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**РІДНЕ СЛОВО
В ЕТНОКУЛЬТУРНОМУ
ВИМІРІ
Збірник наукових праць**

**NATIVE WORD
IN ETHNOCULTURAL
DIMENSION
Scientific Papers Collection**

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VERBALIZATION OF THE CONCEPT SIN IN THE PROSE MARIA MATIOS

In the article the pivotal token, the concept of "sin" in the story of Mary Matios, defined archetypal basis and ideological and conceptual and ethical and moral functions Stylistic conducted in-depth studies. The influence of continuous conceptual tokens for forming shaped code copyright Mahwah thinking; proved that investigated token in most contexts maintains a direct relationship with the archetypal concept. Connotative same specificity is extremely rich cultural and ethno-national information caused by the action of intra- and extralinguistic factors. The meaning organically out in the national language level, in some cases caused by ethnically said semantic superstructure dominates the proper biblical foundation.

Verbalization conceptual tokens "sin" proves intellectualism and philosophical depth of artistic linguistic thinking Mary Matios and organic mental reverence in regard to everything that rotates on an axis holy, holy (last verified ancient traditions of the national outlook and attitude).

The study token in most contexts maintains a direct relationship with the archetypal concept. Connotative same specificity is extremely rich cultural and ethno-national information caused by the action of intra- and extralinguistic factors. The meaning (this is perfectly illustrated) organically out in the national language level, in some cases caused by ethnically said semantic superstructure dominates the proper biblical foundation.

Key words: concept, sin, archetype, Sam, Bible, sacred, artistic linguistic thinking, motivation.

Ref. 11.

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SPORTS REPORT AS MIRROR OF PUBLIC BROADCASTING (BASED ON FOOTBALL TV COVERAGE)

In the article the role and status of contemporary Ukrainian public broadcasting, described the level of language culture in the field of sports journalism. The analysis of the most common errors in the speech of commentators at football matches phrases, vocabulary and grammar. In scientific exploration prove that every task, especially public, Ukrainian - cultivate among other virtues linguistic patriotism to create functional style all areas, including Ukrainian sports journalism, be worthy of the memory of those who defended our language cost of living in times prohibitions and repression.

Socio-cultural aspect in the characterization and assessment of the state and of public broadcasting is a key determining (under the Public Broadcasting understand language practices of society at all structural levels of national and state community that has individual and collective nature represents a massive information space). We are at a time when Ukraine starts here and now each citizen of our country. It starts with the linguistic identity and culture of public service broadcasting, with our identity, dignity and pride, professionalism and indifference. The task of everyone, and especially the public, Ukrainian - cultivate among other virtues linguistic patriotism to create functional style all areas, including Ukrainian sports journalism, and be worthy of the memory of those who defended our language cost of living in the time of prohibition and repression.

Key words: speech culture, public broadcasting, speech error terms, vocabulary, grammar.

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NEOLOGISMS IN TEXTS PRZEMYSŁ ALMANAC MIDDLE OF XIX CENTURY

The article analyzes a number of neologisms and lexical occasionalisms in the context of changes in the Ukrainian literary language of Galicia outlined period. The material for reconnaissance Przemysł printings were contained mainly in the anthology "Lirvak from over San" in 1850 and "Peremyshlyanyi" numbers which came out in print in the 1850-1964 biennium.

Neologisms - small in size, but functionally significant layer of vocabulary, reflecting the peculiarities of creating new words and new trends in Ukrainian literary language based on the popular Galicia mid-nineteenth century. Most neologisms were created in the areas of modern terminology, the needs of the literary and social requirements of the era as well as depicting the means for poetic and artistic, journalistic and scientific style. Contemporary authors were guided by the desire to develop linguistic potential new literary language in various functional styles, its expressive possibilities, experimenting on linguistic grounds.

Presented neologisms were innovative attempts at linguistic and literary work of contemporary Galician authors, designed to replenish and expand their vocabulary. From the perspective of today, these words are not entrenched in active use, but despite this, neologisms became an important step in the creation of modern Ukrainian literary language, and some of them could re-enter the active consumption in modern Ukrainian literary language.

Key words: neologism Ukrainian literary language, Galicia, occasional literary norm.

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ON THE QUESTION ZERO SUFFIXAL NOUN DERIVATION (SUFFIX -ja)

The composition of derivative nouns with suffix -ja in the The composition derived from the noun suffix flektsiyeyu -ja in Proto-Slavic language and their semantics, it is shown that the secondary specific semantics developed derivatives of the original value. In the first formations -ja was "alive" extension, -j and formant of the "disappeared" in the structure of words, combined with nehubnymy previous consonant consonants assimilated and disappeared, and with labial j passed in lip + l. During defonolohizatsia jot and laid morphonological duty which were taken into consideration in the creation of new nouns. Differentiation etymology and word formation gave reason to abandon the introduction of a j-depth analysis derivatological and derivatives such Dam (<grebja), trade (<torgovja), Cliff (<krutja) attributed to zeros fixation formations.

Deals with the points structure should be attributed to proto zeros fixation formants - those affixes, which in Proto-Slavic language had specific nature, they combined the two functions, word building and flexions, that served as derivative formants and also pointed to derivatives belonging to a particular type of declination.

In the Ukrainian language written monuments from ancient times such structures already belonging to zeros fixation. Among them are the ones described and take derivatives of the old suffix -ja. In Proto-Slavic language, there were relatively few, but they are often clearly betrays the modern semantics and sound. In the Ukrainian language as a result of these phonetic processes that affix formant coincided with zero inflection -a + suffix (-ø-a) following the example of Slavonic derivatives in the history of the Ukrainian language for many formed over

millennia derivatives alternation of labial consonants and nehubnyh, the reasons for which have long had.

Key words: extension-flexion, slavonic language, the primary value, secondary semantics, defonolohizatsiya jot morphological duty nulsufiksalni derivatives.

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PHRASEOLOGICAL UNITS WITH 'COLOR'

IN THE LANGUAGE PICTURE OF WORLD UKRAINIAN

In the article are universal and ethnic characteristics of colour names composed phraseology - linguistic and cultural symbols of national circumstances. The high frequency of use of chromatic and achromatic phraseology of colour in anthropocentric orientation attribute that colours are universal realities functional and can be easily used in the construction of different linguistic and cultural models, including idiomatic. It is proved that the colour code is related to the ancient archetypal representations of humans, is about cultural norms outlook reflects Ukrainian installation, coding, describes and evaluates the structures of human existence.

Research colouratifs in the structure of Ukrainian phraseology seems promising in terms of further clarification of the question of ethnic archetypal concepts and their stability and identity. Parasitological units with "colour" is increasingly attracting the attention of modern linguists who believe that phraseologisms with "colour" refers to the part of nominative language, which is characterized by a distinct culture and national identity.

We believe that parasitological units with "colour" require further study in terms of thematic segmentation, identification of semantic and grammatical classification criteria and the study of specific colourospryymannya Ukrainian.

Key words: parasitological units, colour term, language world semantics.

Ref. 13

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STATE LINGUISTIC AND CULTURAL DEVELOPMENT OF EASTERN GALICIA LATE XIX – EARLY XX CENTURIES IN CONCEPT M. LOZINSKIJ

This article characterized the state of linguistic and cultural development of Galicia late XIX – early XX century, outlines the prospects for further development of the region based on the analysis of works of Michael Lozinskij «Formation of Ukrainian crownland in Austria» (1915), «Galicia life in Ukraine» (1916), «Forty years of "Enlightenment" in the 40-year anniversary of the Society» (1908), «Ukraine's and Russophiles among Ukrainian-Russian people in Galicia»» (reprint edition, 1994). It has been proved that the end of the nineteenth – early twentieth century, a period of significant change in the consciousness of the Ukrainian people, primarily its best part – the intelligentsia, through which significantly intensified political and cultural life of the Ukrainian Dnieper and Ruthenium Galicia, which led to the emergence of many Ukrainian parties, the media, educational institutions, scientific societies, organizations and associations.

Language and people are in close relationship, they interact and influence the development of each other. All this gives reason to believe the inextricable link between language and life progress of human society. Therefore, linguists, historians, public figures who lived and worked on the verge of XIX - XX

centuries so thoroughly analyzed the features of linguistic, cultural, political and economic situations prevailing in different Ukrainian lands. So everything that happened in the socio-political and cultural life of Galicia and Ukraine as a whole, the historical conditions that prevailed, largely caused movotvorchi processes taking place in the Ukrainian language on the verge of XIX - XX centuries., And identified steps development of the Ukrainian language.

Key words: linguistic and cultural situation, language, education, literature, academic life, Galicia, crown land.

Ref. 8

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APPPOSITIONS-ETNONYMS IN UKRAINIAN FOLKLORE

In the article the semantic features appositions-ethnonyms in the works of oral folklore and defined structure appositions combinations to designate national and ethnic characteristics of man in folklore texts. Apposition it is a kind of attribute expressed the noun substantivation another part of the language that usually signified consistent with the word in the case, sometimes associated only intonation, that combines such syntactic bonds as correlation, at least closing. It was emphasized that apposition as a special form atrubyutyzation demonstrates diffuse logical-semantic phenomenon. The most common ethnonyms in folklore texts are derivatives of horonima Ukraine – “Ukrainian men”, “Ukrainian women”. Analysis of a large number of works allows to state that especially the frequency is plural form “Ukrainian”. It is found most often in apposition folklore texts are the species name, at least - separated apposition to explain or give personal pronoun explanatory, the specifying information on the main word. It is proved that the most common ethnonyms that function apposition is “Ukrainian's” (common names apposition to 'brothers', 'friends' ' defenders' 'boys' 'peasants', etc), it was

proved that the most common ethnonyms-appositions is «Ukrainian», «Tatars», «Poles», «Jews», due to the subject of Ukrainian folklore, its social and public areas. Determined that the structure apposition-ethnonyms are mostly uncommon inseparable postpositive apposition, explaining the common name, at least a name and a personal pronoun, that motivated the construction of simple sentences folklore texts for easy perception and memorizing Ukrainian folk composition. Main attention is drawn on the fact that every or almost every apposition-ethnonym discovered in folklore texts, gets some emotional color, objectively laid down in the semantics of its explanatory apposition or the specifying function. Apposition originality lies in special apozytsion ways arising between apposition and explicable her word.

Key words: apposition, apposition's construction, word, ethnonym, nation, folklore, common name, proper name.

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DEYKTIC-ANAFORIC FUNCTION OF GRAMMEME NOT PARTICIPANT COMMUNICATION IN POLISH

In the article the specifics of a third party as a component of semantic and syntactic category of persons and especially its representation in the Polish language in contrastive aspect. The specificity of a third party (not grammeme party communications) compared with the nuclear zone (grammeme speaker and addressee) in Polish and Ukrainian languages. The comparable study of related languages, which are Ukrainian and Polish languages different from unrelated studies, because of the similarity of language implies a priori more common than of distinctive features and this is of particular interest. It was emphasized that in the third person personal pronouns opposed first and second primarily on the basis of participation / non-participation in the dialogue. If the pronouns I and you are

independent markers of the first and second person pronouns he, she, it, they are doing anaphors function, acquire morphological forms and grammatical meanings genus and number noun, which act as a substitute. Although a third person by nature and features significantly different from the first and second, but it can not be removed from the structure of syntactic category of the person because, denoting the subject message indirectly tangent to participate in communication. In the Ukrainian and Polish linguistics is a widely accepted paradigm three-member category of persons which is resistant internal opposition: 1st and 2nd person - the third person.

It is proved that the area of a third party is heterogeneous. An adequate description of syntactic category of persons is possible only if the account as morphological and syntactic and lexical-semantic aspects of language units and individual total expression. The simplest models of expressing semantics third party who is not involved in broadcasting, there is a sentence in which the position of the subject takes a noun in the nominative case, and the position of the predicate - verb personnel, completion of which is a marker of a person. Denoting the object message grammeme not party to broadcast in both languages may be semantics being. Common to semantics grammeme not party to the communication is related to the presence of grammatical performer action. Thus the singled appointed subject-personnel, indefinite-personal and personal use generalized-personnel forms of verbal 3rd person. The specified that the grammatical structure of the Ukrainian language more typical analytical manifestation personal semantics, and for Polish - synthetic; replacement of personal pronouns in the words pan, pani in Polish is an exceptional background in not only Ukrainian, but also of other Slavic languages.

Key words: syntactic category of persons, grammar, semantics, the subject, the third person, deyksys.

Ref. 11.

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FORMATION AND DEVELOPMENT OYKONIMIYA SAMBIR DISTRICT

In the article the word building semantic analysis of all modern oykonims Sambir district, Lviv region, as well as the names of those villages that existed on the territory to the edge of the last century and officially registered in the directory of administrative-territorial division of Ukraine 1947. It was found that the investigated territory evidenced a settlement, denominated in all known in onomastyc principles: anthropological, which defines the relationship settlements to man; a spatial, which comprised the settlements on other geographic features in a particular area; internal, settlement defining characteristic features of his property; ideological, whereby locality attributed to certain philosophical, political, legal, moral, religious or artistic value. Proved that oykonims number is of ancient Ukrainian origin or early old Ukrainian since a long time, partly archaic, is represented oykonim and generating model. It was found that 20 nomination oykonimiv Sambir region was made on the basis of direct participation in person playing relationship "object - a man." Charge six structural word models resulting from the principle of direct participation by the category-person Nominating: posesyvy archaic suffix **-*jь** (*-j-a); posesyvy suffix **iv** (<-ovъ), **-ov-a**, **yn-a**; formation possessive suffix **-ivk-a**; oykonim of possessive formants **-ovets**; possessive oykonim formed with the suffix **-(sch)yn-a**; - (u) and in-; oykonim possessive with component **-pil**. Nomination forty six oykonims Sambir district was made on the basis of indirect (indirect) participation of a person in terms of relationship "object - a group of people"; singled out three word building model, resulting from the principle nomination for indirect participation nominating entity: from patronims oykonims on **-ychi**; from family oykonims on **y / i**; from lokal-

ethnic oykonims in **y / i, -any (-yany)**. Nomination forty one oykonima Sambir district was made as a result of the transfer of names of notable objects in a particular area to have arisen here or settlement with them; to this group belong: from hidronims oykonims; from mikrotoponims oykonims; from oykonims oykonims or name-deminutivs; from oykonims oykonims or composite names. Nomination sixteen settlements Sambir district was implemented through in their names reflect the individual characteristics of the locality. In such names certified indication of the type of settlement or the characteristic signs of the terrain on which the settlement was based. Some oykonims in the course of many years, or even centuries of existence have undergone structural word phonetic-changes

Key words: Sambir district, oykonim, anthroponym, principle of nomination, oykonimobuilding model, etymon, Slavic autochthonous own personal file name.

