, 2) wedding of the hero. The first plot-generating line symbolizes the abstract event: it is the outcome and return of some esoteric doctrine. So, Ashik (the image-symbol of the sacral part of doctrine) leaves the ancestral home (i.e. the place of the doctrine origin), but the hero's mother (the abandoned initial doctrine's form) during the absence of her son's poetical creative work (i. e. the developing part of doctrine) becomes blind (the doctrine stagnates because of shortage of fresh ideas and power).

Luckily, the altered part splits off the initial doctrine (the image-symbol of the youngest sister of Ashik): at first, it was the

weak form of the study, later (after returning the hero home) – firmly established branch of the initial doctrine. When after his long absence Ashik comes home back (the central part of doctrine was nourished on the divine power for the purpose of prolonging its successful functioning), his old mother can not recognize her son (the deadened form of study does not want any modifications because of troubles and necessity of evolution); however, the hero is recognized by his sister (the related branch of the doctrine is ready for transformations).

The uniqueness of the fairy tale by M. Yu. Lermontov is based on the fact that the double wedding is introduced in narration: besides the typical initiating mystery (the image-symbol of couple Ashik / Magul-Megery), the additional emphasis is given to the process of prolongation of the transformed doctrine existence (the image-symbol of new couple Kurshud-bek / Ashik's sister). Thus, in the ties of relationship of the fairy-tale characters it is possible to trace the symbolism of process of functioning and dying off the old doctrine and its further evolution in the form of its new branches split off the main spiritual trunk.

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ORGANIZATION OF FOREIGN STUDENTS' INDEPENDENT WORK AT THE PREPARATORY COURSES

Independent study of thematic modules on Russian as a foreign language may consist of ten extracurricular tasks, each of which provides self-study of texts of 12000 characters each; compiling a dictionary of unfamiliar words, glossaries; search for certain information; answers to questions; making plan for the next discussion; writing a short summary reports (abstracts) followed by an oral presentation; self-assessments using exercises developed in the teacher's manuals.

The knowledge base of each thematic module should also include appropriate measures of assessment following educational requirements for control: objective examining and evaluation, systematicity, transparency and comprehensiveness.

Lessons may be conducted using a developed manual of individual lessons. After the assessment of theoretical knowledge in the classes, students perform tasks independently; their teacher consults them and checks the work stage-by-stages, during the control determines the level of theoretical knowledge. In case of difficulties or errors teacher assists in form of instructions and explanations.

In most cases, assessment of students' independent work is carried out by the teacher in form of surveys, interviews or

written assignments. Written assignment under the credit-unit system is proposed to be conducted in a form of test which has certain advantages. Firstly, it is objective, and secondly, test results are evaluated using differentiated scale, which provides greater accuracy of knowledge measurement. Elaboration of tests' results is carried faster than checking written assignments.

Control over the students' independent work is carried out during the whole process of learning and enhances students' motivation. Thanks to the timely assessment of the plane and completeness of the material retention, it improves the quality of learning.

Thus, independent work at the preparatory courses, considering specific character of foreign students' training, becomes increasingly important. The problem of foreign students' independent work regarding radical restructuring of higher education in Ukraine is extremely important and requires further research in theoretical and practical terms. To overcome deficiencies in the organization of international students' independent work, teachers of preparatory courses should comply with the requirements and principles of the organization, learn and implement best teaching experience in this area.

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ABOUT ONE EPISODE OF CHERSONESE'S MYTH

The forming of the Russian vision about the Crimea old Russian bookers started mediatory as the interpreters of the works of the Byzantine. So in the Russian literature the row of the works concerning the Chersoneses tales appeared among which the tale of the miracle of the saints of Cosmas and Domain takes place. There the specifically viewed plot is read, about miracle done by the Christ in Cane Galilean. The principle difference between the origin of the first and the second plot is rooted in the fact that the Cane of Galilean the party was of marriage, at the same time in the Chersonese's plot the party is not even spoken about. In the first case, we are having the case of with the sacrament, done on the heaven laws, in the second – only on the joyfulness, having no visible sense. The special understanding to all Chersoneses fact is

given by the fact that the saints Cosmas and Domain were known as the pure doctors of people's bodies and souls. In such a context, the realization of water into wine happened after the prayerful addressing to them may be accepted as the curing gift, directed to strengthen people mentally and physically. Wine and water bring in itself polysemantic and symbolic sense. Wine in this context is joyful, realized, spiritual life. On the other hand – water is gray, senseless and soulless life. Anonymous author has found his own special way of the Christian transferring mercy to people, the origin and motives of people's sins, psychological agreement of the deeds and events. Due to the mythologized forms of the old-bookish text, Chersonese becomes the symbol of the Christian sanctity.

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IDEOLOGICAL AND LITERARY FUNCTIONS OF LITERARY PARODY IN I. TURGENEV'S CREATIVE WORK AND THE CLASSICISM OF THE XVIII-XIX CENTURIES

The article contains the analysis of the classicism-based literary parody in I. Turgenev's creative work. Functions of the literary parody are studied within the framework of the writer's biography and his ideological and literary views.

The object of the article is to display literary parody application by I. Turgenev with the purpose to show his attitude to the classicism as a literary school and some of its representatives. Achieving the mentioned goal the author of the article fulfils the following tasks: to study the cases of Turgenev's literary parody the objects of which are particular works, authors and classicism literary school itself; to observe

functions of Turgenev's literary parody in the context of solving the his ideological and creative tasks; to determine creative singularity of Turgenev's literary parody.

The classicism was highly appreciated by I. Turgenev as the definite stage of mankind literary and cultural development. Turgenev's polemic attacks of parody nature are focused not on the classicism as a literary school but have a target to reveal false extremity in applying classicism creative devices.

The material submitted in the article gives the grounds for claiming that literary parody is the field where Turgenev's skill and innovativeness were expressed in the most obvious way.

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THE LEXICAL MATERIAL FOR DIALECT'S DICTIONARY OF THE VILLAGE LIPOVENI-SOKOLINTSY (SUCEAVA DISTRICT) OF ROMANIA (IV)

The article presents the first publication of the vocabulary of modern Russian starovery's (Old Believers) dialect of Romania. This publication is the 4 part of the dictionary: from *Князіна* to *Криница* (see Науковий вісник Міжнародного гуманітарного університету. – Серія: Філологія. – 2012–13. – № 5–7).

Under the conditions of intense disappearance of Russian national dialects, both continent and insular, the creation of dialectal dictionary is pertinent and opportune. The present dictionary for Russian transmigratory dialects in Romania is the first experience of such type of work. The specificity of transmigratory dialects gives an opportunity for analyzing present lexical units not only in semasiological aspect, but also in aspect of lingual contacts research, interaction at lexical and word-formative levels of closely and remotely related languages.

The purpose of the present research is the presentation of Russian starovery's (Old Believers) dialect, situated separately from the general dialectal massif, within foreign environment.

The sources for the present research are the records of dialectal speech, made by the author during the expedition (2012-13).

The dictionary entry contains a headword, grammatical marks, meaning explanation, illustrative material and rating (passporting). During test material compilation the following most expand methods of dialectological data collecting were used: direct surveillance, questioning, interviewing. Questionnaire data due to which the test material compilation was held is partly presented in publications.

Lipoveni village (population: 520) is situated in Suchavy district, Romanian Bukovina territory. The first written notice about settlement traces its origin to 1724, when Sokolintsy village was denoted as the first Russian lipovans (Old Believers, starovery's) village in Romania and Bukovina. The major spheres of action of habitants are agriculture, cattle breeding and woodwork. During nearly 200 years Russian migrants communicate with Romanians here, as well as with Ukrainians, Germans, the Romany and representatives of other nationalities.

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THE PROBLEM OF RUSSIAN NATIONAL CHARACTER IN MODERN LITERATURE

In the context of globalization and commitment to overcoming the borders between states and nations, the question of national identity raises more often than ever. The mystery of the Russian soul has been an object of the thoughts of many thinkers and scientists in the field of humanitarian knowledge, however, the question of national mentality does not seem to be solved, therefore it will always be controversial.

An interesting modern source of reflection about the national character is the book by O. Divov „The objects in the rear view mirror”. Among the problems, raised in the book, a reader can select interpersonal and industrial relations, peculiarities of contemporary life in the provinces, especially the point of the national identity of the Russian nation.

Analyzing the statements of O. Divov, we can make a conclusion about fixation of the stereotypes that are associated with the image of Russian people in mass consciousness. The writer pays special attention to the loss of the Russian national identity, when adopting the model of behavior from the foreign samples eventually led plant and the main characters of the novel to crash. Many stereotypical assessment, given in the text, are accompanied by an ironic and sometimes tragicomic author's commentaries. Bringing some of the statements to the absurd, O. Divov creates a sense of quitting „Russianness”. The conclusion is that the loss of national guidelines can be

fatal not only for individuals but also for the whole system, country or people.

The search for mystery of the Russian soul is found in another work the novel "Contacting hearing" by A. Ponizovskiy. The irony created by the author is in the plot: the mystery of the Russian soul is tried to be unravel by those who intentionally, at their own initiative, seek to move away from the motherland: graduate Fedor, who didn't want to return to the home country after graduation, spouses Belyavskiy, who spend a lot of time abroad, and the occasional participant in the conversation Lelya, who, like many young people today, didn't think about serious issues. The author builds a complex symbolic row: the story of the illegitimate narrator is perceived as a confession of the Russian soul, the very soul is called illegitimate by the characters, i.e. the true Russian man feels his position in the world as something very conditional, in which there is no solid basis.

The question of the Russian national character is one of the most important for the contemporary writers. The authors stress that the features, traditionally entrenched after the Russians, lose their value under the pressure of foreign culture, which is fraught for the people of loss of own understanding, by reducing the independence of thinking and cultural development, which ultimately may result in a national disaster.

