

## CONTENTS

### TRANSLATION STUDIES

**Zhulavska O. O.**

COGNITIVE OPERATION OF RETENTION AS ONE OF THE TRANSLATION SOLUTIONS WITHIN THE DOMESTICATION STRATEGY..... 1

**Mosiyevych L. V.**

THE ROLE OF METAPHOR IN UKRAINIAN WAR DISCOURSE AND ITS TRANSLATION INTO ENGLISH..... 9

**Sachkovska Yu. I.**

IMPLEMENTING A. BERMAN'S DEFORMING TENDENCIES IN THE LITERARY TRANSLATION..... 14

**Slyvka L. Z.**

THE WAYS AND STRATEGIES OF TRANSLATING MUSICAL TERMS..... 21

### STRUCTURAL, APPLIED, AND MATHEMATICAL LINGUISTICS

**Skorofatova A. O.**

INVECTIVE DISCOURSE: THE STRATEGY OF DISCREDITATION AND SPEECH TACTICS OF ITS IMPLEMENTATION (BASED ON THE MATERIAL OF THE ARTICLES OF THE UKRAINIAN MEDIA "UKRAINSKA PRAVDA" AND "UKRAINSKYI TYZH DEN" (2013–2024))..... 29

### SLAVIC LITERATURE

**Vasylyshyn M. B.**

ELEMENTS OF NEOREALISM IN PROSE WORKS BY BRANIMIR ŠĆEPANOVIĆ..... 36

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

CULTURALLY MARKED VOCABULARY IN UKRAINIAN AND POLISH FOLK TALES..... 43

### LITERATURE OF FOREIGN COUNTRIES

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

GENDER ISSUES IN E. GILBERT'S NOVELS..... 50

**Hasanli M. M.**

THE FABLE STYLE IN AZIZ NESIN'S SATIRES..... 55

**Gahraman A. F.**

THE ROLE OF ENGLISH FICTION IN THE FORMATION OF NATIONAL THINKING..... 61

**Drozdovskyi D. I.**

AUTHENTICITY OF SENSES AS ONE OF THE "SIGNS OF THE TIMES" IN IAN MCEWAN'S SATURDAY..... 67

**Zeynalova G. E.**

LITERARY PORTRAIT GENRE IN AZERBAIJANI CRITICISM..... 76

**Makarenkov O. L.**

THE PECULIARITIES OF NATURE PERSONIFIED IMAGES ARTISTIC REPRESENTATION IN UKRAINIAN TRANSLATIONS OF H. HEINE'S LYRIC POETRY... 81

<b>Naumenko N. V.</b> SPECIFICATIONS OF NOVEL NARRATION IN WILLIAM FAULKNER'S <i>THE SOUND AND THE FURY</i> .....	89
<b>Proskurina N. Yu., Kravets O. M.</b> FEATURES OF THE TEMPORAL-SPACE DIMENSION IN DORIS LESSING'S NOVEL "THE CLEFT" .....	97
<b>Sadikhova R.</b> THE ROLE OF HEYDAR ALIYEV IN THE DEVELOPMENT OF LITERATURE AND CULTURAL LIFE IN THE SOUTHERN REGIONS OF AZERBAIJAN.....	102
<b>Sokolovska S. F., Taraba I. O.</b> LESSING AND THE THEATRE: CONCEPTUALISATION OF CORPOREALITY IN THE PERFORMING ARTS .....	107
<b>Khankishiyeva Z. A.</b> THE JOANNE KATHLEEN ROWLING PHENOMENON IN CONTEMPORARY ENGLISH CHILDREN'S LITERATURE.....	114
<b>LITERARY THEORY</b>	
<b>Herasymchuk V. A.</b> ANTHROPOCENTRIC AND SCIENTISM RESEARCH METHODS OF HUMANITIES.....	119
<b>FOLKLORISTICS</b>	
<b>Koval H. V.</b> BETWEEN MEMORY AND OBLIVION: THE ROLE OF FOLKLORE IN PRESERVING THE CULTURAL IDENTITY OF PERSONS DISPLACED FROM CHORNOBYL.....	125
<b>Skliaeva N. V., Nykoliuk T. V.</b> THE OLDEST TRADITIONAL DISHES OF THE POPULATION IN THE WESTERN FORESTS AND THE WESTERN PART OF VOLYN IN FOLK STORIES AND CULINARY RECIPES .....	130
<b>SOCIAL COMMUNICATIONS: THEORY AND HISTORY OF SOCIAL COMMUNICATIONS</b>	
<b>Babenko V. S.</b> UKRAINIAN REFLECTION OF 2024 "OSCAR" CEREMONY AS A MANIFESTATION OF NATIONAL SUBJECTIVITY IN THE GLOBAL NARRATIVE MATRIX.....	137
<b>Kosiuk O. M.</b> CULTURE AS COMMUNICATION IN THE CONTEXT OF ISRAELI-PALESTINIAN CONFLICT: PART ONE.....	146
<b>Kosiuk O. M.</b> REFLECTIONS OF THE PAST IN EPISODE 5 OF INFORMATION WAR (2023–2024) BETWEEN GAZA AND ISRAEL: PART TWO.....	153
<b>Litvinchuk I. S.</b> ETHICS AND EFFECTIVENESS OF COMMUNICATION IN MODERN SOCIETY.....	161
<b>Pozharytska O. O., Zelenskyi V. Yu.</b> FROM THE PRESENT TO THE FUTURE: DONALD TRUMP'S LINGUISTIC STRATEGIES ON TWITTER.....	166