Ref. 14.

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SYNTAX NOMINATION AS A MEANS OF COPYRIGHT REFLECTION OF THE WORD

In the article typolohization cross-language syntactic transformation nominations in parallel Ukrainian translation of the text revealed formal (lexicographical) and functional (author) tools that enable or adequate translation or semantic identity reference values. Comparing translations of works of art made at different times by different masters words traced the variability of koreferention linguistic devices that convey the same reference content, the same situation denotative reality, while preserving and altering the language model of the world.

Emphasized the role of the author-translator in the choice of writing great category that reflects his linguistic competence and personality perception of reality. Stated that the arsenal of variant syntactic units represents the richness of the Ukrainian language in terms of its national specificity. It is proved that the

adequacy of verbal expression provided subjects the text of understanding the potential variability in the texts parallel translation source text, including sentence that convey the same meaning referential fragment of the original and have the same propozytyvnu structure of sentences in the translation function as koreferents. The choice of one of the options syntactic means in the texts Ukrainian translation of the source text affects many of diverse factors: 1) extralinguistic (communicative intent and verbal expression of the author experience, the circumstances of the generation of the text, its genre and stylistic direction, type of audience, etc.); 2) lingual, including: a) syntactic (syntactic patterns change due to clotting or sentence deployment components separation, duplication, etc.); b) morphological (the ability to form a morphological variants expressing different syntactic positions represent a paradigmatic and syntagmatic relation); c) lexical (the token or rather a certain syntactic positions corresponding to the semantic parameters, the freer it is in the choice of the variant forms – morfolohization and no morfolohizationi or, conversely, if the token is not typical for a specific syntactic position, it is closely related to the host, a strong option representation of such syntactic position and prevents transformation. Investigation of variants means koreferention syntax is they who have antropo-oriyentation categories is promising and requires thorough monographic description.

Key words: cross-language transformation, parallel translations, syntax nomination, variability, koreferention.

Ref. 7.

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CONCEPTUALIZATION OF WOMAN'S IMAGE IN THE UKRAINIAN AND RUSSIAN PAREMIAE

In the article the linguistic parameters of concept “woman” are considered in paremiological units, presented in collections “Galician-Russian Folk Bywords” by I. Franko and “Proverbs of Russian People” by V. Dal.

Working (generalized) determination of this concept is accepted: concept isn't only a cognitive structure but a unit of thought, enriched by the valued signs; multidimensional culture-significant social-mental concept materialized in a civilized manner in collective consciousness.

The external form of this culture marked sense is presented by the row of linguistic realizations which form the proper lexical-semantic and cognitive structures.

Proverbs which are built on the basis of lingo-cultural concept “woman” in the Ukrainian and Russian languages are found out and systematized through a prism of a cultural-semantic validity; connections between these paremiaes and cognitive processes of their conceptualization are determined.

It is set in the paper, that analyzed concept has a difficult structure. Verbal facilities which present its characteristic signs form a frame which consists of two opposite micro frames with a “plus” and “minus” signs.

Such approach enabled to select a few thematic groups of the probed paremiaes, though the analysis of actual material showed, that they don't often coincide in two languages.

It is pointed out that proverbs accumulate in themselves philosophical and moral thoughts, practical rules of vital wisdom. More Russian paremiaes characterize a woman from a negative side.

Such state of affairs is explained by the protracted enough existence exactly of patriarchal society. Paremiae texts in the Ukrainian language image the

historical traditions of matriarchy, which take the beginning from the times of kozaks.

Key words: concept, conceptualization, small folk-lore genres, paremiological units, proverbs, thematic group.

Ref. 16.

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FUNCTIONAL LOAD LOCAL DIALECTIS IN A SPEECH DISCOURSE INDIVIDUAL

In the article revealed the motives, reasons due to which the author has decided to use the local dialect or some dialect, regionalism in his book, sklasyfikovano these motives are artwork that would confirm whether that statement revealed functional load dialect in the works of writers.

Following five motifs the use of dialect in works of art: the work of writing native dialect as the official literary language version of the author is unknown ("Dido Yvanchik" and "Year of beliefs Hutsul" famous anthropologist, folklorist, publicist, ethnographer and public figure and writer Peter Shekeryka-Donykiva); of reproduction local dialect with a view to its resuscitation, reconquista, rekonservatsiya ("Ada zhyyu" Basil Shkurhan); special stylistic attitude of the author, that pastiche "under people" (the message of the great Ukrainian Metropolitan Andrey Sheptytsky "To my dear Hutsul"); the desire to reproduce color language characters (works Stefanik, Mark cherry, Maria Pidhiryanka and modern Ukrainian writers Fedorova R., R. Ivanchuk, D. Pavlychko, S. Pushyka M. Vlad Boyko B., T. Melnychuk M. Dziuba, M. Matios V. Shkurhan and others); the spontaneous or use dialectism regionalizmu, which lies in the subconscious of the author (works of many contemporary Western writers). The article is richly illustrated examples of the works of modern Ukrainian writers and writers of the

classics. It is proved that in soviet times works that include a large number of hutsul dialect was never really see the world; ordered to censor and editor was forced to povkydaty outside the norm all words known to replace them often erased, crocked. From this a work of fiction certainly lost much. Attention is paid to the fact that should be remembered: folk dialects - these are often small, often invisible springs that feed its sap our blossomed, although often vilified, sounding Ukrainian national language.

Key words: dialecticisms, local subdialects, hutsul dialect, stylistic guidance (purpose), linguistic colouring.

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CONCEPT 'CLOTHES' AS A MEANS OF EXPRESSION PERSON'S APPEARANCE

(based on works of M. Stelmakh and Y. Andrukhovych)

In the article the concept of 'clothes' the material of the novels "thinking of you" and "Geese-swans fly" M. Stelmakh, "Recreation," "Moskoviada" and "Perversion" Yuri Andrukhovych. It is noted that, along with language, beliefs, rituals process of identification and identity of man is through her clothes, so each nation has the characteristics in the tradition of dressing. As each person individually and all people in general, uses clothes with a common purpose: to reflect individuality, aspirations, representatives nature, united not only geographically, but also spiritually.

Allocated and analyzed all available in the novels of these authors to describe clothes nominae rights; the comparative characteristic on verbalization given concept in times of social realism and postmodernism. Indicated that is how different historical times in which they lived and worked writers so different is their style and manner of writing. Modesty and romantic socialist realism and the

most exact transfer M. Stelmakh in it, and rebelliousness, carnivalization and frank sexuality - is that peculiar postmodern vision of Y. Andrukhovych. All these features are displayed in the style selected lexical filling works.

The analyzed concept is part of makrokontseptu 'appearance of man' and, in turn, is delimited on mikrokontsepty 'festive clothing', 'hat' 'trousers', 'half-length dress', 'shoes' 'of the clothes', 'accessories' , 'decoration', 'clothes', etc., which allow detailed analysis of clothing.

Despite the significant difference individual styles studied authors noted their nationality, observed the presence of Ukrainian traditional clothes. In the poetics of character presentation character goes through descriptions of items of clothing, which are indicators of identity rights, contribute to the formation of a visual image and a sign of "life writing" characters

It is proved that the person's appearance is one of the essential and effective ways of opening image of the hero, his description and characteristics, as appearance is a direct addition to the inner world of the individual.

Key words: the concept, appearance of the person's, the clothing, the socialist realism, the postmodernism.

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SYMBOLISM IN IMAGERY OF THE WEST-UKRAINIAN PROSE

The symbols in their constructive interrelations and semantic forming functions, which are revealed within idiosyncrasy and reflect specific character of artistic image of the writer's world have been studied in this article. The study of the author's , is one of the main tasks of the linguistic poetics.

In the works of Western-Ukrainian writers symbols reveal creative and educational opportunities and act as a means of lingual understanding and

presentation of new information, that is, act as an instrument of communication, which is in the process of cognition and language and presentation of the human inner world. In addition, examined the works of Ukrainian writers and analyzed the features and functions of symbols, we concluded that the words used to describe the sensory conceptual possess communicative and cognitive imagery and aesthetic function and is a means of expression ethnomentality a work of art that shows the traditional national and individual ways of expressing the author's linguistic picture of the world of the artist. In a work of art writer, mastering general language resources sets new hierarchical associative-semantic relations according to plan, the aesthetic ideal and artistic patterns. As a result, a familiar word semantics contextual enriched with new shades. In the work of Western-Ukrainian writers developed a certain system of symbol's creative that caused such diverse phenomena as experienced dramatic situations, civil position, literary credo, creative method, philosophical belief authors. Most authors prohibit a simplification of reality, asserting difficulty playing realities, referring to the symbols as a way of understanding reality, which interact tradition and innovation, archetypal and modern, well-established and individual copyright images.

The specific character of the author's as well as the peculiarities of individual author's realization of traditional images with symbolic semantics have been studied. The theoretical statements regarding language, conceptual picture of the world have been studied in this thesis.

In the works of Western-Ukrainian writers symbols reveal creative and educational opportunities and act as a means of lingual understanding and presentation of new information, that is, act as an instrument of communication, which is in the process of cognition and language and presentation of the human world.

We concluded that the words used to describe the conceptual sensory, communicative and cognitive speak, figurative aesthetic function and is a means of expression ethnomentality a work of art that shows the traditional national and

individual ways of expressing the author's linguistic picture of the world of the artist.

Author sets new associative-semantic relations according to plan, the aesthetic ideal and artistic patterns. As a result, the word semantics contextual enriched with new shades.

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**THE IMAGE-BEARING POTENTSAL OF PROVERBS
WITH THE COMPONENT OF THE HEAD
«GALICIAN-RUTHENIAN FOLK BYWORDS»**

The publication revealed dynamic changes in the structure and semantics florokoncept «grass» in the Ukrainian language. It is characterized folklore tradition immanence natural component in the ideological picture of the world Ukrainians; The modern trend of perception florokoncept as an equal participant in the dialogue with the world.

The purpose of this article is to determine the characteristics of thematic-ideographic paremias somatic component of the head of "Galician-Ruthenian folk proverb" clarify the role of these units in the formation of Ukrainian language picture of the world and the disclosure of their potential pragmatic, semantic structure.

Idiom of somatic component also investigated scholars such as M. Alekseenko, Uncle L., A. Ivchenko, D. and B. Uzhchenko Uzhchenko, V. Smith, V. Kononenko, M. Kocherhan, Alexander Tishchenko, Alexander Andreichenko, A. Karakuts, Alexander Levchenko and others.

Paremiolohichnyy fund of Ukrainian language is an inexhaustible source of national traits to identify linguistic and conceptual pictures of the world Ukrainian.

A special role in the display language picture of the world belongs to the phraseology of somatic component.

Paremiyny fund of "Galician-Ruthenian folk prypovidok" is an inexhaustible source for researchers phrazeolohers, as it is known, features the images of categorization and conceptualization of the world, including by means of somatic phraseology.

The purpose of this article is to determine the characteristics of thematic-ideographic paremias somatic component of the head of "Galician-Ruthenian folk proverb" clarify the role of these units in the formation of Ukrainian language picture of the world and the disclosure of their potential pragmatic, semantic structure.

Immemorial in all the languages perceived as head of the human body, without which life is impossible, it was considered the intellectual center of the human (as opposed to the heart, which was fixed in the language of a sensitive, emotional center of human life). Paremias component of objectifying head occasionally disgusting formula, divination, curses, oaths, swearing. The relatively small group of proverbs recorded to describe the human condition.

In "Galician-Ruthenian folk proverb" token head as part paremias characterized valence versatile, high frequency of use and semantic diversity.

A small phraseology for ilkist characterized by ambiguity. Inconsistency in values due, apparently unequal area of operation.

A kind of underground group in the form paremias that determine the semantic field of death, signifying death.

Idiom head with somatic component mainly express character traits, mental ability / defects, intellectual activity, much less convey the appearance of man, the mental state,, as a generator category and language Ukrainian world view.

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**LINGISTIC CULTURAL INTERPRETATION
OF FLOROCONCEPT GRASS WITH DIACHRONIC POSITIONS
IN THE UKRAINIAN LANGUAGE**

The publication revealed dynamic changes in the structure and semantics florokontsept «grass» in the Ukrainian language. It is characterized folklore tradition immanence natural component in the ideological picture of the world Ukrainians; carried out a comprehensive analysis of floristic concepts; the modern trend of perception florokontsept as an equal participant in the dialogue with the world.

One of the priorities of modern Ukrainian linguistics is analysis of language as an essential means of expression etnosvidomosti, national character, spiritual culture of the people, their world view. The dominance in the modern world linguistics, cognitive-discursive paradigm makes such research in the field linhvokontseptolohiyi whose purpose is the description of the organization and ways of verbalizing concepts as components of consciousness, culturally significant information carriers of a certain ethnic group.

