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CONTENTS

BRITISH NOVEL SINCE 2000S: RETHINKING OF POST-POSTMODERN IDENTITY AND ITS ANTROPOLOGICAL PARAMETERS

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INTRODUCTION

"The Contemporary British Novel Since 2000"[1] published in 2017 by Edinburgh University Press provides the views of British researchers on the novel of the post-postmodern period. This edition in a concise way represents the views of British theorists about the nature of the contemporary novel discussing 18 authors.

An overview of two key authors featured in this research opens the Edinburgh UP compendium: Ian McEwan and David Mitchell are characterized as the most prominent representatives of new literature whose works have new features compared to postmodern ones. The concept of "post-postmodern novelist" occurs in the compendium in the context of D. Mitchell's works. The authors of theoretical articles about eighteen writers of the contemporary literary process in the UK are bypassing the definition of post-postmodernism. However, there is also a point to say that the theoretical visions offered by researchers are not complete. For example, the article on I. McEwan's novels mentions works written after 2000, and the analysis starts with "Atonement." The key interpretative vector of the paper written by David Punter relates to the concept of *lies* and *deception*. "In *Atonement* Briony Tallis misconstrues the situation. She may do so by mistake; she may do so from a version of sibling rivalry; she may do so out of a sense of melodramatic self-aggrandisement; she may do so because of her self-perceived requirements as a budding writer of fiction" Acheson 2017: 18). Besides, I cannot agree that this aspect is crucial in "Saturday." After all, in the aspect of D. Punter's article, in "Atonement," the motive of misinterpretation (deception) is also be considered in the context of the idea of the multiplicity of the reality of post-postmodernism, or at least in the aspect of the alternative history, which is created as a fictitious narrative.

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[1] The contemporary British novel since 2000; edited by James Acheson. Edinburgh: Edinburgh University Press, 2017. 214 p.

An analysis of the novel "Saturday" mentions the literary image of anti-Iraq demonstrations and the anti-militaristic motive, but in my opinion, it is also not decisive in understanding the features of McEwan's writing. D. Punter correctly draws attention to the particular precision, the composure of I. McEwan in the depiction of details, because such a detailed description, as during the car accident, is not what we often encounter in the novels. "I have not elsewhere come across such a detailed account of a minor traffic accident (apart from in legal situations, to which we shall return in *The Children Act*), but then such incidents have gained a specifically twenty0first-century inflection with the rise of that peculiar form of property-based violence we choose to 'road rage'. But this is not the point: the point is again a threat <…> of a clash between order and chaos" (Acheson 2017: 20). D. Punter elaborates on this feature, but does not consider I. McEwan's novel in the context of ideas of new realism or post-realism.

The compendium has a separate section "Part II. Realism and Beyond", which outlines the novels of Maggie O'Farrell, Sarah Hall, A.L. Kennedy and Alan Warner. I understand and agree that postmodern irony plays a significant role in I. McEwan's novels, which undermines the seriousness of the narrative, but at the same time, it would be incorrect to reduce the interpretative dominance to an ironic modus that has a postmodern nature. I. McEwan's novels raise the question of the identity of a person who has a sick (disabled) body, the necessity (and incapacity) to understand in what aspects the issue of human evolution and brain formation has not been clarified (in the contemporary sciences) resulting in the emergence of consciousness. The interaction of the scientific and humanistic aspects defines I. McEwan's epistemological center of his novelistic writings. The analyzed compendium may be an introduction to the discussion about the theory of the contemporary British novel, but it does not reflect a significant number of trends and motives, nor does it reveal the completeness of the concepts that, according to the authors, determine the key points of the authors presented in the work.

However, in the section on D. Mitchell, the term "global novelist" is used in the title, but in the novels of the British author, it is not related only the sociopolitical context that arises in connection with this concept. "…the novel ("Cloud Atlas" – D.D.) seems to suggest that what survives a second Fall is not science (all those abandoned telescopes at the summit of Mauna Kea) but the act of narration. This kind of affirmation distinguishes Mitchell's fiction from traditional postmodern narrative. As Kathryn Simpson writes on *number9dream*, 'the narrative works with and through

the postmodern towards something meaningful – repeatedly plural, ambiguous, contingent and uncertain" (Acheson 2017: 31). This definition can be used to describe "Cloud Atlas" as a narration of "something meaningful".

For example, Brian Finney giving an overview of the novels of the writer draws attention to the strengthening of the metaphysical/supernatural line in the novels "The Bone Clocks" (2014) and "Slade House" (2015), which is already representative in the novel "Cloud Atlas." Not only the idea of characters and events that lack temporality, location, etc., but also a specific ontology of time, an attempt to present an interpretation of philosophical concepts such as the Nietzsche's concept of the *will to power*, which in the novel is an attribute not only of the world of people but of a matter in general. B. Finney mentions this concept in his article, but misses another important Nietzsche's concept of *eternal return* and the necessity to *re-evaluate all values*. In other later works, the British researcher pays attention to the metaphysics, the searches for the supernatural, and metaphysical: "His fusion of natural and supernatural is of a piece with his fusion of the personal and the global, of a waking world and the dream world, and of the realist or historical and the fictional) (Acheson 2017: 33). I assume that one of the impetus for this is the Buddhist worldview, which is represented in the works of D. Mitchell ("Cloud Atlas", "The Thousand Autumns of Jacob de Zoet"). B. Finney draws attention to D. Mitchell's master degree thesis in which the writer analyzed postmodernism. However, experiments by the British author in works ranging from the novel "Cloud Atlas" are, in B. Finney's view, not postmodern, but rather indicative of a new trend in literature. Here the British researcher agrees with the views of F. Jameson presented in the work "Antinomies of Realism."

Analyzing the specifics of the novel "Ghostwritten" (a work written in 1999) by D. Mitchell, which is quite important to outline the tendencies of the transition of postmodernism to post-postmodernism, the researchers at the same time miss a similar analysis in the section on I. McEwan, although the novel "Amsterdam." It would also be appropriate to include this novel in the discussion about post-postmodernism, because it represents several motives that are developed in the novel «Saturday" (the motive of the extremities of life and reflection on life after death, motives aging, etc.). At the same time, it is important to note B. Finney's assertion that "Mitchell's talent lies in the ability to infuse the fantastic with deep feeling" (Acheson 2017: 33). This thesis is in general confirms our concept of post-postmodernism, in the context of which the psychology of reality is actualized. Alan Riach concludes his paper with an important thesis that

gives a clue to understand the dynamics of transformation from the postmodern to post-postmodern reality: "Does this suggest something beyond whatever might have been described as postmodernism? Perhaps no labels are needed to see that there is a moving on from the mere rejection or abandonment of 'grand narratives' as unquestionably reliable. After the contest of old socialism and new capitalism (in British terms, the decline of the triumph of Blair, known so well now as the child of Thatcher), there is, it would appear, a return to fundamental realities. In fiction, this requires more than realism and something less defined or easily categorized as allegory or symbolism" (Acheson 2017: 94). This turn to the "fundamental realities" is linked to understanding the characters' life through new allegories and symbols represented e.g. in "Cloud Atlas" (the title of the novel is a symbol and the motive of seeking for the "Cloud Atlas" sextet is an allegory).

1. Postmodernism: Uncertain Reasons for Ambiguous Definitions

The crystallization of postmodern ideas in the writings of its key theorists (Lyotard, Barthes, and Jameson) has provided a much better understanding of modernism. Understanding modernism through the crystallization of major concepts in postmodernism seems a natural process determined by the fact that each new cultural and historical era does not emerge from a vacuum. V. Chernetsky cites a number of American studies that, according to the researcher, attest to the "coherent understanding and 'hardening' of concepts of modernism and modernity" (Chernetsky 2008: 240), which "became possible only in the postmodern era" (Chernetsky 2008: 240). Even if postmodernism was the objection of modernism, its antithesis, over time, it was important to intensify not so much the differences as what, in fact, must be denied.

V. Chernetsky focuses in his paper on the reception of F. Jameson's ideas and writings in the post-Soviet world. The leading theorist of postmodernism (Jameson) today is considered one of the first analysts of the period to replace postmodernism. It is important that the researcher (I mean Jameson again) does not want to preserve his own theory of postmodernism, which is one of the key on the map of world theory of postmodernism, but he goes further in understanding of literary and cultural phenomena (literary and film texts). Perhaps, after Jeffrey Nealon, F.[2] Jameson's work ("Antinomies of Realism") can be considered as one of the most significant in terms of the development of postmodernism. For the Anglo-Saxon paradigm of the theory of literature, the concept of "post-postmodernism" is

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[2] Nealon J. (2012). Post-Postmodernism: Or, the Cultural Logic of Just-in-Time Capitalism. Stanford: Stanford University Press. 241 p.

not common. Of course, there are several reasons for this: 1) the semantic vagueness of the term; 2) the uncertainty of post-postmodernism in the aspect of its definition: is it an era, a trend, a movement, or a particular worldview? I guess it is reasonable to discuss all the vectors of this concept. Nevertheless, F. Jameson's work "Antinomies of Realism" concludes with an analysis of D. Mitchell's "Cloud Atlas" considering this text as a prologue to a new cultural situation that is replacing postmodernism.

The issue of post-postmodernism will be presented as a separate panel discussion on «Postmodernism and After: A Literary, Cultural and Theoretical Response to Postmodernism" at the 15th ESSE (European Association of English Studies) conference to be held in Lyon in late August – early September 2020[3]. The organizers of this discussion are Romanian scholar Dan Horatio Popescu (Partium Christian University) and Slovakian scholar Jaroslav Kushnir (University of Prešov). The notion of "post-postmodernism" is not mentioned in the prospect but a formula acceptable in the British theory of literature is used: "Postmodernism and Beyond/After».

The latest F. Jameson's works are the following: "A Singular Modernity: Essay on the Ontology of the Present" (2002); "Archaeologies of the Future: The Desire Called Utopia and Other Science Fictions" (2005), and "Antinomies of Realism." D. Mitchell's "Cloud Atlas" expropriates as one of the key determinants of conflict in the novel the idea of overproduction (and the excessive hypertrophied consumerism): starting with goods and ending with ads (simulacra images). The production of simulacra over time becomes so intense that it subjugates all other systems affecting them in a crucial way. "Cloud Atlas" is a novel that, in essence, visibly adopted the trends that Jameson observed in his writings of the 1980s and 1990s discussing the logic of late capitalism and postmodernism. Literature, like the sphere of advertising (media), is served first, in the language; second, it is a language that replaces reality (we do not discuss the question about the intensive aspects of substitution). The works of art offer certain images created by the writers. These images may come close to reality, but they never will be the reality absolute equivalents. Advertising offers numerous pictures of people and places that seem perfect, but in reality, it is impossible to come across such an ideal, as P. Barry points out. "For example, idealized images of men and women in advertising can also be useful, since these are also copies or images without originals, because no real person is so ideal. In

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[3] 15th ESSE-conference-2020 (Lion). List of seminars. Available at: file:///C:/Users/%D0%9F%D0%BE%D0%BB%D1%8C%D0%B7%D0%BE%D0%B2%D0%B0%D1%82%D0%B5%D0%BB%D1%8C/Downloads/ESSE2020-ListSeminars-v19SEP2019.pdf

this way, the sign tends to become reality and together they become indistinguishable" (Barry 2008: 108). P. Barry's concludes: "Further, if we agree that the real has been lost, we must decide how to respond to that fact" (Barry 2008: 108).

2. "Cloud Atlas": Post-postmodern Turn Against Simulacra Towards Meanings

In D. Mitchell's "Cloud Atlas", the narrator demonstrates how over a long historical period reality is replaced by images. Perhaps, in understanding this phenomenon, Jameson's thesis is that "the Lacan's Real may be correlated to History"[4] can help us. However, D. Mitchell offers a different vision of the "Real-Imagined-Symbolic" triad and in his interpretation "History" approaches the "Imagined" as it emerges as a construct marked by the influence of ideology. Symbolically, in the novel, the entire history of mankind appears in both meanings: as a stream of clouds passing from the past to the present; and as a musical sextet that is a code and communication in the rope of events that take place in the novel in a potentially unlimited chronological aspect. Events in civilization history can be replaced by images that are of simulacrum nature but the "history of the cloud atlas" is not amenable to such substitution by simulacrum. Another way to resist the transformation of *History* from the *Real* to the *Imagined* is to produce personal narratives that form a memory of real events, and this form of memory matters more in terms of autonomy of human resources and independence.

"Cloud Atlas" is a novel that exemplified theoretical predictions and, if appropriate, F. Jameson's vision. The work has a distinct environmentalist pathos: it is about predicting the negative impact of technology. The starting point of this influence is conditional: no doubt, the temporal boundaries of the work could be extended, for example, to the beginning of the era of the great geographical discoveries of Christopher Columbus, which became an important (if not fundamental) milestone in the formation of politics of aggression, in the novel represented in the forms of capitalism. The geographical boundaries of the country become conditional because due to the powerful army it is possible to acquire other lands and to expand the territory of extraction of minerals and other goods. At the same time, human resources become the object of scrutiny: the institutions of power that substitute the state ideology are transformed into institutions of social control.