## THEORY AND HISTORY OF JOURNALISM

**Horchikova A. O., Zubarets A. V.**

BLOGS AS A SOURCE OF REGIONAL MEDIA CRITICISM (THE CASE OF THE RIVNE ONLINE MEDIA OUTLET “CHETVERTA VLADA” (FOURTH ESTATE)).....172

**Zagorodnyuk V. S.**

MAZEPIAN TOPIC IN HISTORICAL JOURNALISM: PROBLEMS AND PROSPECTS (ON THE MATERIAL OF THE MAGAZINE “LOCAL HISTORY”) .....178

**Lavryk O. V., Hnatenko S. A.**

“MILITARY” / “WAR” JOURNALISM: FEATURES OF THE CONCEPT IN MODERN MEDIA SPACE.....184

**Putrashyk V. I., Marchuk H. I., Plekhanova T. M.**

DIGITAL JOURNALISM AND THE IMPACT OF SOCIAL MEDIA ON SHAPING PUBLIC PERCEPTIONS OF THE RUSSIAN-UKRAINIAN WAR.....189

**Sazonova Yu. O.**

MEDIATIZATION OF SPORTS AS A CATALYST OF HUMANISM, PEACE AND FRIENDSHIP IN THE UKRAINIAN SPORTS PRESS.....196

**Synieokyi O. V., Vorobyov A. V., Synieokyi A. O.**

CLASSIC ROCK MAGAZINES IN HISTORICAL MEDIA-DISOURSE (BASED ON THE MATERIAL OF FOREIGN SPECIALIZED MUSIC PUBLICATIONS OF THE 1960S AND 1980S).....201

**Telenkov D. V., Katerynych P. V.**

BETWEEN INTERACTIVITY AND INFOTAINMENT: UKRAINIAN TV NEWS IN THE DIGITAL AGE.....209

**Shulska N. M., Zinchuk R. S., Hunderuk O. O.**

THE IMAGE OF A PERSON WITH A DISABILITY IN THE UKRAINIAN MEDIA SPACE: PECULIARITIES OF NOMINATION AND JOURNALISTIC ETHICS.....217

## APPLIED SOCIAL AND COMMUNICATION TECHNOLOGIES

**Bondarenko O. O.**

GENOCIDAL RHETORIC OF RUSSIAN FEDERATION IN THE MODERN INFORMATION SPACE.....223

**Bondarchuk A. O.**

SOCIAL ISSUES OF IVANO-FRANKIVSK REGION IN THE FOCUS OF COMMUNITY RESIDENTS’ PERCEPTION.....230

**Haikova A. R., Dniprovskaya T. V.**

THE LANGUAGE OF MEDIA IN THE NEW TELEVISION: HOW JOURNALISTS CAPTURE UKRAINIAN-SPEAKING YOUTUBE.....236

**Horchikova A. O., Smus A. H.**

FEATURES OF REALIZATION OF COMMUNICATIVE FUNCTION IN BLOGS OF UKRAINIAN JOURNALISTS.....243

**Dosenko A. K.**

CROSSMEDIA AS A SIGN OF MULTIPLATFORM MEDIA.....248

**Ilchenko O. A.**

THE ROLE OF THE MEDIA IN THE FORMATION OF MASS CONSCIOUSNESS AND COLLECTIVE CONSCIOUSNESS OF MILITARY SERVICEMEN (BASED ON SURVEY MATERIALS).....254

<b>Melnychuk Ya. H., Hryhorash Yu. V., Hantsiuk T. D.</b> REFLECTION OF THE SPEECH ETIQUETTE NATIONAL AND CULTURAL SPECIFICITY IN CINEMATOGRAPHY (ON THE MATERIAL OF THE MOVIE “SPANGLISH”).....	259
<b>Pohribna O. O., Nadtochii O. L.</b> FEATURES OF ADVERTISING AND PROMOTIONAL ACTIVITIES OF LITERARY AGENCIES IN UKRAINE.....	264
<b>Fedorenko O. D., Kovtun N. O.</b> TRANSFORMATION OF EXTERNAL IMAGE OF THE PRESIDENT OF UKRAINE V. ZELENSKY IN THE CONDITIONS OF A FULL-SCALE INVASION.....	270
<b>Tsapok O. M., Koval S. V.</b> PHISHING PREVENTION AS PART OF THE DIGITAL SECURITY OF JOURNALISTS’ ACCOUNTS IN THE WARTIMES .....	276
INFORMATION ABOUT THE AUTHOR.....	282