

CONTENTS

LINGUISTICS

<i>Artemenko H.</i> A MODEL OF GOOD AND WRONG IN THE UKRAINIAN IDIOMS: STATISTICAL ASPECT.....	4
<i>Bernar G., Kurylo S.</i> ISHIGURIAN LANGUAGE IN THE NOVELS “AN ARTIST OF THE FLOATING WORLD” AND “THE REMAINS OF THE DAY”	8
<i>Bybyk S., Mamych M.</i> THE UKRAINIAN MEDIASPHERE UNDER THE PRESSURE OF LATIN: SOCIOLINGUISTIC AND LINGUOCULTURAL ASPECTS.....	12
<i>Biskub I., Mykhalchuk B.</i> LANGUAGE MEANS OF EXPRESSING THE STRATEGY OF POSITIVE POLITENESS IN DIPLOMATIC DISCOURSE (ON THE MATERIAL OF UN GENERAL SECRETARY ANTONIO GUTERRES'S SPEECHES).....	16
<i>Bondar L., Dehtyarova Ye., Shpychak D.</i> PSYCHOLOGICAL AND LINGUISTIC MEANS OF INFLUENCE IN PHARMACEUTICAL ADVERTISING TEXTS.....	22
<i>Bratytsya G.</i> COLOR SYMBOLISM AS AN ELEMENT OF WORLDVIEW	26
<i>Garbar I., Garbar A.</i> PECULIARITIES OF USING PHRASEOLOGICAL UNITS IN BUSINESS COMMUNICATION.....	31
<i>Holovnia A., Tertychna O.</i> SYNESTHESIA AS A MANIFESTATION OF METAPHORICAL THINKING (BASED ON THE NOVEL “CHOCOLAT” BY JOANNE HARRIS).....	34
<i>Zaluzhna O., Zhyvotova V.</i> STRUCTURAL PECULIARITIES OF TERMINOLOGICAL UNITS IN ENGLISH PROFESSIONAL DISCOURSE OF COSMETOLOGY AND ESTHETIC MEDICINE.....	37
<i>Kaptiurov A. A.</i> CIVIL SOCIETY CONCEPT IN TRIPARTITE MODEL OF SOCIAL RELATIONS IN ENGLISH-LANGUAGE MEDIA DISCOURSE.....	41
<i>Kovbasko Yu.</i> IDIOMATIC CREATIVITY IN THE CONTEXT OF THE CONCEPTUAL INTEGRATION THEORY.....	45
<i>Kozyr Ye.</i> LEXICAL VERBALIZATION OF THE CONCEPT OF “BEAUTY” IN ENGLISH ADVERTISING TEXTS.....	49
<i>Kolomiets O., Holovska I.</i> RECONSTRUCTION OF SYNTACTIC ELEMENTS OF PROFESSIONAL TEXTS IN ENGLISH LANGUAGE.....	52
<i>Komarnytska T.</i> PECULIARITIES OF THE LANGUAGE OF JAPANESE PRINT ADVERTISING IN THE CONTEXT OF THE STUDY OF THE LANGUAGE OF JAPANESE MASS CULTURE.....	56
<i>Kosmeda T., Koloniuk S.</i> PAREMIOLOGICAL CONCEPTUALIZATION OF THE RELATIONS BETWEEN GALICIANS AND POLES IN THE SECOND HALF OF THE 19TH CENTURY: VERBALIZATION OF ETHNIC IMAGES (BASED ON THE COLLECTION “GALICIAN-RUTHENIAN FOLK PROVERBS” COMPILED BY I. FRANKO).....	60
<i>Kostych L.</i> DYNAMICS OF THE LEXICAL-WORD-FORMING TYPES OF DEAPPELLATIVE POSSESSIVE ADJECTIVES IN THE UKRAINIAN LANGUAGES	65

<i>Yemelyanova O., Shkurko O.</i> FEATURES OF TRANSLATING ENGLISH-LANGUAGE MILITARY DISCOURSE	229
<i>Zapolskykh S., Pohonets V., Hrebennikova O.</i> UKRAINIAN-ENGLISH NOTARIZED TRANSLATION: CHALLENGES AND BEST PRACTICES.....	234
<i>Kuznietsova I.</i> EDITING LEXICAL PLEONASM IN ENGLISH SCIENTIFIC TEXT.....	239
<i>Lysychkina I., Lysychkina O.</i> SPECIFICITY OF RENDERING DISTANCE LEARNING TERMINOLOGY IN UKRAINIAN	243
<i>Li Haiying</i> ON THE NECESSITY OF THE CONCEPT OF “REALIA” FROM THE PERSPECTIVE OF THE MODERNIZATION OF CHINESE TRANSLATION STUDIES.....	247
<i>Pletenetska Ya., Yakovenko A.</i> MACHINE TRANSLATION ERRORS: THE CASE OF MODERN ENGLISH ONLINE PUBLICISM.....	253
<i>Tykhenko V.</i> COMPOSITION, PLOT AND THEME OF THE ENGLISH LIMERICK IN A LITERARY TRANSLATION IN THE UKRAINIAN LANGUAGE	258
<i>Yablochnikova V., Yasenchuk J.</i> THE USE AND CORRECTION OF MACHINE TRANSLATION.....	262