

**LVIV STATE UNIVERSITY OF LIFE SAFETY**

**SCIENTIFIC JOURNAL**

**LVIV PHILOLOGICAL  
JOURNAL**

**№ 1 2017**

**Lviv**

Scientific journal of Lviv State University of Life Safety “Lviv Philological Journal”: Collection of scientific papers. – № 1. – Lviv, 2017. – 20 p.

### **EDITORIAL BOARD:**

#### **Chief Editor:**

Doctor of Philological Sciences, Professor O. A. Babeliuk

#### **Deputy Chief Editor:**

Doctor of Philological Sciences, Professor O. V. Tyshchenko

#### **Editorial board members:**

Doctor of Pedagogical Sciences, Professor M. M. Koziar  
Candidate of Pedagogical Sciences, Professor M. S. Koval  
Doctor of Technical Sciences, Associate Professor T. Ye. Rak  
Doctor of Pedagogical Sciences, Professor B. I. Shunevych  
Candidate of Psychological Sciences, Associate Professor V. I. Slobodianyuk  
Doctor of Philological Sciences, Professor R. V. Vasko  
Doctor of Philological Sciences, Professor I. M. Kolehaieva  
Doctor of Philological Sciences, Professor N. V. Petliuchenko  
Doctor of Philological Sciences, Professor O. P. Kushlyk  
Doctor of Philological Sciences, Professor L. I. Bieliekhova  
Doctor of Philological Sciences, Professor O. R. Valihura  
Doctor of Philological Sciences, Professor O. M. Kahanovska  
Doctor of Philological Sciences, Professor V. H. Nikonova  
Doctor of Philological Sciences, Professor I. I. Sieriakova  
Doctor of Philological Sciences, Professor H. I. Prykhodko  
Candidate of Philological Sciences, Associate Professor O. S. Palchevska  
Doctor of Philological Sciences, Professor Danuta Szymonik (Poland)  
Candidate of Philological Sciences, Associate Professor Marite Opincane (Latvia)  
Doctor of Philological Sciences, Professor Joanna Klara Teske (Poland)  
Doctor of Philological Sciences, Professor Sue Garton (Great Britain)  
Doctor of Philological Sciences, Professor Alois Woldan (Austria)

Certificate of state registration of the print media:  
series KB № 22916-12816 P on 12.07.2017

**Recommended for printing and distribution via the Internet by the Academic Council of  
Lviv State University of Life Safety  
(Minutes № 1 on 31.08.2017)**