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**FRAGMENT OF THE TEXT FIELD WITH SEMANTIC
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(BASED ON THE WORK WRITTEN
BY SOLZHENITSYN „ARCHIPELAG GULAG”)**

In the article on the material of the text of Solzhenitsyn „The Archipelag GULAG” the fragment of a semantic field with the invariant „to deprive somebody of life” presented by the area of object is modeled. In actantic zone linguistic units of secondary nomination are included such as *rabbit, herd, grind, pack, cannon fodder*, etc. The use of language means in the text are subordinated to the main idea of the work – to show the system of the violence in post-revolutionary Russia, and show the tragic human existence being on the verge of life and death. About the transformation of the country into the country of the GULAG, downgrading man to the level of inanimate objects indicate the author’s metaphors, including zoomorphic and metonymy, based on the attributes of animality / inanimation, process / outcome of the process, idioms, symbolic images of artifacts, which are motivated by destructive verbs (to mow, to grind, to chop, to cut → mower, mill, chopper, chaff), author’s genuine nominations (minusnik, shootings), as well as author’s transformations of semantic,

combining and grammatical features of linguistic units. Let us comment on the transformation of phraseological unit **cannon fodder** ‘soldiers, foredoomed to a senseless death’, his literalization, which is achieved by means of syntax. Literal meaning phrase distributes predicate with the meaning of moving (to send) and from the grammatical point of view, is the adverb of manner in Accusative case (cannon fodder), and for this frazema the opportunity of such syntactic position is excluded. The practical way out of the finished research could be ideographic dictionary-thesaurus, which thematically organize a large formation of language means, expressing the meaning „to give somebody life” and „deprive somebody of life”. In the future, the building of the model of the text field with semantic invariants „to give life to somebody” and „to deprive somebody of life” in the work of A. I. Solzhenitsyn „The Archipelag GULAG” is planned and wider – in the writer’s idiosyncrasy and correlating it with the common language fields, that have the same name semantic variants.

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SOCIO-CULTURAL INFORMATION OF INTERTEXT AS A KEY OF CROSSWORD ENIGMATIC DISCOURSE

This article aims to characterize one of the main keys for searching the ways of crosswords' decoding – sociocultural intertextual information and its verbal representation. Crossword as the type of enigmatic discourse has the mediator that is the text with a hypertextual nature, a certain level of codification, oriented towards decoding and intended for intellectual training and entertainment, including searching for and perceiving of new information, a game based on keenness of wit, knowledge in different spheres and sense of humour.

The keys of enigmatic discourse as a basis for answers searching are analyzed here in two aspects, associated with two levels of the sense massive of any text production and interpretation: verbal and cognitive.

One of the interpretational keys of crosswords is socio-cultural information, projected to different components of knowledge structures that help to indulge addressees into the semiotic universum of nation's culture. This universum presupposes the addressee's knowledge of intertext, paremiological corpus of language, stereotypes, symbols and precedent phenomena of ethnos and / or civilization.

The filter of socio-cultural information for crosswords'

addressees is linguo-cultural competence – the ability of a certain ethnic culture and language representatives to recognize culturally essential attitudes and norms, values systems, cultural codes and possibility of their metaphoric reinterpretation in the language units and speech products, as well as to build their communicative behavior in accordance with this cultural knowledge.

A great number of crosswords' tasks get socio-cultural information from other texts and culture's sign products that serve to manifest the categories of intertextuality and even wider – intersemiotics that realize the dialogical connection of the given text within the cultural universum with the sign products of the previous cultural tradition.

Intertextual competence of the addressee is modeled in a form of readers' frames, that serve not only as a means of each new text re-decoding, but also as a mechanism of global intertextual frame's broadening and refreshing.

Intertextual and intersemiotic ties in crosswords significantly broaden the cognitive horizons of addressees, facilitate the intellectual training and deepen their comprehension of their cultural identity.

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GENRE FEATURES OF THE BOOKS FOR THE PEOPLE BY V. I. DAHL

The collections of stories created by V. Dahl for the representatives of lower classes, "Soldiers' Leisure", "Sailors' Leisure" and "Twice Forty True Tales for Peasants" indicate a deep and genuine interest of V. I. Dahl to the creation of specific literature for the soldiers, sailors, and peasants. In such books interests and psychological characteristics of the above mentioned social groups had to be considered along with the respective style and language. "Soldier's" and "Sailor's Leisure" are collections of literary pieces of different genres that meet the objectives of learning, education, personal development and entertainment of their readers. Genre preferences of the writer in each book depend on the book's ideological specificity.

The main body of the "Soldiers' Leisure" embraces stories and their different varieties (military, historical and adventure stories, stories describing traditions and everyday life etc.). They are interspersed with anecdotes, proverbs and riddles. The collection also includes non-fiction essays and educational material.

The "Sailor's Leisure" literary pieces can be divided into two large groups according to the genre: artistic and journalistic (story, essay, anecdote, parable, riddles, proverbs, etc.) and non-fiction (genres of literary «non fiction», popular science essay, document). Compared with the "Soldier's Leisure" the documentary elements of the narrative are enhanced in the collection.

Most of the book „Twice Forty True Tales for Peasants” includes short stories and novellas, short stories being represented by different subgenres (ethnographic, adventure, psychological stories as well as stories about traditions and everyday life etc.). The collection consists of essays, parables, anecdotes, folklore genres (legend, tale, fairy tale, true tale, etc.), scientific and educational essays. The combination of various genres demonstrates Dahl's desire to create a synthetic text structure – „a book for the people” in order to entertain, educate and inform in a way which reveals the traditions of folklore and folk worldview.

THEORY OF LITERATURE

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THE POETRY OF THE SUGGESTIVE LANDSCAPE IN TARAS FEDYUK'S LYRICS

The article deals with the artistic and expressive peculiarities of the suggestive lyrics of Taras Fedyuk, the representative of 1980s poetic generation. The objects of the investigation are poetic creative works of Taras Fedyuk, Natalya Belotserkivets, the representatives of the 1980s poetic generation. The thesis deals with the conceptual characteristics of the late poetic modernism and defines its role in the development of the Ukrainian literature of the XXth century. The views of the most authoritative researchers of the Ukrainian modernism and controversial questions of its scientific reception have been determined. The psychologically coloured evening and night descriptions are the subject of the analysis. The main types of the suggestive

landscape have been analysed: associative, alogical, paradoxical and affectial. The artistic peculiarity of the lyrics of the 1980s poetic generation has been analysed, its comparison has been made with the creative works of other representatives of the poetic modernism (N. Vinogradov, N. Vorobyov, G. Trakl and others). The development of the suggestive landscape in the Ukrainian poetry in the 80s years of the XXth century has been considered as a regular consequence of this generation opposition with the obsolete cultural epoch. The artistic peculiarity has been analysed in texts expressed in verse of the 1980s female poetic generation. The interaction of Taras Fedyuk's poetic theatre has been argued with the modern type of the artistic thinking.

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OSMOTIC SENSE OF LOVE IN A POSTMODERN TEXT

The article is devoted to the research of the nature of love and eroticism in postmodern prose. The contemporary literature thus is proved to be the territory of the erotic osmosis, similar in process to natural osmosis known in biology, chemistry and medicine, where it means the process of diffusion of solid substances in a solvent.

Having analyzed the ideas of postmodern philosophers and researchers in the sphere of postmodernism, such as G. Deleuze, G.-F. Lyotard, G. Bataille, M. Foucault, J. Kristeva etc, the article stresses the osmotic essence as a defining feature of postmodern texts which covers much wider limits than those traditionally attributed to osmotic phenomenon of intertextuality. Moreover, we prove osmotic nature of

postmodern love which primarily involves permanent residence of love in the text and context of postmodern novel on the verge of chaos and cosmos, absolute regularity and absolute anarchy, which is defined by researchers in the notion chaosmos, firstly introduced by James Joyce in *Finnegan's Wake* (1939).

The study of osmosis in the erotic postmodern texts stressed that it is an appeal to erotic osmosis that gives possibility for the most accurate understanding of the nature of postmodern literature. These findings indicate an exclusive identity of postmodernism as the territory of omnipresent osmotic love, including the concept of love-salvation of a desperate person in the terrain of postmodern, loveless world.

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THEATRICAL DEVICES IN V. WOOLFS NOVELS

The devices of scenic rehearsal and performance exert especially noticeable impact upon literature through the "stream of consciousness". Soliloquy as the tool of an actor approaching a role promotes narration turning into meditation that discloses action as reflected in the dramatis personae's inner world. Scenic reincarnation becomes traceable within personal changes attested with meditative passages. One of the most essential rules of performing a dramatic play consists in filling up the «empty gaps» between the cues of a role with an actor's comments that are to be said silently in the manner of replicas a parte. Such comments build up an unuttered inner monologue or soliloquy that supplements the pronounced cues. Meanwhile the very form of a permanent soliloquy or conversation with oneself comes back still to St. Augustine's "Confession" as the means of representing personal confessional attitudes. This tradition of explicatory reticent soliloquy is intimately connected with such immanent quality of theatre as its playfulness that has exerted impact on literary fiction attested with L. Sterne's "Tristram Shandy". Still

another aspect of theatrical impact is to be traced in conceiving the reality as a huge scene where the author becomes and actor as a medium between the stage of world and the narrated reality. In this way the stream of consciousness has come to existence as a particular narrative method. The theatrical impact of the kind can be found in the most demonstrative form of reincarnation in V. Woolf's "Orlando" (1928) where a story of a person living some centuries and changing its sex has become the background for a mental experiment. In another novel "The Waves" (1931) a series of inner monologues builds up the compositional basis. Each tirade of a hero gives an account on the accumulated personal transformations and the acquired experience. Life itself is then conceived as a kind of permanent scenic reincarnations so that the meditations of inner monologues attest the achieved changes. Theatrical attachments of the kind are summed up in the last novel "Between the Acts" (1941) where the composition is that of the "scene upon scene" itself as far as it retells the amateurs' theatrical entertainment and mental responses of the observers.