Floral concepts play a significant role in the minds of the people. In connection to the above is the actual definition of the national cultural specificity of flora names: names reflect the structure of knowledge and understanding of the Ukrainian people floronymy interaction code from other cultural codes in the Ukrainian language world.

Cognitive-onomasiological analysis of motivation Ukrainian floro- and faunoleksyky and consists of two phases: 1) interpretation onomasiological structures names; 2) modeling of the structures of knowledge marked. Interpretation onomasiological structures included the clarification of conceptual status onomasiological signs definition onomasiological basis.

In Ukrainian culture between man and nature, understanding, talking with herbs, plants feel the state of people, poetry is transmitted sometimes by taking parallelism, which originates from the folk tradition.

Analysis of the functioning of metaphor showed that the dominant substantive units suffer imaginative rethinking the principle of personification.

The symbolic significance of herbs - "sheptannya quiet prayer," which was based on such features as the inability of plants to create a lot of noise. Sound Wave grass in the wind looked like a quiet whisper, due to the expansion of this association in two parts in makrokontsept grass was sheptaty predicate definition and quiet.

Withered autumn grass has traditionally been associated with death, becoming its symbol, in modern language picture of the world becomes the symbol of existential sound.

Subject memory is integral to modern Ukrainian literature; Ukrainian autochthonous marks not only the architectural and spatial-temporal objects, but and peculiar linguistic signs of consciousness that has long been performing aesthetic and symbolic function. In verbalized outlook fiton grass depicted as a personalized, meaningful metaphorical concept, which significantly influenced the development of Ukrainian artistic expression, causing his transformation and semantic perspective.

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PLACE AND IMPORTANCE OF LANGUAGE IN HUMAN LIFE AND SOCIETY

This article provides a brief definition of the language, reveals the influence of language on human and society, its place and significance, cultural and linguistic relations, which are investigated in more than one direction, from two directions. After the explanation of the significance of the language focuses on the

importance of literature in human life and society. All this generally indicates that the language is a means of formation and cultural expressions of society, create and use this language.

One of the main eye-catching features of the nation is language. Anyone who considers himself a part of any ethnic group, first of all, must speak the language of the ethnic group. A person who does not speak the native language, deserves no credibility, no matter how much argued about their attachment to the culture of their own people. Language - the most important means of communication, through which people pass each other their feelings and thoughts. Due to the language in the society formed the unity and equality.

Language is a very important and effective means. The nation lost their language, together with him and lost himself. Language is a means of transmission of feelings and thoughts, and it is the most significant cultural value, preventing the process of transformation of communities in the gray crowd, lifting them to the level of the nation - "the unity of feelings and thoughts."

Language is the main factor that binds individuals and bring them to the consciousness of the nation. Societies in which there is unity of language, characterized by intimacy, love and respect each other. This association is able to provide unity in the community. Thus, the easier the task of preserving the integrity of the country, to implement socio-economic growth.

The Republic of Azerbaijan is pursuing a policy of democratic culture and seeks to integrate into the modern world culture. Advances in this field strengthens the sovereignty of our country and contribute to the rapid development of the process unit of democratic, legal and secular state. In this sense, the study of the issues of protection and promotion of cultural heritage are relevant to the cultural world.

One of the most urgent problems of our time is to determine the optimal balance between globalization and national customs and traditions.

Today, the government seeks to shape these values, efficiently utilizing all available resources at its disposal: to be fair, to give meaning to the family unit, to

instill patriotism and respect the laws, to check out the religion, at the same time be tolerant, hospitable and good-natured.

Azerbaijani language and culture are the primary source of a kind of world culture, and this fact perfectly expresses the importance of this national - universal interaction.

The protection of national values and their transmission to future generations is very relevant today. Because national values have a great influence on the formation of the Azerbaijani people, but also plays an important role in strengthening of national statehood.

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**TEACHING OF O.O.POTEBNIA AND RELICS
OF THE INDO-EUROPEAN HUNTING VOCABULARY
IN APPELLATIVES AND ONIMS OF UKRAINIAN LANGUAGE:
DATA ANALYSIS SYSTEM**

DATA ANALYSIS SYSTEMIn the article the author obtained on the basis of a systematic analysis of data on the creation and functioning of hunting vocabulary in the language of Indo-European proto-Ukrainian population and circumstances succession of vocabulary in Ukrainian.

In order to promote research on the history and etymology of the Ukrainian language in the article the actual source base expand through the use of creative ideas of the founder of Ukrainian historical and comparative linguistics O.O. Potebni and the application of modern achievements of systems theory and systems analysis for theoretical modeling and restoration pluperfect social and linguistic processes that can not reveal the traditional methods of linguistics. Disclosed advantages of the method of system analysis to expand the information base for studies on etymology, place names and ancient history of Ukraine.

Figuring out problems of the language as a system should be to study the conditions under which it was formed, relations and relationships of language with other systems and phenomena of reality.

The study pluperfect linguistic processes and phenomena preliterate period, the main stumbling block is limited or no actual base. In modern conditions to overcome this problem is seen in the creative use of synergetic approach and data systems theory and systems analysis. According to the principles of science, the system "Personality-Nature-language" defined O. Potebnja belong to the social and natural systems, components which are subsystems of systems linked steady the relationships and human needs are the driving force.

In prehistoric times, when man was subject almost entirely dependent on nature and it was a vital need for safe water and food. These requirements define the function and purpose of these systems - human creation of language for the nomination and thus identify individuals or communities on the grounds of their connectedness with the natural linguistic factors or social circumstances. One of the main qualities of all social systems is that, due to the natural human right to choose - or act differently or not work at all - the functioning of such systems is the laws of modality, not stiff mandatory inherent to mathematical or technical systems.

Simulation of "Personality-Nature-Language" provides obtaining objective evidence required for in-depth research linguistics historically and socially conditioned and pre-Ukrainian ethnos language relatedness of modern Ukrainian nation.

The main extra-linguistic information on life support pre-Ukrainian communities era of the Stone Age through hunting activities should be considered as the science of natural and historical cycle. Already proved that human settlement in Ukraine was a million years ago. Evidence pre-Ukrainian hunting activities in the last hundred thousand years collected in all regions of Ukraine.

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METAPHOR AND ITS GRAMMATICAL EXPRESSION

IN O.PAKHLOVSKA'S COLLECTION "VALLEY OF TEMPLES"

In the article the functional characteristics and the expression of grammatical metaphors in the poetry of Oksana Polevskoy. The article analyzes the noun, adjectival and verbal patterns of metaphor in poetry Oksana Pachlowska. Showing different metaphorical construction of these models to determine their functional load.

On the basis of morphological approach is the formal classification of metaphor belongs word shell to a particular part of speech. Features of this track do a full-blown word (often combined with service) of parts of different accessories. The most metaphorical, and therefore artistic potential with adjectives and verbs. Adjectives are the bearers of static metaphor and verbs, participles - mostly dynamic.

The formation of any metaphors related to violations of common words and semantic relationships of secondary valence by changing lexical meaning. From the grammatical point of view are three basic models of metaphors: noun, adjectival and verbal. Components such models have different syntactic functions.

The ability to expand the semantic space sold in context metaphor noun as a noun, changing its meaning and function changes the naming acquiring function characteristics. During metaphor metaphorical noun syntactic function gets the epithet relatively modifier.

Hentityvnoyi component acts metaphor metaphorical adjectival construction.

Depending on the location of the adjective noun signified distinguish the following models:

- a) is in the metaphorical adjective preposition before the noun signified;
- b) which is defined between a noun is metaphorical adjectives;

c) the metaphorical adjective is signified in postposition to the noun.

Given the overall imagery works of the poet, it is worth noting that the author uses mostly adjectival metaphor metaphors in the structure of noun and verb. Thus there is strengthening of primary metaphorical image. In Pachlowska poetic creativity adjective metaphors serve definitions distinguishing features of objects, express or objectified qualitative features through expressive-evaluative function.

Verbal metaphor arises from the violation of semantic connection between the object and its action for action that logically inherent in the subject of a semantic field, attributed to the subject of other semantic field.

The metaphor of the core and basis of metaphorical verb nouns and adjectives slovoobrazy indicate agile lyrical nature of the work, describing the variability of the outside world.

Poet creates a metaphorical world based on their own vision of life, personal experiences and feelings, reinforcing the symbolic structure of the text.

Paul promising research is to analyze the interpenetration of words in the semantic field of each other, interlocking meanings that causes the appearance of original drugs, make expressive symbolism literary text.

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RUSSIFICATION OF THE UKRAINIAN SURNAMES

The article discusses the conditions and causes of the Ukrainian surnames' distortion, which have been inherited by the indigenous ethnic group of sovereign Ukraine since the days of autocratic ideology of Ukrainians' assimilation by Russian tsarism and CPSU. With this purpose, thorough family hereditary deformation of Ukrainian anthroponyms was conducted in terms of closer ties with Russian phonetic, accentological, orthoepy and grammatical norms.

In the formation of families, regardless of their age constant transformation observed deformation processes on phonetic, morphological, euphonic and other levels. Such phenomena are caused not only interlingual contacts, but mostly assimilative language policy of the State, which was under the rule of humanity Ukraine at different stages of social development.

Deformation really different: a deformed root morpheme, non-Ukrainian suffixes derivation violation of law, rejection of spelling and pronouncing rules. Under the influence of social, political, legal and cultural factors acting for a long time in Ukraine, part of the national characteristics of family disappeared, and their structure is distorted, against a foreign features. Often this is due to the low professionalism, incompetence, low culture of service workers. This led to a distortion of names in legal documents, and under their influence in everyday use: Ukrainian surnames transformed into Russian equivalents, rebuilt by Russian models, passed by Russian phonetic samples, formed from the Russian tokens , translated into Russian, formed with the help of Russian suffixes.

The cause certain changes in names should be considered interest of both the media and employees of administrative agencies that registered the passport documentation and repressive measures for certain sectors of Ukrainian society. These facts recently attracted the attention of linguists.

On the pages of Ukrainian periodicals and different genres of literature during the years of sovereign Ukraine there were publications of journalists, writers, teachers, which dealt not only pure strain of names, but that caused it.

Subject of deformation Ukrainian surnames found playing well in poetry masters of words Ukrainians in this repressive and assimilative system more difficult not only had to defend the purity of the family name, but also the right to be Ukrainian. Officials took the dominant empire in the Ukrainian national names roots, assimilating all means in Russian style, not only ordinary people but also very talented.

Language distortions in Ukrainian anthroponyms necessary efforts to eliminate teachers and the entire cohort of Ukrainian onomastics to their carriers

know the origin of his name and guarded this spiritual treasure of his lineage from generation to generation in exactly orthoepy and spelling.

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**VERBAL IMAGES
AND SYMBOLS THAT FORM PHRASEOLOGICAL UNITS
IN THE CONTEXT OF LEXICOGRAPHICAL ARRANGEMENT
(based on Ukrainian, Russian and Polish)**

The article proposes a new approach to contrastive description of phraseological units in dictionaries, namely by imagery-signification centers which are represented here as inner foundations of phraseological units. The categorial and semantic types of verbal images and symbols, which motivate the phraseological meaning, are delimited. Their cognitive and connotative potential is determined.

Established that at the present stage of intensive development of Slavic frazeohrafiyi important is the description of idioms in different types for dictionaries and associative and thematic (similarity, contiguity, contrast) and semantic-thematic factors.

Associative and art forms are semantically connected structures caused by verbal-figurative interpretation of the conceptual structures that formed in the mind of the individual and society. It images and symbols that underlie them, and perform smysloharakterolohichnu feature motivate special, phraseological meaning, thus fixing the verbal complexes. These figurative and semantic centers (figurative basis) are substantyvy with symbolic meaning that dominate the phraseology array (nouns with concrete or real value, or informative, cultural

content, including somatisms, zooleksemy, fitosymvoly, anthroponomy, theon, place names) and koloratyvy (with a predominance of white and black) and numeratyvy (numbers), preferably the first dozen.

Determined that the facts, the source of many of the phraseology common cognitive structure and adequate lexical and grammatical structure (within the regulatory variation) is, above all, of the Old and New Testaments. It is a common cultural and historical foundation of humanity explains many similarities with the phraseology chosen images and symbols.

For most idioms, the community or the difference between their cognitive structures caused by how the same in different nations meaningful symbolic value and verbal images and how these realities is crucial and relevant to them. Adequate perception of reality (ie the display as a property of the human brain) enters the complex interaction (sometimes inconsistent) with the reflection characteristics of the socio-economic structure of the nation, its national mentality and poetic vision of the world.

Proved that verbal abuse and linguistic and cultural symbols as signs and as motivating component idiomatic meaning, as well as the presentation of the material in the dictionary of idiomatic rich differential features (frequency, nechastotni) and play an important role in the formation of idioms with varying degrees idiomatichnosti.

Key words: idiom, phraseological unit, word images and symbols, imagery and semantic center, symbolic meaning, dictionary entry

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FUNCTIONAL LOAD ETNOEYDEM IN ARTISTIC TEXT VASYL STEFANYK

The article examines the ethnolinguistic aspect of the inner form of a keyword in Vasyl Stefanyk's fiction, investigates the mechanisms of mentally marked information retranslation by inner form of a nomen from the national picture of the world into the individually-authorial one.

Etnoeydemamy in some novels Vasil Stefanik believe tokens peace, light a candle, since they - their dominant concepts symbols. These words - polyvalent (in lexical-semantic terms), frequency of idiomatic constructions form the other nominae antinomy, have textual synonyms established and occasional definitions included in tropeyichni structure of the text.