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[4] Quoted from Chernetsky, p. 247, the original statement suggested by Jameson F. The Ideologies of Theory, vol. 1. Minneapolis: University of Minnesota P., 1988, P. 10.

D. Mitchell's novel seems significant in terms of defining the worldview parameters of the new era for another reason: the novel expresses a clear critique of the establishment of singular meaning: neither Adam Hughes, Louise Ray, nor Sonmy~451 know in detail that their activities are parts of a major *project*, which is appropriate to characterize as a war against consumer ideology that is a fundamental factor in capitalism. Ideology aims to create a well-established view of the meanings. Media in the Cavendish story shapes certain boundaries in the perception of the book as a product of culture. In the fourth narrative, the book should be a tool for forming a certain cultural establishment, which over time distances itself from the idea of the author as the creator of content and meanings, who is able to inspire readers to comprehend their own lives and ask existential questions. Such questions are a factor in opening up new possibilities for the interpretation of reality, and, therefore, are dangerous to an ideology that implicitly defines the limits of interpretation. The space of excessive consumerism in the imagined future is the result of such a policy of meaning production in the society: the entertainment industry emerges as a positive vector and is perceived as socially positive (due to the implementation of such a vision in the general policy of the neo-empire). Although Neo-Seoul for the contemporary reader in the UK is undoubtedly associated with North Korea's policy, this image is also a representation of a military doctrine. One of the elements of politics in the empire was the disposition of the institutions of power, which provided subjugation (slavery). In fact, shipping and geographical discoveries (resources, etc.) have become a form of empire-building but of a new type: formally, it is a matter of extending the boundaries of communication at the interstate level but implicitly it may be about building a neo-imperialist policy and at the same time forming neo-colonialism.

D. Mitchell, who exploits the entirely new principle of the compositional organization of the novel, about which F. Jameson writes in "Antinomies of Realism", forms a new vision of time as an ontological parameter of matter having

a) ontological determinism, that is a higher pattern of unfolding the world with a sense that human beings can perceive and produce;

b) the future is capable of changing the perception of the past.

F. Jameson analyzes "Cloud Atlas" as a text that represents a new literary situation. His analysis demonstrates that the literary landscape is changing, and the leading postmodern theorist is ready for new challenges from the perspective of post-postmodernism. He does not use this concept like most British theorists and historians of contemporary literature (except for Bran

Nicol[5], who follows J. Nealon's post-postmodern theory and some other scholars) but explains that the formal level of narrative organization in "Cloud Atlas" is not postmodern. I state that Jameson's interpretation of the novel resembles a kind of nostalgia for postmodernism. However, the nature of such nostalgia is quite specific: it is not about longing for postmodernism or for its own theoretical constructs: crystallization of postmodernism was in fact an attempt to look beyond postmodernism, at least by Barthes, Foucault, etc. F. Jameson exploring modernism and postmodernism predicted the possible result of the transformations and hybridizations of these cultural epochs that we observe in "Cloud Atlas." Moreover, the term "post-postmodernism" has not been mentioned in the compendium "The Routledge Companion to Twenty-First Century Literary Fiction."[6] Undoubtedly, it is difficult and methodologically risky to unite contemporary novels in one literary trend. Consequently, the concept of "post-postmodernism", without regard to the philosophical and poetic parameters of the recent novels, does not seem to have the potential power to unite the various works that represent the contemporary literary process of the UK.

One of the important parameters of post-postmodern thinking is historicism, which in the discourse of post-postmodernism is contaminated with the scientific and technological discourse and determined by discoveries in the field of astrophysics and biochemistry, Buddhism and supernatural. In I. McEwan's "Saturday", the protagonist Henry Perowne questions global terrorism. However, the character perceives terrorism not only in political categories as a phenomenon of planetary threat, but also as a neurosurgeon seeking to analyze the nature of terrorist actions from the standpoint of biology and biochemistry. Thus, the social phenomenon that has become the dangerous threat of the new era is finding a new interpretation in I. McEwan's novel. The nature of the criminal mind who attacks Henry is interpreted in the aspect of medicine.

D. Mitchell's "Cloud Atlas" explains historicism subordinated to the category of "timeless reality" (Acheson 2017: 88). Time in the novel exists in the categories of both ontology and anthropocene, which gives reason to discuss the representation of time in the novel in the interpretative model of both *chronos* and *kairos*. Socio-political problems related to the discourse of power, violence, non-freedom, in D. Mitchell's novel find their hypothetical

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[5] Nicol B. (2009). The Cambridge Introduction to Postmodern Fiction. Cambridge: Cambridge University Press. 240 p.

[6] The Routledge companion to twenty-first century literary fiction; edited by Daniel O'Gorman and Robert Eaglestone. London-New York: Routledge, 2018. 474 p.

justification through an analysis of the nature of human relations that are subordinated to the *will to power* theory (F. Nietzsche). The will to power in the novel is portrayed as a universal immanent feature of human civilization. At the same time, the novel is characterized by experimentation with narrative techniques. Six narrative stories represent time as a chronos in the forms of time as a *kairos* (personalized). Within each narrative, there are interpolations in the form of fragments of letters, diaries, which create an idea of the representation in the novel of a real content.

3. Autism and Post-postmodernism: New Concept for the *Other*

In the novels that represent this new post-postmodern turn, medical problems are outlined, mental experiments are described, and the human individual is considered in psychological and medical aspects and so on.

Characters with Asperger's or Savant's syndrome are emerging heroes of the post-postmodern culture, and in particular of the British novel since 2000. For them, mathematics is the ideal language that makes it possible to understand the meanings lacking in the familiar communicative-anthropological world around the character. The image of autism as the *Other* expands the anthropological parameters of the contemporary literary studies. On the one hand, such a character has a violation in communication: if you do not follow certain rules, Christopher in Mark Haddon's "The Curious Incident of the Dog in the Night-Time" can cause an attack of rage, aggression, panic attack, and shouting. On the other hand, autism, as demonstrated in contemporary cultural texts, has particular stress resistance in difficult situations (when someone becomes ill and needs to make urgent life-saving decisions.) Autists are inquisitive and do not understand the intricacies of society created by the desire of people to flatter leadership, weave intrigues to advance the career ladder, and so on. Christopher reads mathematical manuals and imposes the concept of prime numbers represented in the work of Mark Haddon as a category of identity.

The imagery of autistic characters as a component of the anthroposphere of the contemporary British literary process, in particular, has not yet been discussed and is not inscribed in the panoramic representation of the British novel since 2000. In the compendia like *The contemporary British novel since 2000* (2017); *The Routledge companion to twenty-first century literary fiction* (2018-2019), the category of the Other as sick/disabled person is not outlined.

This, the image of autistic characters in literature and cinematography expands an idea of the new typology of the concept of the "Otherness" (the "Other" as ill/disabled). Autists live in a world of their own mind, which is

an important factor of their self-development. Sean in "The Good Doctor" does not accept intrigue in the medical team but it is important for him to prove to the head of the department that he has a right to be a member of the surgical department, rather than work in the department of biochemical analysis where you do not communicate to other people. The same applies, for example, to Christopher in "The Curious Incident of the Dog in the Night-Time": he gets an A + for the math exam, which indicates the character's willingness to reach to the professional goal (getting this professional success is a part of his identity represented as a *prime number*.) Christopher and Sean are the *Others*, but their form of perceiving the world, interacting with reality, etc. has some advantages for the post-postmodern world. They do not resort to deception, do not use useless phrases, do not falsify facts and do not manipulate data depending on the socio-communicative context. On the contrary, Christopher and Sean are idealistic heroes endowed with the ability to transcend reality and rise above its absurdity. On the one hand, they appreciate facts. On the other hand, a knowledge of the subject of their researches enables the characters to see reality as a multidimensional phenomenon in which it is hypothetical to assume the existence of God or other phenomena that are transcendental/supernatural.

Autistic characters are endowed with the ability to have a comprehensive vision of reality and people, subtly discern nuances and make deep generalizations about the world. The problem for them is the *anthropological component*: I mean the intervention of uncontrollable human will, which makes it impossible to mechanize reality. Sean is astounded by the behavior of patients who resort to various manipulations and lies to shield someone or themselves by creating a fictitious medical history. However, the formula, represented in another medical film "Doctor House", – all people lie (except for the symptoms), – becomes a kind of motto of the post-postmodern mind and reality. The image of autism in literature and culture is generally perceived as a problem of life in a post-truth situation.

Autistic characters have values (they tell only the truth, do not to manipulate, etc.), and, therefore, these characters are inherent in a unit of axiological issues. What is common to autistic characters is the generalization of reality, the unwillingness to understand it as the intersection of truth and falsehood, as white and black. The characters of the novels and film texts live according to *clear* ideas (mind), while being aware of their otherness. They seek to prove to others and to themselves that they can communicate to the world and be useful for the society. Although this

communication may appear biologically determined and genetically predetermined, however, the experience of coexisting with other characters, such as Christopher's father and mother, Mrs. Sheers, in "The Curious Incident of the Dog in the Night-Time" proves that a communication with not disabled characters has implicit convention features, and at times, is no easier than communication with autists.

I suppose that the representation of the autistic characters in literature and film texts is idealized, which is emphasized by contemporary researchers. However, the authors of the texts seek to demonstrate a way of thinking and experiences of autists in a way that has its philosophy, which, although it appears to be a *black box*, is not just a black box. Just there is no proper research yet to clarify the specifics of the functioning of the consciousness of such characters.

V. Frankl concludes that if "the whole meaning of life is reduced to pleasure, then as a result, we will conclude that life is devoid of meaning" (Frankl 1990: 167). The search for meaning in life (at the level of the epistemology of personal life and at the level of knowledge of universal meanings) is one of the priority themes of the contemporary British novel, in which the protagonist is a character with neuralgic disorders such as autism. The opposite strategy (excessive consumerism) leads to the tragic results and may be the determinant of the planet catastrophe.

In "The Curious Incident of the Dog in the Night-Time", Christopher's humanism is the communicative avoidance of others, a kind of instrument not to multiply lies and not to get into difficult situations in which others often demonstrate aggression and intolerance. Instead, Christopher's non-intervention strategy makes him a carrier of a new emphatic outlook: he is simply exploring himself, others around him, and the reality, to come to the heart of things and to offer new knowledge. What Christopher shares with the world can be important to parents and teachers. Who knows: maybe in 20-30 years he could propose a new theory, create a new mathematical model, or prove not-yet-solved theorem in mathematics.

In post-postmodern novels, the idea of the primordial existence of *Truth* (as the ontological/supernatural phenomenon) is presented. Accordingly, post-postmodern narratives actualize the motive of higher meaning that determines human life. According to V. Frankl, "it is obvious that belief in the super-sense, both in the metaphysical concept and in the religious sense of Providence, is of great psychotherapeutic and psychological importance. Like true faith based on inner strength, such faith makes a person much more viable. After all, there is nothing meaningless about such faith. <…>.

According to this, no drama or tragedy of a person's inner life was done intentionally" (Frankl 1990: 163).

D. Mitchell's "Cloud Atlas" is a vivid representation of such an orientation of post-postmodern discursive practices, where the motive of the existence of a super-sense or a Supreme Mind is explicit. In addition, one of the key orientations of the "Cloud Atlas" is the critique of the ideology of pleasure, which in the future leads to the creation of imitated (simulacra) reality, which ultimately makes it impossible to understand the true meanings of memory (history), institutes of power, etc. V. Frankl observed that "from our point of view, the pleasure principle is an artificial psychological construction. Satisfaction is not the goal of our aspirations, but the result of their satisfaction. <…> Schiller noted that pleasure does not emerge before us as the goal of moral action; rather, on the contrary, moral action implies pleasure. Pleasure-based theory ignores the important quality of all mental activity – intentionality" (Frankl 1990: 165). In the end, the psychologist summarizes that if "the whole meaning of life is reduced to pleasure, then as a result we will conclude that life will seem devoid of meaning" (Frankl 1990: 167). The post-postmodern meta-narrative emerges as a type of constructed reality explicating the motive for the existence of a higher reality beyond human cognition (these themes are reflected in the novels "The Curious Incident of the Dog in the Night-Time" by M. Haddon, "Cloud Atlas" by D. Mitchell, etc.).

In "Cloud Atlas," characters who know about the history of human civilization at different stages of its development seek to start the countdown from a scratch, accordingly, all that what happened in the past should be stored in the archives and become an element of the museum collection of civilization. A new type of worldview is that you need to perceive the world in an objective way avoiding forms of confrontation and not trying to change the world by building better economic or political systems. The characters of the sixth story in D. Mitchell's novel discuss the importance of obeying the laws of nature and the universe as a prototype of human relations. In nature, there is no such thing as a *will* (and, accordingly, a *will to power*, a *desire for power*). Each element of nature seeks to express itself in reality.