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MORAL AND PSYCHOLOGICAL ASPECTS OF ACHAEAN PRINCESS'S INTERPRETATION IN ILSA LANGNER'S DRAMA "IPHIGENIA COMES HOME"

The article deals with the perception of Achaean princess's myth of German playwright Ilse Langner. She belongs to those writers, who feel acutely spirit of time and give response to its demands in their writings. Turning to classical plot the playwright comes from of the primary experience of man and fulfils myth potential of summarizing and universalization. Agamemnon's children's comeback to Mycenae was the initial point of writer's research of main problems of postwar time. In drama "Iphigenia Comes Home" Ilse Langner represented her own experience of past generalization and her vision of ways out of this difficult situation.

Iphigenia's name, who sacrificed her priesthood and Artemis' favour for her brother's rescue is in the title of the drama. She is conflict-making basis of the play. Having lost goddess's grace, Iphigenia forfeited the clearness of world perception. She is neither Euripides' heroine, who made the noble decision to die in honor of home country nor Goethe's saint, who wanted to help everyone.

Langner's drama is full of social, political and literary associations. On the one hand, this topic has a rich tradition in world literature. On the other hand the playwright appeals to the theme of interest at that time – possibility and revival ways of the people who survived the war.

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SPECIFICITY OF PORTRAYING IN MODERNIST NOVEL

The article presents a novel technique of portraying at the turn of the XIX-th and XX-th centuries, which is analyzed in the light of stylistic practices of modernism on the basis of the Ukrainian and Russian writers' works. The features of impressionistic poetics of portraying are traced (lighting, color, vibration) in M. Kotsiubynsky's and B. Zaitsev's, M. Zhuk's and Christy Alchevska's short stories, in which the landscape actually merges with the hero's autoreflexion.

It is proved the similarity between the state of nature and mood of the character is a typical feature of impressionistic poetological techniques. So the portraits are created with the using of typical impressionistic means such as light, shade, midtone, and blur as a certain atmosphere and excitement of a character. It is noted that the hero's portrait is prevailing, where it is presented against the background in which the elements of the landscape are included. It helps to emphasize the individuality, uniqueness of character, contributing to the

reproduction of the hero's emotional state and deep inner feelings.

It is noted that A. Kuprin's women's literary portraits tend to be more baroque style. To create a portrait writers often used the means borrowed from other arts. Thus, in M. Yatskov's portrait features it is observed the gravity to the rococo style, sentimentalism school, Pre-Raphaelite art etc.

It is summarized that the portraits created by the Ukrainian and Russian writers in the end of the XIX-th and the beginning of the XX-th centuries had the stylistic features, absorbed the elements of impressionism, expressionism, sentimentalism, and baroque. They are fundamentally different from the realistic narration, showing the belonging to the literature of modern times due to unexpected angle of images (spatial, psychological or axiological chronotope, expressive artistic details), means to transfer experience by "the language of nature".

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A LITERARY TRADITION AND A FANTASY GENRE

Fantasy as a newest genre of literature is the subject of interest of many foreign and native scientists.

The purpose of our investigation is to analyse the formation of the fantasy as a genre in the literary tradition.

In fantasy literature are vividly manifested mythological canons. Archetypes of Celtic, Scandinavian, Slavic and other legends, epic sagas and stories of „Arthur cycle” are key elements in the formation of a text canvas of modern fantasy literature. But these works shouldn't be identified with the fantasy itself, but their main features (quest character, heroism, magical and divine sources) were conceived already in antique times. Thus were formed typical for this genre archetypes, such as centaur, minotaur, harpy, giant, hydra, dragon, etc. Important for the formation of fantasy were also heroic poems „Senior and Junior Edda”, „The Song of Beowulf” and so

on. Chivalry, gothic (18th cent.) and then adventure (19th cent.) novels can be considered as fantasy genre sources. It's features can be found in fantasy: a gloomy tone and naturalism of descriptions of the gothic novel; positive and negative characters, the rapidity of events; dynamics and sharpness of the conflict; motives of the kidnapping and harassment, mysteries and secrets are key elements of the story that contribute to an atmosphere of the quest in fantasy literature. These motives are observed in classical fantasy „The Lord of the Rings” by J.R.R.Tolkien. This is a modern fantasy epos created in this form for more vivid representation of an unreal world of Arda. Fairy and fantastic elements are also present in the classical Russian literature and fiction, including science fiction. However, fantasy cannot be considered as the stylization, this is purely synthetic structure.

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POETRY OF WALTER SCOTT IN CREATIVE WORK OF V.A. ZHUKOVSKY

The English novelist became popular in European and Russian literature first of all as a poet, the author of ballads, poems, poetic epigraphs, etc. First poems by Walter Scott played a significant role in the development of the lyric-epic poem, rich in content, innovative metrics and rhyme. Unfortunately, this facet of Walter Scott's talent is little known and almost forgotten. V. Zhukovsky made the first poetic translations of the original poems by Walter Scott in Russia.

The Russian poet showed his first interest in the works by W. Scott while preparing the materials for the historical epic *Vladimir*. In 1815 the poet took notes of six cantos of the poem *The Lady of the Lake*, capturing the most important issues related to the course of the poem and means of artistic presentation of events and characters, specific features of the structure of the lyric-epic poem: the combination of different genres – from ballads, songs, battle scenes, legends to the lyric-philosophical digressions. Some W. Scott's achievements in the poem *The Lady of the Lake* were reflected in the original ballad *Aeolian Harp*.

In 1822 the Russian poet translated the ballad by W. Scott *The Eve of Saint John*. V. Zhukovsky was oriented on the reader prepared to accept literary ballads and unfamiliar with

characters and customs of the Middle Ages, that is why he transformed the style of the ballad changing romanticism based on English folklore typical of W. Scott.

Consciousness of a knight, the problem of the man to choose behavior, grim tragedy, a gradual escalation of terror and mystery attracted the attention of V. Zhukovsky to the ballad *The Gray Brother*. The translated ballad (1831) was called *Repentance* («Покаяние»). Being precise in translating the composition of the English ballad, the Russian translator, however, added the tragic story, which makes the main character repent and which becomes the cause of his pilgrimage to Rome. Thus, the conflict of the story was deepened. This change led to the restructuring of the entire system of the original.

The interest of V. Zhukovsky in W. Scott became deeper due to the creative evolution of the Russian poet from lyric-epic works, poems and ballads to wide epic thinking. Attention of V. Zhukovsky in 1832 to the poem by W. Scott *Marmion* is primarily connected with the perception of the epic and philosophical ideas of W. Scott. This translation with the focus on narration, enhanced drama and psychology preceded V. Zhukovsky's epic experiments in the 1830-40s.

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IMAGOLOGICAL PECULIARITIES IN AMY TAN'S WRITINGS

The application of imagological methodology opens new vistas in researching Chinese American literature throughout the different stages of its formation. The paper deals with imagological analysis of the Chinese American discourse as an integrant part of Amy Tan's bicultural novels. From a broad philological perspective, involving West/East culture, literature, philosophy, history, this research highlights the mechanisms of literary representation and identity specificity in the interplay of constructed Chinese American images of "the Self" and "the Other" in Amy Tan's writings.

Comparative approach to the study of Amy Tan's novels, based on imagological theory, allows to reveal the multiple dimensions of Chinese American identity through unveiling such categories as "Chinese-ness", "American Chinese-ness",

"American-ness", involving cross-cultural intertextuality and narrative intermediality. In the paper "Chinese-ness" is viewed not as the "otherness", but as a global, transnational cultural phenomenon.

The analysis of imagological aspects of Amy Tan's writings challenges highly disputable concepts of "deathly embraced Orientalism", feminist writings, biculturalism and multiculturalism. The emphasis is laid on the artistic mechanism of de-stereotypization, and synthesis of various cultural images and identities in portraying the American Chinese-ness. The research is conducted with reference both to cultural, historical contextualization in the study of Chinese American images as dynamic results of cultural interaction of Chinese and American and in-depth analysis of the image qua image.

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TRANSCULTURAL SEMANTICS OF XU ZHIMO'S POETRY

Creativity of Chinese writer and poet of early twentieth century Xu Zhimo (徐志摩, 1896 - 1931), is unknown to Ukrainian reader and has not been studied in Ukrainian literary sinology. A small in volume (several collections of dozen poems) poetic heritage is of great interest to literary transcivilizational literary studies due to the synthesis of three cultures – English romanticism, traditional Chinese, and the new Chinese cultures. Xu Zhimo is one of the first Chinese artists who saw an opportunity of artistic dialogue between the East and the West, discovered literature and culture of the West for China.

Xu Zhimo is a poet of global importance. His writings are characterized by English melancholy and delight idyllic landscapes of Cambridge. Rejection of Chinese reality is metaphorically rethought in the topic unhappy, unrequited love as well as Buddhist and Taoist images. Xu Zhimo's experiment is aimed at creating within the new Chinese poetry such an aesthetic system focused on lyrical experience not mediated by meditative detachment peculiar to poetics of the East: realization of self-value of feeling requires great expressive force. Hence, the development of poetics and semantics of western poetry, especially dialogue-development of Byron imagery.

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VARIATIONS OF "THE FIRST CHINESE AMERICAN" AS SELF-IMAGE IN WORKS BY WONG QING FU AND LEE YAN PHOU

The analysis is focused on the variations of self-image of bi-culturally educated Chinese American introduced in essays by Wong Qing Foo and Lee Yan Phou. These writers create the base for Chinese American "same/other" polemics. Its core – transculturally complicated image of heathen Chinaman, who is identified both with American and Chinese culture, created by public speaker, journalist and writer Wong Chin Foo. Through his lectures, public speeches, poems and essays he made up the figure of a Chinese American which is an alien neither for American nor Chinese culture. Lee Yan Phou, another prominent figure in Chinese American discourse, responds with the

image of a Christian Chinaman. Seemingly polar identities appear to be very much the same due to their humanistic worldview. The poetics of essay, where the narrator is to create a convincing self-image proves very suitable for Chinese American writers. For Wong Qing Foo and Lee Yan Phou essay writing, as much as public speaking and lectures, is a way to create an auto-myth, which is a complex of features and ideas much wider than a self-image. Its literary representation is marked with creative representation, re-reading of Confucian and Buddhist thought in accordance with the literary code inherent for the American nineteenth century essay-writing.