It is alleged that the functional load of the internal form words as «repeater» presupozysiy of language picture of the world in individual author lexical fabric is characterized by its ability to activate consciousness linhvonosiyiv for apperception not only semantic surface work (syntactic) but also etnoaksiolohichnyh measurements realities of the environment, localized in it. That is due to the explication of the inner form of speech («transponder» etnomarkovanoyi information smyslomentalnoyi constants without understanding which simply can not decrypt etnotekst) as author and recipient can «see» in nominal axiological marked with a national picture of the realities of the world.

Proved konotatomy (key words vnutrishnoformni world, light the candle as the physical media of national cultural connotations that reflect ethnic characteristics svitomyslenna copyright and attitude) in a fiction Vasil Stefanik perform associative and figurative, expressive, and etnoilyustruvalnu tekstotvirnu function.

Thus, the functional load inner form of the word as «repeater» presupozysiy of language picture of the world in the individual author lexical fabric is characterized by its ability to activate consciousness linhvonosiyiv for apperception not only semantic surface work (syntactic) but etnoaksiolohichnyh measurements realities of the environment, localized in it . That is due to the explication of the inner form of the word («transponder» etnomarkovanoyi information smyslomentalnoyi constant, without understanding what is impossible

to decrypt etnotekst) as author and recipient can «see» in nomina axiologicaly marked one of the realities of the national picture of the world.

So konotatemy (key words vnutrishnoformni light, light a candle as material carriers of national cultural connotations that reflect ethnic characteristics svitomyslennya copyright and attitude) in a fiction Vasil Stefanik perform associative-figurative, expressive, and tekstovirnu etnoilyustruvalnu function.

Key words: inner form, associative and imaginative potential of the internal form of the word, world view, etnoeydema, etnoobraz, etnotekst, konotatema.

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«THE HEART OF EVERY COIN INSCRIBED»

(noun poetic Heroes of the Square)

It has been almost two years since our society began to live in a new dimension, and the word MAYDAN acquired sacred significance and has become a symbol of freedom and dignity. Historians are trying to gather facts, compile and evaluate everything that happens to us. But can even a few decades to collect and compile all the experiences, all emotions and feelings of the Revolution of dignity? «There is a time to cast away stones and a time to gather it,» - said in the Bible. Stones, soaked cobbles fire Maidan mean a lot to those who attended on him physically or spiritually. They became a symbol of protection from the forces of darkness, a symbol of the desire to rule the truth lies symbol of breaking past.

For the first time in the Ukrainian linguopoetics maidan poetry, especially one of its fiction segments – onomastics, is reflected in linguostylistic categories taking into consideration a wide contextual surrounding and a number of extralingual factors. Imennyk of Heavenly Hundred heroes and other significant personalias of Maidan is researched on the level of dominant words-concepts (mehaimages) and on the basis of a component analysis we define the range of their semantic stylistic, symbolic association derivatives, poetic valency. The

purpose of the article is to explore noun heroes Heavenly Hundreds and other iconic personalities at Maidan dominant word-concepts (mehaobraziv), based on component analysis to determine the range of their semantic and stylistic, symbolic and associative pryroschen, poetic valence.

We generalize that names and surnames of Heavenly Hundred heroes became recognizable and have been immediately transformed into nationals symbols (Serhiy Nihoyan, Mykhailo Zhyznevsky, Yuriy Verbytsky, Oleksandr Kapinos, Ustym Holodnyuk, Roman Huryk as well as Artem Mazur, Yevhen Kotlyar, Ihor Dmytriv, Ihor Kostenko-Kos, Bohdan Solchanyk). Tragic (in the most real space) poetic onymicon is somehow balanced by significant names of those who served a model for millions of rebels and also changed the history (Volodymyr Parasyuk, Mykhailo Havrylyuk, Lesya Zhukovska). In perspective we are planning to research universal poetonyms (Maidan, Ukraine, God, Kyiv, Shevchenko, Kruty, Kain). Our aim is to consider a broad quotational reminiscent space of maidan poetry in order to reveal a statement that it is a fact literature of a low fiction value. We make the conclusion that maidan poetry is emotionally high, diverse, original, esthetically checked, spiritual, nationally focused. Warriors of Light Warriors Good - a generalized symbolic names were not only killed in Maidan, and those who have given and continue to give their lives for turbulent Donbass. In the future it is planned to reflect universal poetonym (Maidan Ukraine, God, Kyiv, Shevchenko, cool, Cain). We also aim to explore the spreading quotational-reministsentnyy space maydanivskoyi poetry to finally disprove the thesis that literature is the fact of low artistic value. Even the names we vidrefleksuvaly show: Poetry Square - emotional high, artistically layered, original, aesthetically adjusted, spiritually rooted, national zaksentovana.

Key words: maidan poetry, fiction imennyk, antroponym, image, association, symbol, sacred, language thinking.

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GRAPHICS AS A MEANS LANGUAGE GAMES

(based on the prose of Jurij Izdryk)

The basis of modern Ukrainian graphics, as a combination of all printed and handwritten signs are grapheme, punctuation marks and apostrophes. It also includes various methods of reducing words, spacing between words, capital letters, indentation, various underscores, in printed text - and selection using different fonts, which differ in size, design, thick strokes, form lines slope to the vertical etc.

Purpose of the article - to analyze the phenomenon nenormatyvnosti graphics and spelling as a pragmatic means for prose George Izdryk material - a bright representative of «carnival» Ukrainian variant of postmodernism.

The article reviews pragmatic role of graphic symbols, drawings, tables, fonts, schemes, etc by Jurij Izdryk's prose. Proved that. Graphic spelling violations directed at the game, shocking, strengthening of appeal and expressive feature of postmodern prose and caused oral conceptually, although formally writing text representation .

Established that for a person with established linguistic competence of any intentional violation of linguistic norms is not dangerous, but for those whose only competence is formed, these violations are not as innocent as issued.

Alleged foundation of modern Ukrainian graphics as a combination of all printed and handwritten signs, up grapheme , punctuation marks and apostrophes , various methods of reducing words , use spaces between words, capital letters, indentation, various underlined and printed text - and selection using different fonts , which differ in size, pattern, stroke thickness , shape, lines, etc. inclination to the vertical .

Language element can be exposed to graphic transformations that break the monotony art graphics text, such as italic, bold, increase or decrease the size of the letters. Pragmatic function italics in the works Yu.Izdryka very diverse: transmission of logical and emphatically stress; creating ironic, satirical effect; allocation intertext (prayers, excerpts from songs, poems, quotes) expressing semantic connotation depth and more.

Thus, graphics postmodern text using different kinds of graphic symbols, characters, figures, tables, fonts, codes, schemes, etc. is indeed a subsidiary but important way tekstotvorennya. The system complements the semantics of graphic signs that said additional connotations, emotional shades. Graphic spelling violations directed primarily at the game, shocking, strengthening of appeal and expressive feature of postmodern prose and caused oral conceptually, although formally writing text representation. For a person with established linguistic competence of any intentional violation of the rules of language is not dangerous, but for those whose only competence is formed, these violations are not as innocent as issued.

Key words: text, graphical tools, postmodernism, graphic, stamps, handwritten signs.

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OCCASIONAL WORD JOINING IN MODERN ARTISTIC LANGUAGE: FUNCTIONS AND STRUCTURAL VARIATIONS

The article deals with the individual-authorial word joining as a specific kind of occasional derivation. The circle of related discussed issues (terminological delineation, demarcation / occasionalisms and potential units identification, their

affiliation to synchrony or diachrony, the degree of borrowing impact) is considered. It has been proved that occasional word formation progress is one of the ways of expression of creative ability of the language, its democratization and "liberation." It is noticed that the authors of modern literary texts not only actively use the opportunities of derivative productive patterns of morphological derivation method, but also expand the range of lexical and syntactic derivation. The author states that lexical and syntactic derivatives, though not forming many structural word series today, but from ancient times they are a special sign of the Ukrainian derivative system. It is shown that modern texts represent two types of structural units: 1) that appeared on the grounds of phrases; 2) that appeared on the grounds of sentences. And among them two, three and multi-units are revealed. It is emphasized that, along with the expressive function as leading, individual-authorial word joining may perform also nominative-cognitive function, especially in the texts of scientific style. That confirms, on the one hand, their activity in speech and on the other hand - a significant interest of modern linguistics in their study. It has been established that the variety of syntactic context is relevant for the motivation phrases / sentences, living in the structure of their derivative counterparts. Lexical and grammatical correlation of identified compounds with words of different parts of speech: nouns, adjectives, verbs, interjections is presented. Their graphic heterogeneity is confirmed: the authors write them together, hyphenated, capitalized, with small letter, quoted or without, thus showing different degrees of their transformation in the word.

Key words: occasional derivation, occasional case, lexical and syntactic derivate, word-joining, expressive function, nominative function.

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**«HUMAN LIFE
AS NOT EVENING SUN...» (symbolic loading
of the term love in Ivan Franko's poetry)**

In this article symbolic meaning of a lexeme “love” in the poetry by Ivan Franko is researched and analyzed. Usage of a conceptual lexeme in different symbolic meanings is illustrated; relevance of investigation in Ivan Franko’s poetry is emphasized.

Various semantic, symbolic and autologous meanings of a term “love” are differentiated and illustrated through specific examples.

Expressive potential of a symbol “love” is researched. The stress is laid on the author’s skill in symbol’s contextual representation. Semantic, stylistic and cultural features of a symbol “love” are analyzed.

Ivan Franko’s poetic point of view towards the semantics of a lexeme “love” is represented. It is mentioned that this lexeme is one of the most frequently used ones in the Franko’s poetic vocabulary. The stress is laid on the significance of works by V. Korniychuk, B. Tykhloz, R. Horak, I. Denysiuk and many others for the investigation of Ivan Franko’s poetry. It is fairly remarked that phenomenon of love belongs to the highest abstractions of human continuum and fundamental individual virtues. Love is a part of the ideological universals which form the so called “cultural basis” and belongs to “existential boons”, defines the main beliefs, principles and vital goals.

The meaning of a lexeme “love”, especially its three main meanings, according to the Ukrainian Language Dictionary are found out. It is mentioned, that some scientists specify love according to its duration, power, deepness etc.

Ivan Franko had his own range of epithets concerning love interpreted this feeling in his own way.

It is investigated that in Franko's vision of love symbols of negative, painful and semantic meanings prevail over the positive ones. Though we should not blame him in decadence and make objections to the existence of the light colors in his loving aureole. Love, according to Franko, is a mega symbol, remarkable by its cognitive immensity and diversity. Even interpreting attributes of love after Franko only, one can clearly identify its related symbolic concepts: happiness, joy, pain, despair, life, death. In the opinion of some investigators Franko's love has a lot of shades. It can either "make a fire" or "weep bitterly".

It is highlighted that Ivan Franko shows bilateral structure of love by uplifting it to heaven and then throwing it against to the ground. It is summarized that in Franko's understanding symbol of love is closely related to symbols of heart and soul. The researches testify that Ivan Franko in his poetry created and crystallized a special syncretic symbol with archetype basis – "love."

Key words: symbol, symbolic meaning, lexeme, semantic field, term "love".

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VOCABULARY OF PHRASEOLOGICAL USAGE IN IVAN FRANKO'S RESEARCH AND PRINCIPLES OF ITS FORMATION

In the article the main principles of the dictionary of the idiomatic expressions creation in the scientific works of Ivan Franko are considered. There is presented a brief review of researches on this problem, the notion "an idiomatic expression" is defined as the object of a lexicographic elaboration. The peculiarities of the registered units' description, as well as a place of their presentation together with the motivation for the unit's elaboration are clarified. It is emphasized that the

design of a registered unit is one of the most difficult question while arranging the phraseological dictionary, it is marked that each idiomatic expression in this registry is given in a primary form, which is determined by a correlation between the phraseological unit and this or that part of speech. It is noticed that idioms in which the components preserve their lexical independence (proverbs, sayings, etc.) are not included into the registry.

It is marked that language is in the constant development and on each historical stage of its existence it is enriched with the new expressions means. The sources of borrowing such means are: internal potential of a literary language, adopting from the dialect language, foreign languages influence, etc. A great contribution in the process of its enrichment with the lexical and phraseological potential is made by the famous writers. Ivan Franko is one of those who were widely using the idiomatic expressions in his artistic, journalistic and scientific heritage. It is noticed that the lexicographical development of Ivan Franco's artistic heritage for a long period was made by a group of scientists under the leadership of Professor Ivan Kovalyk. These scientists developed the scientific foundation of Ivan Franco's language Dictionary construction in his literary works.

It is underlined that idiomatic expressions in the mentioned Dictionary registry are arranged alphabetically with all components, including the optional ones. The place of the idiomatic expressions processing and its presentation in a registry part depend on its structure.

It is highlighted that the source basis of this phraseological dictionary are texts of the scientific works written by Ivan Franko and printed in his fifty volume collection. Besides it is marked that as this texts were corrected due to the demands of that time, they are not a reliable source for the Franco's idiomatic expressions detection and not the whole heritage is included into this publication. But the attention is paid exactly on this publication, first of all because of the texts accessibility and also because of the real opportunity to finish the begun job.

The attempt to give all complex of contexts in which there is this or that phraseological unit is made in the illustrative part. It will give the opportunity not

only to reveal semantic and stylistic shades but also to follow the density of the phraseological filling in the scientific works.

Key words: idiomatic expression, lexicographic elaboration, entry, semantics, illustrative examples, dictionary article, dictionary of idioms.

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TRANSLATION AS THE NATIONAL FORM OF RECEPTION (ukrainization of works written by Gorthe and Dostoyevsky)

In this article the peculiarities of Goethe's and Dostoevsky's works translations by the Ukrainian artist Ivan Franko are analyzed. Ukrainianization forms of original texts and poetics of translated texts which can be defined as a secondary corrective perception of literature, are researched.