**[www.philologyjournal.lviv.ua](http://www.philologyjournal.lviv.ua)**

## CONTENTS

<b>Babelyuk O. A.</b> THE PRINCIPLE OF LUCID POETICS: THE AMBIVALENT PLAY OR THE PLAY OF AMBIVALENCE.....	4
<b>Biletska O. V.</b> GRAPHIC FORM OF POSTMODERN MULTIMODAL FICTION TEXT THROUGH THE PRISM OF VISUAL SEMIOTICS.....	5
<b>Zaluzhna M. V.</b> LINGUAL MEANS OF ACTUALIZATION OF UNCERTAINTY IN THE FICTION TEXTS BY THE BRITISH POSTMODERNISTS.....	6
<b>Ivanchenko M. Yu.</b> METAPHORICAL ACTUALIZATION OF NEGATIVE EMOTIONS IN FICTION DISCOURSE.....	7
<b>Koziarevych-Zozulia L. V.</b> FASCINATIVE SPACE OF ENGLISH ADVERTISING COMMUNICATION.....	8
<b>Lut K. A., Popova O. I.</b> THE IMPACT OF PRAGMATIC FACTORS ON THE TRANSLATION OF AUTOMOBILE ADVERTISING TEXTS.....	9
<b>Marchyshyna A. A.</b> QUEER- AND TRANS-IDENTITY: VERBALIZATION OF PLURALIZED GENDER DUALITY IN A POSTMODERNIST LITERARY TEXT.....	10
<b>Melko Kh. B.</b> SPECIFIC FEATURES OF TRANSLATION OF THE TERMINOLOGY OF FASHION LEXICON IN THE ENGLISH LANGUAGE (BASED ON SOPHIE KINSELLA'S NOVELS).....	11
<b>Mykhaylenko V. V.</b> SIGHT TRANSLATION: TRAINING ALGORITHM.....	12
<b>Palchevska O. S.</b> FRASEOLOGICAL UNITS OF THE UKRAINIAN LANGUAGE WITH SPATIAL SEMANTICS (THE ATTEMPT OF LINGVOCULTURAL ANALYSIS).....	13
<b>Petlyuchenko N. V.</b> APPELLATIVITY AS TERTIUM COMPARATIONIS OF CHARISMATIC POLITICAL LEADER'S DISCOURSES.....	14
<b>Pidgorna A. B.</b> LINGUAL ACTUALIZATION OF NON-VERBAL MEANS OF EXPRESSING EMOTIONS BY LITERARY CHARACTERS (ON THE BASIS OF J. AUSTEN'S NOVEL "SENSE AND SENSIBILITY").....	15
<b>Prihodko A. I.</b> EVALUATION SPEECH ACTS IN THE TYPOLOGY OF SPEECH ACTS.....	16
<b>Prykhodko I. V.</b> METAPHORIC NOMINATION OF THE IMAGE OF STATE IN ENGLISH-CANADIAN POETRY OF THE XVIII-XXI CENTURIES.....	17
<b>Tomchakovska Yu. O.</b> VERBALIZATION OF THE "CHARMER" CONCEPT IN THE ENGLISH AND UKRAINIAN LINGUISTIC CULTURES.....	18
<b>Khatser G. O.</b> PECULIARITIES OF TERM-COMBINATIONS AND COMPLEX TERMS TRANSLATION (BASED ON TEXTS OF BANK REPORTS).....	19

## **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.

## **GRAPHIC FORM OF POSTMODERN MULTIMODAL FICTION TEXT THROUGH THE PRISM OF VISUAL SEMIOTICS**

**Biletska O. V.**

*Candidate of Philological Sciences,  
Senior Instructor at Department of English Language Practice,  
Drohobych Ivan Franko State Pedagogical University*

The article highlights the interdependence of the notions "form" and "content" in postmodern linguopoetics. Special attention is drawn to the characteristic features of the new graphic form

of postmodern text through the prism of visual semiotics. The article outlines the differences in the graphic forms of postmodern text and classical text.

## **LINGUAL MEANS OF ACTUALIZATION OF UNCERTAINTY IN THE FICTION TEXTS BY THE BRITISH POSTMODERNISTS**

**Zaluzhna M. V.**

*Lecturer at Department of English Philology,  
Zaporizhzhia National University*

The article focuses on the study of the means of lingual realization of the category of uncertainty in postmodern fiction texts by the British authors. It is proved that uncertainty (along with instability, variability and plurality) has become the basic principle of postmodern philosophy and artistic practices. Specific features of the British postmodern text are analyzed. The key role of uncertainty among them is defined. It is stated in the paper that due to the "insular psychology" the British postmodern fiction combines the parameters of both innovative and realistic texts, traditionalism is interwoven with avant-garde and extreme attention to national

culture. The author touches upon the main lexical and grammatical means of actualizing the uncertainty principle in the recent English postmodern fiction texts. Special attention is paid to such means of reflecting the category of uncertainty: on lexical level - verbal nomination, symbolism; on grammatical level – morphological means (indefinite article, indefinite pronouns, modal verbs, syntactical means (interrogative and conditional sentences, compound and complex sentences complicated with syntactical constructions and homogeneous elements, elliptical sentences. Mixed lexico-grammatical means – contrast.

## **METAPHORICAL ACTUALIZATION OF NEGATIVE EMOTIONS IN FICTION DISCOURSE**

**Ivanchenko M. Yu.**

*Candidate of Philological Sciences, Associate Professor,  
Senior Lecturer at Department of Technical Translation,  
Lviv State University of Life Safety*

The article deals with the analysis of negative emotions metaphorisation peculiarities in literary discourse. The semantic and onomasiological

essence of this extralingual phenomenon has been cleared out. It also focuses on the mechanisms of actualization of negative emotions in English.

