

CONTENTS

LITERARY STUDIES

Bondarjeva N. O.

AHAPIY SHAMRAI AS A SHEVCHENKO SCHOLAR
(TO THE 130TH ANNIVERSARY OF HIS BIRTH)1

Kovpik S. I.

THE MOTIVE OF “FUGA MUNDI” IN MEDIEVAL LITERATURE:
A SPIRITUAL AND PHILOSOPHICAL TREND OF THE DAY..... 7

Liubetska V. V.

TPOLOGY OF THE PROTAGONIST IN J. D. SALINGER’S NOVEL
“THE CATCHER IN THE RYE”: HOLDEN CAULFIELD AS A SYMBOL OF AN ERA.....12

Meleshko V. A.

RECEPTION OF IVAN NECHUI-LEVYTSKI’S WORK IN THE BOOK OF VIRYA AGEYEVA
“MARTSIANS ON KHRESCHATYK. LITERARY KYIV OF THE 20 TH CENTURY”.....18

Solodka L. O.

ARTISTIC REPRESENTATION OF BODILY MEMORY OF TRAUMA
AND THE EXPERIENCE OF LOVE AS EXISTENTIAL MODES OF SURVIVAL
(BASED ON THE NOVELS ARCH OF TRIUMPH BY E. M. REMARQUE
AND TIGER TRAPPERS BY I. BAHRIANYI).....24

UKRAINIAN LANGUAGE

Visych O. A.

THE PHENOMENOLOGY OF IMPLACEMENT IN ANASTASIYA LEVKOVA’S NOVEL
“THERE IS LAND BEYOND PEREKOP”: SPACE, LANGUAGE, AND IDENTITY.....31

Halych A. O., Benytskyi O. M.

INTERTEXTUALITY AS A FORM OF REFLECTION IN ARTEM CHEKH’S
WAR NARRATIVE..... 38

Gerasimenko N. V., Kulinska Ya. I.

MODES OF WAR IN L. DOLYK’S DIARY “PSALMS OF LOVE”
GENRE AND NARRATIVE ASPECT 44

Kocherga S. O.

GERONTOLOGICAL MOTIFS IN IRYNA ZHYLENKO’S LATE POETRY..... 50

Naumenko N. V. V.

POLISCHUK AS THE THEORIST AND THE PRACTITIONER
OF UKRAINIAN FREE VERSE WRITING..... 58

Tiutiunnyk O. M.

THE POETICS OF ARTISTIC DETAIL IN THE PROSE OF VITALY ZAPEKA
ON THE CURRENT RUSSIAN-UKRAINIAN WAR.....66

LITERATURE OF FOREIGN COUNTRIES

Alakbarova L. Z.

THE GHAZAL TRADITION IN FUZULI AND SHAHRIYAR CREATIVITIES..... 72

Banias N. Yu., Lizak K. M., Nagy-Kolozsvári E. A.