It is marked that the necessity of the foreign texts translation into the Ukrainian language as a form of perception forms the actuality and problematic of this research.

To make translation more comprehensible for the wide range of readers, Franko partially makes the text shorter, involves Ukrainian fundamentals through numerous phrasemes. The summary affirms that the translator with subtle feeling of the text cares about the Ukrainian recipient, that's why uses traditional Ukrainian forms.

The emphasis is laid on the translation as a comparative notion and vivid example of the text perception by a translator. Ivan Franko translated from different languages, quite often from German and Russian, works by Goethe and Dostoevsky are the most translated among others. He was attracted by the orientalism of a German poet. Franko-translator cares most about the form, trying to preserve all poetic elements and stanzas, metre, syllables quantity in a verse, rhyme, although he allows some changes in the verse's character. Regarding

stylistic devices, metaphors, Franko adjusts them in such a way, they become readable and understandable for the Ukrainian readers. So carefully Franko-recipient-translator works on all texts written by Goethe and Dostoevsky. Something that can be called a parallel perception is performed: the first layer – translation, the second one – perceptive correlation.

It is summarized that Franko actively interfered with the semantics of a text chosen for translation, its textual design, sometimes altering its accents, amplifying what was close to his points of view, but not the original text's style. In Franko's aesthetic perception something of his own can be tracked, sometimes blunt and manful, but frank and sincere.

It is emphasized that Franko was the first translator of works by Dostoevsky. For Ivan Franko, Fedir Dostoevsky was the brightest one among the writers of XIX century. Franko understood Dostoevsky deeper and broader than his contemporaries. Goethe, Franko and Dostoevsky were united through higher ethereal sphere, Franko perceives these artists as ones of the High Canon. The work of art comes to its full meaning only through reciprocity of printed text and recipients' senses, both cognitive and intuitive. The summary proves that works of Goethe and Dostoevsky as the objects of careful, benignant and engaged perception have found reverence worthy of a genius in Ukraine.

Key words: reception, translation, comparison, poetics.

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FIGURATIVELY-EVALUATIVE PROPERTIES OF A FOLK SONG IN THE LANGUAGE OF UKRAINIAN HISTORICAL NOVELS ABOUT THE COSSACK ERA OF THE SECOND HALF OF THE XX CENTURY

It is shown in the article on examples of several historical novels how the folk song creates figurative evaluation in texts. It is indicated, that song folklore makes

deeper the perception of separate images, causes associations. It is underlined that songs in the language of the analyzed works complete lexical and semantic, phraseological figurative means and emphasize stylistic of the historical novels.

It is noted, that the language of the song folklore is one of the sources of literary language formation, folklore poetics in a large extent defines its national component. The paper investigates the influence of song folklore on the creation of metaphorical images, deep allegories, and its quality to emphasize the stylistics of the historical fiction.

The works of single scientists (e.g. Yermolenko S.Y) were analyzed, which highlight that the song folklore is the constant source of a new sense, the mean of creation of new esthetic values. The lyrics of songs are analyzed in novels: "Ya, Bogdan" by Pavlo Zahrebelnyi, "Yanychary" by Roman Ivanchuk, "Haydamaky" and "Yasa" by Yuriy Musketyk.

It is observed that in Cossacks fictions the image of kobzar performing some song often comes across. Folk singers are inseparable from their songs that provide in texts psychological climax of the epic narration. The kobzar image is also noted to be one of the means of historical epoch stylization. Using these images the authors of historical fiction tuned themselves on the high epic style which is further formed under the influence of the used folk songs. It is investigated that for the depicting of the images of folk singers, the authors used traditional, folk epic epithets and comparisons. The writers used epithets to underline the characteristics which are inherent for kobzars: conventional, omnipresent, perceptive, subtle, merciless and the influence of their songs described with the verbs: to glorify, to encourage, to foretell, to warn, to mourn.

It is concluded that lyrics of the songs found in the historical novels with the aim of figurative evaluation complete lexical-semantic and phraseological imaginative structures, united by cross-cutting thematic lines, emphasize the texts stylistics with the folklore images of death, Ukraine, horse, plain and nature. It is observed that author narration is the context for folklore song in which function

concept words or entire semantic nests exist and make deeper the understanding of some image and corresponding positive or negative evaluative content.

Key words: national component, figurative evaluation, association, metaphorical context, symbol.

Ref. 7.

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VERBAL IMAGE OF A SONG IN THE HISTORICAL NOVEL “MARUSIA CHURAI” WRITTEN BY LINA KOSTENKO

In this article lexeme “song” as an active unit of Lina Kostenko’s poetic vocabulary is analyzed. Stylistic peculiarities of the noun “song”, its lexical compatibility, contextual and symbolic parameters are determined.

In the last decades S. Bybyk, O. Zadorozhna, I. Matviyas, N. Mekh, N. Solohub, H. Siuta, etc. devoted their works to the multilateral research of the expressive-pragmatic potential of a Ukrainian word in literature in general and poetry in particular. But the problem of studying the peculiarities of a word’s functioning in poetry didn’t lose its actuality. Due to this, Lina Kostenko’s poetic heritage serves as an inexhaustible source for research. Lina Kostenko’s works are marked with natural knowledge of Ukrainian history, national mentality of the Ukrainian people, Ukrainian melody. Historical works about a liberation struggle of the Ukrainian people are the integral part of her inexhaustible poetic treasury. In the novel “MarusiaChurai” Lina Kostenko skillfully integrated Ukrainian song into a canvas of represented epoch, like explaining Ukrainian’s biography, their tragic and at the same time heroic history, one’s character, existence, hopes and dreams. It is marked that a peculiarity of Lina Kostenko’s individual poetics is the way the melody of her poetic word interflows with Churaivna’s songs melody.

Song’s verbal symbolism is tracked to be integral, it is the key lexeme of poetic representation of novel’s characters, their worries, feelings, emotions, etc.

Noun “song” in different structural-semantic-stylistic devices reveals positive and negative psycho-emotional states and feelings: love, joy, tenderness, faithfulness, yearning, grief.

It is underlined that the tragic roman’s tonality is strengthened with the help of cross contextual associations: song – love, song – betrayal, song – life, which is common for the national poetics. But it is marked that besides the metaphorical descriptions of the characters’ emotional state in the novel “MarusiaChurai”, the word-image song serves as the indicator of the external or internal qualities of a person. It is found out that for an imaginative characteristics creation of MarusiaChurai, Lina Kostenko uses a wide circle of associations in which the symbolical content is presented, with the help of which the author shows her heroine as a special one, distinguishes her among the others. First of all it can be associative and imaginative structures: song – talent from God, song – internal and external beauty, etc.

It is summarized that image of a lexeme **love** is an important component of the national poetic picture of the world. Lina Kostenko shows her national thinking by using the word-image song what makes numerous associative connections which promote to make the characters of the novel “Marusia Churai” more bright, form the individual speech picture of the author’s world.

Key words: word-image, national picture of the world, associative connections, poetic language.

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WORD AS A MEAN OF ARTISTIC AND AESTHETIC VALUES FORMATION OF THE JUNIOR PUPILS IN THE PROCESS OF STUDYING THE LITERATURE OF A NATIVE LAND

The article deals with the study of the native land literature as one of the ways of forming literary and aesthetic values in pupils of the primary school. The authors of the article suggest their individual views on the process of studying the native land literature at the primary school, analyze the forms, methods and ways of studying the literary and cultural material.

Based on the observation over the educational process at primary school, analysis of the pupils' level of knowledge about the native land literature, the following conclusion is made: there is no clear system and continuity of the native land literature classes. So, this work is only partial and episodic phenomenon. Emphasize is paid to the fact that native land literature reveals great opportunities for the intellectual, moral and aesthetic development of students. Enriching with knowledge about the native land, primary school pupils are growing up spiritually, thinking about the sense of life and their origin.

The actuality of a problem of finding the effective means of a conscious influence on the sensual personality sphere with the aim to educate literary and aesthetic values in pupils of the primary school is underlined. It is marked that one of such means is literature. It is proved that literature of the native land is an important component of a literary education, which covers works of the writers connected with the region in which a school is situated. The literature of a native land as a part of the integral literary process is observed. Based on this, it is marked that studying the highly authoritative works written by writers-countrymen, usage of the regional ethnography elements in out-of-school hours and in the educational lessons gives the opportunity to raise the educational role

and ability not only of the native land literature but also literature in general.

It is confirmed that the best way to conduct a native land lesson is a meeting with the writers who are living in the same village or town where the school is. They are reading their own works, telling something interesting about themselves, sharing their plans and histories of their works creation with pupils. During such meetings pupils have a good opportunity to understand the psychology of their creative work, have a look into the creative laboratory of a writer, and comprehend the process of word creation.

It is proved that the successful literary and aesthetic values formation in pupils of the primary school can be achieved with the help of system approach application. But it is important, modern technologies do not shade lesson content but contrariwise, awake a creative thought and pupil's feelings, incite his soul to work.

Key words: artistic aesthetic tastes, native landliterature, literaryexcursions, case-study, scrapbook.

Ref. 2.

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THE TEORETICAL AND METHODOLOGICAL MODEL OF NATIONALOGICAL INTERPRETATION: BASIC POSTCOLONIAL ASPECTS

The advanced analysis of the national identity discourse based on conceptual historical-and-theoretical as well as historical-and-literary monographs authored by S. Andrusiv, O. Vertiy, Yu. Marynenko, V. Morenets, L. Senyk, and N. Shumylo made it possible not only to confirm the efficiency of natiological interpretation application in Ukrainian literature from the last third of the XIX and to the middle of XX centuries, but also to reveal authors' understanding of national identity,

outline a methodological potential of studies and check the efficiency of its application in the sense of national self-identity comprehension of the domestic writing. In this way characteristic directions of natiological interpretation forming in the historical and literary field of Ukrainian post-colonial literary criticism are distinguished.

The post-colonial verification proved that the national identity discourse employed by Ukrainian authors makes the process of historical and literary cognition objective and enables one to come to well-reasoned literary criticism conclusions. The type of the scholars' scientific thought is substantiated to be found implicitly post-colonial. Based on the material of historical and literary national identity discourse comprehension, a number of system-forming and system-formed elements of the hypothetical model of the national self-being theory in Ukrainian post-colonial literary criticism was derived. A reliable supposition is made about the possibility of overcoming a row of post-colonialistic aporias due to the Ukrainian natiological model and further development of a Ukrainian version of the post-colonialistic method as well as clarification of general theory and methodology of post-colonial studies. It is mentioned that the model can be viewed as a "paradigm" (T. Kun) – a significant element of the newest scientific revolution in the field of Ukrainian post-Soviet humanitarian studies.

The national identity discourse in Ukrainian post-colonial science is concluded to exist, develop productively, have perceptible achievements and be one of the most perspective directions of the novel historical and literary interpretation. It is the discourse that creates effective methodological conditions to overcome the "end-of-theory" critical phenomena, to develop post-colonialistic natiological method to oppose globalisation threats, to update of modern Ukrainian history of literature on the immanent cultural basis.

Key words: national identity, principle, nationalism, the discourse of national identity.

Ref. 15.

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THE IMAGE OF SNAKE IN UKRAINIAN LITERARY

TALE OF XIX century

The article deals with the variety of the image of Snake perceptions in world culture and its presentation in Ukrainian tales texts of the XIX century.

The author makes an attempt to figure out why in the Ukrainian literary fairy tales characters of this type are almost absent, although the image of the good snake-totem developed in the Ukrainian lands from tripillya times and got to Ukrainian folklore, the author explores how writers describe these creatures and what relation to the characters the writer conveys to the reader.

Attention is drawn to the fact that the Slavic mythology is practically not preserved and, therefore, certain aspects of the cult of goddesses of fertility, spring, the underworld of Slavic peoples can be reconstructed with sufficient accuracy in fairy tales, myths, folk customs and superstitions associated with snakes and dragons, as well as the written and archaeological sources, using the comparative method.

The author, drawing data about folk beliefs in the evil power of the snake and the attitude of the Church and believers to this animal, tries to show what influence had these views for creating the fantastic character of the Snake in the Ukrainian literary fairy tales.

In article on the basis of the analysis of the literary fairy tales by O. Pchilka "Tale of miser man and Viper", I. Manzhura "Tremsin-hero" and "Ivan Golik," the author argues that the Snake is a negative image that inevitably will lose, because he represents evil, while the main idea of the tale is triumph of good over evil. Interesting improvisation in creating the image of the Snake in the tale of I.

Manzhura "Tremsin-hero" is marked: the snake is single-headed and is inherently snake-lover of the mother of the main hero.

This character is unusual in the world fairy tales. It is noted that the bearers of goodness and justice (Tremsin and Ivan Golik are in the tales the winners over any negative forces and in this difficult struggle various beasts, animals, birds and insects, fish help them. It is alleged that in this way is shown the process of snakestruggle - an ancient and very common motive in folk tales and legends.

Based on this the author concludes that although the image of Snake is popular in world culture, literature, mythology, folklore, but on Ukrainian soil in the literary fairy tales of the XIX century it is poorly expressed. The article raises the question of creation of Referencebook of anthroponime vocabulary of the Ukrainian literary fairy tales of the XIX century.

Key words: literary tale, image, personage.

Ref. 8.

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ADDRESSING AS FACTOR OF COMMUNICATIVE ORGANIZATION OF LYRIC WORK

The article explores the art of implementation of the principle of addressing in the communicative organization of the lyrical works. It is noted that this question isn't sufficiently explored and many associated with the theoretical aspects, in particular the genre of nature of lyrical work, the peculiarities of its lexical, syntactic, narrative composition, require further clarification and detailization.

