

CONTENTS

MODERN LINGUISTIC PARADIGMS IN THE CONTEXT OF GLOBAL EDUCATIONAL DYNAMICS

Chapter 1

Sociocultural issues of the globalization of the English language

(Barantsova I.)	2
1. English language and English culture	3
2. Why is English considered the language of international communication?	7

Chapter 2

Linguistic and extralinguistic dimensions

of contrary word derivatives (Berkeshchuk I., Ladyniak N.)	15
1. The structure of word-formation paradigms of the names of tools and body parts in the Ukrainian language	17
2. Linguistic and extralinguistic factors in the formation of derived lexical units	52

Chapter 3

Cognitive, Linguocultural, and Sociolinguistic Dimensions

of Contemporary Military Discourse (Vozniak I.)	66
1. Discourse in modern linguistics	67
2. Military discourse as a special type of discourse	73
3. Military discourse in cognitive, linguocultural, and sociolinguistic dimensions	82

Chapter 4

Current issues of the modern Ukrainian language:

linguistic and linguodidactic innovations (Demeshko I.)	96
1. Main trends in the development of the modern Ukrainian literary language: innovative changes in word formation and the grammatical system	97
2. Linguodidactic innovations in teaching the Ukrainian language	111
3. Prospects for the development of Ukrainian language education under contemporary challenges	122

Chapter 5

The anthropocentric code of Oles Honchar's novel *Sobor*: its reception in the associative space of contemporary youth

(Zaiets V.) **139**

1. Semantic shifts in the associative responses of contemporary youth . . . 141

2. Derivational patterns in the associative responses
of contemporary youth 153

Chapter 6

Structural and semantic organization of German records management terminology (Kiyko S.) **165**

1. History of the development of records management terminology
in Germany 167

2. Structural organization of the German administrative
terminological system 172

3. The subject area of documentary support of administration 176

4. The subject area of direct records production 180

5. The subject area of supporting records management processes 185

Chapter 7

The lexico-semantic structure of English idioms (based on idioms denoting conflict and cooperation)

(Kovaliuk Yu.) **194**

1. Lexico-semantic structure of the conceptual domain CONFLICT 196

2. Lexico-semantic structure of the conceptual domain COOPERATION . . 203

Chapter 8

Communicative toxicity and fascination in the coordinates of modern linguistics (Koziarevych-Zozulya L.) **215**

1. The problem's prerequisites emergence
and the problem's formulation 216

2. The analysis of existing methods for solving the problem
and formulating a task for the optimal technique development 217

Chapter 9

Contrastive stylistic analysis of the English-language and Ukrainian-language News Media Texts (Based on Publications from BBC News and Суспільне)

(Leleka T.) **229**

1. The problem's prerequisites emergence and the problem's formulation . 231

2. The analysis of existing methods for solving the problem
and formulating a task for the optimal technique development 234

Chapter 10

Linguacultural and intercultural challenges in translating

Oksana Zabuzhko's occasional lexicon (Loshchynova I.) 259

1. Occasional word-formation as a linguacultural problem:
theoretical aspects and translation dimensions 260
2. Linguocognitive and structural-semantic modeling
of noun occasionalisms in the novel «Field Work in Ukrainian Sex»
and their rendering in English translation 273

Chapter 11

Typology and specifics of lexical, morphological, and syntactic

deviations in modern Ukrainian scientific discourse (Maksymets O.) . . . 284

1. Lexical non-standard forms in scientific discourse 285
2. Morphological non-standard forms in modern scientific texts:
typology, causes of emergence, and codification trends. 291
3. Types of syntactic errors in scientific text 294

Chapter 12

Digital discourse of English: new communication formats

and language practices (Novikova O.) 302

1. The problem's prerequisites emergence
and the problem's formulation 306
2. The analysis of existing methods for solving the problem
and formulating a task for the optimal technique development 308

Chapter 13

Prosodic means of politeness and impoliteness realization

as a reflection of the linguocultural features of the UK and the USA in English conflict dialogical discourse (Pelivan O.) . . . 327

1. Politeness and impoliteness as linguocultural markers in British
and American conflict dialogical communication 328
2. Methodology and practical results of the research 343

Chapter 14

Euphemistic language, social control and identity

in dystopian discourse: the handmaid's tale, never let me go, and the giver (Pradivlianna L.) . 357

1. The problem of linguistic manipulation and euphemistic framing
in dystopian fiction 359
2. Euphemistic framing and the regulation of identity
in dystopian fiction 364
3. Euphemisms, institutional naming, and the regulation of identity 369