GENERAL LINGUISTICS

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THE ROLE OF PROPER NAMES IN THE DISCOURSE CONSOLIDATION OF LINGUISTIC STRUCTURES

Modern cognitology sets a number of important goals among which is exploring human language competence together with revealing peculiarities of categorization and conceptualization of reality and the inner reflexive experience. This can be achieved through the study of discourse as a complex phenomenon which is the place where knowledge is processed. The result is language consolidation seen by G. Fauconnier and M. Turner as conceptual blending in mental spaces of our mind which operate in the short-term memory. Human long-term memory has the so-called organizing frames which specify the type of activity, event and participants. Such frames usually contain

proper names as anchors to the reality shared by language-users with the same cultural background. The operation of conceptual blending is based on discourse compression of the information so that a person can comprehend logical reasoning and the general idea of the message. Proper names are the shortest way to the human representation of roles (father, doctor, buyer, etc.) and values (John, Terry, etc.). It is through this that we form human identity as a process of mental spaces blending of multiple role-value uses pertaining to a certain person. As a result we can talk about "characters" which are transported through different frames organizing mental spaces.

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TO THE PROBLEM OF RESEARCH OF A RHYTHM OF PROSE IN THE EUROPEAN LINGUISTICS

The panorama of use of a rhythm and a rhyme in literatures of England, Germany and France since the VIII-th century to the works of our contemporaries is given in the article. The emergence of the terms "rhythm" and "rhyme" is analysed, the connection between a hexameter and stambhyme at the structure level is established, emergence of the stambhyme preconditions (the alliteration verse) and its use in the heroic epos is determined; gradual transition of rhythms poetry to rhythmical prose is traced; the review of researches concerning definition of rhythm unit of art prose is provided, detailed classification of units of the rhythm revealed in linguistics is given. The change of the

directions of research in rythmology from consideration of structural elements of prose to the analysis of substantial components, and, as a result, transition to semantic rhythm, as to the object of the analysis is emphasized. The process of transformation of poetic verse into poetic prose was examine in the article, in synchrony and diachrony of the leading representatives of European literature. Also, there was justified the rejection of rhyme, the substitute it by assonance transition the rhythmic verse in free (free verse) with the varied line that does not submit the rules. The rythmology practices for the individual activity style learning are offered to apply.

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THE HISTORICAL FORMS OF USING SUGGESTIVE POTENTIAL OF PERSONAL NAMES

Today's situation in Ukraine demonstrates growth of interest to the phenomenon of linguistic programming of personality, the suggestive function of human language as well. In this aspect the religious discourse with its rituals and texts (especially prayers) could be considered as a favorable object for the process of language research. Following different cultural and spiritual traditions the personal name has been used with many functions in religious rituals and texts.

The article deals with the peculiarities of realization of the verbal suggestive influence and its main approaches in religious discourse. It has been stated that the suggestive potential is implemented into the personal name. The author distinguished the pathogenic verbal activity connected with the personal name, as the form of aggression, and the form of therapeutic change of the name as well.

The programming and suggestive function of the name is activated by the mechanisms of verbally-suggestive influence of phonetic, lexical and semantic levels. The name could be analyzed as a unit of informative influence. The understanding of programming character of the personal

name and the main manipulations upon the name let us reconstruct I-conception.

The personal name is based on semantic nuclear of the personality. It is a nuclear concept of I-conception, the main center of individual associative net. Any manipulations upon the name or any change of the name will change the whole I-conception. In religious rituals and texts the personal name is used as a unit of informative influence. The names are used for the effects actualization of adepts' attention, personal addressing, intimacy, semantic resonance, autosuggestion etc. For example, in prayers addressed to the angel keeper or to the saint the name of whom you carry, the personal name is being put on the sacral one. The sacral prototype is penetrating into the linguistic world model of personality. The sacral name demonstrates a growth of semantic associates. The sacral prototype has the own potential of modeling a concept-sphere as a main part of personality's spiritual life. As a result, the linguistic world-image is being changed. A special attention is paid to the verbal facilities with the positive and negative name's connotations as the markers of some aspects of theological informative influence.

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IN SEARCH OF SOUL AND SPIRIT: A LINGUO-SEMIOTIC SKETCH

Present-day linguistics claims to implement the anthropocentric approach in the study of language, culture and mind yet faces a number of challenges hindering an adequate understanding of man's nature and purpose. In this regard the focus on the so called „language personality” is obviously insufficient.

We suggest that man be recognized as a participant of the fundamental triad „sub-system :: system :: over-system” the latter two being associated with the concepts of SOUL and SPIRIT. The analysis of the concepts' names' etymologies and textually manifested semantic, linguo-cultural and functional peculiarities allowed arriving at the following conclusions. The verbal image of SPIRIT presents it as the energy-informational over-system, the container of prototypic „programs” and „matrices” copied and at various levels of vital and sign systems. Traditionally SPIRIT is associated with the SACRAL conceptual sphere. Language units that constitute the corresponding "nominative field" refer to mythic creatures,

deities ethnic markers etc. which we relate to certain types of energies (more commonly known as ELEMENTS).

The verbal images of SOUL trigger our interpretation of the said phenomenon as a fractally scaled segment of the global energy-informational field that correlates (and in fact is generated by) individual energy fields. These fields (one's „aura”) arise due to electro-chemical reactions connected to humans' various activities (mental, speech, practical-creative etc.).

Designations of SPIRIT and SOUL often appear to be equi-referential. Both pertain to the planes hierarchically superior to PERSONALITY and thus are rationally unreachable hence verbally synonymic. Both phenomena are regarded as regulators that determine human activities (including world's images' interpretation and creating alternative realities). Further research aims at creating a multi-dimensional integrative matrix of MAN as a sustainable system in the network of Life.

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CONCEPT LEUTE/PEOPLE AS A COMPONENT OF MATRIX OF THE SPHERE OF CONCEPTS MENSCH/MAN

Several recent decades in linguistics are marked with the increase in the number of researches of language periphery – those areas where scientific knowledge of linguistics faces cognitive science, cultural studies, ethnography, psychology etc. This surge is associated with the development of a new scientific paradigm – anthropocentric approach to language when research interests switches from objects of knowledge on the subject, when “man in the language and the language of a man” are studied

Further detailed study of matrix structure of the sphere of concepts MENSCH/MAN involves the allocation of parcels, small nodes, components of domains MANN/MAN, WEIB/WOMEN and LEUTE/PEOPLE which make up the near periphery of the central domain.

Thus, detected at baseline of the research of the sphere of concepts MENSCH/PERSON regularity of increase in the number of contexts and extension of the semantics of nouns “der Mensch” and “das Mensch” is a logical basis for the assumption that the increase in the number of contexts for the noun “der Mann,” “das Weib” and “die Leute” in the language of literature adds new concepts to the existing domains, which

in turn will cause the emergence of new domains and cause a further deployment of the sphere of concepts studied.

It is difficult to overestimate the role of framing approach in the study of both conceptual matrix components and its overall structure. Conceptual analysis of the research requires confirming the data of John Andorra – recognized specialist in the field of psycholinguistics – who noted that lexical items are able to activate frames, which are connected with them. However, the ability of different types of lexical items and syntactic constructions to activate frames is not the same; in the largest extent it is inherent to verbs. This statement is confirmed by a large number of semantic roles, participating in the objectification of certain concepts. However, neither the frequency of semantic roles nor stereotypical set of other semantic components (nodes) of frame causes stereotype of conceptual framework. Conceptual volume of a mental unit, which is based on one the same frame structures can be filled by native speakers individually depending on the reasons of different nature: cognitive characteristics, context of the situation, national and social origin, etc. This manifests universalism of a frame and its nature as a structure underlying language conventionality.

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METONYMIC TRANSFERS OF PROPER NAMES IN ENGLISH AND UKRAINIAN (IN NEWSPAPERS)

The article focuses on the study and contrastive analysis of nouns, the figurative meanings of which results from the metonymic transfers of proper names used in English and Ukrainian newspapers of the last decade. The study of the metonymic transfers has made it possible to establish common and distinctive features of metonymy used in newspaper articles of specified languages.

Metonymy is a type of semantic shift, a universal mean of reinterpretation and transfer of a name from one denotate 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 and temporal ones.

The main stylistic devices of proper names use in newspapers are based on antonomasia considered in this article as a peculiar variety of metonymy. It consists in putting in place of a proper name, another notion which may be either in apposition to it or predicated of it. The most frequent forms of it are the naming the writing from its author. To use antonomasia the well known nominations or nominations easily understood from the context shall be used.

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VERBAL MANIPULATION AND OTHER TYPES OF VERBAL INFLUENCE: DIFFERENTIATION OF TERMINOLOGY

The article focuses on the study of verbal influence in general and manipulative influence in particular. The former one is differentiated on the basis of:

1) the character of the addressee's and addressant's interaction which is classified as direct (explicit) and concealed (implicit);

2) the criterion of realization of addressant's verbal activity which is categorized into intentional and unintentional;

3) the focus on the listener which is classified as individual and social.

The article gives detailed description of such types of verbal influence as verbal manipulation, lingual demagoguery, brainwashing, neurolinguistic programming, suggestion and persuasiveness. The research offers a comprehensive definition of the term "verbal manipulation" and its analysis in comparison with other types of verbal influence. Therefore verbal manipulation is regarded as the kind of

verbal influence which is directed on the implementation into the addressee's world-view model new knowledge, thoughts, emotions and / or the modification of the actual ones using communicative strategies and tactics according to the addressant's pragmatic goals. The main distinctive feature between verbal manipulation and lingual demagoguery is that the former is not limited to presupposition that is masked as assertion. The principle difference between verbal manipulation and brainwashing is the absence of physical influence and obvious psychological aggression. The essential distinction between verbal manipulation, neurolinguistic programming and suggestion is that the latter ones are referred only to the field of psychoanalysis and autosuggestion. Persuasiveness in its verbal potential is a bit wider than verbal manipulation as the former includes argumentative and manipulative strategies, tactics and means.