The article interprets the common concept of the communicative organization of the lyrical work from the perspective of the specificity of the

author's setup to communicate with a potential recipient. Attention is drawn to the fact that the given author's setup may be implemented in the form of a direct appeal to the addressee, and in the form of indirect contact.

The author analyzes the classification of types of communicative organizations of lyric work and on the basis of their generalization draws a conclusion about the dual semantic nature of the implementation of the principle of addressing in the poetic text. Important in this theoretical context, the question of a specific reader's image is analyzed, which in the process of creativity occurs in the mind of the author as a certain, desirable for him philosophical-aesthetic perspective, from the point of view of which his work is potentially perceived. It was emphasized that the communicative organization of work becomes, thus, the characteristics of a particular ideological-estetic program of author's influence on the addressee-reader.

The external text and internal text of the principle of addressing realization are investigated, in particular it is focused that internal text type is fundamentally different in its semantics: in this addressing acts not as a rhetorical device, but as the specific subject of illustration, as a specific communicative-semantic strategy which dominates all the structural elements of artistic work's organization. Such type of communicative organization of lyrical works - a well-known poetic message of T. Shevchenko to "Gogol" is analyzed, in which in the form of direct addressing the situation of imaginary communication of the author with M. Gogol is modeled.

Historical sources of the lyrics appellative type and their connection with folklore and literary poetry are defined. The specific feature of appellative structures, namely, that they are capable to potential actualizing of reader's attention. The author proposes ways of further exploring of specific genre realization of the principle of addressing in the communicative organization of the lyrical work.

Keywords: lyric work, communicative organization, addressee, addressing.
Ref. 3.

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***THE PROBLEM OF FOOD IN FANTASTIC NOVEL BY
V.VYNNYCHENKO "THE SUN MACHINE"***

The article emphasizes the urgency of the problematic question of the role of gustatory images in the works of V. Vynnychenko, which not only is not illuminated sufficiently in the works of researchers of creativity of the writer. It is noted that it was V. Vynnychenko who for the first time in Ukrainian literature interpreted so deeply the artistic value of functionality of food. The author aims to identify the role of food in human life in general and in the system of human "receptive apparatus" on the material of work by V. Vynnychenko.

The author argues that although described in the work a new scientific invention – Sun Machine - realizes the dream of a well-fed, prosperous life without labor and effort, but achieving happiness, creating a world of idle loafers, the people fail: mankind becomes a society of consumption, all other functions degenerate, since no longer necessary, and therefore, this invention has led to stagnation and lack of spirituality, anarchy and chaos, savagery and degeneration of man. The inventor of Sun Machine Rudolph Shtor gave people an easy life, but took away their human essence, because if you take away from man his ability to work, he gradually and inevitably turn into an animal.

The author focuses on the innovative approach of the creator of "Sun Machine" to the problem of eating, analizes through the prism of aesthetics and poetics of food imagery and stylistic features of the novel. In particular it is investigated how in the context of events, situations symbolic images become a kind of sign concepts, traced how artistic time and space systematizes plot development, organizes artistic integrity. Carried out analysis of the storylines proves that they are a striking confirmation of the philosophical and artistic principle of the inseparability of time and space: in the novel temporary fixing isn't

seperated from the space coordinates. Time goes into space, and in their merging they form a kind of foundation for the further development of events.

Attention is drawn to the importance and artistic function of colour in the novel: if the colour of a frozen degradation period was determined in two shades – black soot and gray haze, the image of the awakening process enriches by all the colors of the spectrum.

The article notes that the archetype of the sun becomes general idea in the title "Sun Machine" and in the dedication: "I dedicate to my sun Ukraine". The conclusion is that the sun Ukraine in the soul of the writer is illuminated by the hopes, aspirations, wrapped in rosy dreams and lyrical, melancholy memories of his native land.

Key words: the Sun machine, symbolic images, sun bread, the sun.

Ref. 2.

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METODOLOGICAL DIFFICULTIES AREAL RESEARCH: THE EVOLUTION OF THE CONCEPT OF BRNO.

The article discusses the problems of area studies, philological - area studies, comparative literature and genologii, areal approach in literary illustrated by the example of the Czech- German writer Ota Philippe (b. 1930, Oksana Zabuzhko (b. 1960) and Joseph Suhego (1923 2003).

It was found that the initial sectoral syncretic implies less specialization of individual disciplines. Bring that dialogue in its instrumental form is primarily an instrument of change, change in the relationship between the participants in the dialogue, as the internal changes, in particular in mind , and changes in the external - in their existential situation. Dialogue inherent ability to be not only a peaceful exchange of views, but also weapons, weapon of combat.

The concept of «dialogue of cultures» and «areal studies» over processed (after all, at least here) only in recent years, but their essence has long been known, but often called differently: the cultural-historical school out of these prerequisites; concepts such as cultural space or geographical understanding of Philology happen the least to the 18th century and in fact even further, not to mention American area studies as «radyanoznavstva» limit for the Cold War. Otherwise stated: cultural dialogue is always space value and recoup a particular habitat, for which characterized both spatial and temporal dimension of events in the area is always centered around culture and cultural dialogue, despite the fact that it is not only literature, but also the art also civic etiquette, savings and economics and politics. During expression cultural dialogue meant conversation dispute between two or more parties or multilateral exchange of values - as always recoup in a particular area or a space prevails.

It is proved that every literary historian faces the basic problem: what to «their» history of literature and write the necessary criteria to operate. For example, the problem of the history of Czech literature, which is credited work written in Old Church Slavonic, Latin, Czech, but German can be considered a good example - other national literature, especially in Central Europe and the Balkans, this is quite similar. This is the crossover point, which combines literary methodology, theory of literature, history, literature and, of course, literary criticism, and only one of these disciplines is purely methodology. Immanent literary techniques commonly reproached by little attention to axiological criteria: it is a member of the Prague linguistic circle Rene Uellek is a kind of proof that its methodology was trying to get rid of the inherent areas to be «softer» than axiological moments notice and submit them to the concept theory the development of literature and the independent literary history.

Key words: methodology, concept, areal studies «spatial» philology, dialogue, «dialogue» cultures.

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ACTUAL PARADIGMS OF MODERN DIARY STUDIES

In the article the information on the socio-cultural trends and historical factors that have a decisive influence on the formation and development of the diary genre as a self-sufficient entity has been systematized. By analyzing bibliographic reference literature the author concludes that modern research has focused on poetics description and genreforming parameters of diaries, their objectives, functions, literary opportunities. Instead, the problem of diaries typology is actual and requires special attention. The author presents its controversial nature due to the heterogeneity of the classification criteria. Some of them called the typical (objective necessity, purpose, objectives, structure and nature of sources), other - less typical (ideological and semantic filling, their literary treatment, completion degree, time of writing, the method of material selection, psychological type of author etc).

In the article the famous diary classifications are analyzed, their defining features are determined. Thus, on the basis of "purpose" H. Kostiuk identifies four types of diaries, while B. Rubchak - two (sexual and literary). T. Kosmeda's classification based on the following characteristics - age of the author, his profession, lingvoculture etc. (girls, men diaries, immigrants, military, prison). The same researcher devides diaries into private and official for ideological orientation. N. Momot on the basis of criteria "method of typing," "nature of speculation", "language style" distinguishes factual and fictionalized diaries.

C. Tanchyn's classification is based on consideration of such features as the intention of the author and demarcation diary for personal use and records for an imaginary reader. For the embodiment of the author's position in the text A. Kochetov proposes to distinguish diaries of indirect nature, representative diaries, also classic and literature and art. A. Shekhovtsova differentiates blogs for writers,

and personal or professional or amateur. In the end, the author emphasizes the importance and feasibility of classifications based on account of the complex features of the diary as a genre. After all genres function as a system of interdependent components. Therefore, the isolation one of them is irrelevant and informativeless and has inconsistent results.

Key words: Diary Studies, diary, paradigm, classification scheme.

Ref. 10.

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GENERALIZED METHODS OF ACTIVITIES IN THE COMPETENCE-LANGUAGE EDUCATION (Primary School)

The author focuses on the importance of competence approach to language education of elementary school students and integration it with personality-oriented. He argues its implementation specificity through the providing of system-activity education technology. This technology is based on two methodological principles: 1) establishing interdiscipline relations; 2) consistent usage of intersubject connections. Sociocultural content line serves as the guidance for constructive language and speech lessons system. It is allowed to use thematically close textual material (cross-cutting themes: "I - in the natural world," "I - among the people", "I – in the world's culture"), aimed at the implementation of socio-cultural, didactic and educational problems. A special role is drawn to complex exercises and project activities. The effectiveness of complex exercises has been proved: 1) they constructed on the basis of texts; 2) based on the principles of generalized method of subject structures and generalized ways of activities; 3) on the four types of basic skills - to perceive, reproduce, construct and edit texts; relate the pronunciation and spelling of the

word; distinguish lexical meaning of concrete and abstract content; establish words relations in the sentence. Project activity is considered to be the leading motivational means of attracting elementary school students to the knowledge and speech creativity.

Definition of didactic lesson objectives of language and speech helped the author in designing the educational process structure (stages, planning, motivation, reflection and evaluation), the selection of the most effective methods and techniques. In the formation of generalized methods of cognition and speech creativity comprehensive exercise are found; connected speech - constructive and creative, creative, analytical and synthetic, synthetic; generalized ways of activity - integrated classes of different character – on the assimilation of new knowledge, the consolidation and application of new knowledge and skills; on generalization and systematization of language skills; the disclosure expressive possibilities of language means; the development of speech creativity, forming the student-reader, interests, values. It is shown that such training is aimed at development of students' desire for self-knowledge, self-active position to confirm comprehension and ideals of goodness, beauty, truth, love for the native and world culture.

Key words: subjective experience, project method, complex exercises, interactive methods and forms, reflection, generalized ways of activities, intersubject integration.

Ref. 25.

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The article deals with the problem of mathematical culture education speech of elementary school students. First, this culture is part of the general culture of personality; second, it affects the efficiency of mastering mathematics in high school. The authors argue that the successful formation of mathematical culture of pupils depends on compliance with certain conditions: the conscious assimilation of the content and nature of mathematical concepts; proper separation of congruent and related concepts (figure - number, circle - circuit, straight - segment, area - perimeter, dividend - divisor); mastering each new concept based on other, already known; using children experience, their ability to observe the environment. The efficiency of the usage of historical and genetic analysis of words-terms (symbols) techniques, choral and individual commentary, symbols oral reading, making judgments-converses (brother is older than sister - sister is younger than brother) has been shown. It is emphasized that this is a special case of mathematics sign systems, which is important to the formation of semantic and syntactic knowledge and skills. The first help to absorb math concepts to identify them, single out their essential features, establish connection between them. The latter provide competent reading, writing and converting mathematical expressions. These two types of skills are the basis of information converting written by ordinary language into definite mathematical model and the transition from one model to another. The attention is drawn on the importance of skills to translate from natural language to formal and vice versa. It has been proved the importance of the skills development of the perfect mathematical speech of primary school pupils, teachers guidance by

different types of learning activities - reading and writing of mathematical expressions, the tasks of the transition from a verbal account to symbolic and vice versa, from one mathematical model to another, work with mathematical vocabulary.

Key words: culture of verbal speech; mathematical terms; semantics of the mathematical language; syntax of the mathematical language.

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ORPHOEPLIC LITERACY AS A PART OF PERSON'S SPEECH CULTURE

The article deals with the euphony as one of the most important features of the Ukrainian language. It is marked that this feature consists of many components and needs a special phonetic organization; attention is paid to the pronunciation norms of a literary Ukrainian language; underlined the importance of normative vowels and consonants pronunciation as well as separate sound combinations for the grammatical oral speech ensuring; the essence of such concepts as orthoepy, pronunciation norms, pronunciation literacy is revealed. Analysis of some research concerning the problems of language culture is shortly presented, opinions of famous philologists towards pronunciation norms are considered. Underlined the necessity to follow articulatory norms by each speaker; proved that pronunciation literacy is an important part of a speech culture. It was found out that correct orthoepical speech, as well as lexical and grammatical is an indicator of the general and speech culture of a speaker. The specific features of an individual pronunciation of vowels and some consonants, some sound combinations in Ukrainian language are lighted up, common mistakes made by some speakers while pronouncing these or that sounds are showed. The place and the importance

of the pronunciation rules in a process of speech personality formation are grounded, the indissoluble connection of the orthoepy with the phonetics, accentology and orthography is showed, practical character of the orthoepy is underlined which is shown in the fact that learning the correct pronunciation is directed to overcoming the pronunciation mistakes including phonological and phonetic ones. The conclusion about the exceptional importance of a correct (normative) sound pronunciation for ensuring the clarity of an oral expression, for understanding between interlocutors is made.

Key words: orthoepical literacy, speech culture, articulatory norms, oral speech, phonetic language system.

Formulation of the problem. One of the most prominent features of the Ukrainian language is its sonority. But this feature has many components and requires proper phonetic organization. To achieve euphony one should consciously avoid clumsiness in sound combinations, consistently and strictly follow the norms of correct pronunciation [4,19].

It is known that pronunciation is closely related with the phonetic system of a language. Since phonetics is the most stable component of the language system, the spoken norms are based on the peculiarities of those dialects which formed the basis of a literary language. Ukrainian literary pronunciation is formed on the basis of the middle-above Dnipro dialects. Following professional norms in everyday life, every speaker should remember that correct orthoepic speech is an indicator of speech culture. So the speaker must always take care of improving the phonetic aspects of speech, avoiding the most common phonetic and orthoepic mistakes. Mastering the orthoepic rules one should also remember that they are slowly changing and improving.

A huge role in these changes plays the orthography of the modern Ukrainian language but each speaker should know that there is a difference between spelling and pronunciation of many words.