## **FASCINATIVE SPACE OF ENGLISH ADVERTISING COMMUNICATION**

**Koziarevych-Zozulia L. V.**

*Candidate of Philological Sciences,  
Senior Lecturer at Department of Foreign Languages and Translation,  
Kyiv National Linguistic University*

The article investigates the notion "fascination" in the context of English advertising communication. Special attention is drawn to the discursive

characteristic features of fascination, its pragmatic potential. Discursive strategies and tactics of fascination are represented in the advertising discourse.

## **THE IMPACT OF PRAGMATIC FACTORS ON THE TRANSLATION OF AUTOMOBILE ADVERTISING TEXTS**

**Lut K. A.**

*Candidate of Philological Sciences,  
Senior Lecturer at Department of Theory and Practice of Translation,  
Zaporozhye National Technical University*

**Popova O. I.**

*Lecturer at Department of English Philology,  
Zaporozhye National Technical University*

The article deals with the problems connected with the translation of automobile advertising texts. Special attention is paid to the translation

problems, which refer to the pragmatic factors. The structural and stylistic features of automobile advertisement are considered.

## **QUEER- AND TRANS-IDENTITY: VERBALIZATION OF PLURALIZED GENDER DUALITY IN A POSTMODERNIST LITERARY TEXT**

**Marchyshyna A. A.**

*Doctoral Student at Department of Germanic Languages and Translation,  
Drohobych Ivan Franko State Pedagogical University*

The paper attempts to characterize verbal peculiarities of such types of gender identity as 'queer' and 'trans'. Correlation between sex and gender is considered to identify a character of a fiction text. Verbal means of gender identity formation and presenting are treated as crucial tools of characters interpretation and their functioning in a text. 'Queer' is a generic notion meant to nominate a person who falls outside the heterosexual mainstream or the gender binary. The term used to be slang or taboo, but recently it has lost its pejorative and offensive colouring and is used to nominate anybody differing from the traditional gender stereotype. 'Transgender' is understood as relating to a person whose gender

identity does not correspond to his/her biological sex assigned at birth. Transgendered characters feel to be of a different sex and want to change it into the opposite or to be accepted in society as those of a different sex. 'Transsexuals' do not just desire to assume the physical characteristics and gender role of the opposite sex, but they usually have medical treatment to change their sex and undergo sex reassignment surgery. Though, 'queer', 'transgender', and 'transsexual' are often confused or treated as synonyms. Queer, transgendered or transsexual characters are recognized by verbal description of their appearance, clothes, behaviour. Gender identity is revealed in the characters' and narrator's speech.

**SPECIFIC FEATURES OF TRANSLATION  
OF THE TERMINOLOGY OF FASHION LEXICON IN THE ENGLISH  
LANGUAGE (BASED ON SOPHIE KINSELLA'S NOVELS)**

**Melko Kh. B.**

*Candidate of Philological Sciences, Associate Professor,  
Senior Lecturer at Department of English Philology and Translation,  
Kyiv National Linguistic University*

The article presents a comprehensive analysis of the terminology of fashion lexicon in the English language based on Sophie Kinsel-

la's novels. Ways and peculiarities of translation fashion lexicon are investigated in the article.

## **SIGHT TRANSLATION: TRAINING ALGORITHM**

**Mykhaylenko V. V.**

*Doctor of Philological Sciences, Associate Professor,  
Professor at Department of Translation and Philology,  
University of Law named after King Danylo Halytskyi*

This research describes sight translation by comparing it to simultaneous and consecutive interpreting. Since the beginning sight translation has mostly been considered as a pedagogical exercise. However, the development of “profession-

ally” oriented translation/interpretation makes the Sight Translation a separate type in the translation paradigm. The algorithm of teaching Sight Translation to students has been verified in the Translation Class for Law and Economy majors.

**FRASEOLOGICAL UNITS OF THE UKRAINIAN LANGUAGE  
WITH SPATIAL SEMANTICS  
(THE ATTEMPT OF LINGVOCULTURAL ANALYSIS)**

**Palchevska O. S.**

*Candidate of Philological Sciences, Associate Professor,  
Senior Lecturer at Department of Technical Translation,  
Lviv State University of Life Safety*

The article deals with the peculiarities of the space-orientational code in the Ukrainian language. Specifics of the spatial semantics are deter-

mined in the Ukrainian phraseology. Phraseological units are studied in the connection with other semantic spheres.

