

CONTENTS

GERMANIC LANGUAGES

Ahibalova T. M., Halahan Ya. V.

LEARNING OR ACQUISITION: TYPOLOGY OF ERRORS ARISING
UNDER THE ENGLISH LANGUAGE PROCESSING..... 1

Arefieva K. R., Byalyk V. D.

ETHNOCENTRISM AND ITS MANIFESTATIONS
IN ENGLISH-LANGUAGE ETHNIC NOMINATIONS OF THE USA 6

Baybakova I. M., Hasko O. L.

IMITATIONAL AND ROLE-PLAY STRATEGIES IN THE ESP DISCOURSE TRAINING..... 11

Balatska L. P., Vyslobodyska I. M.

NEEDS ANALYSIS IN TEACHING ENGLISH FOR SPECIFIC PURPOSES 16

Bolkarova O. V.

ANALYSIS OF POLITICAL DISCOURSE
IN MODERN UKRAINIAN AND ENGLISH MASS-MEDIA 20

Vilkovchenko N. P., Kolesnyk H. O.

THE ROLE OF COLLOCATIONS
IN THE PROCESS OF STUDENTS' LANGUAGE COMPETENCE FORMATION 24

Godis Yu. Ya.

METAPHORIC MODELLING OF THE CONCEPT *MONEY*
IN THE MOTIVATIONAL SUCCESS GENRE..... 28

Holinei T. S., Byalyk V. D.

WORD-FORMING ELEMENTS
OF ENGLISH-LANGUAGE ECOLOGICAL NEOLOGISMS..... 37

Goncharova I. S.

FORMATION OF LINGUO-MENTAL SPHERE OF *FAMILY*
IN BRITISH AND AMERICAN LINGUO-CULTURES 41

Hryzhak L. M.

ZOOMORPHISM IN WOMEN'S CHARACTERISATION
IN VICTORIAN NOVELS 48

Gryshuk N. I., Byalyk V. D.

SPECIFICITY AND WAYS OF TRANSLATING OF ENGLISH-LANGUAGE BANKING TERMS..... 53

Denysiuk Yu. I.

COMPARATIVE ANALYSIS OF BARACK OBAMA
AND PRESIDENT TRUMP'S PRESIDENTIAL MEMORANDA 2017 58

Duzhyk N. S.

EMPLOYING AN ETHICAL APPROACH TO WRITING
IN ACADEMIC SETTINGS..... 63

Yemets N. O.

CONCEPTUAL EGO SPACE EVOLUTION TENDENCIES IN AMERICAN FEMALE POETRY
OF XVII–XXI CENTURIES: SOCIOCULTURAL PERSPECTIVE..... 68

Zahorodniuk M. P., Byalyk V. D.

TYPES AND WAYS OF TRANSLATING OF SHAKESPEARIAN ANTHROPOONYMS 74

Kechedzhi O. V.	
AFFIXALIZATION OF LOAN WORDS (ENGLISH LANGUAGE MATTER)	79
Klochko T. V., Isaieva V. I.	
METAPHORIZATION IN MEDICAL TERMINOLOGY	84
Kovalevska O. V.	
IMPLEMENTATION OF THE THEORY OF MULTIPLE INTELLIGENCES IN THE PROCESS OF LEARNING ENGLISH TO NON-PHILOLOGICAL UNIVERSITY STUDENTS.....	89
Koval N. O.	
TONAL VARIATION IN THE SOUTHEASTERN RESIDENTS' PRONUNCIATION.....	94
Kozubska I. H.	
LINGUISTIC MEANS OF EXPRESSION ASSESSMENT IN ENGLISH SCIENTIFIC TEXTS (BASED ON BIOMEDICAL ENGINEERING ARTICLES)....	99
Kornieliaieva Ye. V.	
ENGLISH ADVERTISING AS A DISCOURSE OF PERSUASION (COGNITIVE-PRAGMATIC ASPECT).....	103
Kostenko V. G., Solohor I. M.	
SEMANTIC AND PRAGMATIC PECULIARITIES OF VERBS IN INFORMED CONSENT TEMPLATES FOR DENTAL TREATMENT.....	109
Kostenko O. H.	
THE CONCEPT OF "BEAUTY" IN THE WORK OF EAVAN BOLAND (POEM "ANOREXIC").....	116
Kraynak O. M.	
STRUCTURAL-SEMANTICAL FEATURES OF THE VERB WITH THE MEANING OF "DECEIVE" IN MODERN GERMAN.....	121
Kryshtal S. M.	
CONVERSION OF THE NOUNS THAT NAME HUMAN BODY PARTS INTO METAPHORICAL VERBS IN ENGLISH	126
Kuntso O. I.	
LINGVO-POETIC ICONICITY IN LITERARY TEXT (ON THE MATERIAL OF N. HAWTHORNE'S "THE SCARLET LETTER")	132
Lysychkina I. O., Lysychkina O. O.	
ENGLISH NARRATIVE "THE U.S. MILITARY STRUGGLE WITH CORONAVIRUS PANDEMIC": FEATURES OF ESTABLISHMENT AND REALIZATION IN MASS-MEDIA.....	137
Mykhaylenko V. V.	
IT-PRONOUN: CONTEXT CORRELATION.....	141
Misiagina I. M.	
TACTICS OF HEDGING IN REPLIES	146
Nikolaieva T. N.	
PECULIARITIES OF PUNCTUATED ABBREVIATIONS IN MODERN ENGLISH LANGUAGE	151
Oxanich M. P.	
ASYNDETIC HYPOTAXIS IN THE MIDDLE HIGH GERMAN.....	155
Pakulova T. V., Nahorna Y. A.	
UNIVERSAL COMPRESSIVE PROCESSES IN ENGLISH.....	162