The prominent Ukrainian linguist O.N.Synyavskyi said: "Stable spelling and the same pronunciation - is the cement of a society because they are the most typical features of a single people language." O.Synyavskyi was exactly the first who theoretically worked with phonetic and pronouncing rules of the Ukrainian language.

Based on the above mentioned, we make a conclusion that the investigated problem is very important, about the particular sense of the language norms for the formation of speech personality and for the improving of its speech culture.

Analysis of the recent research. The famous Ukrainian linguist Alexander Ponomariv in his book "Ukrainian word for all and for everyone" writes: "For the Ukrainian people, who for centuries had been deprived of their own state, native language was the protection which helped them not to disappear from history. Because of such a role the special significance had a care for the purity of the Ukrainian language, the rise of higher level of cultural expressions "[4, 9].

In the first half of the XX century a significant role in the field of the Ukrainian language culture made works by Olexa Siniavskyi and Olena Kurilo. In the second half of the last century a great contribution to this topic was made by Borys Antonenko-Davydovych. The improvment of the Ukrainian language standards were made by Mykyta Shumylo, Alexander Ilchenko, Maxim Rilskyi and the other Ukrainian artists. Crystallization of the Ukrainian language rules were made by Mykola Nakonechnyi, Nina Totska, Alla Koval, etc. [4, 9-10].

The issue of the language culture was worked by the famous Ukrainian linguists such as Alexander Ponomariv and Iryna Farion. For example, Alexander Ponomariv in the above-mentioned book "Ukrainian word for all and for everyone" rightly marks: "Each speaker should follow to pronunciation norms if he wants his individual speech to be according to the normative criteria" [4,19].

In the book "Language norm: destruction, search, renewal" written by Iryna Farion, we read: "The knowledge and mastering of any language starts with the lowest and fundamental level - the sound one. The correct pronunciation of sounds and words is not only the elements of speech. In sounds we can find the whole

history of our language and its appearance. In the opinion of K. Fossler, there exists an inevitable responsibility between the people's perceptions of the world and how the sounds are pronounced. The softness and beauty of our pronunciation are in unison with the beauty and softness of the Ukrainian soul "[6, 22].

The purpose of the article - based on the processed literature on the actual problems of speech, own observations of the process of oral speech, to emphasize the importance of pronunciation rules for the cultural personality formation.

Presenting of main material. The high culture of oral speech provides the correct usage of words, grammatical forms, pronunciation and accent, and also the ability to use all expressive means. Public speech should be clear, distinct and easy to understand. Expressive speech of a reader as well as a teacher, a lecturer, a speaker is achieved with the ability to regulate one's breathing, division of the speech stream with the help of pauses for speech cycles, with the help of logical accent point out in these speech links the required word, ability distinctly articulate language sounds. To be clear and easy to understand, oral expression should be rightly stressed. Mistakes in emphasizing words and pronunciation of sounds and their combinations not only make difficulties in comprehension of what was told but also prevent the distribution and learning of established norms [3, 9].

Pronouncing norms of the modern Ukrainian literary language were made during a long period. These rules form the basis of the general culture of the Ukrainian literary language. Object of the orthoepy study is also the correct pronunciation of speech sounds and their combinations, some words and their grammatical forms if they are characterized by some pronounced features. So, orthoepy is closely connected with the study of phonetics. At the same time orthoepy is closely connected with accentology, in particular with the questions concerning word stressing and grammatical forms that affect the pronunciation of vowels. Orthoepy has a practical nature: learning the correct pronunciation is aimed at overcoming the pronunciation mistakes, including the phonetic and phonological ones [5, 84].

All vowels in Ukrainian language (a, o, u, e, y, i) under the accent are pronounced clearly and distinctly, e.g. voda, daty, moloty, dub, lito, mysha. Vowels a], [u], [i] in the unstressed position as well as in the stressed one do not lose its distinctiveness: dalekyi, litaty, tuman, liudyna. As to the unstressed [e] and [y], they are converged together in pronunciation: [n e^y s e^y m o], [h v a l y^e m o] etc.

The unstressed sound [o] in the Ukrainian language as a rule is pronounced purely and distinctly, only before the combinations with stressed [u], the unstressed [o] is pronounced similar [u]: [h o^u l u b k a], [r o^u z u m n y i] etc. In the Ukrainian language is prohibited to pronounce **a** instead of the unstressed **o**. So, we must say rector and mazhorytarna but not rectar and mazharytarna [4,20].

In the Ukrainian language there are more consonants than vowels. Most of them have special features of pronunciation which need to be known in order not to break the euphony of native language and not to make difficulties in the process of communication. Thus, an important feature of the Ukrainian literary language is a sonorous pronunciation of consonants at the end of a word and syllable: snih, dub, did, hubka, kazka, stezhka, etc. "When, for example, someone says hlip, liubof, narot, nish, kaska, hupka, prybuf, he does not only prove his professional unfitness, but also damages the culture of our language. [4,21].

[z] is pronounced deafly only in prepositions and prefixes: s khaty, s poroha, spytaty (z khaty, z poroha, spytaty). Consonant [h] is also muffled: [n i k h t i], [l e k h k o] (nihti, lehko). Muffled consonants are pronounced voiced before the voiced consonants, e.g. molod'ba, proz'ba (molot'ba, pros'ba).

Sibilant consonants in the Ukrainian language as a rule are pronounced hardly: nich, chasto, richka, chobit, chuty, etc. Only in a position before **i**, **iu**, **ia** these consonants are pronounced a little bit milder: zhinka, chytachi. So, the very mild pronunciation of sibilant consonants (chiasto, chiuty, chioboty) is rather a serious problem which distorts our speech and repels a listener.

Labial consonants **b**, **p**, **v**, **m**, **f**, and also the sonorous sound **r** at the end of a word and syllable should be pronounced hardly: znov, sim, Ob, Charkiv, Chetver,

etc. But some speakers pronounced these sounds very mild: Char'kiv, Ob', what does not make our speech better.

As to the pronunciation of the consonants **d** and **t**, Alexander Ponomariv marks: "Soft consonants **d** and **t** never obtain the wheezing shade in the Ukrainian literary language. So, the pronunciation like dzivchyna, dzilo instead divchyna, dilo is not normative." [4,22].

Special attention requires pronunciation of sound **g**. As is known, the publication "Ukrainian spelling" in 1990 renewed in Ukrainian alphabet repressed in 1933 letter **g** for marking the sound **g**. This letter is recommended to be written (and pronounce the correspondent sound) in Ukrainian and foreign words: gava, agrus, dzyga, etc. Using the letter **g** each speaker should remember that after coming back to this letter, now there is a possibility to distinguish in the pronunciation as well as in writing next words: hraty (action) and graty (noun – bars), huli (party) and guli (excrescence on a body). In each doubtful case concerning usage of the letter **h** or **g** we need to consult a dictionary to avoid mistakes in writing or pronunciation of this or that word. Also it would be good to listen to O. Ponomariv opinion: "Some speakers are so happy with the renewal of the letter **g** that often begin to use it irrelevantly. Everyone introduces the norm of its own. To use the sound **g** in foreign words not everywhere but only in certain cases. Because it's very ridiculous to hear from some famous people words like nihilism or logann... Thinking that every foreign word should have **g**, they act like one hero who was sure that adding -us to all words will create Latin pronunciation: babus, lopatus, panus." [4, 23-24].

Remember also the peculiarities of the Ukrainian phonetics and pronunciation of the sounds [dzh], [dz]. Do not tear them on pieces do not substitute them by the sounds [zh], [z].

Wrong pronunciation: khod-zhu, gud-zyk, podzvony. Correct pronunciation: kho[dzh]u, gu[dz]yk, po[dz]vony [2,53].

As was already noted, pronouncing rules regulate not only the pronunciation of sounds (vowels and consonants), but also their certain combinations. It is

necessary to remember that due to the different assimilative processes some consonant cluster get changes in the pronunciation, for e.g: verb combinations -shsia, -zhsia, -chsia, -t'sia are pronounced like -ssia, -zsia, -tsia, (smiessia, namazsia; orph. smieshsia, namazhsia); in forms of noun combinations -zhts-, -shts-, -chats- before [i] are pronounced like -zts-, -sts- (u knyztsi, u pliastsi; orph. u knyzhtsi, u pliashtsi)).

One of the orthoepic requirements of a literary pronunciation is the euphony functioning within a phrase. This requirement helps to preserve parallel forms in writing (alternating): u - v, v - u – uvi, vid – od, z - iz - zi and so on. These phenomena form a system of vowel and consonant balance; promote smoothness, melody of speech. Example: vin u vas, zi mnoiy, etc. An average rate of speech, knowledge of the pronouncing rules and their options, correct articulation of speech flow make the pronunciation more distinct [1,178].

Infraction of alternating rules often leads to the accumulation of sound combinations, not peculiar to Ukrainian language. Such sound accumulation break the smoothness of oral speech, sonority of a language in general: prohodyv v L'vovi (should be: prohodyv u L'vovi); plavalo u okeani (should be: plavalo v okeani).

Sometimes in various forms of a word there are fixed different meanings: udacha (success) - vdacha (the character, nature). In such cases the alternating is not wished, a word must be put in such a position that gives an opportunity to avoid some discordant matches of consonants. As to the variants Ukraina and Vukraiina, there exists such a tradition: as the official name of the state, Ukraina is always used with **u** and in the conversational and artistic speech both forms are allowed [4, 21].

So to sum the material in this article, we make a conclusion about the particular importance of the pronouncing norms for the improvement of every person speech culture. To speak about the speaker pronouncing literacy we can only in the case he knows perfectly the norms of a literary language, correctly pronounces vowels and consonants, takes care of his own speech sonority, very

accurately tells his thought to the listeners. Our language is worth to be loved, protected, studied and to give others the beauty of a native word.

Language - is one of the greatest wonders of the world. Comprehension of a language brings you joy and satisfaction. The more you know about something, the more interesting it becomes. The same with a language. Love and learn it and you'll hear in your address: "How perfect he speaks!" [7,44].

Conclusions and further research in this area. After analyzing some research of language culture problems in general and pronouncing literacy as a component of a speech culture in particular; based on own observations of the process of speech, make a conclusion that good knowledge of the Ukrainian literary language pronunciation rules and perfect mastering of them helps to improve the speech culture, allows to speak clearly and distinctly. Despite numerous researches, the question of a language culture needs further researches.

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SYSTEM VOCABULARY WORK

ON THE LESSON UKRAINIAN LANGUAGE AS PRECONDITION

INTELLECTUAL GROWTH OF PRIMARY SCHOOL PUPILS

Nowadays weighty importance is the ability to navigate in a large volume of information and that is growing and complicated. Among the items original school course crucial role in training and educating the individual belongs native language. It is the knowledge and skills of Ukrainian language will depend on the intellectual and spiritual development, cultural level horizons. Word is able to recreate the diversity of human thought. Only through the word, students can understand the basic laws of language, verify its accuracy, beauty, expressiveness, richness and complexity

The purpose of the article is to reveal the dictionary methodological aspects of the lessons of the Ukrainian language in primary school.

The article found that the system dictionary of the Ukrainian language in class helps elementary school student to understand the basic laws of language, ensure the accuracy and beauty of Ukrainian word.

It is proved that the lessons of the native language at primary school while exploring new words is important to use the etymological analysis – effectively taking enriching vocabulary of younger pupils, which is an important way to explain the meaning and spelling of words and develop pupils' interest in learning the Ukrainian language. It solved four stages etymological analysis of the words: preparatory, orientating, tacking, stage control and self-control. At the preparatory stage, the children acquainted with the vocabulary word appears and specifies its lexical meaning. Students learn spelling and pronouncing him speak, formed ability to consciously find orfohramu. The teacher can introduce primary school children to help with the etymological vyuchuvanoho words. Students receive the

first performance of the studied words. On stage oriyentuvalnou object is the word, but a goal - awareness and correct his spelling. At this stage, produced Fixing spelling skills such as awareness and accuracy. They can be formed using a variety of exercises. Exercises proposed at this stage to ensure the practical application of knowledge and skills that constitute the basis of spelling skills. The goal of phase control and self-control are works of the creative nature that promote language development of students and enhance their literacy spelling, which were given etymological reference.

It is alleged that etymological analysis helps understand the words; improves the accuracy and precision of storing misspellings; allows you to convert vocabulary words to those that can be verified; helps summarize previously associated in the minds of students tokens in handy for storing groups with distinct semantic and word building relationships between elements.

It was found that the system of dictionary in primary school is one of the most effective means of enrichment, refine, and enhance language development of students. This work aims to enrich the vocabulary of active children.

Key words: word, vocabulary work, the system dictionary of the lesson of the Ukrainian language, analysis, vocabulary, etymology.

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FORMATION COMMUNICATIVE- SPEECH COMPETENCE IN PRIMARY SCHOOL AT LESSONS UKRAINIAN LANGUAGE

The scientific principles of communicatively-speech competence of younger pupils has been considered in the article; it has been stated that the speech culture, communicative speech competence, which manifested intelligence and level of

thinking individual, his erudition and civility, of culture and values, the beauty of the words and spirit as features of spiritual wealth and unique human nature are one of the indicators of spiritual culture of personality, its morality, inner and outer beauty.

It has been confirmed that the linguistic competence includes the ability to operate by means of language, to comply with the literary speech, to use fast and appropriate language means, to form different types of differentiated stylistically expressions, to edit their own and other people's speech, to have all the stylistic means of language and it is necessary to form these qualities in younger age, with the greatest potential for providing lessons of Ukrainian language in elementary school, the main objective of which is determined by the State standard of primary education and it is form and communicative competence of younger school children.