CONTEMPORARY LITERATURE AND CINEMATOGRAPHY:
THE INTERPLAY OF NARRATIVE AND VISUAL STORYTELLING.....80

Guliyeva I. EVERYDAY ENGLISHNESS: CLASS, MANNERS, AND MORAL AUTHORITY IN EMMA BY JANE AUSTEN.....	87
Eminli A. A. BETWEEN EMPIRE AND DOUBT: THE CONTRADICTIONARY LITERARY WORLD OF RUDYARD KIPLING.....	94
Kondrashova Ye. O. ASSOCIATIVE FIELD OF POETRY IN THE AGE OF MODERNISM AND THE ARTISTIC VISION OF THE WORLD BY D. THOMAS.....	99
Kushnir I. B. POETICS OF THE GASTRONOMIC SPACE OF PH. DELERM'S SHORT STORIES	105
Nikolenko O. M., Sakamoto M. DIVERSITY AND AMBIVALENCE OF ARTISTIC IMAGES IN AKUTAGWA RYUNOSKE'S STORY "THE SPIDER'S THREAD".....	111
Talibova A. S. MYSTICAL TIME AND MYSTICAL PLACE AS AN ARTISTIC DEVICE IN MÁRQUEZ'S NOVEL "ONE HUNDRED YEARS OF SOLITUDE".....	119
COMPARATIVE LITERATURE STUDIES	
Komarov S. A., Kryzhanovska O. O. THE "WATER" CONCEPT AND HYDROPOETICS OF THE POETIC WORLD OF F. GARCÍA LORCA AND Y. PLUZHNYK: A COMPARATIVE-TYOLOGICAL ASPECT	125
Novykov A. O. THE TRAGEDY OF THE ETHNOCIDE OF THE UKRAINIAN PEASANTRY THROUGH THE HOLODOMOR IN FICTION OF THE 20TH – EARLY 21ST CENTURIES.....	132
LITERARY THEORY	
Berchuk Yu. V. THE ISSUE OF JOHN DONNE'S METAPHYSICAL POETRY IN THE THEORETICAL INTERPRETATION OF THOMAS STEARNS ELIOT.....	138
Tsapro G. Yu. WOMEN-CENTRED PROSE AS AN ANALYTICAL CATEGORY OF CONTEMPORARY POPULAR LITERATURE.....	146
LANGUAGES OF THE PEOPLES OF ASIA, AFRICA, INDIGENOUS PEOPLES OF AMERICA AND AUSTRALIA	
Kravets O. I., Huben A. O. PUN IN JAPANESE ADVERTISING: BETWEEN LANGUAGE PLAY AND THE PRAGMATICS OF HUMOR.....	153
Yuhai K. Yu., Steliuk M. A. FEATURES OF IDIOMATIC EXPRESSIONS BASED ON HANJA IN KOREAN PAREMIOLOGY.....	160
THEORY AND HISTORY OF SOCIAL COMMUNICATIONS	
Bilokonenko L. A. ACADEMIC WRITING IN THE SYSTEM OF SOCIAL INTERACTION.....	167

Hrytsiuta N. M. PUBLIC RELATIONS IN FRANCE: GENESIS, PROGRESS, MODERN TRENDS.....	175
Hrushevska Yu. A. STEREOTYPING AS AN ETHICAL AND MANIPULATIVE CHALLENGE OF MODERN MASS COMMUNICATION.....	186
Huseynova Kh. F. FROM HEADLINES TO HASHTAGS: IMPOLITENESS STRATEGIES IN TRADITIONAL AND NEW MEDIA.....	191
Dronov V. Yu., Pavlova O. S. PROTECTION OF REFUGEE RIGHTS IN EUROPEAN UNION COUNTRIES: SOCIO-COMMUNICATIVE AND LEGAL ASPECTS.....	196
Zelinska A. A. CORPORATE MEDIA COMMUNICATION OF CONTRACTORS FOR STATE CONTRACTS IN UKRAINE: ANALYSIS OF COMMUNICATION CASES.....	202
Ivanova O. A. CREATIVITY AS A RESOURCE IN SOCIAL COMMUNICATIONS: CREATIVE INDUSTRIES ± CREATIVE MEDIA.....	209
Kodatska N. O., Senkevych H. A. ETHICAL ASPECTS OF CONFLICT COVERAGE IN JOURNALISTIC MATERIALS: EUROPEAN STANDARDS.....	221
Kolkutina V. V. MEANS OF EFFECTIVE COMMUNICATION IN THE FIELD OF PUBLIC ADMINISTRATION.....	229
Kulikova H. A., Rublova R. I., Nikiforov I. A. ARTIFICIAL INTELLIGENCE TECHNOLOGIES AS A MEDIATOR OF PROFESSIONAL COMMUNICATION IN THE TERMINOLOGICAL TRAINING OF OFFICERS (BY THE EXAMPLE OF DUAL EDUCATION).....	234
Litvinchuk I. S. THE IMPACT OF GENERATIVE ARTIFICIAL INTELLIGENCE ON NEWS CONTENT CREATION PROCESSES.....	240
Polumisna O. O. THE IMAGE OF PEOPLE WITH DISABILITIES IN UKRAINIAN AND FOREIGN MEDIA.....	246
Pryštupenko T. O., Yevdokymenko I. M. PECULIARITIES OF APPLYING LEGAL MECHANISMS FOR MEDIA REGULATION UNDER MARTIAL LAW IN UKRAINE.....	251
Rohalska-Yakubova I. I. THE ROLE OF LANGUAGE IN CREATING A COMMUNICATIVE IMAGE OF A PUBLIC PERSON.....	260
Sydorenko T. V., Vasylenko E. MEDIA CONSUMPTION AND TRUST IN SOCIAL NETWORKS DURING THE WAR PERIOD: THE UKRAINIAN CONTEXT.....	266
Chulkova A. V. GENDER SENSITIVITY IN JOURNALISM: REPRESENTATION AND PROFESSIONAL BARRIERS IN THE CONTEXT OF GLOBAL TRANSFORMATIONS AND WARTIME CHALLENGES.....	275