In addition, in the post-postmodern novel, the traditions of existentialism, which finds its transformed continuation in the outlook of post-postmodern characters, are exposed in a special way. The protagonists of contemporary novels are characterized by a worldview that is appropriate to characterize as existentialistic, since it arises from the awareness of one's own finiteness and inability to free your life (body and mind) from the factors that constrain death and speed and limitations of the human life.

The representation of a person as a biochemical subject of reality enables the characters of the contemporary British novels to become aware of interaction with others through the lens of neurological abnormalities, psychophysiological disorders, biochemical imbalances. All this makes it possible to minimize your own efforts for understanding the reality. Interpersonal communication in the novel "Saturday" is determined by the protagonist's professional knowledge of human nature, of mutations in the genome that determine certain psychophysiological responses. The protagonist of the novel "The Curious Incident of the Dog in the Night-Time" seeks to perceive the world through clear patterns, failures that point to certain hormonal imbalances in the human body, which in post-postmodernism is primarily regarded as a biochemical phenomenon. At the same time, such an idea of human nature imprints on the specificity of the image of consciousness, which is the determining factor of individuality. From the point of view of medicine, a person's personality can be changed because of intervention in the human brain, which can be caused by either surgery or special invasions, such as in "Cloud Atlas," where experiments on the brain become a part of a dystopian future.

Personality is no longer perceived as something unique, as a product of God, and identity is represented as a psychological component of a person with clear psychophysiological determinations. Characters who are endowed with such post-postmodern thinking in conflict situations do not seek to resolve conflicts through their own will; on the contrary, they decompose the situation into clear components, and because of the analysis of the formants of the conflicts seek to leave it without resorting to the escalation of the conflict. In this case, the conflict as a manifestation of human will in the post-postmodern narrative is a representation of the features of the biochemistry of the human body and has a clear explanation. The carrier of autistic thinking in M. Haddon's novel is endowed with precisely this vision of the world; the teenager has hypertrophied observation and is extremely attentive to the findings of others (Haddon 2004: 29). Christopher admits: "… when I really get excited about things like math or Apollo mission, books or big white sharks, I don't notice anything around me, and Father can call me for dinner, and I can't hear him. That is why I play chess so well, because I abstract my mind when needed and focus on the playing board, <…>, and I win" (Haddon 2004: 76).

In post-postmodern novels, such as "The Curious Incident of the Dog in the Night-Time" by M. Haddon, "Carry Me Down" by M.J. Hyland, or "Cloud Atlas" by D. Mitchell, diary is the essential element of the narration on the imitation of the real life of a real person. Such a narrative model

makes it possible to reveal the peculiarities of character communication at the level of "I-I" (Durkalevych 2015: 291) and "I-You" (Durkalevych 2015: 292). The first model reveals the immanent essence of thinking, which is inherent in stability (through the elimination of the emotional component and the desire to mechanize the world around them), the desire for unlimited cognition, curiosity and the desire to live according to the principles of truth in order to avoid false entities and multiply them in society. The second model reveals a certain "intertextual model of the reader" (Durkalevych 2015: 292); it allows to reconstruct the hypothetical recipient as "one-another" (Durkalevych 2015: 292) capable of sharing the outlook of the characters.

John in "Carry Me Down" (2006) writes the "Journal of Lies" recording all the cases of falsehood, which the character meets on his way. Such situations cause him a nausea, a psychological shock. At the same time, novels with a distinct real component also largely adopt "contextual representations with the localized communicative intentions of the text addressee" (Bekhta-Hamanchuk 2017: 3): sentences that have the impulse to arise in a problematic life situation; calamity; protest, etc.; psycho-emotional manifestations, according to M. Bechta-Hamanchuk, presented in communicative situations ("Why did you do this? I don't even need help, and that's not his job at all!" (Hyland 2008: 58); "How can you not believe me? Why don't you want to listen to me?" (Hyland 2008: 186). Such a writing strategy reveals the emotional side of the characters. For John and Christopher crying is a protest, an automatic reaction to the violation of the world rules to be followed in communication with a character with, for example, Asperger's Syndrome. Anthropocentrism is a special way of comprehending the subject of reality, and the subject seeks to know and explicate the world and passes it through the lens of his senses. Therefore, the text reflects the qualitative evaluations of the narrator, who in the process of linguistic creative activity implements the principle of anthropocentrism" (Bekhta-Hamanchuk 2017: 9).

The study of M. Bechta-Hamanchuk proves that in the works of *misery lit* "narrator implements direct and indirect speech acts (representations, directives, commissions, and expressives) through all types of statements (narrative, interrogative, inciting). These speech acts are characterized by varying degrees of illocutionary power, emotional color, actualization through mental and emotional verbs, words of modal semantics and intensifiers-concretizers. Misery lit narrators discourse is dominated by representational (38%) and expressive (31%) speech acts. Directives (17%) and commissions (14%) are characterized by a lower frequency of use, but

they have an important semantic load on the misery lit non-genre texts" (Bekhta-Hamanchuk, 2017: 16). In the pseudo-autobiographical novels "Carry Me Down" by M.J. Hyland and "The Curious Incident of the Dog in the Night-Time" by M. Haddon directives and commissions dominate, while the emotional coloring of emotional verbs is greatly reduced. In John's speech, silence is dominated by representative communicative acts, and Christopher's expressive speech acts are even more minimized.

"Why can't I look at you?"

– Because you're eleven already. You are no longer a child. <…>

I just looked, – I say.

I want to say that there is nothing childish about looking at things, but my body is trembling under the weight of her hands, and I too tremble to speak.

– Why? – She asks. – Why do you always look at me like that? <…>

– I do not know why. I just like it, – I say.

– Apparently, you need to get rid of this habit. <…>

 "I'm sorry," I say" (Hyland 2008: 6).

CONCLUSIONS

F. Jameson's theoretical visions are considered in the aspect of their relevance for studying the specifics of post-postmodernism, in particular on the material of D. Mitchell's "Cloud Atlas", which belongs to the significant works of literature of the 21st century. The analyzed novel is one of the key in the aspect of affirmation of the thesis about the "end of postmodernism" and the need to study new literature after postmodernism in F. Jameson's "Antinomies of Realism". I proved that the attention of the American critic and theorist of culture to D. Mitchell's British novel is determined by the prognostic essence of the concept of F. Jameson, which, unlike the theories of J.-F. Lyotard, R. Barthes, and others, is not limited to postmodern narrative practices and worldviews but is rooted in the philosophical discourse of materialism, a discussion that determines the crystallization of problem-thematic units of the British post-postmodern novel. The reasons for F. Jameson's appeal to post-postmodernism are identified and the lines of poetic and philosophical dialogue between two cultural and historical periods (postmodernism and post-postmodernism) have been discussed.

In the British literary studies, today there is no integral theory of the cultural epoch that has replaced postmodernism. Representations of the simultaneous presence of the subject in several dimensions may be different and are connected with the theories of plurality of time, its nonlinear organization ("Cloud Atlas"); constructing a fictitious reality, which appears

as a substitute for the true/real reality (the reality created by the subconscious displaces the fragments of the past) ("Curious Incident…"); the protagonist cannot reliably identify which of the realities is true, since there are no clear verification tools ("Saturday", "Atonement").

The post-postmodern novels written in the form of diaries or with the key role of notes approach a pseudo-autobiography narration in which the image of a *real* component is of particular epistemological and anthropological significance. Attention to the real in the discourse of the British post-postmodern novel reinforces the blurring of the boundary between the fictional (imaginary) and the present creating the effect of vitality and contributing to the immersion of the recipient into the constructed world for the sake of understanding of the *Other*.

Christopher in "The Curious Incident of the Dog in the Night-Time", searches for meaning in life and embraces new knowledge. A teenager with Asperger's Syndrome discovers a new philosophy of existentialism and exemplifies a new humanism, an important factor in the principle of intentionality, albeit through the tragic experience of reality at the time of apotheosis from collision with it. Instead, writers criticize the concept of life as a pleasure because such a strategy results in the substitution of true reality for a fictitious, meaningless reality, which is a simulacrum.

SUMMARY

Purpose of the paper is to identify the anthropological specifics of the contemporary British novel, one of the key units of which is the anthropological specificity of the new post-postmodern worldview. For the first time, the latest British compendia of 2017-2018s, which emphasize the philosophical and anthropological peculiarities of the contemporary British novel, have been discussed. The strategies of the functioning of the *Other* as an anthropological category of the present literature have been outlined, in particular, it is emphasized on the images of characters with autism. It has been proved that anthropological problems become key ones in post-postmodern discourse and determine the specifics of the development of the British novel since 2000s. The reasons for characterizing the way of thinking of characters with autism as the representatives of the new existentialism has been outlined and explained. Having analyzed the latest compendia, which systematize the theoretical approaches of British scholars in the aspect of understanding of the paradigm of the British novel since 2000, the specific representation of problem-thematic units in British novels since 2000 has been spotlighted.

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4. Durkalevych, V. (2015). U poshukakh naratyvnoi identychnosti: indyvidualnyi mif u tvorakh Ivana Franka, Andzheia Khtsiuka i Bruno Shultsa. Drohobych: Kolo.

5. Frankl V. (1990). Chelovek v poiskakh smysla: Sbornik: obshch. red. L.Ya. Gozmana i D.A. Leontieva. Moscow: Progress.

6. Haddon M. (2004). The Curious Incident of the Dog in the Night-Time. London: Vintage.

7. Hyland M. J. (2008). Uhomony menia. Lviv: Kalvaryia.

8. McEwan I. (2007). Subbota. Lviv: Kalvaryia.

9. Mitchell D. (2004). Cloud Atlas. London: Random House.

10. The contemporary British novel since 2000 (2017): edited by James Acheson. Edinburgh: Edinburgh University Press.

11. The Routledge companion to twenty-first century literary fiction (2018): edited by Daniel O'Gorman and Robert Eaglestone. London-New York: Routledge.

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"FAKE" NEWS VIA THE COMIC:
DISTORTION OF INFORMATION

Yuliia Hlavatska

INTRODUCTION

Fake News has become an art form
A. E. Samaan

The comic occupies an important place among the logico-philosophical and aesthetic categories. Philosophers, literary critics and linguists have focused on it for a long time. The nature of humour was in the focus of ancient scholars' interest (Plato, Aristotle, Cicero, Quintilian) whose works became the basis for the formation of further comic theories explaining this phenomenon in various scientific branches such as psychology, sociology, philosophy, biology, literature and linguistics.

The philosophy of the last two centuries pays great attention to the nature of the comic distinguishing its two forms: the first one is connected with the behaviour of subjects, situations and a human being's actions, which are perceived as contradicting to the generally accepted; the second form is created by the language itself and expressed by linguistically unusual logical or semantic constructions.

The sphere of untruth/lying is mostly oral. In general the written version of untruth is the tendency of presenting facts in the media. «Fake» news is a kind of media text that is defined as a dynamic, complex unit of high level by means of which speech communication in the sphere of mass communication is conducted and it is a creolized, polycodic, integrative text (with verbal, visual, audiovisual constituants)[1].

The topicality of our research is determined by its relevance to the priority anthropocentric tendencies of modern linguistics, the absence of reasonable analysis of the means of implementation of the comic in general as well as humour, irony, satire and sarcasm in particular in "fake" news texts.

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[1] Kuz'mina N. A. (2011) *Sovremennyy mediatekst* [Modern mediatext]. Omsk: Tat'yana. (in Russian)

A comprehensive and profoud study of «fake» news as a genre of modern English-language media discourse was presented in the dissertation thesis made by Yu. Omelchuk[2]. The scientific research presents the description of the linguistic, cognitive, communicative and pragmatic parameters of "fake" news texts.

In particular the category of the comic and the means of its verbalization are represented in many scientific works (A. Boldyrieva, Y. Hlavatska, A. Kutoian, T. Liubymova, V. Propp, etc.). A thorough study of the comic is presented in the monograph of V. Samokhina[3]; a profound analysis of the actualization of the comic in non-fiction critical texts is given in the collective monograph of Kharkiv Scientific School under the guidance of professor Pikhtovnikova[4].

The objective of this paper is the studying of the complex and ambiguous phenomenon of the comic which is transmitted directly through the language in "fake" news texts. The achievement of the objective involves characterizing the main types of the comic and analyzing the means of expressing the comic in the texts of "fake" news via its functions and classifications.

1. Irony and sarcasm in "fake" news texts: drawing attention to important social issues

Synthesizing all the information as for the comic we can conclude that the comic in any type of text is aimed at ensuring the dominant functions and purposes of a particular genre and, accordingly, through its means it promotes the implementation of its laws. We have already focused our attention on "fake" news texts themselves, their functions[5] and key classifications[6].

