

## **THE CONCEPT OF "CHARISMA" IN GERMAN AND UKRAINIAN LINGUISTIC CULTURES**

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The article deals with etymology and semantics of the notion of "charisma", means for verbalization of the subconcepts of "inspiration" and "charm" as the main components of leadership and personality

charisma, conducts an analysis of the similarities and distinctions of the notional, axiological, and figurative components of the concept of charisma in the German and the Ukrainian linguistic cultures.