THEORY AND HISTORY OF JOURNALISM

Aleksandrova M. V., Afanasieva O. M., Yaresko K. V.

PROFESSIONAL TRANSFORMATION OF THE MEDIA INDUSTRY
AND MEDIA CULTURE UNDER THE INFLUENCE OF 5G TECHNOLOGY..... 281

Vilchynskyi A. O.

DIGITAL MEDIA AS A TOOL OF INFORMATION INFLUENCE IN THE TOURISM
INDUSTRY OF THE LVIV REGION (ON THE EXAMPLE OF ONLINE PUBLICATIONS
“LEOPOLIS.NEWS”, “ZAXID.NET” AND “VARTA 1”) 289

Hodunok Z. V., Shershnova O. V., Shulyk R. T.

FEATURES OF THE FUNCTIONING OF THE PORTRAIT INTERVIEW-MONOLOGUE
IN TEXT-BASED MEDIA..... 295

Lytvynenko A. I., Mysechko A. O.

TRANSFORMATION OF TRAVEL CONTENT DURING WARTIME: INTEGRATION
OF AUTHOR-DRIVEN YOUTUBE PROJECTS INTO UKRAINIAN TELEVISION.....301

Marunchak V. V.

DNIPRO MAGAZINE AS A SUBJECT OF FORMING
THE NATIONAL INFORMATION SPACE..... 308

Musii V. B.

COMMUNICATIVE STRATEGIES OF RYSZARD KAPUŚCIŃSKI IN HIS BOOK
“THE SHADOW OF THE SUN” (“HEBAN”).....314

Parkhitko O. V.

PECULIARITIES OF THE COVERAGE OF THE RUSSIAN-UKRAINIAN DISCOURSE
IN THE AMERICAN MEDIA (BASED ON THE EXAMPLE OF THE NEW YORK TIMES
AND THE WASHINGTON POST NEWSPAPERS).....319

Solomin Ye. O., Rusynko-Bombyk L. M., Andrash V. B.

THE EVOLUTION OF RUSSIAN PROPAGANDA AND HYBRID INFLUENCES
IN DIGITAL MEDIA..... 328

Chaikun O. S.

MODERN MEDIA COMMUNICATION MODELS: FROM INFORMATION UNITY
TO PARTICIPATORY PRACTICES IN AN UNSTABLE ENVIRONMENT..... 334

THEORY AND HISTORY OF PUBLISHING AND EDITING

Vodolazka S. A., Krainikova T. S.

STRATEGY FOR IMPLEMENTING ENVIRONMENTAL INITIATIVES IN THE PUBLISHING
INDUSTRY: EVIDENCE FROM GLOBAL PUBLISHING COMPANIES..... 344

Hromko T. V.