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[2] Omelchuk Yu. O. (2018) *Psevdonovyny yak zhanr suchasnoho anhlomovnoho mediadyskursu: linhvokohnityvnyi, komunikatyvno-prahmatychnyi parametr* [Pseudo news as a genre of modern English media discourse: linguistic, cognitive, communicative and pragmatic parameters] (PhD Thesis), Zaporizhzhia: Zaporizhzhia National University.

[3] Samohina V. O. (2012) *Zhart u suchasnomu komunikatyvnomu prostori Velykoi Brytanii ta SShA* [A Joke in today's communicative space of the UK and the US]. Kharkiv: KhNU imeni V. N. Karazina. (in Ukraine)

[4] Pichtovnikova L. S., Masterova O. Ya., Kabus' E. P. (2016) *Nemetskoyazychnyye publitsistickie teksty sotsial'no-kriticheskogo napravleniya: pragmastilisticheskiy i kognitivnyy aspekty* [German-speaking non-fiction critical texts: pragmastylistic and cognitive aspects]. Kharkiv: KhNU imeni V. N. Karazina. (in Russian)

[5] Hlavatska Yu. L. (2018) "Fake" news functions: historical background of their development. *Scientific Bulletin. Linguistics,* no. 34, pp. 150–152.

[6] Hlavatska Yu. L. (2019) *Klasyfikatsiia feikovykh novyn u suchasnomu mediaprostori: synerhetychnyi aspekt* [Classification of "fake" news in modern media space: synergrtic aspect]. *Germanic studies and intercultural communication*, no. 1, pp. 275–280.

Extrapolating O. Kozyntsev's scientific heritage, humour and satire are considered subtypes of the comic[7], as full forms of the comic[8], and irony and sarcasm, following N. Arutiunova[9], defined as types of comic sense (meanings). The difference between the above subtypes of the comic (humour and satire) and comic meanings (irony and sarcasm) occurs in terms of mockery (or shades of laughter)[10].

Thus, the subtypes of the comic described above provide a fertile ground for identifying and describing the comic verbalization in non-fiction critical texts – "fake" news. In the context of our work, based on the analysis of factual material, we focused on the texts of "fake" news which, according to well-known classifications[11], are presented in the form of a text, belong to the field of politics, sports and social problems by topic, intended for young people and for people of any age and given from the first source – that is, those websites that directly post such news in the media (classification by M. Kitsa)[12]. According to the purpose of creating "fake" news we have selected to find out the means of expressing the comic there are texts drawing attention to important social issues, misleading the recepient and discrediting the opponent. In general according to the classification of D. Lavnikevich)[13] they are created for entertainment. As for the criterion for

[7] Kozintsev A. G. (2007) *Yumor: do i posle ironii* [Humour: before and after irony]. *Logicheskiy analiz yazyka. Yazykovyye mekhanizmy komizma* [Logical language analysis. Language mechanisms of the comic]. Moscow: Indrik, pp. 238–253.

[8] Shon O. B. (2003) *Movnostylistychni zasoby realizatsii humoru, ironii i satyry v amerykanskomu korotkomu opovidanni* [Linguistic means of humour, irony and satire verbalization in American short story] *Extended abstract of Candidate's thesis*). Lviv. (in Ukrainian)

[9] Arutyunova N. D. (2007) Esteticheskiy i antiesteticheskiy aspekty komizma [Aesthetic and anti-aesthetic aspects of the comic]. *Logicheskiy analiz yazyka. Yazykovyye mekhanizmy komizma* [Logical language analysis. Language mechanisms of the comic]. Moscow: Indrik, pp. 5–17.

[10] Trach A. S. (2007) *Ekonomiya i izbytochnost' segmentnykh sredstv v komicheskom tekste (na materiale proizvedeniy M.M. Zhvanetskogo)* [Savings and redundancy of segment means in a comic text (the case study of M.M. Zhvanetsky's works)]. *Logicheskiy analiz yazyka. Yazykovyye mekhanizmy komizma* [Logical language analysis. Language mechanisms of the comic]. Moscow: Indrik, pp. 175–185.

[11] Hlavatska Yu. L. (2019) *Klasyfikatsiia feikovykh novyn u suchasnomu mediaprostori: synerhetychnyi aspekt* [Classification of "fake" news in modern media space: synergrtic aspect]. *Germanic studies and intercultural communication*, no. 1, pp. 275–280.

[12] Kitsa M. O. (2016) *Feikova informatsiia v ukrainskykh sotsialnykh media: poniattia, vydy, vplyv na audytoriiu* [Fake information in Ukrainian social media" concepts, types, impact on audience]. *Scientific Notes. Social communications*, no. 1 (52), pp. 281–286.

[13] Lavnikevich D. Feyki kak novaya mediareal'nost' [Fakes as new mediareality]. Retrieved from: http://mediakritika.by/article/3573/feyki-kak-novaya-media-realnost (accessed 23 December 2018).

submitting "false" content (classification by C. Wardle)[14], the focus of our scientific research is the satire / parody content of "fake" news.

Irony is a subtle mockery, hidden with the help of the allegory, denying under the guise of consent; a mocking assessment of the described subject or phenomenon. The comical effect arises as a result of recognizing the object of a parody, the main element here is a successful imitation[15].

An example of the realization of irony is the "fake" news "Cockroaches feeling very optimistic about future of planet", published on the website "The Onion"[16]. The entire text of the "fake" news is based on the principle of the social poll of cockroaches on an environmental issue, now becoming relevant in modern society: *The poll, which surveyed 500 million of the nocturnal scavenging insects, found that more than 95 percent believe the environment is headed in the right direction, and that in the coming years the conditions in their sewer, rotted–wood, and residential habitats stand to improve dramatically*. Such a choice of form of news broadcasting illustrates the ironic allegory at macro context as the title indicates – «Cockroaches feel too optimistic about the future of the planet». Lexical allogism as a mean of expressing irony is used in the title, since the title contains concepts that are opposed to each other – *cockroaches* and *very optimistic*. Moreover, such "optimism" is supported by a number of lexical units with an emotional colouring, which we observe throughout the text: *highly optimistic, be encouraged, without worrying, dramatic shift, my complete faith, enthusiasm.*

The image of cockroaches participating in the social poll starts to be created at the text level by introducing their ironic "names" and places of residence like *a 6–month–old brown–banded cockroach from a Queens, NY, bathtub drain; a 7–week–old German cockroach from a Minneapolis–area pile of decaying leaves.* The verbalization of their thoughts and evaluations completes the creation of their ironic images: *It just puts my mind at ease to know my hundreds of kids are going to inherit a planet where they can thrive and where they can one day deposit their own egg cases without worrying; Even though progress has not always been smooth, I'm more and more*

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[14] "Fake" news. Retrieved from: https://www.bbc.com/ukrainian/other-news-russian-41846967 (accessed 23 December 2018).

[15] Izdyk Yu. (2006) *Ironiia nad ironichnistiu* [Irony over irony]. Lviv: Litopys, Kuiv: Smoloskyp, pp. 143–144.

[16] Cockroaches feeling very optimistic about future of planet. Retrieved from: http://www.golfonline.ru/augusta-national-golf-club (accessed 19 October 2019).

confident that the planet is on the right track and that roaches are going to be okay[17].

The ironic subtext of the "fake" news is based on the incompatibility of the attributes – the presentation of the percentage result of the so-called "poll" and references to reasonable decisions of world leaders. The following examples illustrate this view: *Across species, cockroaches offered robust support for prevailing trends in environmental policy, with 86 percent expressing enthusiasm for technologies such as fracking and open–pit mining, 81 percent praising the growing demand for disposable consumer goods, and 84 percent saying they were happy with the amount of industrial runoff in ground soil. Another 4 percent reportedly skittered away beneath a baseboard crevice before answering any questions; it's because of the prudent decisions that are being made by world leaders as we speak.*

In the represented sentences lexico-syntactic allogism diverges across all lines of material submission, namely: providing digital proof of the «participants» of the poll; the use of nominative units with emotional colouring (*robust support, expressing enthusiasm, praising*); use of terminological lexemes (*fracking, open-pit mining, industrial runoff in ground soil*). All above allogisms show the reality, reveal the contradictions, while causing the ironic effect of the contradiction of the form and the content.

The above example signals the hyperbolization of real facts by creating an artificial grotesque situation. The formal plausibility that we can observe in the media, especially during the election campaign, or as a certain percentage, is disturbed in the text of the "fake" news being analyzed by the fact that the statement of facts is grotesque.

Therefore, the essence of irony is that it manifests a conflict of meaningless content with an outwardly decent, respectable form. Irony as "proof of the opposite" demonstrates the utter absurdity and hyperbolization of such a phenomenon as a global environmental problem. The discrepancy between the style of expression and its context gives rise to the realization of a modality of negative character.

Sarcasm is acrimonious, revelatory, sneering mockery full of contempt. Sarcasm is considered to be a kind of the comic, sharp emotional evaluation of phenomena without overtones, that differs it from the close meaning of irony[18]. The illustration of *sarcasm* realization is the text of the "fake" news

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[17] Cockroaches feeling very optimistic about future of planet. Retrieved from: http://www.golfonline.ru/augusta-national-golf-club (accessed 19 October 2019).

[18] Izdyk Yu. (2006) *Ironiia nad ironichnistiu* [Irony over irony]. Lviv: Litopys, Kuiv: Smoloskyp, pp. 143–144.

22

"Trump starts border wall himself" being posted on the site "Unconfirmed Sources"[19]. The real media source proves that the President of the United States, Donald Trump, ordered to build the wall along the US border with Mexico. The President of Mexico, Enrique Peña Nito, at once condemned this step and stated that his country was not payable for business expenses. At the same time several leaders of Latin America expressed their indignation at the decision to build the wall that is being reported by «Radio Liberty» in Ukraine[20].

The text of the "fake" news reports that Donald Trump himself wants to build his wall: *Mr. Trump decided the only way to get this job done right was to do it himself*. The reader understands that this is a wall with Mexico. Place-names *Mexico* and *Guatemala* indicate this.

The urgency of a real political phenomenon (building a wall between Mexico and the USA), revealing its sarcastic essence, and demonstrating absurdity contribute to the creation of a sarcastic image-symbol of Donald Trump, which is visually presented in a photo fake[21]. Verbally, this image is supported by a number of lexical units of the opposite meaning – *large* and *small*; the use of the phrase *hands-on manager*, which has the meaning *the head of vocational training*, but in this context it is ironic (the master in the construction business of large and small projects): *Known as a hands-on manager of construction projects large and small ... .*

Sarcasm is ensured by such a stylistic device as exaggeration, which, in its turn, is enhanced by fictional (fake, false) drama. This is indicated by the thesis from the news that only a few workers want to work under such unpleasant and annoying conditions: *there are few laborers willing to work in such harsh conditions.*

In the text of the «fake» news an image of a brickstacker arises – a certain *Tim Handerson*. We consider this image to be a parody of the former Secretary of State for US Internal Security, Tom Bossert (he resigned in 2017), whose competence was illegal immigration in general, and illegal immigration of Hispanics to the USA.

At the verbal level, Tim Handerson is able to help Donald Trump, but his "minor" help is updated through the pronoun *some* and the phrase *several minutes*, which is part of the sentence: *Handerson and Mr. Trump worked together for several minutes.*

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[19] Trump starts border wall himself. Retrieved from: http://unconfirmedsources.com/wp/trump-starts-building-border-wall-himself/ (accessed 15 October 2019).

20 Radio Svoboda Ukrainy [Radio Liberty of Ukraine]. Retrieved from: https://www.radiosvoboda.org/a/28261560.html (accessed 15 October 2019).

[21] Trump starts border wall himself. Retrieved from: http://unconfirmedsources.com/wp/trump-starts-building-border-wall-himself/ (accessed 15 October 2019).

The absurdity of the situation presented in the text of the "fake" news reinforced by the symbolization of the negative essence of building such a wall as a social object, which must be destroyed without starting the building. The sarcastic expression of the absurdity occurs with the help of allogisms, that is, a comparison of what cannot be matched or compared, and with the help of hyperbolization. The following examples from the text of the news illustrate this opinion: *Mr. Trump then took a quick break to sign bricks for his fellow wall builders and throw rocks at curious Mexican children who had come by to watch the spectacle*[22].

As you can see, the whole idea is the unfortunate intention of the US president on a problem that is in the focus of attention, it's just a performance, a spectacle associated with the signing of bricks and throwing stones in the direction of curious Mexican children.

Noteworthy is the lexical unit *yuge*, which is represented by capitalization in the "fake" news: *"Well, Tim," said Mr. Trump. "I brought my favorite trowel. Let's get to work on this YUGE beautiful wall!"*. Firstly, *yuge* is a phonetic rendition of *huge* as an imitation of the New York accent; secondly, in the context the word symbolizes the so-called «grandeur» of the Mexican wall; thirdly, this lexical unit acquires an ironic connotation in the aspect of phonetic design as well as of capitalization.