Petrenko O. V.	
FEATURES OF ABBREVIATIONS AND SHORTENINGS IN GERMAN-SPEAKING TERMINOLOGY OF ROBOTICS.....	166
Pylypiv M. V., Byalyk V. D.	
THE CATEGORY OF POLITENESS AND MEANS OF ITS ACTUALIZATION IN ENGLISH-LANGUAGE SCIENTIFIC TEXTS.....	170
Posokhova A. V.	
STRUCTURAL-SEMANTIC FEATURES OF VERBALIZATION OF THE CONCEPTS OF THE DISTANT AND EXTREME PERIPHERY OF THE MAIN CONCEPT OF "AIRPORT" IN THE NOVEL "AIRPORT" BY A. HAILEY	175
Prysyazhnyuk O. Ya.	
SPECTRAL INDICATORS OF THE BRITISH PRONUNCIATION.....	180
Prokofiev G. L., Bechko Ya. V.	
ON THE ROLE OF SPEECH ACT IRONY IN RESOLVING CONFLICT BETWEEN CONVERSATIONAL AND NON-CONVERSATIONAL MAXIMS.....	186
Skichko A. S.	
NATIONAL AND STRUCTURAL FEATURES OF BRITISH GASTRONOMIC DISCOURSE	193
Spiridonova A. S., Panasiuk Yu. V.	
LEXICAL AND SEMANTIC FEATURES OF COLLOQUIALISMS IN MODERN BRITISH PRESS	198
Striuk Ye. V.	
ANALYSIS OF THE CONCEPT <i>BIOTECHNOLOGY</i> IN MODERN ENGLISH.....	204
Tkhorovska S. V.	
ON THE EXPRESSION OF MODALITY IN CREATING IDEOLOGICAL SPACE OF AN ENGLISH LANGUAGE EDITORIAL (<i>BASED ON THE NEW YORK TIMES EDITORIALS</i>)	209
Forostiu I. V., Sherstiuk N. V.	
METHODOLOGICAL ASPECTS OF DEVELOPING LISTENING SKILLS IN PREPARATION FOR CERTIFICATION EXAMS	214
Chetvertak E. O., Dubovyk K. V.	
LINGUISTIC MEANS OF HIP HOP MUSICIANS' REPRESENTATION IN THE ENGLISH-LANGUAGE MULTIMEDIA SPACE.....	220
Shabaykovych I. V.	
TERMINOLOGICAL VARIABILITY OF THE NOTION OF "DRAMATIC TEXT" IN THE CONTEMPORARY LINGUISTIC STUDIES.....	225
Shulzhenko Yu. M.	
PRINCIPLES OF THE LANGUAGE GAME IMPLEMENTATION IN THE ADVERTISING TEXT	230
Yushak V. M.	
THE CONCEPTUAL METAPHOR SOFTWARE IS A WORLD OF NATURE IN THE ONOMASTIC GROUP OF SOFTONYMS	236