

CONTENTS

LINGUISTICS

<i>Aponenko I.</i> PERSONAL NAMES IN FIXED EXPRESSIONS “TALE ABOUT A PIPE OF SNOWBALL TREE” BY OKSANA ZABUZHKO	4
<i>Askerova I.</i> POLISH EMOTIVE <i>BAC’ SIEŻ</i> ‘TO BE AFRAID’: SYNCHRONIC-DIACHRONIC CHARACTERISTICS	8
<i>Babych M., Slyva T.</i> PECULIARITIES OF ACTUALIZING THE FIGURATIVE MEANINGS OF MEMBERS OF ASSOCIATIVE-SEMANTIC GROUPS	14
<i>Blyzniuk K.</i> DORJE BATU’S “SECRET OF THE OLD LAMA” AS AN EXAMPLE OF MODELING A MULTILINGUAL SOCIETY IN FICTION	18
<i>Bohovyk O.</i> CHARACTERISTICS OF WOMEN’S SPEECH BEHAVIOUR BASED ON KNOWLEDGE PREDICATES IN IAN MCEWAN’S LESSONS	23
<i>Borysov O., Vasylieva O.</i> VERBAL IMPLEMENTATION OF THE CONCEPT MCDONALD’S: SEMANTIC AND COGNITIVE ASPECT (ON THE MATERIAL OF ENGLISH DICTIONARIES AND THE WEBSITE <i>WWW.MCDONALDS.COM</i>)	28
<i>Bortun K.</i> SIMPLE SENTENCES AS A MEANS OF REALIZING THE IMPERATIVE	32
<i>Venhryniuk M., Melnyk O.</i> REPRESENTATION OF BINARY OPPOSITION “SILENCE/NOISE” IN ERLING KAGGE’S BOOK “SILENCE IN THE AGE OF NOISE”	36
<i>Zhadlun M.</i> THE CONCEPT OF <i>WATER</i> IN THE NOVEL “THE TALE OF THE GUELDER–ROSE FLUTE” BY OKSANA ZABUZHKO	40
<i>Zhulinska M.</i> VERBALIZATION OF THE <i>ANXIETY</i> CONCEPT WITH MODERN ENGLISH NEOLOGISMS	44
<i>Zinchuk R., Kevliuk I., Ostapchuk S.</i> PUNCTUATION CULTURE OF MODERN ONLINE MASS MEDIA: VARIETIES OF DEVIANTS AND EDITING	48
<i>Ihmatieva S., Tsiupiak I.</i> LEXICAL MEANS OF EXPRESSIVISATION IN THE ARTISTIC TEXTS OF VOLODYMYR VYNNYCHENKO	53
<i>Karpik M., Yarova A.</i> LINGUISTIC POTENTIAL OF GERMAN-LANGUAGE ADVERTISING DISCOURSE	57
<i>Kozlovska L.</i> THE EPITHET AS A COMPONENT OF THE LEXICO-SEMANTIC FIELD OF <i>TIME</i> IN LINA KOSTENKO’S POEMS	61
<i>Kotsiuba Z.</i> WEALTH AS A UNIVERSAL MARKER OF ETHNO-CULTURAL QUALIFICATION OF VALUES IN MULTILINGUAL IDIOMS AND PAROEMIAS	65
<i>Kurbatova T., Mosiyevych L.</i> MODERN POLITICAL ENGLISH-SPEAKING WORLDVIEW	69

<i>Zinchenko A., Rudenko M.</i> EFFICIENT TRANSLATION TECHNIQUES FOR RENDERING CINEMATIC ONYMS INTO UKRAINIAN: (BASED ON THE STAR WARS FILM SAGA)	144
<i>Kokkina L.</i> REPRODUCTION OF UKRAINIAN LEXICO-SEMANTIC NEOLOGISMS OF THE PERIOD OF RUSSIAN AGGRESSION IN THE FRENCH-SPEAKING MEDIA	147
<i>Kotsiuba O., Semenist I.</i> STRATEGIES OF ADAPTATION IN CHINESE FICTION TRANSLATION (BASED ON CAN XUE'S SHORT STORY "黑眼睛")	150
<i>Krainiak L., Duda O., Rybachok S.</i> ENGLISH-UKRAINIAN TRANSLATION OF COMMONLY USED VOCABULARY WITHIN ECONOMIC DISCOURSE TEXTS	154
<i>Leshchenko H., Tarasenko K.</i> PECULIARITIES OF REPRODUCING FAIRY TALE ANTHROPNOMS INTO ENGLISH	158