Chapter 15

Classification of discursive personalities based on coverbal representations of values (Skrynnik Iu.) 376

1. Theoretical and methodological overview of the classification of discursive personalities 377

2. Classification of discursive personalities by the nature of their use of coverbal representations of values 381

Chapter 16

Improving long-term vocabulary retention through flashcards and spaced repetition techniques (Sorokina T.) 398

1. The problem's prerequisites emergence and the problem's formulation 399

2. The analysis of existing methods for solving the problem and formulating a task for the optimal technique development 403

Chapter 17

Philosophical methodology of translation studies: the rationalism of V. von Humboldt in the context of the deconstruction of postmodernism (Stezhko Yu.) 410

1. Cultural- and historical conditionality of the change of philosophical priorities of linguistic methodology 413

2. Philosophical reflection about the essence of methodology of translation studies 414

3. Postmodernist liberalization as a condition for the translators creative self-expression 415

4. Conditionality of thinking by the method of linguistic reflection of reality in the linguistic- and specific philosophy of V. von Humboldt 415

5. Eliminating the untranslatability of concepts marked for national as a philosophical expression of the mental interaction of the author and the translator 416

6. The linguistic philosophy of V. von Humboldt as "Specific" within the general philosophical conceptualization of linguistics 418

Chapter 18

Proper names in contemporary media discourse: phonetic adaptation and communicative functions (Teriaiev D.) 426

1. Structural, grapho-phonetic, and pragmatic peculiarities of onyms in international and domestic media 432

2. Communicative and pragmatic functions of proper names in media discourse 435

3. Discussion: pragmatic selection and editorial house styles 439

Chapter 19

Effectiveness of interactive technologies in the formation of foreign language competences in the conditions of global educational transformations (Tonkonoh I., Korsun S.) 444

1. Theoretical foundations of the formation of foreign language competence of future philologists 445
2. Interactive technologies as a tool for the formation of foreign language competence of future philologists. 447
3. Practical aspects of using interactive technologies in the formation of foreign language competence of future philologists. 450

Chapter 20

Lexical semantic representations of cultural dominants in a comparative aspect (Fabian M.) 456

1. Theoretical foundations for identifying cultural dominants in lexical semantics. 458
2. Comparative analysis of selected cultural dominants in Ukrainian and English. 462
3. Discourse dynamics and the reshaping of cultural dominants over time. 468

Chapter 21

Conceptualization of love in Pavlo Zahrebelnyi's novel

The Thousand-Year-Old Mykola

(Cheremska O., Khodarieva I.) 474

1. Moral and ethical dimension of the concept of «love». 479
2. Social dimension of the concept of «love». 485
3. Linguistic dimension of the concept of «love». 490
4. Typological dimension of the concept of «love». 497

Chapter 22

Semantic-syntactic and prosodic means of realizing concepts in English-language car advertising within the communicative-discursive paradigm

(Chesnokova M., Olinchuk V., Monastyrskia O.) 508

1. Theoretical background of the study. 509
2. Semantic and syntactic features of English Automobile Advertising . . . 515
3. Prosodic organization of English-language Automobile Advertising . . . 522

Chapter 23

Phrasemes as representatives of Ukrainian ethnoculture in literary text (based on the works of Sydir Vorobkevych)

(Shatilova N.) 544

1. Proverbs and sayings as means of reproducing the national colouring of literary text 546

2. Traditional formulaic as expressions of the Ukrainian mentality in literary text 552

3. Phraseological units with religious semantics as markers of Ukrainian ethnoculture in literary text 561

Chapter 24

Contrast as a means of actualising coherence in literary texts

(Yuldasheva L.) 568

1. Contrast and coherence: theoretical foundations 571

2. Contrast as a means of forming conceptual coherence 575

3. Contrast as a means of developing artistic meaning 579

4. Contrast as a mechanism of reinterpretation 586

Chapter 25

Inclusive intralingual transfer: European accessibility models, Ukrainian adaptation and professional training (Yanchenko I.) 592

1. Theoretical grounding of intralingual translation 595

2. Controlled natural languages: a functional typology 599

3. Quantitative modeling of linguistic accessibility 604

4. Public perception and stigmatization of accessible content 605

5. Regulatory frameworks: a German-Ukrainian comparative analysis 607

6. Readability measurement in highly inflected languages 610

7. A three-tiered model for Ukrainian inclusive intralingual transfer 612

8. Academic training in inclusive intralingual transfer 619