## **CONTENTS**

## LITERARY STUDIES Abdullayeva Ye. A. IRIS MURDOCH'S "UNDER THE NET": SYMBIOSIS OF PHILOSOPHICAL Bykova T. V. ARTISTIC REPRESENTATION OF THE NATIONAL CHARACTER OF A 19TH-CENTURY UKRAINOPHILE INTELLECTUAL Harets K. O., Sharahina O. V. SELF-ADORATION AS ONE OF THE DOMINANT FEATURES ANALYSIS OF THE REFLECTION OF THE SOCIO-ECONOMIC SITUATION Rarytskyi O. A. ARTISTIC UNIVERSE OF ILLIA CHERNILEVSKYI'S COLLECTION Chikarkova M. Yu. THE SEMIOTIC DIMENSION OF CHERNIVTSI IN THE NOVEL "THE CASE OF THE SKILLFUL SAFE CRACKER" Yassin M. A. LITERARY SCHOOLS AND THEIR ROLE IN ENRICHING THE ARABIC LANGUAGE....41 UKRAINIAN LITERATURE Gerasimenko N. V., Kulinska Ya. I. Horbolis L. M. THE URBAN PARADIGM OF THE NOVEL "CITY" BY VALERIAN PIDMOHILNYY: TEXT AND SUBTEXT.......55 Kovalchuk N. V. THE RELEVANCE OF RESEARCH ON WOMEN'S WRITING Kravchenko Yu. V. SPECIFICITY OF MYSTIC MEANING IN THE COLLECTION OF MODERN UKRAINIAN MYSTIC STORIES "THE SECRET WORLD. DIFFERENT".....69 Naumenko N. V. BROWSING THROUGH THE PAGES OF THE ISSUE "...FOR YOU'RE A POET: Yuldasheva L. P., Kolomiiets O. V., Kobylina Yu. M. TRANSFORMATION OF THE CHARACTER'S FUNCTION

## LITERATURE OF FOREIGN COUNTRIES

Honcharova O. A.  MAY SINCLAIR'S WORK IN THE LENS OF FEMINIST ETHICAL STUDIES	91
Guliyeva G. R. THE LIFE OF SEYID AZIM SHIRVANI IN REMINISCENCES	97
<b>Jahangirli R.</b> THE ROLE OF FIKRET SADIG'S POEM <i>THIRTEEN CANDLES</i> IN THE DEVELOPMENT OF HUNGARIAN-AZERBAIJANI LITERARY RELATIONS.	103
Shchepanskyi V. V. THE MYTH OF PRINCESS BARI: SHAMANIC PRACTICE AS A PATH TO HEALING IN LITERARY INTERPRETATION.	110
COMPARATIVE LITERATURE STUDIES	
Savchyn N. B. THE ARCHITECTONICS OF JAMES JOYCE'S NOVEL "ULYSSES"	118
Shekhovtsova T. A. AUTOBIOGRAPHY OF A MEDIEVAL MONARCH AS AN EGO-TEXT	123
Yuhan N. L. THEATRICAL FORMS OF CONTEMPORARY EXISTENTIAL THEATRE OF THE ANTHROPOCENE IN ENGLISH-LANGUAGE AND GERMAN DRAMATURGY (COMPARATIVE ANALYSIS)	131
LITERARY THEORY	
Slobodian N. V., Nesterchuk K. M. RECEPTION OF TEXTUAL GAPS IN A LITERARY WORK	140
Filonenko S. O. CRYSTAL DREAMS OF UKRAINIAN SOVIET SCIENCE FICTION (OLES DONCHENKO, DMYTRO BUZKO, MYKOLA DASHKIEV)	146
THEORY AND HISTORY OF SOCIAL COMMUNICATIONS	
Klymiuk V. V., Smus A. H. ANALYSIS OF EFFECTIVE MEASURES FOR COUNTERING DISINFORMATION: INTERNATIONAL EXPERIENCE AND UKRAINIAN REALITIES	152
Kosiuk O. M. FREEDOM OF EXPRESSION AND WORK OF HUMAN RIGHTS MEDIA ORGANIZATIONS IN THE INFORMATION SPACE OF MODERN CHINA	158
Kuzmenko O. Yu.  THE EVOLUTION OF ENGLISH SLANG UNDER THE INFLUENCE OF POP CULTURE AND SOCIAL MEDIA	163
Kulikova H. A., Rublova R. I., Nikiforov I. A. VIRTUAL HISTORICAL RECONSTRUCTIONS IN ONLINE COMMUNITIES: A COMPREHENSIVE ANALYSIS	171
Kukharuk Kh. V., Shtanko Ya. V. VISUALIZATION OF GOOGLE TRENDS CONTENT ANALYSIS DATA IN DATAWRAPPER: A VISUAL COMMUNICATION TOOL.	177