Thus, the essence of sarcasm realization is manifested in the grotesque, parody and absurdity of the situation described, the unfolding of the conflict: the "vivid" description of events in the text of the "fake" news is incompatible with real world events. The explicitness (unmasked description) of contempt and a scathing mockery testify to the admissibility of falsehood and fantasy, far from true events. The above thesis illustrates the last sentence of the «fake» news: *Mr. Trump then toured a border command post and helped escort a group of undocumented immigrants from Guatemala back over the border into Mexico*[23].

2. Humour and satire in "fake" news texts: misleading the recepient and discrediting the opponent

Unlike the other forms of the comic representation (irony, satire, sarcasm) humour is characterized by a benevolent attitude to life and manifestations of its imperfection; this is the laughter, which is combined with sympathy for the one to whom or what it is aimed at, that is, a

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[22] Trump starts border wall himself. Retrieved from: http://unconfirmedsources.com/wp/trump-starts-building-border-wall-himself/ (accessed 15 October 2019).

[23] Trump starts border wall himself. Retrieved from: http://unconfirmedsources.com/wp/trump-starts-building-border-wall-himself/ (accessed 15 October 2019).

psychologically positive phenomenon[24]. Humour can be realized at the level of words, phrases, sentences and text fragments[25].

So, the website «Sports Pickle» refers to humorous website covering the world of sports. The "fake" news "Augusta National installs artificial turf to save on mowing costs"[26] states that the management of the Augusta National Golf Club, which is one of the most famous golf clubs in the world, is confident that *artificial* court coverage will save $3.2 million in expenses each year –*Augusta officials believe the synthetic surface will save more than $ 3.2 million in course upkeep costs each year*. Although due to true sourses of information unlike most private clubs which operate as non-profits, Augusta National is a for-profit corporation, and it does not disclose its income[27].

The situation described in the text of the "fake" news, which is under analysis, is incompatible and contradictory (incongruent – in terms of V. Samokhina[28]), because the background knowledge of the recipient and the presence of reliable sources concerning the National Golf Club's state about the *natural* possibilities of the plot of land, natural reservoirs, natural grass covering, etc.[29]. Therefore, the theses in the text of the "fake" news like *bright green fake grass and the white and pink plastic azaleas, artificial turf* intend to make laugh, and the addresser deliberately hyperbolizes and misleads the addressee. According to V. Samokhina the addresser

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[24] Propp V. Ya. (1976) *Problemy komizma i smekha* [The problems of the comic and laughter]. Moscow: Iskusstvo. (in Russian)

[25] Tytarenko O. Iu. (1993) *Movni zasoby vyrazhennia humoru (na materiali tvoriv anhliiskoi ta amerykanskoi literatury XIX-XX stolit* [Language means of humour expressing (the case study of the English and American literature of the XIX-XXth centuries)] *Extended abstract of Candidate's thesis*). Kyiv. (in Ukrainian)

[26] Augusta National installs artificial turf to save on mowing costs. Retrieved from: http://sportspickle.com/news/augusta-national-installs-artificial-turf-to-save-on-mowing-costs.html (accessed 19 October 2019).

[27] Augusta National Golf Club. Retrieved from: http://www.golfonline.ru/augusta-national-golf-club (accessed 19 October 2019).

[28] Samohina V. O. (2012) *Zhart u suchasnomu komunikatyvnomu prostori Velykoi Brytanii ta SShA* [A Joke in today's communicative space of the UK and the US]. Kharkiv: KhNU imeni V. N. Karazina. (in Ukraine)

[29] Augusta National Golf Club. Retrieved from: http://www.golfonline.ru/augusta-national-golf-club (accessed 19 October 2019).

deliberately misleads the addressee creating the *effect of deceived expectation*, which is a combination of stylistic devices[30].

At the word level humour is realized through a series of synonyms (*artificial, fake, plastic, synthetic*) which contrast with the naturalness of the coverage of the famous club's courts (The club is famed for its azaleas and dogwoods[31]).

In the phrase *pipe soothing bird noises*, which is part of the sentence *So we will now pipe soothing bird noises in across the course, as well as some subtle piano music*, the comical effect is based on the word play with the direct meaning of the verb *to soothe – reassure* and the noun *sooth–true, truth*, which in this context can be interpreted in two ways –artificial calming bird sounds as well as real ones. The polysemy in this context contributes to a different reading as well as to the incorrect perception of the referent as such, which differs from the expected one and it gives rise to a humorous effect. In addition, the verb *pipe (playing the pipe)* again emphasizes the semantic load of the key noun of this "fake" news – *artificial* which is illogical in terms of the recipient's background knowledge.

Incongruence is *a game* of contradictions, oppositions, incompatibilities which provokes the creation of the conflict in the context of the situation – "*Do you have any idea how many chemicals are spread over a golf course?»* said Payne. "*Anyone who thinks golf courses are unspoiled nature are living in a dream world. Our new course does not use a single chemical – well, outside of the thousands of gallons of petroleum used to make the grass"*. The illogical combination of the nominative units *unspoiled nature* and *chemical* contributes to the creation of the conflict within the situation.

The last sentence of the "fake" news, that is being analyzed, illustrates an unexpected comparison of Jim Nanz, a famous sports commentator, American athlete, with a robot: *«Jim Nantz will be replaced by a human–like robot,»* said the chairman. *«I do not think viewers will notice much of a difference»*[32].

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[30] Samohina V. O. (2012) *Zhart u suchasnomu komunikatyvnomu prostori Velykoi Brytanii ta SShA* [A Joke in today's communicative space of the UK and the US]. Kharkiv: KhNU imeni V. N. Karazina. (in Ukraine)

[31] Augusta National Golf Club. Retrieved from: http://www.golfonline.ru/augusta-national-golf-club (accessed 19 October 2019).

[32] Augusta National installs artificial turf to save on mowing costs. Retrieved from: http://sportspickle.com/news/augusta-national-installs-artificial-turf-to-save-on-mowing-costs.html (accessed 19 October 2019).

Thus, the essence of the implementation of humour is removing of formal credibility by replacing the real facts with an artificial, fictional, "distorted" situation, and the humour of this "fake" news evokes only a smile, and is based on the methods of wit and semantic play.

Satire is a kind of the comic, the object of ridicule is society, social vices of wide public significance, violations of the norms of morality that the author aims to criticize, ridicule, disapprove, but at the same time, he gives the ridicule a chance to be corrected, showing his behaviour from the side[33].

The implementation of satire is monitored by three news content – two news texts are published on well-known Internet wallpapers ("Huffpost", "The Washington Post"), and the other is "the property" of "NewsBiscuit" site. Anthony Scaramucci is an American financier, entrepreneur, and political consultant who briefly served as the White House Director of Communications from July 21 to July 31, 2017 in the spotlight.

In the text of the news "The Trump White House: No Fandango! Fake news!"[34], taken from the "Huffpost", we trace the allusion to D. Trump's government as a circus, and A. Scaramucci as a comedy character, a clown in it (*Scaramouche* – the mask of Italian comedy). According to the content of this article D. Trump's real reaction is that he does not compare his former assistant of communications to a swindler, a clown, a thief: *It follows, therefore, that any reference to «doing the fandango» ("Scaramouche, Scaramouche , will you do the Fandango?") is clearly FAKE NEWS from the LYING PRESS! Scaramucci is not Scaramouche.* In this statement we observe a quote on the lyrics of the Queen band *"Scaramouche, Scaramouche, will you do the Fandango?"*. In addition, fandango is a lyrical, sublime, and passionate, with lively subtle moving dance; it's a dance of lovers. In some cases, fandango also takes the form of a skill contest, the question *«Scaramouche, Scaramouche, will you do the Fandango»* sounds like a challenge and an obvious threat to a young competitor.

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[33] Khudaverdova N. P. (2012) *Komicheskoye i smekh v istorii mirovoy esteticheskoy mysli* [Comic and laughter in the history of world aesthetic thought]. Retrieved from: http://publishing-vak.ru/file/archivephilosophy-2012-2/6khudavedrova.pdf (accessed 23 December 2018).

[34] The Trump White House: No Fandango! Fake news!. Retrieved from: https://www.huffingtonpost.co.uk/robin-lustig/the-trump-white-house_b_17610374.html (accessed 22 December 2018).

We think in the context of this "fake" news polysemy as a stylistic feature can be observed, the essence of which is in the two-sidedness of polar points of view which further enhances the satirical nature of the image and contributes to the creation of the comic effect.

In the text "What is the Scaramucci Post? 'We have absolutely no idea'[35], taken from "The Washington Post", we trace the satirical attitude towards A. Scaramucci. The author of the article, Derek Hawkins, laughes explicitly calling A. Scaramucci a Little Muck: *What is the Scaramucci Post, exactly? No one really knows for certain – not even The Mooch himself*, and his tenure in the government of D. Trump – 10-seconds: *Also I just asked him to explain the Scaramucci Post in 10 secs and he was like actually we have no idea what it is is yet,* thus forming a caricature as a quick reflection of social events.

And in the text of the "fake" news «Scientists discover new particle, the Scaramuccion»[36], taken from the "NewsBiscuit" website, the author implicitly, again, by means of satire, calls Scaramucci – *The Scaramuccion* – a new physical particle that quickly disappears because of a very short period of time: *Scientists working at the CERN particle accelerator have discovered an entirely new particle, the Scaramuccion, which they admit they almost missed because it only existed for such an infinitesimally short period of time*. On the other hand, the author openly mocks at Anthony Scaramucci and his fortune: *Tony from the neighborhood, just a poor boy from a poor family.* So, we continue to oversee the creation of a caricature image – the replacement of the world-famous person by the name *The Scaramuccion*.

It should be noted that the nominative unit *Scaramuccion* refers to lexical allogism, a linguistic and stylistic means of satire, which combines parts of words: the beginning of the word is the name of A. Scaramucci, and the end of the word is a traditional Latin marking like *proton, positron electron*. That is, in our opinion, one can consider a such neologism as a result of the word play as a means of creating a satirical effect.

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[35] What is the Scaramucci Post? 'We have absolutely no idea! Retrieved from: pic.twitter.com/lCyGJXG04u (accessed 20 December 2018).

[36] Scientists discover new particle, the Scaramuccion. Retrieved from: http://www.newsbiscuit.com/2017/08/02/scientists-discover-new-particle-the-scaramuccion/ (accessed 19 December 2018).

The dual meaning of the lexical unit is the means of satire expression. For example, some scientists believe that *Scaramuccion* should be attributed to quarks (elementary particles and fundamental constituent of matter, combining to create composite particles, hadrons, the most stable of which are protons and neutrons, the components of atomic nuclei): *Some thought it might be a type of quark, though clearly not from the "charm" side of the family.* The use of the nominative unit *"charm"* given in quotation marks points out the disadvantages of a «newly formed particle» since there is a so-called «*charmed quark*» in nature. And the phrase *not from the "charm" side of the family* confirms the existence of satirical effect as synonymous for the phrase *just a poor boy from a poor family.*

The satirical nature of the situation and the caricature of the image (its hyperbolization) is intensified by the fact that at the end of the "fake" news we are confronted with the thesis that this "pretty particle" serves as a catalyst, an accelerator, in our case, of the events that don't make us wait for the appearance of a new person in US President's environment: *This is a pretty nice particle accelerator ya got here – be an awful shame if anything happened to it…*[37].

The confirmation of this is given from official media sources that the fourth (following A. Scaramucci) White House communications director for President D. Trump was Hope Hicks, who resigned in March, 2018. In summer 2018, a former producer and executive at Fox News, Bill Shain, was appointed the White House Deputy Chief of Staff for Communications director for the fifth time in the administration of US President.

Therefore, the essence of satire realization is manifested in two ways – the explicit caricature image, on the one hand, and implicit comic implication, that is the reconstruction of a satirical symbolic image (the image of Donald Trump), the sharp critical mockery of his negative features.

CONCLUSIONS

The study of the text of the «fake» news is carried out precisely within the anthropocentric scientific paradigm, since a human being and his activity, on the one hand, and the comic as a reflection of the contradictions of social life, on the other hand, are key ones in the text of such news. The

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[37] Scientists discover new particle, the Scaramuccion. Retrieved from: http://www.newsbiscuit.com/2017/08/02/scientists-discover-new-particle-the-scaramuccion/ (accessed 19 December 2018).

results of the theoretical material (methods of synthesis, induction, deduction) testify the difference between humour and satire, irony and sarcasm lies in the quality of the mockery.

