

CONTENTS

UKRAINIAN LANGUAGE

Altytseva L. Yu.

PECULIARITIES OF DIRECT FORMS OF ADDRESS IN UKRAINIAN POLITICAL DISCOURSE (BASED ON ELECTION DEBATES).....1

Diukar K. V.

REALIZATION OF THE INTENTIONAL POTENTIAL OF NON-USUAL INNOVATIONS IN THE UKRAINIAN MILITARY DISCOURSE IN 2022–2023.....7

Nasminchuk I. A.

THE MILITARY VOCABULARY AS A COMPONENT
MARIA MATIOS'S LANGUAGE CREATION12

Pakhnenko I. I., Teletova S. G.

FEATURES OF THE ERGONOMICS OF THE CITY OF SUMY.....18

Pysarska N. V., Zaveriushchenko M. P., Lukhina M. Yu.

SEMANTIC-SYNTAX ORGANIZATION OF THE SCIENTIFIC STYLE.....24

Tomusiak L. M.

LEXICO-SEMANTIC CHARACTERISTICS OF THE LANDSCAPE
IN ROMANELLS OF OLEG SENCHYK.....30

SLAVIC LANGUAGES

Askerova I. A.

REPRESENTATION OF THE EMOTIONAL EXPERIENCE OF FEAR
IN THE POLISH LANGUAGE.....35

ROMANIC LANGUAGES

Badan A. A., Dudnyk T. O.

NONVERBAL CUES ACROSS UKRAINIAN AND AUSTRIAN CULTURES:
COMPARATIVE ANALYSIS.....41

Zabolotska O. O., Zabolotska O. V.

THE IMAGE OF MODERN WOMEN IN ENGLISH-LANGUAGE MEDIA SPACE.....49

Ivantsiv O. V.

SUGGESTIVE STRATEGY AND TACTICS OF BUILDING CORPORATE IMAGE
AND THEIR LINGUISTIC REALIZATION.....57

Kozlova V. V., Malysheva A. A.

LEXICO-SEMANTIC ASPECT OF DISCURSIVE PERSONALITY OF BORIS JOHNSON...62

Kosovych O. V.

PECULIARITIES OF THE USE OF EXPRESSIVE MEANS IN SYNCHRONOUS
AND ANALYTICAL COMMENTARY IN BRITISH FOOTBALL REPORTAGE.....70

Kostromina O. V.

PROSODIC PECULIARITIES OF AUSTRALIAN POLITICIAN'S SPEECH.....77

Mamai Yu. Yu.

REALISATION OF THE METAPHORICAL RANGE OF THE CONCEPT *TRAUMA*
IN THE NOVEL "OLIVE KITTERIDGE" BY ELIZABETH STROUT.....82

Ponomarenko O. V. AMBIGUITY AND IMPARTIALITY OF DIPLOMATIC DISCOURSE (BASED ON THE STATEMENTS OF THE VATICAN).....	88
Samokhval O. O., Yarova A. H. LINGUISTIC RHETORIC OF CHANCELLOR SCHOLZ ON THE WAR IN UKRAINE.....	94
Sivaieva O. S. <i>PANDEMIC</i> IN 2021 “ECONOMIST” DISCOURSE.....	100

SEMITIC LANGUAGES

Moskalenko K. V. TACTICS OF ARABIC DIPLOMATIC TEXT CONSTRUCTION.....	105
--------------------------------------------------------------------------------	-----

GENERAL LINGUISTICS

Aliyeva G. M. ON THE ISSUE OF RHETORICAL FIGURES IN COGNITIVE LINGUISTICS.....	112
Akhundova K. B. TEXT AS A LINGUISTIC OBJECT AND THE PRODUCT OF SPEECH COMMUNITY.....	117
Gojayeva M. A. CONTEXTUAL PRAGMATIC ANALYSIS OF AMBIGUITY.....	122
Huseynova S. F. GENERAL CHARACTERISTICS OF PHRASEOLOGICAL COMBINATIONS IN THE WORKS OF J. AUSTIN AND I. EFENDIEV.....	128
Jalilova G. Ya. INTONATION AND PRAGMATIC INFERENCES.....	133

TRANSLATION STUDIES

Popova N. M., Sereda Yu. S. LINGUISTIC AND CULTURAL TRANSLATION ASPECTS OF THE NOVEL “THE WARRIORS OF SALAMIS” BY J. SERCAS.....	137
-----------------------------------------------------------------------------------------------------------------------------------------------	-----

COMPARATIVE-HISTORICAL AND TYPOLOGICAL

Vakhovska O. V. HOW ENGLISH CHANGED ITS VIEW OF SADNESS: MAKING SENSE OF THE EMOTION, DIACHRONICALLY.....	143
------------------------------------------------------------------------------------------------------------------------	-----

