

## CONTENTS

### GENERAL LINGUISTICS

<b>Afshari A. Sh.</b> THE PLACE OF PROVERBS AS A UNIVERSAL GENRE IN LINGUISTICS.....	1
<b>Bilyk K. M.</b> THE PHENOMENON OF CREOLIZATION IN CONTEMPORARY EUROPEAN MEDIA DISCOURSE.....	6
<b>Gorban' G. M.</b> PRAGMATIC ASPECT OF LEXICAL MEANING IN CONTEMPORARY LINGUISTICS (BASED ON PUBLIC RELATIONS MATERIALS).....	12
<b>Mammadova A. B.</b> LANGUAGE, THINKING AND CULTURE IN THE WORLD VIEW.....	19
<b>Poliuk I. S., Bondar L. V., Rybchuk O. S.</b> LINGUO-PRAGMATIC ASPECT OF MEDICAL DISCOURSE ANALYSIS.....	26
<b>Rahmanova N. A.</b> SOCIO-LINGUISTIC FACTORS FOR THE FORMATION OF SUB-STYLES IN THE LANGUAGE.....	32
<b>Rudenko M. Yu.</b> WORD-FORMATION PROCESSES IN AMERICAN SOCIAL DIALECTS.....	38
<b>Semenist I. V., Makhachashvili R. K.</b> METHODOLOGICAL MODELLING OF INNOVATIVE COMMUNICATION FOR NEW KNOWLEDGE ACQUISITION IN THE GLOBAL DIGITAL REAM.....	46
<b>Sydorenko O. M., Romanyuk S. G.</b> SPECIFICITY OF NAMING ENTERTAINMENT INSTITUTIONS IN THE WESTERN AND EASTERN REGIONS OF UKRAINE.....	54
<b>Tupchiy O. V., Grinevich O. L.</b> THE IMAGE OF ENGLAND IN THE RUSSIAN LANGUAGE CONSCIOUSNESS OF THE FIRST HALF OF THE 20TH CENTURY (ON THE MATERIAL OF V.V. MAEVSKY'S STORY "ON THE BRITISH ISLES").....	60
<b>TRANSLATION STUDIES</b>	
<b>Ahibalova T. M., Karachova D. V., Lyutviyeva Ya. P.</b> TRANSLATION TRANSFORMATIONS AT THE SENTENCE LEVEL IN ECONOMIC MEDIA DISCOURSE. ....	65
<b>Diachuk L. S., Dovzhenko I. V.</b> NATIONALLY MARKED VOCABULARY OF UKRAINIAN MEDIA DISCOURSE: PECULIARITIES OF ITS REPRODUCTION IN THE ENGLISH TRANSLATION.....	72
<b>Kuzenko H. M.</b> UNDERSTANDING SEMIOTIC CODES IN TEXT INTERPRETATION.....	78
<b>Manyatsa M. S.</b> THE ROLE OF MULTIMODALITY IN LOCALIZATION OF UKRAINIAN TOURIST WEBSITES INTO ENGLISH.....	84
<b>Mezhyeva I. YU.</b> COMMUNICATIVE COMPETENCE AS THE BASIC CRITERION FOR EVALUATION OF FOREIGN LANGUAGE EDUCATION QUALITY OF STUDENT INTERPRETERS.....	92