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BLENDING IN YOUTH ENGLISH, GERMAN, UKRAINIAN AND RUSSIAN SLANGS

This article defines the concept of youth slang as a kind of sociolect and focuses on its characteristics and causes of its usage. Besides, the phenomenon of blending is considered as a productive way of building youth slang words in English, German, Ukrainian and Russian, which satisfy the main reasons of the slang's use. Namely, due to this word formation process, the lexicon of the youth is replenished with bright and unusual words that attract the attention of the others. The paper carries out the analysis of the concept of blending and the main types of blends identified in English and Russian studies. On the basis of these studies, a detailed classification is developed for the analysis of blend words in youth slangs

of the languages mentioned above. 6 types of blending, which are built according to certain formulas, have been identified and illustrated with respective representative material in the article. Practical material of the paper consists of slang words selected by continuous sampling from print and online dictionaries of English, German, Ukrainian and Russian youth slangs, which are constantly updated by native speakers. The blend words under the study include 57 examples from English, 4 from German, 66 from Ukrainian and 56 from Russian youth slangs. The general trends and features in building blends in English, German, Ukrainian and Russian youth slangs have been identified in the paper.

COMPARATIVE HISTORICAL,
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FUNCTIONING OF GEMINATE CONSONANTS AT THE JUNCTURE OF TWO WORDS WITHIN A SYNTAGM IN THE ANCIENT UKRAINIAN AND OLD HIGH GERMAN PERIODS (CONTRASTIVE ANALYSIS)

The article raised issues related to the definition of phonemic status of long consonants in the modern Ukrainian language. The above is intended to investigate the functional and structural description of geminate consonants at the junction of two words in one syntagmas in the ancient Ukrainian and Old High German periods and describes the origin of long / short consonants.

Phonemic status of Ukrainian geminate is ambiguous and remains controversial because not all scientists believe in the operation of long phonemes along with biphonem.

Study on the phonemic status of Ukrainian geminate was limited just to quantitative characteristic of consonants, sometimes minimal pairs were considered, and the ratio of the phoneme and its allophones, phonemes and morphemes, speech articulation, speech stream, ie syntagmatic approach combined with a functional side of long consonants haven't been deeply researched.

Therefore, there is a need to analyze the phonetic and phonological features of geminate in the tideway of their their historical development, which stipulates consideration of the dynamics of change and evolution of the phonetic system of the Ukrainian language in general and to compare geminaten of Ukrainian language whith geminates of German language, which is considered to be more investigated.

The appearance of geminate at the junction of two words in one syntagmas in the ancient Ukrainian and in Old High German periods of languages has been analyzed and compared through the examples of literary texts.

The conducted research reveals the peculiarities of geminate functioning in the ancient Ukrainian and Old High German periods and the origin of long consonant phonemes in the ancient Ukrainian. This study outlines ways of solution on phonemic status of long consonants in the Ukrainian language.

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STRUCTURE AND SEMANTICS OF CAUSATIVE CONSTRUCTIONS IN NON-COGNATE LANGUAGES: MODEL OF CONTRASTIVE ANALYSIS

The article addresses causative constructions in non-cognate languages. The constructions under study are treated in terms of construction grammar. A review of the basic approaches to the causative constructions analysis is suggested. A model of contrastive analysis of their semantics and structure is discussed. The topicality of the research is determined by the focus of modern linguistic studies on the problems of semantic syntax, as well as the need to systematize the accumulated knowledge in the branch and the insufficient degree of scientific studies of the problem in such languages as English and Ukrainian. The objective of this research is

to identify convergent and divergent features of semantics of causative linking verbs as the main elements expressing causation in the constructions under study. In the course of the analysis the semantic and structural features of the causative linking verbs are examined. The interpretation formulae of the semantic types of the constructions with causative linking verbs were worked out.

The analysis of constructions with causative linking verbs enables to make a conclusion that in different contexts causative linking verbs do not only express their dictionary causative meanings but also acquire some additional senses.

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MEANS OF EXPRESSING INTENSITY OF AN ACTION AND STATE IN PHRASEOLOGICAL UNITS IN GERMAN, ENGLISH, RUSSIAN AND UKRAINIAN

Each lexical system has specified word classes' which wide-sense express quantity (including intensity). The article deals with the analysis of various linguistic means of expressing intensity of an action and state in phraseological units in Germanic and Slavonic languages. The analyzed phraseological units described those actions and states, which characterized by high degree of intensity, e.g.: Eng. *laugh your head off* 'laugh a lot'; Ger. *jmdn grün und blau schlagen* 'jmdn sehr verprügeln'.

The paper focuses on the contrastive analysis of phraseological units which mean intensity of an action and state in languages with different structures and aims at finding formal and semantic means of intensity's expression.

The research material embraces phraseological units selected from dictionaries of idioms of the English, German, Ukrainian and Russian languages. The total amount of sample

collection is 1702 phraseological units (Ehg. – 312, Germ. – 391, Ukr. – 472, Rus. – 527).

The category of intensity in linguistics is disputable and varied and interacts with others categories, such as expressivity, emotionality, evaluation, figurativeness, gradation. The category of intensity is interpreted as a quantitative characteristic of action and state. Its degree identified by means of comparison of the intensification meaning with neutral one.

The semantic analysis has made it possible to pick out two types of the intensity's expression in phraseological units: 1) explicit (various linguistic means which lie in the surface (formal) structure of phraseological units, such as word-forming elements, syntactical and stylistic means) and implicit (which include lexicographic interpretation and inner form of phraseological unit).

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SUBJECTLESS SENTENCES WITH PREDICATES OF QUALITY AND QUANTITY IN ENGLISH AND UKRAINIAN

The article deals with the description of subjectless sentences (SS) with predicates of quality and quantity in English and Ukrainian. The research is based on the syntax-semantic approach in linguistics according to which SS of quality and quantity can be described with the help of interpretation formula "Descriptive(Descr) has qualitative / quantitative characteristics (Attr) in the location (Loc)". Common types of SS predicates singled out in both languages include description of personal features, duration, age description, price and measure. The research has shown that SS with predicates of quality and quantity are more semantically variable in Ukrainian than in English and in

addition to common characteristic features include description of color, quantity, distance and speed. Sentences describing appearance have been identified only in the English language. Different types of descriptive, i.e. bearer of characteristic features, have been identified in English and Ukrainian SS. The semantic role of a descriptive in both languages refers to a person, an abstract notion and an action. An event, situation and environment have been singled out among descriptive only in the English language, and a physical object, a building, clothes, a tree fruit – in Ukrainian. Statistic data showing the frequency of each type of SS in English and Ukrainian have been provided.

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MOTIVATIONAL BASIS OF CLOTHES NOMINATIONS WITH NATIONAL AND CULTURAL SEMANTIC COMPONENT IN THE ENGLISH AND UKRAINIAN LANGUAGES

Clothes nominations reflect creative energy of people, their mentality, cultural worldview and life. These language units known as national-marked are relevant in the process of language contacts, influencing the success of intercultural communication of different ethnic groups. The aim of the paper is to reconstruct the motivational basis of clothes nominations in the English and Ukrainian languages. We have suggested our own definition of *national and cultural semantic component of clothes nominations*, which is expressed through the methods of semantic transposition, means of word-forming derivation and phraseological processes.

The *motivational feature* has been selected as tertium comparationis of the research, which enables to find common and different characteristics in the nature of national-marked clothes nomination in both contrasted languages.

Initial internal motivation has been identified through the reconstruction of the meaning of invariant lexemes *clothes* and *одяг* in etymological sources of both languages. We make an assumption about their different archetypical nature associated with magical views of pagans about clothes in English and the original natural materials for making clothes (animal skin,

bark) in Ukrainian. Motivation of variant clothes nominations is manifested through the processes of metaphorical (*chamber pot, котелок*) and metonymical (*mackintosh, сан'янци*) transfer. The most productive means of word-forming derivation are affixation (*ватник*) in the Ukrainian language and composite nomination (*raincoat*), conversion (*shrug*), reduplication (*flip-flops*), as well as abbreviation (*BVD's*) in the English language.

External motivation of clothes nominations is revealed through the transfer of these language units on other lexical domains, that is when the clothing item or its element is the source of origin of proper (*Boot, Кучма*) and common (*jack-et, кожан*) names.

National and cultural peculiarities of clothes nominations are also revealed in the idiomatical processes, when the clothing item acquires its imagery meaning in the structure of the phraseological unit. The component structure of phraseological units is different in both languages, due to various external sources of clothes names motivation, connected with the history, public life of the language community and sport in English and national customs and beliefs in Ukrainian.

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FUNCTIONING OF THE CATEGORY OF CAUSATION IN GERMAN AND UKRAINIAN LANGUAGES

In this study causation is viewed from ontological approach. The concept of causation is associated with the expression of causal relations in language, that is, when one action serves the cause of another action or condition.

A notable element in the development of the theory of causation is the work of Leningrad typological group – collective monograph “The Typology of Causative Constructions” which was published in 1969 in Russian, edited by A.A. Holodovych. In 1973 it was translated into German and English. The monograph focuses on grammatical constructions which express causative situation. Since its release, in the interpretation of concepts of causative predicate and causative construction prevails denotative approach based on the concept of causative situation. The term causative situation refers to the situation which consists of two microsituations connected by the causative relation which reflect causal relation on the level of reference, for example:

...evil look of Nur Ali forced them to work. By definition of V.P. Nedyalkov and H.H. Sylnytskiy, causal microsituation is called antecedent and causative microsituation – consequent.

Thus, the look of Nur Ali is antecedent, forced – causative link-verb, them to work (they work) – causative action which is a consequent.

