## THE PRINCIPLE OF LUCID POETICS: THE AMBIVALENT PLAY OR THE PLAY OF AMBIVALENCE

## Babelyuk O. A.

Doctor of Philological Sciences, Professor, Professor at Department of Technical Translation, Lviv State University of Life Safety

The article focuses on the problem of ambivalence in English postmodern literary text, the key feature of which is the lucidity. It is proved, that ambivalence of different kinds (affective, cognitive, voluntative) reinforces the multiple sense formation, making it open and ambiguous.