EDITOLOGY OF APPLIED INFORMOLOGY IN THE THEORETICAL SYSTEM
OF EDITING.....353

Lushchii S. I.

PUBLISHING HOUSES OF THE UKRAINIAN DIASPORA:
HISTORY, KEY FIGURES, PUBLISHING STRATEGIES..... 365

APPLIED SOCIAL AND COMMUNICATION TECHNOLOGIES

Beheka D. A.

THE LINGUISTIC ASPECTS OF EUPHEMISM AND DYSPEMISM USAGE IN POLITICAL
DISCOURSE (A CASE STUDY OF THE SOCIAL NETWORK X).....374

Bilan N. I., Horbenko H. V., Netroba M. M. INTEGRATION OF CREATIVE TECHNOLOGIES AND CRISIS COMMUNICATIONS IN DUOLINGO’S “DEATH OF DUO” PR CAMPAIGN.....	381
Burovets I. V. DIALOGUE AS A FORM OF COMMUNICATIVE INTERACTION IN THE STRATEGIC COMMUNICATIONS OF UKRAINE’S MILITARY LEADERSHIP.....	390
Kuzyk I. M. MORAL AND ETHICAL CHALLENGES OF MILITARY JOURNALISM IN THE RUSSIAN-UKRAINIAN WAR.....	396
Mitchuk O. A., Kościuk V. V., Kościuk Iu. V. MEMES AS A TOOL OF POLITICAL COMMUNICATION IN THE DIGITAL ENVIRONMENT (USING THE EXAMPLE OF DONALD TRUMP’S ELECTION CAMPAIGNS).....	402
Pavlova A. K., Khotyun L. V. ARCHITECTURE OF MEANINGS: THE INTERTEXTUAL DIMENSION OF THE “MAN–WORLD” DILEMMA IN INTERNATIONAL COMMUNICATION OF THE 2020S.....	408
Slyusar V. M. THE EPISTEMOLOGICAL POTENTIAL OF AGENDA AND FRAMING THEORIES IN THE STUDY OF PR ACTIVITIES OF RELIGIOUS ORGANIZATIONS.....	414
Soloviova T. O., Matiash-Hnediuk I. M., Huliak T. M. COMMUNICATIVE STRATEGIES AND TACTICS IN MODERN INTERNATIONAL POLITICAL DISCOURSE: THE STRATEGY OF PERSUASION.....	421
Fedotova O. O. INTELLECTUALIZATION OF INFORMATION AND ANALYTICAL ACTIVITIES: ADVANTAGES, STRATEGIC THREATS, AND DEVELOPMENT PROSPECTS.....	428
Kholod H. Ya. GAMIFICATION AS A COMMUNICATIVE STRATEGY OF THE MAGAZINE “KINO” (1925–1933).....	435
Chubuk O. L., Fedchun N. O. TRANSFORMATION OF MILITARY JOURNALISM IN THE CONTEXT OF ARMED CONFLICTS AMID TECHNOLOGICAL CHANGE: THE CASE OF THE RUSSIAN–UKRAINIAN WAR.....	442
Shulzhenko A. S., Rula N. V. HEADLINE AS MEDIA TEXT: LINGUISTIC AND STYLISTIC ANALYSIS OF MATERIALS OF THE “UNIAN” NEWS AGENCY.....	449
Yastshomb N. V. SPORTS JOURNALISM IN UKRAINE AND EUROPE IN THE CONDITIONS OF MODERN MILITARY AND SOCIAL TRANSFORMATIONS.....	454
REVIEWS	
Kuzmenko V. I. A BRAVE AUTOGRAPH OF A TALENT. REVIEW OF THE POETRY COLLECTION BY TETIANA PYSHNYUK, HEAD OF THE KYIV ORGANIZATION OF THE NATIONAL UNION OF WRITERS OF UKRAINE, “NA OKOLYTSI LITA SPILOHO».....	460
INFORMATION ABOUT AUTHORS.....	464