The basis of the causative situation is causative verb, which simulates the situation which consists of consequent, antecedent and causal relation between them. Object of causation (them) is a carrier of a microsituation and acts as the next actant of the causative situation. Antecedent situation of state is another actant – causator (*Nur Ali*), which affects the object of causation. Causative situation expressed by causative verb implies causator (*Nur Ali*), object of causation (*them*) and features of consequent which object receives as a result of causation (*to work*).

In general, linguists define causative verbs as transitive verbs with the meaning of bringing to definite state or causing action, expressed by the appropriate verb stem. Based on this interpretation of causative verbs, in the article they include verbs which cause an action or condition expressed in at least two situations interconnected by causative relation and also reflect causal relation on the level of reference.

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PECULIARITIES OF MACROCONCEPT “MATERIAL WORLD OF MAN” OBJECTIFICATION BY MEANS OF THE ENGLISH AND UKRAINIAN TOPONYMIC PHRASEOLOGY

The present paper deals with the analysis of the characteristic features of the conceptual model of the world reflection in the English and Ukrainian phraseological units with a toponymic component, which suggests that first of all such an important segment of the objective reality as the conceptual sphere "Material World of Man" can undergo conceptualization.

It is a firmly established fact that phraseology of any language in general and the phraseological units with a toponymic component in particular are characterized by a clearly marked *anthropocentric orientation*, both on the plane of expression and the plane of content, which means that the phraseological unit itself as well as its toponymic component focuses on Man and his or her inner (spiritual) and outer (material) world. The role of toponyms (geographical names) in the formation of the overall phraseological meaning of the units in question presents special interest as they are pronounced bearers of national cultural semantics, playing a major role in the process of Man's comprehension of his or her living space. Within the phraseological units, toponymic components can be treated as peculiar "language monuments" of different stages of socio-historical development of the United Kingdom and Ukraine, having a separate historical and cultural biography. It is these components that mainly

contribute to the disclosure of national mentality and cultural peculiarities of the English and Ukrainian people.

Conceptual model of the world consists of a complex of ideas and views on the reality based on individual and collective experience of a particular ethnic group. Phraseological units with a toponymic component representing this conceptual model are remarkable for strongly pronounced ethnic qualities due to national and cultural peculiarities of the historical past, national reception, as well as the mentality of the English and Ukrainian people. The analysis of the English and Ukrainian phraseological units with a toponymic component in the totality of biological, psychological, emotional, mental, religious, and social factors associated with human existence shows that they play a crucial role in the verbalization of the conceptual sphere „Man's World" that is represented by the following two main macroconcepts namely, Material and Spiritual World of Man. This article suggests that the peculiarities of macroconcept "material world of a person" are of great importance.

The investigation of the English and Ukrainian toponymic phraseology enables us to make the conclusion that the units under consideration can be treated as the markers of the national specificity of the culture, the historical past, the national reception and mentality of the British people.

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IMPOSITION: THE DEVELOPMENT OF THE TERMINOLOGICAL SENSES IN UKRAINIAN

This article is devoted to the peculiarities of the lexical and semantic development and assimilation of the loan of the lexeme *imposition* in the Ukrainian language. The analysis of the implementation of the term *imposition* is discussed in Ukrainian. The attention is focused on the new terminological senses.

The lexeme *imposition* is used as *the imposing* – *laying on of hands; the action of bestowal of a name or title; arranging of pages of type in the form; as impost = impot* – *schoolboys' abbreviation of imposition: an exercise or task imposed as punishment; a tax, duty, tribute; the upper course of a pillar or abutment, frequently projecting in the form of an ornamental moulding or capital, on which the foot of arch rests; a horizontal block supported by upright stones, as at Stonehenge; as imposture = impostor* – *a cheat, a fraud; the action of deceiving by palming off what is false or unreal (an instance of this, an imposture); injunction; puritanical use, a dogma or ceremony imposed without scriptural warrant; a thing (or person) which is pretended to be what it is not; willful and fraudulent deception; illusion; and as impostume / impothumation* – *purulent swelling or cyst in any part of the body, an abscess; a moral or political festering sore; the swelling of pride. The new terminological senses of lexeme *imposition: expectation* (something that someone expects or asks you to do for them, which is not convenient for you: I know it's an imposition, but could I use your bathroom?) and *introduction* (the introduction of something such as a rule, punishment, tax etc: the imposition of martial law) are developed in English.*

The Ukrainian language of XXI century borrows new lexemes due to the strait development of the international cooperation. Drawing peculiar attention to the fixation of new lexemes that are inclined into the modern media's language, the appearance of new lexeme *imposition* is registered. The novelty of this investigation is caused with the absence of definition and description of the lexeme *imposition* origin, the stages of this foreign word assimilation, semantic adaptation

and status aren't cleared up, the question of functioning of this lexeme is also opened in Ukrainian. The dynamics of the development of the new terminological senses is investigated. The usage of current words in the terms' function can be considered as one of the main ways of term forming, which is based on the semantic structure of the word and potential possibilities of semantic structure's development. Everyday concept either coincides with terminological meaning without peculiar semantic displacements or semantic reinterpretation of the main meaning takes place, passing from one language to another. *Imposition* as interbranch term is considered due to the issue of terminologization. This article deals with the etymology and semantic development of the term *imposition*. The processes of its terminologization and reterminologization are analyzed.

The use of this term in linguistics is discussed. *Imposition* as a term is new and perspective for using it as an order, a recommendation, a premonition, an influence and even instillation for native linguistic studios.

One of professional's tasks is to give accurate, exhaustive and linguistically correct definition of new or unknown concepts. There can be several definitions of any concept – everything depends on the thing that in which concrete aspects of denotation the explorer is interested in. The modern development of linguistic sciences gives reasons to state the necessity of the terminological system unification, national resources are need to be used and loaned terminological units can't be refused, which should be motivated, accurate and monosemantic.

The need of periodical republicishments of ethnographical, explanatory and foreign dictionaries is a very vexed problem as the term *imposition* was reterminologized, moving from one system of terms to the other (from printing to informational technologies, from religion to education, jurisdiction, economics...). But only bilingual dictionaries contain some information about the object of the investigation.

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LANGUAGE OBJECTIFICATION OF COGNITION PROCESS

The article in question deals with the language units relating to problem of Nothing::Something, their linguo-cognitive properties. Attention is being focused upon their structural-semantic aspect, parts-of-speech status, linguistic functions of notional words and syntactical formations. The mentioned problem works wonders in the linguistic modus for we eyewitness here markers of negation, which indicate the results of our mental cognition. The process of verbalization verifies that cognition is in its full swing. Something is done, something is undone and something stays unknown. Hence confer the English words *something, anything, nothing, some, any, no, certain, a kind of, a type of, similar, enigmatic, ambiguous*. The study of this endozone proves that syncretism

as a tendency works universally on the vector of unknown/known, uncognized/cognized. The modus of negative markers is being identified in the environment of free and phraseological constructions. The tendency of mononegation in the English language discourse is being stressed upon. Such phenomena as zeugma, hyperbole, litotes, repetition with negative markers are investigated in the stylistic domain. Herein the polynegative negation works stable and solid. The patterns of small texts (jokes, unserious maxims) are being considered in terms of their unpractical communicative function. Perspective investigation of the elaborated problem is being envisaged in the endozone of category Much/Many::Little/Few.

TRANSLATION STUDIES

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ON THE ISSUE OF TRANSLATING OF LINGUISTIC- CULTUROLOGICAL COMPONENTS IN THE PROCESS OF TEACHING ENGLISH

The article deals with the peculiarities of translating «realia»; the point of language and culture interconnection is emphasized also in this work. In special literature which is devoted to the problems of artistic translation and other types of translation there are different terms and notions with the help of which scholars describe national peculiarity of any nation. For example: sociocultural, linguistic-culturological, lacuna, realia, culture-specific vocabulary, linguistic untranslatable words, cultural untranslatable words, historical and cultural context, national peculiarity and others. The present paper focuses on the «realia» and its translation, on the preservation of its national and historical specificity in the process of translation, the problem of which remains polemical till

nowadays amidst translators, interpreters and scholars. In other words, «realias» reflects national peculiarity, they are important informant of culture; it is impossible to understand adequately the original text without knowledge of «realia». It is stressed that language and thinking of each concrete nation impact on the formation of such component. Special attention in this research is given to the issue of the realia's commentary as a necessary and important tool in the process of translating or interpreting. Fundamental works devoted to the Translation Studies by Morozov M., Visson L., Sapir E., Lyubimov N., Palazhchenko P., Zorivchak R., Vlachov S., Florin S., Komissarov V., Chernov G. are also under consideration.

V. HORBATKO IN THE CONTEXT OF CONTEMPORARY UKRAINIAN TRANSLATION

The author of the article aims at analyzing translator's personality of V. Horbatko in the context of Ukrainian Translation Studies of the 21st century. The present research is concentrated on the translator's individuality of V. Horbatko and his speech personality that is reflected in the translated texts. The results of the research have shown that V. Horbatko's translator's individual style can be defined as the manifestation of his speech personality / individuality in the target texts through the set of characteristics peculiar to translator's writing, which is marked by its uniqueness, changes in time and is influenced by the Ukrainian culture. V. Horbatko's translator's individual style is manifested in the target text through the set of deviations from the source text which are displayed in translator's extracreativity areas. The structure of translator's speech personality consists of verbal-semantic, linguocognitive and motivational levels. The translator's speech personality is located at the interface of Ukrainian and English cultures, serving as the mediator between them and is viewed as the text, temporal, standard and regional, source language and target language speech personality. The extralinguistic factors, influencing the linguistic manifestation of translator's speech personality in general and V. Horbatko's translator's speech personality in particular, were grounded herein: the translator as a member of a translation school; the dominant tradition of translation; the genre of the text; primary reality (author's and translator's); secondary reality (author's and translator's); the influence and interrelation of

the source and target cultures; speech stereotypes (universal, cultural, individual); translator's knowledge (personal, cultural, universal, situational, encyclopedic), opinions, needs, wishes, preferences, attitude (= superintention), guidelines (= translator's interpretative position), feelings and emotions (the translator's subjectivity and/or objectivity towards text factors); linguistic, sociocultural, communicative and cognitive competences.

