
CONTENTS

ART STUDIES

Olha LIHUS, Valentyn LIHUS. Musical acoustics course in the teaching system of music software technologies in higher education institutions.....	4
Khrystyna NAHORNYAK. Drohobych resident of Ivano-Frankivsk: Volodymyr Lukan - touches to the portrait.....	9
Alla OSADCHA. Trademark in advertising and branding.....	16
Vitalii PROKOPCHUK. Evolution of visual frame kinematics in photos and cinematography as a basis of formation system formation.....	22
Olena STASYUK. Art features of memorial plastic of Brusnivska stone school.....	28
Veronika TORMAKHOVA, Yuliia LEBID. Features of the chamber musical "Solomon and Sulamife: song of songs" by Vyacheslav Polyansky.....	36
Iryna TSEBRII. Lysenko children's opers and possibilities of using their musical material.....	41
Nataliya TSEIKO, Tetyana KRYVYTSKA. The art of improvisation in the activity of a pianist-concertmaster in the sphere of pop music and jazz.....	47
Olga SHKOLNA, Olha KONOVALOVA, Iryna SOLOMKO. Tropical graffiti on Lydia Selyanko's canvas.....	58
Taras YAROPUD. Peculiarities and problems of system approach to training of a professional musician in the context of competence-based education.....	68

LINGUISTICS. LITERATURE STUDIES

Ruslana NOVIKOVA, Veronika HANIECHKO. Lexicon designating paralinguistic actions: gender aspect.....	75
Inna OKATIEVA. Images from the world of nature in „The song of Igor’s campaign” and its english (V. Nabokov) and german (R.M. Rilke) translations.....	80
Oleksii ORLOV. Narrative of the novel R. Kipling «Kim» in postcolonial discourse.....	86
Iyubov PECHERSKYH. Radio broadcasting as an insert genre in the novel «Radio night» by Yu. Andrukhovych.....	91
nadiia POHORLETSK. Ethnocultural verbal image <i>MANA</i> in new zealand poetic texts: linguo-cognitive and linguo-cultural approaches.....	97
Ganna POLINA, Kateryna OGULCHANSKA. Cognitive significance of the concept <i>KNIGHT / ЛИЦАР</i> in english linguistic culture.....	104
Gismet Elchin oglu RUSTAMOV. Searching for identity in the post-memory period in the novel of jonathan safran foer “And everything lighted up”.....	111
Ivan SEMENIST, Rusudan MAKHACHASHVILI. Innovative educational communication in the digital discourse: models and tools.....	119
Myroslava SLYVKA, Nataliia SLYVKA, Iryna ANDRUSIAK. Reproduction specificities of realias of history and culture of ukraine in the translation of Yuriy Andrukhovych’s novel “The moskoviad” into English.....	129
Olha CHERNENKO. Pragmalinguistic representation of conflictives in modern english fiction discourse.....	135
Kateryna SHAKH, Liudmyla KOVAL. The problem of verbalization of emotions in scientific discourse.....	140
Iryna SHMILYK. Dynamics of word forms in life editions of I. Franko's poetic works.....	146
Nataliia SHCHERBAN. Structure of the conceptual field aimai (ambiguity): semantic and cognitive analysis.....	153

PEDAGOGY

Liudmyla PONOMARENKO, Angela POLYANICHKO. Development of social work in the socio-cultural context in Ukraine of the XXI century.....	159
Yuliia POPELYSHYN. Implementation of canadian primary school experience in Ukraine.....	166

Ayshah RASULOVA. Psychological bases of formation of life skills of teenagers in fine art classes.....	175
Nataliia RUDKIVSKA. The ratio of games and exercises in ensuring the development of speech in older preschool children.....	181
Olha RUDOMAN, Yuliia YAKYMCHUK. Distance learning: problems and prospects of teaching a foreign language to students of HEI.....	188
Elena RUMYANTSEVA. Comparative analysis of requirements for Doctor of Philosophy candidates in Ukraine vs Europe and USA.....	196
Nataliia SYDORENKO, Nataliia BORYSENKO. The role of the Ukrainian component in preparing future teachers for literature reading lessons.....	204
Olha SIKORSKA, Kateryna ORDU. Formation of the professional image of future doctors as a pedagogical problem.....	211
Alla SOKOLOVA. Development of gifted personality in the process of professional training of future teachers of music art.....	217
Nataliia SOLOSHENKO-ZADNIPROVSKA. Public speaking training on scientific topics for students of non-language sphere.....	224
Olena STEPANENKO, Olena FONARIUK, Alla LAZAREVA. Peculiarities of innovative processes evaluation in the modern education system.....	232
Nataliia TROFIMCHUK. Methodology of formation of ecological culture of students of economic and humanitarian colleges by means of integrative approach.....	238
Lada FILATOVA, Daria YEMETS. Comparative analysis of the concepts of primary education in Ukraine and EU countries.....	246
Diana TSYPIINA. Formation of linguocultural competence in the process of learning foreign language.....	256
Zhang XINYUAN. Methodological principles of pedagogical diagnostics of formation of forecast skills in future teachers of music art.....	262
Roksolyana SHVAY. Creativity in the didactic process.....	269
Maryna SHEVCHUK. Information and communication competence as a key competence of a junior schoolchild.....	276
Yuliia SHYIKA, Liliia KRILEVYCH. Analysis of dysgraphia problem from cognitive perspective.....	281
Anzhelina SHYSHKO, Halyna LUKANSKA. Synchronous and asynchronous E-learning technology instruments for foreign language distance learning.....	286
Olga SHOSTAK. Rhetoric in a system of cross-subject links of language education.....	293
Raisa SHULYHINA, Sopiia DOVBNIIA. Pedagogical encouragement of responsible behaviour in preschool children in situations of moral dilemmas: scientific theories and prospects.....	298
Oksana SHCHERBAKOVA. Lexico-semantic assimilation of coronavirus-related borrowings	305
Yang QING. Actualization of the value attitude of future teachers of fine arts to artistic and pedagogical activities as a condition for forming readiness for professional-creative self-realization.....	311