Lutsyk MV. I., Harachkovska O. O.  TITLE OF THE ARTICLE: POLITICAL CULTURE IN THE ERA OF DIGITAL COMMUNICATION: CHALLENGES AND PROSPECTS	185
Nyzhegorodtseva A. O. APPROACHES TO DEFINING THE CONCEPT OF "PROSODY" IN MODERN LINGUISTIC STUDIES	192
BOOK SCIENCE, LIBRARY SCIENCE, BIBLIOGRAPHY	
Fedotova O. O., Savik K. O. STATE AND PROSPECTS OF IMPLEMENTATION OF INFORMATION TECHNOLOGIES FOR ANALYTICAL DATA PROCESSING IN SCIENTIFIC LIBRARIES OF UKRAINE (ON THE EXAMPLE OF THE NATIONAL SCIENTIFIC MEDICAL LIBRARY OF UKRAINE)	199
THEORY AND HISTORY OF JOURNALISM	
Babenko V. S.  MASS MEDIA CONCEPT "SOVIET CARPET" IN THE CONFLICT OF NARRATIVES OF UKRAINIAN HISTORICAL MEMORY (ON THE EXAMPLE OF THE TV BLOG "PROSHCHAVAY, IMPERIYE!")	207
Volkovynskyi O. S. JOURNALISTIC DEBUT OF IVAN OHIENKO IN THE NEWSPAPER "PUBLIC OPINION": SOCIO-CULTURAL CONTEXT	214
Horchikova A. O., Zubarets A. V. THE IMPACT OF INFORMATION DISCLOSURE ON THE FORMATION OF PUBLIC OPINION ABOUT VETERANS	221
Horchikova A. O., Smus A. H.  MEDIA CONTENT ANALYSIS REGARDING COVERAGE  OF VETERAN ISSUES	226
Dziuba T. A. ART REPORTAGE: GENESIS AND GENERICS	232
Zemlianov D. A. POLITICAL TALK SHOW AS A SPACE FOR MANIPULATIVE DISCOURSE	242
<b>Zorina O. S.</b> GENRE FORMATION IN PRINTED AND ELECTRONIC MEDIA IN EXTREME CONDITIONS OF MILITARY ACTIONS	247
Soloviova A. S. THE DEVELOPMENT OF MEDIA IN UKRAINE FROM 1991 TO 2014 AS A TOOL FOR SHAPING NATIONAL IDENTITY AND INTEGRATING EUROPEAN VALUES: A SOCIO-COMMUNICATIVE DIMENSION	
THEORY AND HISTORY OF PUBLISHING AND EDITING	
Bilokonenko L. A. PARATEXTEXT IN FANTASY BOOKS FOR CHILDREN	261

## APPLIED SOCIAL AND COMMUNICATION TECHNOLOGIES

Bondarenko I. S.  METHODOLOGICAL RESOURCE OF SOCIAL ENGINEERING IN THE INTERDISCIPLINARY FOCUS OF MODERN SCIENCE
Bulakh T. D. SYSTEM APPROACH TO PODCAST PROMOTION
Haikova A. R., Dniprovska T. V. DIGITAL ADVERTISING IN MEDIA LANGUAGE: SPECIFICITY, TYPES, INFLUENCE POTENTIAL
Yevchenko O. V., Yablonska N. M. USE OF PARTICIPATORY TOOLS IN THE IMPLEMENTATION OF YOUTH POLICY AT THE TERRITORIAL COMMUNITY LEVEL
<b>Kyianytsia Ye. O.</b> ETHICAL MEDIA REALITY IN THE POST-TRUTH ERA: AXIOLOGICAL FOUNDATIONS OF MEDIA COMMUNICATIONS FORMATION
Maskaleva L. A., Stiekolshchykova V. A., Yordan H. M. THE IMPACT OF SOCIAL MEDIA ON THE TRANSFORMATION OF POLITICAL JOURNALISM AND CIVIC ACTIVISM
Osadchuk R. Yu.  MULTI-STEP APPROACH FOR DISINFORMATION – ANALYSIS  OF 'UKRAINIAN TRADES US-DONATED WEAPONS' NARRATIVE
Ryzhenko K. V.  MODELLING BUSINESS COMMUNICATION IN HIGHER EDUCATION INSTITUTIONS BASED ON LINGUISTIC AND CULTURAL COMPETENCE
Shchehelska Yu. P.  EVOLUTION OF THREE-DIMENSIONAL MIXED REALITY RENDERING SYSTEMS ON STATIC AND MOVING SURFACES AND PROSPECTS FOR THEIR APPLICATION IN BRAND COMMUNICATIONS
Iuksel G. Z.RUSSIAN DISINFORMATION ABOUT UKRAINE IN TURKIYE:NARRATIVES AND IMPACT
INFORMATION ABOUT THE AUTHORS