The translator's interpretative position is realized by means of translator's strategies and is the constituent part of translator's speech personality. The superintention precedes and influences translator's interpretative position, which in its turn establishes translator's personal interpretation of the text and then is realized through the particular strategy. We can differentiate 4 types of V. Horbatko's extracreativity areas: reproducing of stylistically neutral lexemes in the original by colloquial or slang lexemes in the translation; idiomatic translation; decomposing English monolexemes; implementing the strategy of psychological submergence and visualization in the reproduction of thought-provoking places in the translation. The research has also shown that errors in the translations by V. Horbatko are of typical and sporadic character, detected on the lexical, grammatical and contextual levels. Typical errors are further subdivided into 3 groups: inattention of the translator; mistranslation of words, especially those denoting family relations; analytical character of the invocatory form in the Ukrainian translation.

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TRANSLATION/INTERPRETATION PARADIGM CURRICULUM: PROFESSIONALIZING TRANSLATORS / INTERPRETERS

The Translation / Interpretation Curriculum varies from university to university. Globalization strongly demands a typological curriculum and fundamental training students in the areas of their future jobs. The problems of judicial translation in the EU institutions are revealed by Olena Shablii (2014) and adequacy in court translation, translator's status in court translation, and translator's responsibilities are highlighted in the US context by Svitlana Budzhak-Jones [10, 24-27; 11].

We can stress the significance of the following courses for technical translators in the field of Economy and Law: Comparative Banking & Accounting Systems which provides students with the theoretical background needed in order to specialize as translators in the field of banking, accounting and finance in an international environment. The Comparative

Legal Systems course gives students a basic understanding of the Anglo-American common-law system and the code-law system that prevails in other countries. Comparative Corporate Practice shows the trends characterizing the corporate sector in the last decade. Understanding the Discourse of Global Economics provides students from various academic backgrounds with a condensed overview of the current structure of world economy.

Till present time ST has mostly been considered as a supportive interpretation method for simultaneous and consecutive interpretation. ST must find itself as a sole course Translation / Interpretation Curriculum used by the interpreter trainees in various fields. Due to the differences in the process, the methods and strategies that an interpreter trainee uses in ST will change.

INTERFERENCE IN LITERARY TRANSLATION

Modern translatology has contributed much into the researches of inter-textual contacts. In particular, interference as a linguistic phenomenon in target texts of various genres and languages are widely analyzed. Translation studies defines “interference” as both negative and positive influence, which can either lead to misunderstanding or make it easier for a target audience to understand the source text in a target language. What is more important is the fact that the mistakes, which occur in a target text under the influence of a source one, prove to be a means of bringing two interacting texts and cultures closer to each other. A translator resorts to erroneous structures intentionally to reveal certain substantial subtleties of an original text in a target language.

We define interference as an intentional or unintentional copying of a source structure in a target text, which leads

to either misunderstanding or bringing two contacting texts closer in meaning. Cases of an intentional copying, where a translator consciously takes original structures and brings them into the target one are called transference.

In a literary translation a translator has an overall freedom to coin neologisms taking original semantic and syntactic structures. In the Ukrainian translation of William Shakespeare’s *King Lear* done by Vasyl Barka there are a lot of coinages so close to Shakespeare that one can hardly recognize the target language, though, the readers easily can recognize Shakespeare in it.

The author analyzes the cases of an intentional interference in literary translation, proving that such a technique leads to a better understanding and perception of a text by a reader.

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SPECIFICITY OF TRANSLATION, ITS HISTORY AND OBJECTIVES OF THE PRESENT

The study of the special literature shows that translation as special phenomenon is one of ancient types of human activity which has millennial history. Its becoming one is related to the origin human tribes and, accordingly, requirement to people to be mediators at various contacts between the representatives of different tribes.

In this connection translation has gone a long and difficult way of becoming a separate science, constantly specifying and changing the role of translator and maintenance of his activity necessary in any society depended both on external activity of the state and from a situation up country.

As historians testify, without translators existence of ancient empires, which arose up as a result of conquests of many countries, inhabited by multilingual people, would be impossible.

We can underline that already on the early stages of translating activity two tendencies appeared sufficiently clear. First from them most noticeable in translating of religious texts prevailed to the maximal over-literal rendering. Other tendency came to light in free circulation with an original, in assumption of rejections and even distortions which conduced to the unjustified errors in text.

As to translating activity in Russia and Ukraine there is also a rich history that began in the days of Kiev Rus. Already in IX century had the written language, literature and translation.

A vast contribution to development of translating activity in Russia was done by XVIII century. Political reforms of Peter I were extended by the economic and cultural contacts of Moscow with the European countries thus giving boost to foreign languages.

From 30 – 40th of the 20th century, preparation of military translators is carried out. In this connection of translating activity is transformed into special profession, involving more and more professionals both in our country and abroad.

It should be specified that presently concept «translation» and «translating activity» are used in a synonymous row by scientists who study translation.

Hereupon the purpose of preparation of translators which is carried out by specialized departments of linguistic faculties are determined in the Program as “forming of translating competence which is understood as an ability to withdraw information from text in one language and pass it into another language by means of creating a text”.

LANGUAGE AND MASS MEDIA

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COHESION OF PUBLIC METADISCOURSE

Verbal communication which, in fact, is the exchange of cognitive information, presupposes metacommunication the task of which is to regulate that exchange by the usage of certain language means. Metacommunication is embodied in metadiscourse by means of which the regulation of verbal interaction is performed due to the metacommunicative means as the minimal metadiscourse unit which are viewed as a pragmatized subclass of expressive speech units used to regulate verbal interaction in different speech situations (in public speech situation, in particular).

Public interaction along with mass interaction make the basis for the public discourse as a type of a mass addressee oriented discourse. Consequently, among the parameters of

the public discourse are the following: mass and multiple addressing; an addresser (an individual speechmaker with a certain social status which "gives the right" to make a speech); socially significant thematic focus; intellectualized, still understandable speech. Public discourse can be viewed as a type of metadiscourse due to the information both of them comprise.

The cohesion of public discourse is achieved via the metacommunicative means, known also as cohesive or discourse markers as well as pragmatic particles. There are some peculiarities in the use of these metacommunicative means in different types of discourse, still in the public discourse they are of two types: contact-making and regulating.

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THE TABOO DEFINITION AND ITS CLASSIFICATION IN MODERN LINGUISTICS

Priority areas of modern linguistics are focused on investigating the means of successful communication and reasons causing its failure. Within these trends taboo and prohibition researchings are of certain interest among the scientists. Theoretical aspects of taboo phenomenon have been viewed both by Ukrainian and foreign scientists. Among them F. Batsevych, L. Belozerska, A. Doroga, Yu. Zaza, L. Frolyak, R. Gazizov, K. Dembska, V. Kashkin, Ya. Popova, O. Ruter, E. Smolentseva, T. Toktarova, T. Jay and others. However, linguistic aspect of the distinct taboo definition and its classification still requires profound investigation.

Taboo is primarily the ethnographic phenomenon that occurs in the early stages of social development, and gradually moves into the language system [O. Babayeva, p. 234]. Researchers agree that taboo is a ban, but Ya. Popova also emphasizes that the taboo purpose in fact lies not in forbidding the phenomenon itself, as in prohibiting its word expression and using another substitute more acceptable to the communicative situation [Ya. Popova].

Linguistic taboo is characterized as a ban on certain words,

phrases or proper names usage, some behaviour tactics, contacts with people, objects or words which coincide in their pronunciation with forbidden ones. Reasons for taboo-making strongly connected with extralinguistic factors, including censorship, culture, moral, ethics, mystical superstitious, social and political factors, and the magical language function [O. Taranenko, p. 677; O. Ahmanova, p. 467].

Analysing works of V. Kashkin, V. Sokovnin, R. Gazizov and F. Batsevych we come to conclusion that along with taboo words reserches distinguish taboo-topics and so called contact taboos (forms of interpersonal communication forbidden in a circle of certain people). Ya. Popova says, that under certain conditions, there are some prohibitions on the use of certain sounds in the communication act, letters in writing, intonation, tone, etc.

Nowadays there is no unified criteria system of taboo differentiation. That is why further researchings should be focused on the problem of linguistic criteria formation and distinct taboo classification output taking into account multiaspect nature of this phenomenon.

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FORMATION OF LEXICAL AND GRAMMATICAL COMPETENCE OF STUDENTS

Since Ukraine has entered the European Higher Educational Area and joined the Bologna process, a lot of specialists have got the opportunity to receive or continue their higher education in the member states of the Bologna process, and the role of foreign languages is increasing. Effective foreign language teaching requires enhanced language training methods, which is possible under integration of knowledge of many subjects such as linguistics, pedagogy, physiology, psychology of language, etc. The main problem in foreign language teaching is to master theory of a foreign language and get the opportunity to apply the knowledge and skills acquired. Foreign language teaching includes such language practices: writing, speaking, audition,

reading comprehension and translation. Important components of effective teaching requiring special attention are motivation and guidelines for those studying foreign languages. Motivation is awareness of certain strong need which influences human behaviour. Summing up the above-mentioned we consider it advisable to pay special attention to foreign language teaching for non-linguistic students. Connection between students' knowledge of language and the sphere of their specialization may strongly motivate them to study foreign languages. One of the major elements is to develop a programme embracing vocabulary and grammar of real communicative situations the students may encounter with.

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THE PHENOMENON OF „RUNGLISH” IN RUSSIAN, UKRAINIAN AND ENGLISH LANGUAGES

The problem of language contacts is one of the most important in modern linguistics. A vivid example of language contacts can be considered the occurrence and functioning in one language words of another language. Recently, in the Russian and Ukrainian societies the tendency to the active use of words of English origin in everyday language is progressing. Significant influence in the national culture acquires the so-called „Runlish” that is a distortion of English words into Russian.