The dominant means of irony verbalization include lexico-syntactic allogisms and hyperbolization. The ironic situation of the "fake" news is based on the incompatibility of the presentation of its form and content, the absurdity of the events described in the text of the "fake" news. Sarcasm is accompanied by hyperbolization which is forced by fictional drama, on the one hand, and symbolization of the negative nature of the phenomenon, on the other hand. The parody and absurdity of the description of the situation provoke the formation of contempt, a mocking mockery that testify to the permissibility of falsehood and fabrication, far from true events. The dominant function of irony and sarcasm is drawing attention to important social issues.

The incompatibility (incongruence as a word play), which is actualized at the level of words, phrases, sentences and communicative situation in general, is the main means of humour implementation in the text of "fake" news. The essence of the actualization of humour lies in the fact that in the text of the «fake» news we observe the removal of formal plausibility by replacing the real facts with a «distorted» situation, and humour belongs to the gallery of non-malicious laughter. By means of humour the author of "fake" news misleads the reader as for factual events. The verbatization of satire as a subtype of the comic is characterized by the reconstruction of a caricature image as the reflection of discrediting the political opponent.

Our further plans deal with the studying of cognitive principles of decoding comic information or the so-called «pseudo-sense» which is embedded in the text of «fake» news.

SUMMARY

The article focuses on the dominant ways of the comic actualization of irony and sarcasm as the types of comic sense, humour and satire as full forms of the comic in "fake" news. The comic is based on the discrepancy or contradiction between the form and the content, the aim and the ways of its achievement, visibility and essence. The difference between subtypes of the comic lies in the shade of laughter and orientation to a particular phenomenon / object. In media space «fake» news «distorts» real events, things, feelings and it appears to be deceptive, false, masquerade. Such a

«twist» is characterized by humorous or satirical colouring. "Fake" news demonstrates intentional misrepresentation as a means of discriminating a certain person or group of individuals; misinformation, misleading of the reader; infotainment; drawing attention to key social issues etc. Irony illustrates the complete absurdity and hyperbolization of a social phenomenon; grotesque and parody arise the conflict resulted in unmasked presentation of contempt. Humour is based on the author's witty tricks and semantic word play not excluding the form of presentation; satire discrediting the person favours the creation of a caricature image.

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18. Samohina V. O. (2012) *Zhart u suchasnomu komunikatyvnomu prostori Velykoi Brytanii ta SSHA* [A Joke in today's communicative space of the UK and the US]. Kharkiv: KhNU imeni V. N. Karazina. (in Ukraine)

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humour, irony and satire verbalization in American short story] *Extended abstract of Candidate's thesis*). Lviv. (in Ukrainian)

21. The Trump White House: No Fandango! Fake news!. Retrieved from: https://www.huffingtonpost.co.uk/robin-lustig/the-trump-white-house_b_17610374.html (accessed 22 December 2018).

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POLITICAL DISCOURSE AS THE POWER INSTRUMENT: LINGUAL EXPLICIT AND IMPLICIT DEVISES OF THE MASS INFLUENCE

Iryna Holubovska

INTRODUCTION

Such terms as "political discourse", "political communication", "political concept" in our stormy times of climate, technological economical, social and political changes, when the whole model of the world is being transformed, have become the key words not only for linguistics, but also for sociology, political science, psychology, philosophy, etc. The multidisciplinary approach so much talked about in modern science might appear an effective tool to move from the analysis, which is widely used in various scientific branches to the synthesis of knowledge, to the creation of a holistic vision of an object that will emerge on the base of integration of already acquired knowledge about the subject, but already at the highest level of coherent cognition.

In the frames of modern anthropologically oriented linguistics the essence, nature and functions of political discourse are being researched on the crossroads of diverse areas of scientific knowledge. In addition to traditional rhetoric and stylistics, such branches of philology as linguosemiotics (Yu.S. Stepanov, R. Bart), pragmatic linguistics (N. Arutyunova, F. Batsevich, T. Van Dijk, V. Demyankov, O. Issers, K. Serazhym, R. Vodak), linguocultural studies and intercultural communication (V. Maslova, I. Sternin, S.Ter-Minasova), theory of communication (G. Pocheptsov, J.G. Mead, J. Walter, W. Fisher, M. McCombbs, D. Shaw) entered the circle of subject areas, within which political discourse is being studied. Scholars try to analyze the form, content, illocutions and perlocutions of political discourse, parameters of its effectiveness in the context of **manipulative persuasive effect** on the target audience. After all, any political discourse actualizes certain ideological

views, establishes certain ideological constants which act as a certain markers of this or that particular ideological space[1].

According to the concept of the well-known scholar of political reality, Jakob Torfing, political discourse represents the third phase in theory of discourse realization and might be defined as a relational system of meaning implementation determined by certain historical, economical, technological and other factors, which has the exclusive right to establish any social order within which "the Truth" is institutionalized (R. Bart, J. Derrida, J. Kristeva, J. Lacan, E. Laclo, S. Muff)[2]. According to such discourse understanding the main task for discourse analysis lies not in finding out how phenomena of the real world are reflected in language, but in tracing out **how language constructs the phenomena**: "discourse is the result of hegemonic articulations directed at the establishment of the both political and moral leadership in a society"[3]. Actually, "hegemonic articulations" are not able for self-implementation: they are introduced and rooted into the social and political life of this or that society in the result of manipulations with the sphere of people's subconsciousness. We understand manipulation as the hidden influence on the subconscious sphere of the addressee made by the sender of the message in order to control the consciousness and behaviour of the object of manipulative influence, which might be implemented with the help of both verbalized or nonverbalized devices"[4].

So, the purpose of political discourse could be defined in the terms of conquest and retention of power on the base of expanding a certain system of ideological views which might be rooted into the cognitive sphere of the target audience (electorate) through the explicit and implicit communicative influence. Within the frames of the modern political linguistics two approaches to the scale of meaning of the term "political discourse" are being outlined: a narrow and a broad ones. According to the first one, the notion of political institutional discourse is supposed to comprise the speeches of politicians, government documents, party programs, texts of parliamentary and pre-election debates, propaganda materials, etc.[5]. A broad

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[1] Tsutsieva M. G. (2012) Yazykovaya lichnost' kak sub»ekt politicheskogo diskursa. *Vestnik Baltiyskogo federal'nogo universiteta im. I. Kanta,* № 2, pp. 105.

[2] Torfing J. (2005) Discourse Theory: Achievements, Arguments, and Challenges. *Discourse Theory in European Politics. Identity, Policy and Governance*. London: Palgrave Vacmillan, pp. 5-13

[3] Levshenko Yu. I. (2012) Politicheskiy diskurs: Analiticheskiy obzor teoretiko-metodologicheskikh podkhodov *Istoricheskie, filosofskie, politicheskie i yuridicheskie nauki, kul'turologiya i iskusstvovedenie. Voprosy teorii i praktiki*, № 7, p. 105

[4] Kara-Murza S. G. (2005) Manipulyatsiya soznaniem. Moscow: Eksmo.

[5] Dejk T. van. (1989) Jazyk. Poznanie. Kommunikacija. Moscow: Progress, p. 26.

understanding of political discourse implies the involvement of "discourse of reaction" into the above mentioned corpus, i.e. analytical articles of journalists, political scientists, public activists, bloggers, which are presented in social networks and deal with this or that particular event of the political life of society"[6]. In the frames of this article we'll try to analize the genre of "primary communication"[7], turn to "political narrative", in which a politician becomes the key figure of political communication in the sense of spreading certain ideological views, which provide this or those meanings to the political events in order to form the ceratin public opinion and, accordingly, influence on the distribution and usage of power in the taken ethno-social community. Within this article, we'll study **political institutional discourse** created by the politician as a representative of a certain institution (administration, party, parliament, etc., or made by one of the speechwriters belonging to his "team") on the base of such genre as inaugural speech. The inaugural speech, as one of the genres of institutional political discourse, is of particular interest for several reasons: 1) it contains certain meanings and senses that represent the ideological and political positions of the President who takes office; 2) it is an official programmatic appeal to the nation and the world; 3) it is characterized by a high degree of persuasiveness, appealing to both rational and emotional spheres; 4) it contains implications and latent meanings, which are often firmly rooted in a system of national values of this or that ethnic community.

Thus, **the object** of our investigation is inaugural speech as a genre of political communication; **the subject** is formed by lingual and non-lingual peculiarities of tactics actualization which implement a general manipulative strategy of politician's speech and are deployed in the text on the base of national-cultural, political-social and spiritual-ethical values inherent in this or that ethnic community.

Values will be understood as a system of internalized in the collective national consciousness, stable for the certain period of time, culturally determined concepts, attitudes, perceptions, beliefs, which are recognized as correct and effective for ensuring the functioning of the individual in society. Values, being of ideal character, are exteriorized through certain statements and actions of people.

1. Methodology and methods

Such terms-notions as "communicative strategy", "communicative tactics", "communicative move" will be used as those which have a long

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[6] Sheygal E. I. (2004) Semiotika politicheskogo diskursa. Moscow: ITDGK «Gnozis», p. 23

[7] Bahtin M. M. (1986) Jestetika slovesnogo tvorchestva. Moscow: Iskusstvo, p. 279.

history of institutionalization in the frames of linguistic pragmatics[8]. The "working content" of these terms in this article is: *communicative strategy* is the general plan of communication, subordinated to the practical goals of the speaker; *communicative tactics* then is a way of implementing a communicative strategy; *communicative move* implies the content of verbal / non-verbal actions of the speaker aimed at achieving the communicative goal. Thus, these three terms are in generic-species relationship.

Basing on the approaches to manipulative strategies and tactics distinction which have already been developed in the modern political linguistics[9], we propose our own vision, according to which a manipulative strategy implies the evolution of such tactics as: 1) argumentation; 2) identification; 3) intimization; 5) positive self-presentation; 6) accusation; 7) sacred symbolization; 8) social efforts' integration and encouragement to cooperate with the authorities; 9) positive forecasting.

The inaugural speech of President Donald Trump, 45th President of the United States of America would serve as an empirical stuff for this article. Such methods of linguistic analysis are being used: descriptive method, method of contextual and component analysis, discourse-analysis, conceptual analysis, method of presuppositions, method of language data cultural interpretation, linguopragmatic method.

2. Results and discussion

In the beginning of his speech, Donald Trump addressed the words of gratitude not only to the American people, but for the first time in the history of this genre of public speaking in USA, appealed to all the people of the world: "*Chief Justice Roberts, President Carter, President Clinton, President Bush, President Obama, fellow Americans and **people of the***

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[8] Bacevych F. S. (2004) Osnovy komunikatyvnoi' lingvistyky Kyev, Issers O. S. (2008) Kommunikativnye strategii i taktiki russkoy rechi. Izd. 5-e. Moscow: URSS, Snitko O. S., Vasilenko N. V. (2013) Russkiy yazyk kak deyatel'nost':sovremennye napravleniya nauchnogo opisaniya. Tekst lektsiy. Kyi'v: Izdatel'sko-poligrafichekiy tsentr «Kievskiy universitet».

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world, thank you"[10]. We see here an implicitly implemented **tactic of social efforts' integration and encouragement to cooperate with the authorities**, addressed not only to American citizens but also to all of the inhabitants of the planet the Earth: it is implemented with the help of **communicative move of thanksgiving.**

The next line reveals the presupposition of the destruction in material and spiritual ways of US citizens' lives (apparently destructed during the two previous cadences of Barack Obama), therefore America must unite efforts not only "*to rebuild our country*", but also "*to restore its promise for all of our people*": "*We, the citizens of America, are now joined in a great national effort to rebuild our country and restore its promise for all of our people*". Thus, on the one hand, the tactics of accusation of the previous administration in the country's collapse and destruction of promises given to the people is being implemented, − on the other hand, the tactic of intimization is actualized with the help of communicative move of the president's self-presentation as a part of the whole nation: "*We, the citizens of America…*". The communicative move is realized by the syntagmatic supposition of the personal pronoun (the first person plural) *we* and the collective noun *citizens*.

Further, the president, discursively developing such an American value, as **"Future Orientation / Optimism"**[11], expresses a positive belief that the course of his administration, being coherent to the hopes of the American people and again! to the hopes of the "peoples of the world", will overcome all challenges and be a success: "*Together, we will determine the course of America and the world for many, many years to come. We will face challenges. We will confront hardships. But we will get the job done*". The affirmative character of this statement is supported by a fourfold parallel repetition of a single syntactic structure with grammatical semantics of future, such as: **Pron + aux.verb will + main verb + noun, S − P − DO**: "*We will determine the course of America…; "We will face challenges", "We will confront hardships"; "We will get the job done*". **The tactic of intimization** is here effectively combined with the tactics of **positive**

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[10]   http://edition.cnn.com/2017/01/20/politics/trump-inaugural-address/index.html;https://zbruc.eu/ node/ 61279

[11] Kohls L. R. (1984) The Values Americans Live By. In our further research, we will refer to the value system of Americans proposed by Robert Kohls in his article "The Values Americans Live By" (1984). He highlights such values as: 1) change/mobility; 2) personal control over the environment; 3) time and its control; 4) equality/equalitarism; 5) individualism, independence and privacy; 6) self-help; 7) competition and free enterprise; 8) future orientation/optimism; 9) action and work orientation; 10) informality; 11) directness, openness, honesty; 12) practicality/efficiency; 13) materialism/acquisitiveness and others.

forecasting. Actually, in this place of the studied inaugural speech we are coming across the well-known logical structure of tricolon: "thesis − antithesis −synthesis", which had been widely used since times of antiquity in the speeches of Cicero, Demosthenes, Socrates (the most famous example is "Veni, vidi, vici"). Within this syntactic iterance, verbal phrases of negative / ambivalent semantics: "antithetical" *face challenges*, *confront hardships* are opposed to the "synthetical" verbal phrase with positive evaluative coloring: *get the job done*. All this stuff creates a rhythmic-semantic balance necessary for inducing of the suggestive effect within the studied paragraph.