UKRAINIAN LITERATURE

Pohrebennyk V. F. FAMILY AND GENERAL NATIONAL HISTORY IN THE CREATIVITY OF THE REPRESENTATIVES OF THE ZHYTOMYR PROSE SCHOOL.....	151
Shevchenko T. M. PORTRAIT ESSAY “IVAN KOTLIAREVSKYI: BETWEEN THE EMPIRE AND UKRAINE” AND A PORTRAIT ESSAY “SECRET AGENT MYKOLA HOHOL” BY PETRO KRALIUK: DISCOURSE THROUGH THE PRISM OF DIALOGICITY.....	156

Yurchuk O. O.

“...COVERED BY THE BLUE SKY, I WILL DEPICT THE BEAUTY OF MARRAKECH FOR YOU.”: REFLECTION OF THE EAST IN THE BOOK “THE CHARM OF MOROCCO” BY SOFIIA YABLONSKA.....162

LITERATURE OF FOREIGN COUNTRIES

Ishchenko N. A., Potrivaeva S. I.

THE PHENOMENON OF “ENGLISHNESS” IN MODERN ENGLISH LITERATURE.....168

Latifli S. B.

SIGNS OF JAMSHID AMIROV’S DETECTIVE.....174

COMPARATIVE LITERATURE STUDIES

Kryzhanovska O. O., Malakhova Yu. V., Borzova O. D.

METAPHORICAL REPRESENTATION OF THE CONCEPT OF “LOVE” IN THE POEMS OF TODOS OSMACHKA AND YOSANO AKIKO: A COMPARATIVE-TYPOLOGICAL ASPECT..179

LANGUAGES OF THE PEOPLES OF ASIA, AFRICA, INDIGENOUS PEOPLES OF AMERICA AND AUSTRALIA

Dementieva T. S., Vozniuk H. A.

THE FEATURES OF JAPANESE VOWELS’ CONVERSION TO UKRAINIAN LANGUAGE: THE ISSUE OF VARIANTS AND “DIPHTHONGS”.....184

Kostanda I. O.

CROSS-CULTURAL INTERACTION: THE INFLUENCE OF CHINESE CLASSICAL POETRY ON THE CREATIVITY OF THE KOREAN POET CHWE CHIWON (최치원).....193

THEORY AND HISTORY OF PUBLISHING AND EDITING

Litvinchuk I. S.

EVENT MARKETING AS A COMMUNICATION TECHNOLOGY.....202

Semenets O. O.

DISCURSIVE PRACTICES OF PRO-UKRAINIAN TELEGRAM CHANNELS DURING THE GREAT WAR (2022–2023).....208

THEORY AND HISTORY OF JOURNALISM

Zagorodnik V. S.

FOREIGN HUMOROUS SATIRICAL NARRATIVE IN THE “PEPPER. MERRY REPUBLIC” MAGAZINE: GENRE-THEMATIC DIMENSION, 2018–2021 YY.....216

Synieokyi O. V., Sizova K. L., Khmil-Chupryna V. V., Synieokyi A. O.

MEDIA INTERPRETATION AND THE DIGITAL REIMAGINING OF MUSIC BROADCASTING (TO EXPLORE JOHN PEEL’S JOURNALISTIC EXPERIENCE AT BBC RADIO 1).....222

Kharchenko O. V.

INTERFERENCE OF RUSSIAN CULTURAL REALITIES AND LEXEMES IN UKRAINIAN HUMOROUS DISCOURSE DURING THE WAR.....232

APPLIED SOCIAL AND COMMUNICATION TECHNOLOGIES

Baranetska A. D.

GREENWASHING AS A MANIPULATIVE (SIMULACRUM) COMMUNICATION
TECHNOLOGY FOR “GREENING” OF REPUTATION.....238

Horina Zh. D.

COMMUNICATIVE AND PRAGMATIC NATURE OF COMMERCIAL NAMES
OF UKRAINIAN ICE CREAM.....244

Myna Zh. V., Maletych D. V.

INFORMATION SUPPORT FOR COMMUNICATION WITH APPLICANTS UPON
ADMISSION TO A MASTER'S PROGRAM.....252

Pasichnyk M. S., Myna Zh. V., Myna M. A.

INFORMATION PROVISION OF “NOVA POSHTA” SERVICES AND INNOVATIONS
IN THE FIELD OF POSTAL COMMUNICATIONS.....257

CURRENT ISSUES OF PHILOLOGY AND JOURNALISM

Skalatska O. V.

GENESIS OF MEDIA RITUALS262

INFORMATION ABOUT THE AUTHORS.....267