Runlish is a neologism by which American linguists denote the language in which the Russian-language people speak English people; English language in the Russian manner. From a linguistic point of view Runlish is a mixed language or pseudo dialect of English. It also assumes a significant use of English words in everyday language, in particular, this is true for young people.

The problem of borrowing in Russian and Ukrainian languages was considered by such researchers as V. Vinogradov, I. Golub, N. Avilova, S. Bulich, S. Birzhakova and others. But such phenomenon as „Runlish” has not been studied enough. Runlish is not a full language and is not classified as a hybrid language.

Anglicism is the borrowing from the English language that is used for the names of objects or terms that have no equivalents in Russian. Often Anglicisms are used for accurate transmission of information in the texts intended for narrow specialists. Usually there are the following reasons of

appearing of Anglicisms: the emergence of a new terminology; fashion; expressiveness and originality. Sources of appearing of Anglicisms in speech are: advertising, Internet, cinema, music.

Currently, there are a number of English borrowings, that are used in different spheres of our life: 1) for designation of new activities, 2) for designation of new concepts of human knowledge; 3) for new objects of material culture; 4) for new musical directions; 5) for old concepts with the aim of providing them prestige; 6) borrowings of mixed type related to youth.

Of course, Runlish has its advantages. It has brought in the language the new concepts in the field of IT-technologies, Economics, politics and culture. It allows reflecting abstract concepts more clearly and concisely. But, in pursuit of all that is foreign, in striving to copy Western models people are increasingly losing their identity, including language. In the youth environment the decrease of literacy, language and a common culture can be noticed.

Most modern languages are open to penetration of borrowings from other language systems to their lexical content. English in this sense is not an exception. There appears its evolutionary development, in the frame of which goes active spread and more often usage of Americanisms in the English speaking world. However, everything must have its deadline, otherwise it is quite possible to lose the linguistic identity.

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CLICHE OF UKRAINIAN MEDIA IN THE CONTEXT OF ETHNOSEMIOTICS

In the media space linguistic clichés functioning is various. Linguistic clichés operate as specific forms in the information transmitting and receiving, moreover they represent the stylistic features of the modern national mass media discourse.

Linguistic clichés are regular combinations of verbal signs, some autonomous units with traditionally set meaning and shape.

Cliché functioning in the national media language reveals peculiarities of this linguistic phenomenon in different media communication situations due to its linguistic impact on recipients and preventing aggression and manipulative mass resonance in public audience.

Ethnocentrism is a part of any national discursive practice, Ukrainian media in particular. Media characteristics of ethnonyms give evidence of stereotypical

“foe” identifying in the ordinary Ukrainians’ minds owing to ethno-national principle of “friend or foe” opposition. Supplying mass media communication with ethnonyms assists in ethnic stereotypes of different nationalities implementation.

A “friend” category in cliché units is a set of ideas and beliefs, according to which a “friend” is a center, a kind of the comparative standard for all other ethnic and social groups multicultural language communities. Often the “friend” category indicates subject belonging to some society or country: Ukraine – it’s not Russia (L.Kuchma); Ukraine – it’s not Byzantium; Ukraine – it’s not Africa; Ukraine – it’s not Egypt (STB-Channel). National and supranational cliché distinguishing is determined under the text influence of mass media and political discourses.

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THE INTERCULTURAL COMMUNICATION IN THE COMMUNICATIVE PROCESS

In our article we discuss one of the most important issues in the field of intercultural communication that has not a contemptible role in the realization of intercultural communication process and takes part in the explanation and facilitation of the communicative process.

In addition, because of the remarkable cultural and linguistic differences and the influence of globalization on the intercontinental constant use, it has become imperative

to regard the dissenters in its truth and above any fraudulent thoughts or prejudices that arise during the verbal or non-verbal communicative process. It is therefore to be explained which communicative verbal or non-verbal features take part in the explanation of cross-cultural characteristics.

Intercultural interactions differ from one community to the other, and the resulting differences explain the peculiarities of the communication participants.

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THE LINGUO-COGNITIVE LEVEL OF SECONDARY LINGUISTIC IDENTITY (BASED ON THE NOVELS WRITTEN BY THE MODERN BRITISH WRITERS)

The paper focuses on secondary linguistic identities that are understood as the bilinguals with conceptual and language pictures of the world inherent in both languages. It explores the peculiarities of authors' mindsets intrinsic to secondary linguistic identities that are revealed in their literary works. The paper analyses the novels *Bequest* and *A Short History of Tractors in Ukrainian* written by Anna Shevchenko and Maryna Lewycka correspondingly who are popular modern British writers of Ukrainian origin.

The indexes of author's linguo-cognitive level are positive generalizations about Great Britain that the above mentioned novels abound in and which account for respect and pride

for this country, as well as negatively-marked ones about Ukraine used in order to create its satirical image. The other features of author's linguo-cognitive level are the allusions to Slavic proverbs that refer readers to some precedent-related facts which are the result of the writer's Slavic origin and typical for the European and Slavic mentality. The article also highlights cultural stereotypes, which are integral to the mind of bilingual writers.

Therefore, the mixture of two different kinds of world view and, thus, the combination of both onlooker's and insider's perspectives account for the interrelation between two cultures in bilingual mindset.

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PARADIGM OF GENDER STEREOTYPES IN THE LINGUISTIC PICTURE OF THE WORLD

The nature and characteristics of gender stereotypes functioning both reflect dominating methods of sex socialization, and indicate the gender inequality that still exists in most modern societies.

Recently growing attention has been devoted to a new approach in language – gender linguistics in connection with the category of gender in the scientific paradigm. That happened due to the fact that social factor has become determinant in language studies which are deeply related with an individual and society.

Gender stereotypes are prevalent beliefs about characteristics predicable to men and women. These stereotypes are fairly common in our society and can exert a powerful influence on the way people think and behave. Although sex is usually defined as a person's biological trait, gender is defined in a way people identify themselves in the society. Gender relates to those characteristics that

are predicable to men and those predicable to women. It is important to understand that it requires a social structure that tends to enforce a binary sex and gender roles based on a person's biological characteristics.

The presence of gender stereotyped elements allows discovering unique language characteristics distinguishing texts for men and women. Gender and stereotypes are deeply interrelated. On the one hand, linguistic methods allow revealing gender stereotypes in the text structure. But on the other hand, the analysis of gender factor in language makes it possible to explore how language devices differ – lexical, word-formative, and synthetic – depending on the role of gender stereotypes.

In the modern society, the category of gender appeared to be extremely confusing and multi-level phenomena – controversial and unstable, and closely linked with other social phenomena.

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BUSINESS CONTACTS AND COMMUNICATIVE COMPETENCE AS CONDITION OF PROFESSIONAL SELF-REALIZATION OF FUTURE QUALIFIED SPECIALISTS

In the article the actuality of the development of communicative competence and business contacts for professional self-realization of future qualified specialists is considered; the peculiarities of communicative interaction with taking into account the regularities of social partnership are motivated.

Analysis of the phenomenon of communicative competence and sociability business, their content, structure, laws and rules of operation, the value of information and interactive space for future professionals is an urgent problem of professional education or psychology. Competence aims vocational education prevailed in modern modernization processes in view of the introduction of fragments of social practices in vocational education and involvement of educators and the public to identify and study key life competencies. The idea of competence aimed vocational education is closely connected with the pedagogical model, which implemented such social values, how the proposed project future professionals, creative and

creative product expertise, freedom of choice, the social and ethical values and more the relevance of the topic of research is motivated by the following major trends of today: 1. Increasing globalization. 2. Understanding more and more researchers, philosophers, psychologists, educators, therapists, medical representatives, spiritual healers, leaders of religious denominations importance in our lives the way, communications (as a form of information) in the whole. 3. Detection communication that specifies the specificity of a direct professional knowledge, as well as other factors (age characteristics, motives, values, goals, personal preferences, the relationship between the partners, the level of socialization, character type, level of psychological security, interaction skills, especially ethnic and cultural traditions, etc.), participatory and locally distinctive. 4. Increased attention to future specialists technological, psychological, artistic, aesthetic, spiritual, environmental, organizational and labor market-economic culture. 5. Multifaceted use of computer and information technology.

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BORROWED LEXICAL UNITS IN UKRAINIAN LANGUAGE WORLD IMAGE

The vocabulary of the Ukrainian language has been enriched throughout its history by loan words from different languages, including the European languages – Romanic and Germanic. This process was long as indicated by some Germanic borrowings that are, perhaps, from the time of the great migration of peoples, such as *князь, меч, шолом, etc.*, some Scandinavian words borrowed from the Vikings: *крюк, нуд*. Further economic and political development of Kievan Rus and strengthening of interethnic and interstate contacts with Western Europe made the borrowing process more intensive.

Contacts first appeared with the nearest neighbours, so the most ancient borrowings are from Germanic languages, especially German. Later the contacts (mostly indirect) with the French language occurred that resulted in a large number of Gallicisms in Ukrainian. Borrowings from English, despite the historical mentions of contacts with England of Yaroslav the Wise, belong to the relatively late stratum of vocabulary

that has been mostly intensively enriched since the second half of the nineteenth century and by our time. Borrowings from Italian are limited to the field of art (music), so a relatively small number of words belong to the general vocabulary, for example: *арія, варіація, піано, сопрано, форте*. Many words of Italian and Spanish origin are used to denote national colour, e.g. *вендета, гондола, корида, наваха, сомбреро, тореадор, etc.*

Since borrowings came to the Ukrainian language from different languages –eastern, European and others– each of them performs its role in the recipient language and borrowed elements have their place in the linguistic world image. So, the words that came from antiquity mainly related to scientific and publicistic styles complement that part of the linguistic world image that is connected with the social life, Latin American and African borrowings have in most cases exotic character and belong to the part of the linguistic world image that deals with geopolitical or racial features.

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