In accordance with the postulates of the courtesy formulated by Leech-Grays[12], Trump thanked President Barack Obama and his wife Michel for their support and assistance in the transition of power: *"Every four years we gather on these steps to carry out the orderly and peaceful transfer of power. And we are grateful to President Obama and first lady Michelle Obama for their gracious aid throughout this transition. They have been magnificent. Thank you"*. While thanking, he uses words and phrases of positive rational axiology: *the orderly and peaceful transfer of power, grateful, gracious help, magnificent*. Of course, we are not regarding politeness as a phenomenon which belongs to the values of American lingual culture, but it might be qualified as a very important distinctive feature of American speech behaviour (let's recall the famous *American smile*, without which it's really hard to imagine interpersonal communicative process in American way). Nevertheless tactics of politeness was not implemented here in view of the specifics of the next paragraph discursively-evaluative deployment, which appears to be in the sharp contrast with the previous one: *"Today's ceremony, however, has a very special meaning because today we are not merely transferring power from one administration to another or from one party to another, but we are transferring power from Washington, D.C., and giving it back to you, the people"*. This paragraph nullifies all the figures of courtesy that are characteristic for the preceding paragraph and realize at the textual level a kind of mega-syntactic antithetical construction. In fact, D. Trump, discursively actualizing such American value as **"Directness, Openness, Honesty"**, publicly acknowledges that during the cadences of many previous presidents of America power belonged not to the people but to the narrow elite political circles, to the American establishment, which defended exclusively their own political and economical interests: *"For too long, a small group in our nation's capital has reaped the rewards of government while the people have borne the cost. Washington flourished,*

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[12] Leech G. N. (1983) Principles of Pragmatics. London: Longman.

but the people did not share in its wealth. Politicians prospered but the jobs left and the factories closed. The establishment protected itself, but not the citizens of our country. Their victories have not been your victories. Their triumphs have not been your triumphs. And while they celebrated in our nation's capital, there was little to celebrate for struggling families all across our land".

Manipulative influence is carried out here due to the verbalization of the antithetic opposition between the political elite of American society and ordinary Americans, in other words the archaic opposition "own" – "alien" serves as a basis for gaining people's benevolence: "*a small group in our nation's capital has reaped the rewards of government" – "the people have borne the cost", "Washington flourished" – "people did not share in its wealth", "Politicians prospered" – "the jobs left and the factories closed", "The establishment protected itself" – "not the citizens of our country", "while they celebrated in our nation's capital" – "there was little to celebrate for struggling families all across our land"*. Thus, **"aliens"** for ordinary Americans and, as it comes, for Trump himself (which identifies himself and common people with the help of intimization tactic embodied verbally by the personal pronoun in plural−*we*) receive nominations: *a small group*, *Washington*, *politicians*, *the establishment*, *they*. The category of **"own"** is verbalized by such nomens and phrases: *the people*, *the citizens*, *struggling families all over our land*. The rhetorical effect of the antithesis is realized not only on the lexical, but also on the microsyntactic and macrosyntactic levels with the help of three time iteration of the same model of complex sentence with the opposite conjunction *but* according to the model: **S – Pplus, but S – Pminus**, within which the subject of the first part of the sentence is characterized by verbal predicate with positive estimated value: *flourished, prospered, protected*, and the subject of the second part of the sentence, on the contrary, receives the predicate attribution of generally negative evaluation: *borne the cost, left (jobs), closed (the factories), not to protect (the citizens)*. Thus, the communicative move of antithesis embodies the communicative tactics of accusation and intimization.

The following paragraph "exploits" such American value as "**Equality/Equalitarism**": "*That all changes starting right here and right now, because **this moment is your moment**. **It belongs to you**. **It belongs to everyone gathered here today and everyone watching all across America**. This is **your day**. This is **your celebration**. And this, the United States of America, is **your country**. What truly matters is not which party controls our government, but whether our government is controlled by the people. January 20th, 2017, will be remembered as the day **the people became the***

rulers of this nation again. *The forgotten men and women of our country will be forgotten no longer. Everyone is listening to you now.* **You came by the tens of millions to become part of a historic movement**, *the likes of which the world has never seen before. At the center of this movement is a crucial conviction that a nation exists to serve its citizens. Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves. These are just and reasonable demands of* **righteous people and a righteous public"**.

It is a common knowledge that **equality** stands for one of the most fundamental values of American constitutionalism, alongside with freedom and democracy. Just at the moment of his inaugural speech Trump highlights "transferring" power to the American people*: this moment is your moment*, putting it in one raw with positively marked notions like: *celebration, country, historic movement, righteous people, a righteous public.* Frequent repetition of the possessive pronoun of the second person plural *your* promotes the development of the semantics of "appropriation"*: your day, your celebration, your country*. In this way an emotionally marked communicative **tactics of intimization** is realized, illusory reduction of distance between the authorities and the people is achieved. Thus, the necessary foundation for the implementation of **the tactics of positive self-presentation** is being created. However, according to Trump's vision, before this historic moment, that is, during the two cadences of B. Obama, the forty-fourth president of the United States (January 20, 2009 − January 20, 2017), the USA was declining: "*But for too many of our citizens, a different reality exists.* **Mothers and children trapped in poverty** *in our inner cities,* **rusted out factories scattered like tombstones** *across the landscape of our nation. An education system flush with cash but which leaves our young and beautiful* **students deprived of all knowledge**. *And* **the crime** *and* **the gangs** *and* **the drugs** *that have* **stolen too many lives** *and* **robbed our country** *of so much* **unrealized potential**. *This* **American carnage stops right here and stops right now**".

The idea of America's decline is verbalized with the help of words and phrases of general-negative semantics: "*mothers and children trapped in poverty", "rusted out factories scattered like tombstones", "students deprived of all knowledge", "the crime, the gangs, the drugs", "stolen lives", "robbed country", "unrealized potential", "American carnage"*.

Tactic of accusation in unsuccessful domestic politics addressed to the administration of B. Obama is implicitly implemented here. The final phrase of this paragraph: "*This American* **carnage stops right here and stops right now**" comes into structural resonance with the initial one: "… **all changes**

starting right here and right now», fixing definite political labels: pejorative **"*carnage"*** – for "before-Trump" America, meliorative **"*changes"*** – as a key word for "Trump's America"[13].

The following paragraph implements the **communicative tactic of intimization and appeal to cooperate with the authorities** on the basis of common democratic values, which is carried out with the help of the communicative move identifying pain, dreams, the success of the people: *their pain, their dreams, their success* with pain, dreams, the success of country's political elite: *our pain, our dreams, our success: We are one nation, and **their pain** is **our pain**. **Their dreams** are **our dreams**, and **their success** will be **our success**. We share **one heart, one home**, and **one glorious destiny**. The oath of office I take today is an oath of allegiance to all Americans.* And here again, we see the implicit realization of the "old American value" "**Equality/Equalitarism**".

Further, in the next paragraph, the archetypal opposition **"own-alien"** is once again implicitly actualized with the help of opposing American industry, army, middle class, workers (suffering from ineffective domestic policy of the previous administration) – to the outside world (foreign industry, armies of the foreign countries): "*For many decades **we've enriched foreign industry** at the expense of American industry, **subsidized the armies of other countries** while **allowing for the very sad depletion of our military**. We've defended other nations' borders while **refusing to defend our own**. And **we've spent trillions and trillions of dollars overseas** while America's **infrastructure has fallen into disrepair and decay**. We've made other countries rich while the wealth, strength and confidence of our country has dissipated over the horizon**. One by one, the **factories shuttered and left our shores** with not even a thought about the millions and **millions of American workers that were left behind**. The wealth of our middle class has been ripped from their homes** and then **redistributed all across the world**".* Such kind of politics contributed to the outflow of capital from the US lefting the ordinary citizens unprotected. In this paragraphs we again come across the implicitly implemented **tactic of accusation.**

However, President D. Trump promises to leave **in the past** the policy of "alien's" support: "*but that is **the past**"*, and **in the future**, "*from this day forward"*, a new concept of country's development will be proposed: "*a new vision will govern our land"*, the essence of which might be formulated as "*America first, America first"*. And again, just as in the beginning of his speech, Donald Trump emphasizes that he wants to be heard not only by

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[13] "Change" stands for one of the most valid values of Americans and as a socially and politically determined concept of American mentality is still waiting for its researcher.

Americans, but also by other peoples of the world and their authorities. To increase his speech's impact, the iteration of the pronoun *every* is used, every new time being combined with a word or a phrase having more semantic significance in comparison with the previous one: "*to be heard in every city, in every foreign capital, and in every hall of power*". The communicative **tactics of positive forecasting** is implemented here.

The new state policy will lead to unprecedented victories of America which will be caused by the development of national economy and infrastructure, by the restitution of jobs, wealth, and, more importantly, dreams. AMERICAN DREAM is a concept of American mentality based on American ideals and values (democracy, freedom, equal opportunity) and is aimed at positive prediction of the future material prosperity / success regardless of social origin and achieved only thanks to tense everyday work: "***America*** *will start winning again, winning like never before.* ***We will bring back our jobs. We will bring back our borders. We will bring back our wealth, and we will bring back our dreams. We will build new roads and highways*** *and bridges and airports and tunnels and railways all across our wonderful nation.* ***We will get our people off of welfare*** *and back to work, rebuilding our country with* ***American hands*** *and* ***American labor***. *We will follow two simple rules:* ***buy American*** *and* ***hire American***. ***We will seek friendship and goodwill with the nations of the world***, *but we do so with the understanding that it is the right of all nations to put their own interests first. We do not seek to impose our way of life on anyone, but rather to let it shine as an example.* ***We will shine for everyone to follow***. ***We will reinforce old alliances*** *and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate completely from the face of the earth*".

Within the frames of this paragraph, **tactics of positive forecastiong** is embodied with the help of an anaphorical syntactic partial iteration aimed to increase the emotional impact. Anaphora usually draws the attention to the speaker's primary goal.

In the following presentation D. Trump uses a **communicative tactics of sacred symbolism** on the ground of biblical idea of people accord identification with unity of the country, solidarity of its citizens, idea of protection, which in this case would be provided by the powers of heaven and earth: "***The Bible tells us*** *how good and pleasant it is when God's people live together in unity*. *We must speak our minds openly, debate our disagreements honestly, but always pursue* ***solidarity***. *When* ***America is united***, *America is totally unstoppable. There should be no fear. We are protected and we will always be protected.* ***We will be protected by*** *the great*

*men and women of our **military and law enforcement**. And most importantly, **we will be protected by God**"*. It is commonly known, that wish to be protected is one of the most fundamental human needs[14].