## **APPELLATIVITY AS TERTIUM COMPARATIONIS OF CHARISMATIC POLITICAL LEADER'S DISCOURSES**

**Petlyuchenko N. V.**

*Doctor of Philological Sciences, Professor,  
Head of Department of Foreign Languages,  
National University "Odesa Law Academy"*

The article deals with building tertium comparationis of a charismatic political leader's appellativity in German and Ukrainian appellative discourse. Appellativity of a politician's charisma is

understood as its immanent property expressed on verbal and paraverbal levels of speech and can be described in corresponding prosody and gesture parameters.

**LINGUAL ACTUALIZATION OF NON-VERBAL MEANS  
OF EXPRESSING EMOTIONS BY LITERARY CHARACTERS  
(ON THE BASIS OF J. AUSTEN'S NOVEL "SENSE AND SENSIBILITY")**

**Pidgorna A. B.**

*Candidate of Philological Sciences, Associate Professor,  
Senior Lecturer at Department of English Philology,  
Zaporozhye National Technical University*

The article is focused on the peculiarities of non-verbal means of lingual actualization in literary text. Since emotions play a very important role in conveying key messages of the text, it seems topical enough to study them in detail, especially the manifestation of non-verbal means

through language. Jane Austen's novel "Sense and Sensibility" appears to be a perfect material for such a research because this author's literary works are characterized by intense emotiveness and particular attention to her characters' inner world.

## **EVALUATION SPEECH ACTS IN THE TYPOLOGY OF SPEECH ACTS**

**Prihodko A. I.**

*Doctor of Philological Sciences, Professor,  
Professor at Department of English Philology,  
Zaporizhzhia National University*

In this article questions connected with the analysis of the appearance of the evaluation in the utterance are

discussed Particular attention is paid to the illocutionary and perlocutionary effect of evaluation speech acts.

## **METAPHORIC NOMINATION OF THE IMAGE OF STATE IN ENGLISH-CANADIAN POETRY OF THE XVIII-XXI CENTURIES**

**Prykhodko I. V.**

*Postgraduate Student at Department of English Language and Methods of Teaching,  
Kherson State University*

The article is devoted to the problem of metaphor as the main way of image-bearing nomination of the image of state in English-Canadian poetry.

Special attention is drawn to the metaphor's classification according to morphological, syntactic and semantic principles.

## **VERBALIZATION OF THE "CHARMER" CONCEPT IN THE ENGLISH AND UKRAINIAN LINGUISTIC CULTURES**

**Tomchakovska Yu. O.**

*Candidate of Philological Sciences,*

*Senior Lecturer at Department of Germanic and Romance Language,*

*National University "Odesa Law Academy"*

The article focuses on the study of the notional and figurative specifics of the "charmer" concept in the English and Ukrainian linguistic cultures, its semantics and means

of verbalization based on dictionary definitions, as well as common and distinctive cognitive attributes of the "charmer" concept in both linguistic cultures.

## **PECULIARITIES OF TERM-COMBINATIONS AND COMPLEX TERMS TRANSLATION (BASED ON TEXTS OF BANK REPORTS)**

**Khatser G. O.**

*Candidate of Philological Sciences, Associate Professor,  
Senior Lecturer at Department of English Translation Theory and Practice,  
Zaporizhzhia National University*

The article deals with the main methods of English banking terms translation, namely term-combinations and complex terms. Different modern ways of their translation are studied: calquing, descriptive, transformation methods, and transcribing. The special attention is paid to

translation of prepositional attributive word-combinations. The examples of possible difficulties connected with the translation of banking terms from English to Ukrainian (diversity of translation methods, ambiguity, dependence on the context and other).

---

---

**LVIV STATE UNIVERSITY OF LIFE SAFETY**

**SCIENTIFIC JOURNAL**

**LVIV  
PHILOLOGICAL JOURNAL**

**№ 1 2017**

**Layout and imposition**  
*Nataliia Kuznietsova*

Publishing House "Helvetica"  
E-mail: mailbox@helvetica.com.ua  
Certificate of subject of publishing  
ДК № 4392 on 20.08.2012