

# CONTENTS

## LITERARY STUDIES

**Kachak T. B.**

THE BASIS OF THE CONCEPT OF RESEARCHING CHILDREN'S LITERATURE  
AS AN ARTISTIC AND AESTHETIC PHENOMENON.....1

## UKRAINIAN LITERATURE

**Lavreniuk V. V.**

THE SYMBOLISM OF THE HISTORICAL NOVEL  
OF BOGDAN LEPKY "MAZEPA".....9

**Maslo O. V., Volkova I. V., Yuferova O. S.**

LITERARY RECEPTION OF GENDER IN THE WORK OF KSENIYA FUCHS.....15

**Prylipko I. L.**

UNDERSTANDING THE HISTORY OF THE UKRAINIAN PEOPLE  
AND CREATIVITY OF TARAS SHEVCHENKO IN THE REPORTS  
OF VOLODYMYR BARVINSKY IN THE YEARS 1875–1878.....22

## LITERATURE OF THE SLAVIC PEOPLES

**Osipchuk H. V.**

NATURE RECEPTION OF THE NOVEL "WITH FIRE AND SWORD"  
BY HENRIK SENKEVYCH.....29

## LITERATURE OF FOREIGN COUNTRIES

**Anikina I. V., Melnyk T. M.**

THE SPECIFICS OF THE SCANDINAVIAN LITERARY FAIRY TALE.....35

**Vodyana L. V.**

SLEEP AND DREAMS IN THE NOVELS BY K. KRACHT.....40

**Merdanli H. H.**

THE DETECTIVE GENRE IN EUROPIAN AND AZERBAIJAN LITERATURE.....45

**Nabieva A. V.**

EPOS "VALEKH AND ZARNIGYAR": INFORMATION  
ABOUT THE GENRE AND HISTORICAL REALITIES.....53

**Naumenko N. V.**

RESEARCHES ON STING'S LYRICS IN TERMS OF SYNOPSIS.....59

## LITERARY THEORY

**Kuzmenko V. I.**

GENRE-STYLE TYPOLOGY OF EPISTOLARY DIALOGUES  
OF WINSTON CHURCHILL WITH FRANKLIN ROOSEVELT.....66

## FOLKLORISTICS

**Pavlova A. K.**

TRANSMISSION AND OBJECTIVATION OF THE FOLKLORE IDEA  
OF THE MEANING OF HUMAN LIFE IN ORAL POETRY .....72

<b>Skliaeva N. V., Nykoliuk T. V.</b> CHILDREN'S GAME FOLKLORE OF THE WESTERN POLISSIA AND THE WESTERN PART OF VOLYN REGION.....	78
<b>LANGUAGES OF THE PEOPLES OF ASIA, AFRICA, ABORIGINAL PEOPLES OF AMERICA AND AUSTRALIA</b>	
<b>Hu R., Xing Zh.</b> CHINESE ENTERTAINMENT TELEVISION DISCOURSE: SOCIOCULTURAL ASPECT.....	84
<b>THEORY AND HISTORY OF SOCIAL COMMUNICATIONS</b>	
<b>Burkivska L. Yu., Hryhorash S. M.</b> FEATURES OF USING PUBLIC RELATIONS IN THE SOCIAL SPHERE (EXAMPLE OF "VERSAL" MAGAZINE EDITORIAL).....	89
<b>Gaman I. A., Chaikovska O. Yu.</b> PROBLEMS OF THE DOCTOR-PATIENT-COMMUNICATION.....	95
<b>Kosiuk O. M.</b> IRANIAN FILMMAKING AS EQUIVALENT OF JOURNALISM IN THE SYSTEMS OF MASS COMMUNICATION AND CULTURE.....	101
<b>Pidmohylna N. V., Starkov V. I.</b> SOCIAL MEDIA AS A MARKETING TOOL OF INDUSTRIAL ENTERPRISE.....	106
<b>DOCUMENTATION SCIENCE, ARCHIVAL SCIENCE</b>	
<b>Myna Zh. V.</b> HARMONIZATION OF STANDARDS IN THE FIELD OF STORAGE OF ARCHIVED DOCUMENTS.....	117
<b>THEORY AND HISTORY OF JOURNALISM</b>	
<b>Holub O. S.</b> THE ROLE OF ILLUSTRATIONS IN THE NEW MEDIA COMMUNICATION ENVIRONMENT (WEB DESIGN TRENDS).....	123
<b>Zadorozhnia A. H., Andreychuk V. V.</b> RUSSIA'S WAR AGAINST UKRAINE (2022–2023): WHAT THE INTERNET MEDIA WROTE ABOUT ODESSA RESORT CITY.....	129
<b>Pykaliuk R. V.</b> GAMIFICATION IN UKRAINIAN WARTIME ONLINE JOURNALISM.....	136
<b>Rozhylo M. A., Zabolotna P. S.</b> FEATURES OF A JOURNALIST'S WORK WITH SOCIALLY SENSITIVE TOPICS IN THE MEDIA DURING THE WAR (EXAMPLE OF PEOPLE WITH HEARING IMPAIRMENT).....	141
<b>Chubuk O. L.</b> MEANINGFULNESS AND NON-STANDARD JOURNALISTIC QUESTION DURING A PRESS CONFERENCE AS A PREREQUISITES FOR EFFECTIVE COLLECTION OF INFORMATION AND A CREATIVE PRODUCT.....	146

<b>Shulska N. M., Zinchuk R. S., Kevliuk I. V.</b> NARRATIVES FOR FORMING DESPAIR AS MANIFESTATION OF ENEMY INFORMATION AND PSYCHOLOGICAL OPERATION: ON THE BASIS OF MASS MEDIA LANGUAGE.....	152
<b>Shulska N. M., Ostapchuk S. S., Naumenko L. M.</b> HOSTILE NARRATIVES IN MEDIA WAR: VERBAL MARKERS, INFORMATION HYGIENE AND METHODS OF RESISTANCE.....	158
<b>APPLIED SOCIAL AND COMMUNICATION TECHNOLOGIES</b>	
<b>Garachkovska O. O.</b> POLITICAL EPIGRAMS OF SERHIY BORSHCHEVSKY ABOUT THE APPARENT GREATNESS OF THE RUSSIAN EMPIRE IN THE MEDIA SPACE OF UKRAINE.....	164
<b>Zaiko L. Ya., Androsovyh O. I., Lysa I. V.</b> THE ROLE OF MEDIA AND POLITICAL PR IN THE CONSOLIDATION OF UKRAINIAN SOCIETY.....	169
<b>SOCIAL INFORMATICS</b>	
<b>Zinchenko O. Z., Yaremenko S. A.</b> INFORMATION SECURITY TECHNOLOGIES IN INFORMATION AND COMMUNICATIONS MANAGEMENT IN ORGANIZATIONS.....	174
<b>REVIEWS</b>	
<b>Khoda L. D.</b> REVIEW OF AN ANTHOLOGY OF UKRAINIAN ARTISTIC TEXTS “ON THE THRESHOLD OF THE MILLENNIUM” (ED. ADRIANA AMIR. PREŠOV, 2021. 230 P.) .....	180
<b>INFORMATION ABOUT THE AUTHORS.....</b>	182