<b>Melnyk N. I.</b>	
TERM-FORMATION IN THE PROCESS OF FUTURE TRANSLATORS' PROFESSIONAL TRAINING: PECULIARITIES OF ELEVATOR TERMINOLOGY TRANSLATION.....	97
<b>Mosiyevych L. V.</b>	
CHALLENGES OF TRANSLATING INTERNET SITES OF UKRAINIAN METALLURGICAL ENTERPRISES INTO ENGLISH.....	103
<b>Naboka O. M.</b>	
ADEQUATE WAYS OF METAPHORS RENDERING IN TEXTS OF POLITICAL DISCOURSE.....	108
<b>Riabchuk O. V., Shmidt D. P.</b>	
PROPER NAMES AS LEXICAL MARKERS OF DOMESTICATION AND FOREIGNIZATION STRATEGIES.....	113
<b>Chepurna Z. W.</b>	
EXPRESSION OF MODAL CHARACTERISTICS IN GERMAN JOURNALISM.....	118
<b>Chernova Yu. V., Aliieva F. S. kyzy</b>	
PECULIARITIES OF METAPHOR TRANSLATION (BASED ON UKRAINIAN TRANSLATION OF THE NOVELS BY AGATHA CHRISTIE).....	125
<b>Yarova L. O.</b>	
QUOTE AS A SIGN OF A PRECEDENT TEXT BASED ON TARTT'S NOVEL «THE SECRET HISTORY».....	130
<b>COMPARATIVE-HISTORICAL AND TYPOLOGICAL LINGUISTICS</b>	
<b>Huseynova G. A.</b>	
METAPHORIZATION AS ONE OF THE FIGURATIVE SOURCES FOR THE FORMATION OF TERMS IN COMPUTER SCIENCE (BY THE MATERIAL OF THE RUSSIAN LANGUAGE).....	135
<b>Policieva Yu. S., Vasik Yu. A.</b>	
COMPARATIVE PERCEPTIVE CHARACTERISTICS OF LOUDNESS OF ENGLISH INSTITUTIONAL DISCOURSE.....	141
<b>STRUCTURAL, APPLIED, AND MATHEMATICAL LINGUISTICS</b>	
<b>Hromovenko V. V.</b>	
LINGUISTIC DATABASE OF POLITICAL NEOLOGISMS OF THE UKRAINIAN LANGUAGE: ARCHITECTONICS AND FUNCTIONAL PURPOSE.....	148
<b>Stepanov V. V.</b>	
CORPUS VS NON-CORPUS: MAIN DISTINCTIVE FEATURES.....	153
<b>LITERARY STUDIES</b>	
<b>Brodskya O. O.</b>	
SYMBOLIC TENDENCIES IN ARTHUR SCHNITZLER'S WORKS.....	158
<b>Halahan Ya. V., Drahan O. A.</b>	
TRADITION AND INTERTEXTUALITY AS TEXTUAL STRATEGIES OF CREATING THE OWN IDIOSTYLE.....	164
<b>Kozubenko L. M.</b>	
THE CONCEPT OF PSYCHOLOGY IN A WORK OF ART AS A LITERARY STUDY PROBLEM.....	172

<b>Liubetska V. V.</b> HISTORY OF THE PSYCHOLOGICAL SCHOOL DEVELOPMENT IN LITERARY SCIENCE.....	177
<b>Fokina S. A.</b> DISCOURSE ON POSITIONS OF LITERATURE. FRENCH LINE OF STUDY.....	182
<b>Chmyr A. V.</b> PARATEXTUAL ELEMENTS IN PETER KRALIUK'S NOVEL «DANILO OSTROZKY: THE IMAGE THAT IS BEATED BY BEADS».....	188
<b>UKRAINIAN LITERATURE</b>	
<b>Hladkova M. V.</b> MOTIF «ECOLOGY OF THE SOUL» IN V. DROZD'S NOVEL «LAND UNDER THE HOOVES».....	195
<b>Holovko L. H., Kreminska I. M., Fedorova T. Ye.</b> GENERAL CHARACTERISTICS OF THE ARTISTIC SPACE-TIME CONTINUUM IN H. TIUTIUNNYK'S NOVEL «VIR».....	202
<b>Demchuk O. A.</b> UKRAINIAN ETHNOTYPE AS AN AUTO-IMAGE IN THE VASYL MAKHNO'S POETIC TEXTS.....	207
<b>Kazanova O. V.</b> THEMATIC DOMINANTS AND GENRE SPECIFICS OF ESSAYS GALINI PAGUTYAK.....	212
<b>Kobzey N. V.</b> SCULPTURAL DESCRIPTIONS IN THE CANVAS OF VOLODYMYR VYNNYCHENKO'S ART WORKS.....	216
<b>Kolkutina V. V.</b> LITERATURE OF FOLK POPULISM AND EARLY MODERNISM IN THE LIGHT OF THE UKRAINIAN NATIONSOFCAL ESSAYISM OF THE 1ST HALF OF THE XX CENTURY.....	221
<b>Kocherga S. O.</b> "STEFANYKIAN WRITING" AS A NOMINAL CATEGORY IN THE LITERARY DISCOURSE OF THE XX – EARLY XXI CENTURIES .....	226
<b>Semak O. I.</b> DISCOURSE OF NATIONAL IDENTITY IN THE DRAMATURGY OF THE UKRAINIAN DIASPORA OF THE FIRST HALF OF THE XX CENTURY: PROBLEM-THEMATIC DIMENSIONS.....	233
<b>Chopyk R. B.</b> HE LOOKED AT THE WORLD "THROUGH THE EYES OF H. SKOVORODA" (LITTLE-KNOWN STUDIES ON THE INFLUENCE OF SKOVORODA'S LEARNING TO I. KOTLYAREVSKY).....	239
<b>RUSSIAN LITERATURE</b>	
<b>Isayev Kh. B., Demianiuk A., Keziban T. E.</b> ‘KARS’ IN THE LIFE AND WORK OF RYURIK IVNEV .....	245
<b>INFORMATION ABOUT THE AUTHORS.....</b>	253