

**ACTUALIZATION OF LINGUOCULTURAL CONCEPT
"CHARM/ЧАРІВНИЦЬ" IN ENGLISH AND UKRAINIAN LANGUAGES
(CONTRASTIVE ANALYSIS)**

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The article focuses on the study of the notional, axiological, and figurative components of the "charm" concept, means of its verbalization in English and Ukrainian, as well as the determination of the contrastive attributes of this concept in Anglo-American and Ukrainian linguistic cultures.