It has been established the main objectives to achieve this purpose: to develop students' learning motivation of Ukrainian language; the harmonious development of all types of speech activities (listening, speaking, reading, writing); to form communicative skills; to master the critical functional components of the language system; social and cultural development of the individual; development of students' ability to learn.

The ways of improving and development of the dialogical speech in elementary school has been analyzed; singled stages of work on dialogue – reproduction, playing dialogue for situational pattern, verbally described situation which are based on the support material (independently, following the rules of etiquette, culture and communication).

The author has been determined the conditions of forming of primary school children skills how to build monologue coherent statement at the lessons of Ukrainian; It has been allocated the main features of monologue speech – pithiness, logic, accuracy and richness of language means, expression, clarity, correctness.

It has been established that the development of speech activity and formation of communicative competence, cultural of communication has become

the leading task of learning the Ukrainian language as a basic subject in comprehensive school, certainly in the elementary school, and the linguistic knowledge and full speech skills of Ukrainian language which has been acquired in primary school are not only provide the opportunity for further education in basic language forms, but it is mostly provide a person for free expression in all spheres of social life.

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INTEGRATION OF FAMILY, SCHOOL AND COMMUNITY IN LANGUAGE EDUCATION OF CHILDREN

The article deals with the relationship of family, school and community in the upbringing children. It is noted that the task of educational work is to build pupils' national consciousness, to mastery of the native and state languages, to known the Constitution of Ukraine and Ukrainian duty, to love for the native land, its people, the desire to work for the development of Ukraine, to be ready to defend it; to educate of respect for the state symbols of Ukraine; upbringing spiritual cultural identity, creation of conditions for free choice of their ideological position; affirming the principles of morality combined with spirituality; education of creative and hardworking individual, providing a full physical education, environmental education and aesthetic culture in children.

It has been shown that the verbal methods of education: conversations, discussions that are not always supported by practical activities are dominated in education process.

The author emphasizes on the importance of public education centers and children's organizations («Plast», «Sich», «Luch»), as well as regional student and youth associations, including the Society «Lion and lion cubs» (Lviv), «Oberih»

(Chernivtsi) «Bereginya» (Uman), «Heritage» (Kyiv), «Postup» (Sambor), «Young Ukraine» (Kyiv, Kherson, Odessa, Nikolaev, etc.).

It has been proved that an important place in the children's and youth organizations should take racing, tours, travel, patronage of cultural centers, amateur.

It has been established that the formation of future citizens should be implemented through the integration of school, family and community; singled out the signs of normal education – pedagogic purposefulness of the teacher, parents and the public; it has been indicated that desire for friendly, joyous labor of family life should be based on their civic engagement, understanding and mutual respect, common interests of in these institutions and children.

The author establishes that all the elements and principles of education have relied on Ukrainian spirituality, folklore, history, literature, music, art, traditions and rituals.

The author reveals the conditions and key aspects of the education of children in the family, draws attention to role of mother, father, teacher and educator in the formation and development of pupils.

It has been clarified the role of the native language, literature, culture and communication for children with parents, adults in school and in public places, it has been particularly emphasized that the native language in national pedagogy is deceives in the acquisition of knowledge and skills and it is a means of knowledge, communication, means of satisfying intellectual, spiritual and ethical and aesthetic needs of children.

It has been proposed a subject of joint meetings of representatives of the school and the public for the purpose of education and pedagogical work in school.

The attention is paid to the necessity of children's education comprehensively developed, spiritually rich, physically perfect, hard-working, highly moral nationals Ukrainian state, with established national consciousness.

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PREPARING TEACHERS FOR REALIZATION OF PERSONALLY-ORIENTED EDUCATIONAL PROCESS IN ELEMENTARY SCHOOL

The article reveals the problem of the training of teachers to the implementation of the personally-oriented educational process in primary school.

The author emphasizes that the realization of personal-centered education through the establishment of pedagogical factors based on a developmental environment and is characterized by new teaching content, where the main problem is the educational, and organizational forms, methods and teaching aids are subject-subject nature of the pedagogical interaction.

It has been defined the important technologies of the future teachers for independent creative activity: technology of modular training; technology of group work; technology of problem-based learning; technologies of their personal development during the training; technology of incentives for pedagogical creativity.

It is proved that the introduction of person-centered approach in the educational process with younger students allows to carry out its work on the development of individuality of student, giving priority to the education of subjective value and actualization of intrinsic motivation of self development.

It has been specified criteria and indicators of subjectivity elementary school students: activity, independence, dreams and plans for the future, integrity, reflection; according to the criteria and indicators it has been defined levels of development of individual elementary school students: high, medium, low

It has been exposed the particularities of realization-centered educational process in elementary school: the gradual erasing boundaries in perception, awareness and application of educational objectives of preference creativity; the development of value-semantic sphere of personality; orientation of the preference of individual, group and paired to form through collective; differentiation of education process according to individual capabilities, interests, inclinations and abilities of students, psychophysical characteristics, health status; applying the arttechnolohy, contests, competitions, exhibitions, talks, quizzes, excursions etc. integration of various arts etc.

The author generalizes and proposes a new approach to solving the problems of implementation personality-oriented educational process in elementary school.

It has been discovered and characterized the pedagogic conditions in which the implementation of the personality-oriented educational process in elementary school. It has been grounded and experimentally proved that the personal development of the student in elementary school contributes to its subjectivity through the implementation of educational conditions: 1) teacher training to realization personality-oriented education; 2) the creation of the lessons accessible environment; 3) management of the educational process of elementary school students in cooperation with them.

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**DEVELOPMENT AND STRUCTURING TEACHING
HISTORY IN HALYCHYNA(60-years of the nineteenth century
- the first third of the twentieth century) IN THE CONTEXT OF
NATIONAL-LANGUAGE EDUCATION**

The article reveals the development and structuring History training in Halychyna in the period from 60-years of XIX c. to the first third of XX c. it has been particularly noted that the study of history in gymnasiums is divided into two

systematic and identical courses: the first course of history in grammar schools of Halychyna beginning in the second form and the ending in the fourth form (students are studing in high school education – «unterhimnazium»), the second course lasts from V to VIII grade («oberhimnazium»).

The author emphasizes that the task of teaching history identified in relation to the purpose and essence of high school education in general: the student must obtain general historical education and develop the scientific basis for historical outlook and prepare for the scientific knowledge of history"; this objective can be achieved through a message a certain number of facts in a particular chronological basis and development skills, which are based on textbook, to operate them and to group knowledge, that is except mastering the known knowledge to be actualized and developed some mental-intellectual ability of the student.

It has been confirmed that the main objective of teaching history in high school are familiar with internal political development of country because common aim, which the teacher seeks to achieve during teaching history in high school, enables systematic and complete images of different states system, it is enough to clarify the different types of states at the same time bring it into contact with illumination events.

Author also determines curricula and history textbooks for students of Ukrainian public schools and high schools; solves goals, objectives, contents, forms and methods of studying history by students in public schools and gymnasium of that time in Halychyna.

It has been emphasized that students who learned the course of history in elementary school at any level should know the major milestones of the historical existence of the people and the state in which they live namely: the style and character of domestic and public life; life in the monasteries; in courtyards princes and barons, etc.; the activities of the most prominent representatives of society; events that are more legendary and most positive moments in social and cultural development of the country within provided the program of the certain period (the

students should have the clear idea of the state, society, their national and civic identity).

The author outlines the functions of course of history and geography in the system of general knowledge: generalization and systematization of knowledge acquired in the system of high school education; educational, which formed students' love for their land and given the information on local history, people, culture.

It has been concluded that the formation and development of the content and methodology of teaching history changed depending on the historical circumstances in which Halychyna and its Ukrainian-language schools fall into the surveyed period.

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THE REALIZATION OF FUNCTIONAL-COMMUNICATIVE STUDY OF WORD-FORMATION IN THE CONTEXT OF MODERN REQUIREMENTS TO LANGUAGE EDUCATION OF PRIMARY SCHOOL TEACHERS

The article is devoted to the problem of functional-communicative approach to the study of native language, whose main task is to develop active and creative relationship to language, in particular the problem of learning word-formative subsystem by the students of higher school on the basis of this approach.

It is noted that in world practice of language teaching, functional-communicative approach is considered as the most effective, as learning a certain language unit in this approach starts with a common setup on its functional orientation, and therefore, it allows actively to form linguistic and communicative competence of future teachers.

It is emphasized that the implementation of the functional-communicative approach involves changes in the structuring of the content of language education and use a variety of methods and methodical techniques, both traditional and new, dictated by the development of linguistics and linguistic science in general.

The analysis of pedagogical experience of functional and communicative oriented language teaching in higher school is made and its theoretical foundations - synthesis of general methodical concepts of several related disciplines: communicative linguistics, text linguistics, theory of speech activity are defined.

It is noted that the problem of formation of wordformation skills in the theory and practice of teaching the Ukrainian language is associated with the specifics of the derivative word as the basic unit of wordformation language's level and word-formation resources of language.

The necessity of creation of scientifically-reasonable and experimentally checked methodology is analyzed in the article. In the given methodology the problem of formation of students' word-formation skills would be decided in a complex way: in a linguistic, psychological and didactics aspects. Such building of educational process allows learning the system of language units and their functioning as unity. Also such educational process allows learning the process of realization of language units in speech acts, which will provide the effective formation of lingual-speech competence of future primary school teachers. The study of word-formation in the functional-communicative aspect is based on understanding of word-formation as functional science and differs from traditional study by the fact that its base is not language's form but its semantics.

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FORMATION NATIONAL- LINGUISTIC PERSONALITY EXPERT OF PRIMARY EDUCATION BY LINGUISTIC AND CULTURAL MEANS

The article deals with linguistic and cultural principles and objectives of teaching students Ukrainian language based on the original bright culture of Ukrainian nation which are reflected in mythology, traditions, customs, oral folklore, in the works of writers, in Ukrainian history and its language; it has been analyzed the linguistic and cultural task as a form of national and linguistic identity of the student and the different classifications of linguists on the types of exercises and their semantic content.

It has been clarified the main types of linguistic and cultural tasks aimed at modeling linguistic concept: lexical-semantic ones establishment vocabulary portrait of the concept; structural and semantic aimed at creating contextually-metaphorical concept's portrait; textual which are created verbal portrait of concept.

It has been proved that the artistic text plays an important role on enriching content of linguistic concept. The text has been fullest disclosed national and cultural and metaphorical-figurative potential of language means. That's why the artistic and folkloric works based the linguistic and cultural tasks. The essence of artistic and folkloric works has been defined as the "the intersection of the concepts «aesthetic understanding of reality», «social consciousness», «culture».

The author determines the complex linguistic and cultural problems. It has been indicated that accumulation of linguistic and cultural tasks collect and processing information by linguocountrystudying; associative linguistic and cultural objectives aimed at the study of figurative meaning associated with one or another linguistic concept, personal sensory experience, emotional and evaluative attitudes to national cultural realities which are studied; analytical linguistic and cultural objectives aimed at the mastering the national, cultural component of linguistic concept, modeling its structure and methods are based on the use of conceptual analysis, creative and constructive linguistic and cultural tasks has been

provided how to build their own expression using appropriate language units (linguistic concept), that are experiencing a significant personality, inseparable from his native culture.

The practical significance of defined types of linguistic and cultural challenges are proved, they can be widely used within the linguistic disciplines, including the associative tasks will be helpful in learning vocabulary and idiomatic material, its stylistic features; analytical and creative and constructive – at the lessons of stylistics, linguistics of text.

It has been emphasized that using the linguistic and cultural tasks within the linguistic disciplines allows to equip students with the knowledge about Ukrainian culture, folklore, symbols, mythology, ethnography, generally the native language through the prism of native culture and on this basis to expand the conceptual idea of Ukrainian culture, enrich the speech habits.

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FORMATION ETHNOCULTURAL COMPETENCE FUTURE CHOREOGRAPHERS

The article deals with the problem of formation of ethnocultural competence of choreographers at higher educational institutions.

It has been established the signs of ethnic and cultural competence: knowledge of the history and characteristics of native culture, traditions and customs; valuable attitude to their cultural heritage and other ethnic groups; tolerant attitude towards other cultures and their representatives; presence desire to master the domestic and world cultural heritage; availability of knowledge about native art and art of other countries.

It has been solved the concept of "ethno-cultural competence choreographer as psycho-pedagogical phenomenon" that reflects the level of assimilation of ethnic culture community (people), theoretical and practical readiness to broadcasts its values, to implement the fundamental provisions of Ukrainian choreographic art as the core of the educational system in the conditions of ethnic and cultural orientation of institutions education.

The author proves the background and socio-pedagogical principles of ethnic and cultural competence of choreographer.

It has been confirmed that the level of formation of ethnocultural competence depends on the socio-cultural and psycho-pedagogical assumptions that affect the formation of ethnocultural competence of choreographer.

It has been noted that the ethnocultural choreographer identification; the inclusion of creative activities through "immersion" into the world of choreography; ethno-cultural theoretical preparation of future choreographers as the basis for readiness to implement ethno-cultural education are the main prerequisites for the formation of ethnocultural competence choreographer.

The structural components of choreographic training that facilitates the establishment choreographer's competent and professional: motivation (positive attitude and interest to Ukrainian choreographic culture); orientation (knowledge and understanding of the characteristics and conditions of choreography in modern national education system); operating (ownership of the learning process technologies choreographic art in art schools); volitional (self-control, the ability to control their actions, responsibility); evaluation (self-evaluation of their training, processes solving professional problems and situations of optimum samples).

It has been proved that the formation of ethnic and cultural competence of future choreographer must be the basis of the modern system of art education, as in urgent need of resolving contradictions between the needs of society as a choreographer – media and translators ethnic and achievements of human culture and low levels of formation of ethnic and cultural competence.