In the next paragraph in the frames of **communicative tactics of accusation**, such an American value as **"Action/ Work Orientation"** is being actualized, when the previous administration is implicitly accused of lack of scale of thinking, petty dreams and absence of political will for radical action: *Finally, we must **think big** and **dream even bigger**. In America, we understand that **a nation is only living as long as it is striving**. We will no longer accept **politicians who are all talk and no action**, constantly **complaining but never doing anything** about it. The time for **empty talk** is over. Now arrives the **hour of action**.*

In the end of his speech, Trump appeals to such fundamental for all of Americans psychological constants (which also refer to emotional and teleonomic national values) as **patriotism**: *national pride, spirit of America, our soldiers, red blood of patriots, glorious freedoms, great American flag)* and **trust in God**: *night sky, almighty Creator)*. At the same time, the manipulative **communicative tactics of identification and sacred symbolization** are discursively developed: *"Do not allow anyone to tell you that it cannot be done. **No challenge can match the heart and fight the spirit of America**. We will not fail. **Our country will thrive and prosper again**. We stand at the birth of a new millennium, ready to unlock the mysteries of space, to free the earth from the miseries of disease, and to harness the energies, industries, and technologies of tomorrow. A new **national pride will stir ourselves, lift our sights, and heal our divisions**. It's time to remember that old wisdom **our soldiers** will never forget, that whether we are black or brown or white, we **all bleed the same red blood of patriots**. We all **enjoy the same glorious freedoms** and we all **salute the same great American flag**. And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, **they look up at the same night sky**, **they fill their heart with the same dreams**, and they **are infused with the breath of life by the same almighty Creator".*** Here, as we have already said, the **tactics of identification** (Tramp identifies himself with voters, with changes, with the past and future of America) is gradually replaced by the **tactics of sacred symbolization**. It has been applied on the background of **comprehensive intimazation** (personal pronouns *we, our*; determinator *the same*) with the help of a multistage **epiphoric iteration**[15],

[14] Maslow A. H. (1954) Motivation and Personality. New York: Harpaer & Row Publishers, Inc.
[15] Epiphora is anti-thetic to anaphora, it focuses attention of the addressee on the consequences of actions, on their desired result.

within the framework of which a marker of identification and association *the same* is used to raise the 45th President of America and the whole country to the level of the Absolute: "*We all bleed **the same red blood of patriots**. We all enjoy **the same glorious freedoms** and we all salute **the same great American flag**. And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, they look up at **the same night sky**, they fill their heart with **the same dreams**, and they are infused with the breath of life by **the same almighty Creator**".* In this case, the syntagmatic chain is built up, within which the usage of attributive phrases: *__the same red blood of patriots__ > __the same__ glorious freedoms > __the same__ great American flag > __the same__ night sky > __the same__ dreams > __the same__ almighty Creator* is aimed to mark the glorious history of America beginning from the times of gaining independence, struggle for democratic freedoms, Declaration of Independence, American dream concept formation −up to this inaugural day, which was initiated (in D. Trump's interpretation) by the grace of the Creator. In a simple sentence *they* (children) *look up at the same **night sky*** the contours of the Kantian precedential text come to light: "Two things in the world fill my soul with sacred awe −the **starry sky** overhead and the moral law within us" (I. Kant).

And finally, D. Trump, referring only to American citizens (and not to people all over the world as in the beginning of his speech), applies in parallel the **tactics of accusation** and **tactics of positive forecasting**: "*So to all Americans in every city near and far, small and large, from mountain to mountain, from ocean to ocean, hear these words: **You will never be ignored again**. Your **voice**, your **hopes**, and your **dreams** will define our American destiny. And **your courage** and **goodness** and **love** will forever guide us along the way. **Together we will make America strong again**, we will make America wealthy again, we will make America proud again, we will make America safe again. **And, yes, together we will make America great again**. Thank you. God bless you. And God bless America*".

The **tactics of positive forecasting** is embodied in nouns and adjectives with semantics of positive evaluation, such as: *hopes, dreams, courage, goodness, love; strong, wealthy, proud, safe, great*. **An epiphoric iteration** with gradual increasing of the degree of abstraction (from a strong, rich, safe country to the Great America) developed on the background of the ultimate intimization (*you, your, we, together*) might be qualified as is **a key generalizing moment** of the studied inaugural speech of the President D. Trump.

CONCLUSIONS

1. Politics is a form of language use that is primarily aimed at proclaiming and promoting a certain system of values and ideals in society.

2. The President, as a leader of public opinion within the certain country, and in the case of developed democracies (USA, France) −in the world, in the framework of the inaugural speech represents a system of ideologemes that will determine the social being of society in the nearest future.

3. Being sacredly and ritually determined, the inaugural speech aims to convince the addressee of the correct choice of the new head of the country, therefore, it is characterized by a high degree of persuasiveness, which is realized by the use of communicative tactics and appeal to the socio-political and national-cultural values of the electorate.

4. The purpose of political discourse is in the conquest and retention of power with the help of a certain system of ideological views which are rooted into the cognitive sphere of the electorate through the explicit and implicit communicative influence.

5. The analysis of the inaugural speech of the 45th President of the United States, Donald Trump, demonstrated the use of certain communicative tactics within general manipulative strategy: 1) argumentation; 2) identification; 3) intimization; 5) positive self-presentation; 6) accusation; 7) sacred symbolization; 8) social efforts' integration and encouragement to cooperate with the authorities; 9) positive forecasting, −realized by means of this or those communicative move. As a rule, the verbalizations of communicative moves is realized with the help of such stylistic figures as anaphora and epiphora, which embody certain communicative intentions of the addressee. Our analysis discovered no logical or rational arguments, vice versa, the speaker tries to get the audience's support appealing mostly to its emotional sphere. All communicative tactics which implement a manipulative strategy of influence on the electorate implicitly rely on Americans' political, social, spiritual and ethical values, such as: **"Future Orientation/Optimism", "Equality/Equalitarism", "Action and Work Orientation", "Directness, Openness, Honesty"; "Change".**

SUMMARY

The article deals with the political institutional discourse as an instrument for influencing the masses and manipulating their consciousness, moods, behavior in the interests of a small group of people who call themselves the political elite of society. On the empirical material of the inaugural speech of the 45th President of the United States of America

Donald Trump such communicative tactics as: argumentation; identification; intimization; positive self-presentation; accusation; sacral symbolization; social efforts' integration and encouragement to cooperate with the authorities; positive forecasting −have been highlighted. Ethical and spiritual values of the American people (such as: "Future Orientation/Optimism", "Equality/Equalitarism", "Action and Work Orientation", "Directness, Openness, Honesty"; "Change") serve as the implicit basis for the discursive actualization of communicative tactics used by the politician for reaching his communicative purposes. Evidently, the structure of the manipulative influence embodied in the political text of inaugural genre on the verbal-semantic and deep-cognitive levels of its analysis would have the same character. In prospective it must be proved on the basis of a study of political speeches of other politicians belonging to different political cultures.

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FUNCTIONAL-SEMANTIC PARAMETRES
OF THE GENUINE IMPERATIVE

Liubov Umrykhina

INTRODUCTION

The imperative as one of the most ancient semantic universals, available in almost every language, is of global importance in human communication. The emergence and active functioning of the imperative is bound by the needs of the social and communicative sphere in establishing interpersonal relationships. Ever since the existence of the ancient linguistic culture, it has served as a communicative means for regulating the behavior of team members consciously coordinating their actions.

The imperative remains an insufficiently studied issue in the modern linguistic science, which is proved by the lack of solved issues regarding the establishment of the boundaries and structure of the categories of the imperative, the contradiction in the defining the central and peripheral zones of semantic expression of the Imperative, the ambiguity of the terminological interpretation of imperative constructions, which are the representatives of the imperative meaning.

The problem of their definition is caused by the multifaceted formation and expression of the imperative modal meaning; by the ability to be fulfilled in multifunctional expressions, reflecting the complex subjective world of the linguistic personality. Nowadays, there is no unanimous opinion among scientists regarding the interpretation of the Imperative.

The ambiguity of views, the inconsistency of interpretations and the heterogeneity of terms regarding the interpretation of the imperative and its grammatical representatives are also present in the Ukrainian linguistics. The study of the imperative is devoted to many modern scientific studios, which in one way or another cover the issues of features of both the structural and grammatical organization of the imperative constructions and the specifics of their communicative implementation. As one of the important tasks, scientists are trying to solve the problem of the genuine imperative, taking into account the various aspects of its study. An analysis of the state of scientific research on the imperative issues indicates the ongoing research process. Therefore, it is relevant to study the imperative modal meaning,

taking into account the key factors of its formation and expression, functional and semantic specificity of the embodiment of the genuine meaning of the imperative in the Ukrainian language.

The study of the imperative statements, the conditions of their use is important for the communicative aspect. Knowledge of the functioning peculiarities of the imperative constructions is significant not only in grammatical terms, but also in the rules of choosing the socially correct variant, depending on the speech situation, social roles and status of participants in communication.

1. The essence of the imperative as a subjective-modal meaning

The imperative as a linguistic phenomenon is closely related to the category of modality, because it represents one of its meanings. The modality of the sentence reflects the extent to which the subject of a speech situation possesses characteristic of a particular feature. First of all, the imperative represents a modality of irreality, since it expresses the situation abstracted from the reality, allowing their mental assumption to replace the reality. The modal subject is the speaker, who is the source of the assessment of the true state of things, who is considering a certain situation as possible and necessary. Therefore, in addition to the meaning of the irreal modality, the imperative also expresses the meaning of the subjective modality.

Adding a «subjective component» to the objective world that is being displayed, causes a picture of reality to be transformed into a virtual plane − into a world of subjective perception of a particular situation, which at the moment of speech is fundamentally feasible. Marked by the relatively greater role of the subjective factor, the imperative statements are not merely a statement of a certain irreal situation, but reflect the speaker's intentions to turn the irreality into reality. The speaker tries to implement the situation through his own volition, in other words, it causes the possibility of transforming one state of things into another. «The semantics of the imperative, determined by its functional purpose, reflects an ideal situation of an appealling communication, including the speaker and the listener, and denotes the speaker's will regarding performing an action».

Appealing to a particular addressee, the subject of the volition considers the addressee him as capable of performing the action and thereby contributes to the fulfillment of the fact of reality. The result of the speaker's direct volition, according to his plan, should be the coincidence of the propositional content of his statement with the reality. The use of the imperative to induce the addressee to perform the action referred to, in order to regulate his conduct, is actually, already focused on the potentiality of

being carried out in the long or short term. The propositional content of the imperative statement is that the addressee will perform an action in the future. Thus, imperative statements express the irreal-potential modal meaning, otherwise, reality in the future, or «future perspective».

The significant semantic component of the imperative is the volationality, a trait related to the speaker's volition, which is to some extent the source of the imperative statement. In general, in the origin of any speech activity is a motive that has an emotional and volitional nature. Human volition is a phenomenon of our language and our linguistic consciousness. The outside world in all its embodiments remains an eternal source of the desires and aspirations of the individual. Each linguistic individual, as the central figure of speech communication, shaping the product of their own mental activity in the form of a fragment of a desirable picture of the world, regulates the process of the information transition − from the individual world of feelings and thoughts to the outside − by conveying it through verbalized expression of will. At the same time, the volitional expression involves directed thinking and speech activity of a person, whose activity indicators are a will impulse, motivation, desire, intention and influence on the addressee's conduct. Volition as a compulsory component of the semantics of the imperative captures precisely the situation of volition influence on the part of the speaker to the addressee.

Directing the volition influence of the speaker − the initiator of the transformation of the fragment of reality − on the potential performer of this transformation involves the addressability of the statement. In such a speech interaction, communicative roles are clearly distributed. The speaker, or the subject of the speech, is simultaneously the addressee of the utterance and the causer of the transformation of the true state of things into the desired one. In addition, it is a prescriptor because it influences the interlocutor. The main function of the imperative is not to describe of a certain state of things, behavior or the results of that behavior, but the prescription of that behavior.

An important aspect of addressing of the imperative is the element of active influence on the interlocutor (regardless of the will of the potential performer). «The imperative − predominantly form of order»[1]. Researchers point to the dependence of the prescriptive content of imperative statements on the relationship at the moment of inducement between two persons, the

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[1] Benvenist E. (1974) Obshchaya lingvistika [General Linguistics]. Moskva. (in Russian), pp. 308.

first of which makes the other to perform a causal action[2]. Formation of an imperative content is facilitated by compliance of certain parameters of imperative situation. Notable among these is the credibility of the speaker's position, interested in changing the course of events, related to the addressee's dependent status. Impressive constructions, expressing obligation, are bound to break the boundaries of the independence of the listener.

The genuine imperative is intended to facilitate the fulfillment of the intention, first of all, in the interests of the speaker. The imperative does not indicate the degree of willingness of the potential performer to perform the requested action, does not inform about the presence of the addressee's desire to fulfill the action, about the ability to fulfill it. The imperative indicates, first and foremost, a certain correlation of the imaginary situation with one that could satisfy the needs of the speaker, and therefore seems to him necessary, important, suitable for inducement.

Thus, the imperative is a subjective-modal meaning, the essence of which is an imaginary, but an irreally-potential situation, on the fulfillment of which the speaker emphasizes, causing it as a means of appealing to the addressee. The main structural components of the imperative semantics, which define its specific character, can be considered: the irreality, the potentiality, the volitionality, the addressability, the causality, the prescription. The prescriptive nature of the imperative causes the expression of obligation and necessity. Their expression is facilitated by the maximum controllability of the imperative situation against the background of the high degree of authoritarianism of the speaker, which in the complex creates the preconditions for forcing the listener to perform a causal action.

2. Specificity of grammatical embodiment of modal meaning of the genuine imperative in the Ukrainian language

The main grammatical representations of the imperative as modal meaning are the imperative constructions, structural organization of which determines an appropriate modal-oriented potential. Specificity of the imperative construction is its structural and functional-semantic nature. Not every structural model of a sentence forms an imperative form; not every verbal form is capable of performing the prepositional function of the

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[2] Biryulin L. (1985) Imperativy v akte rechi [Imperatives in the Speech Act]. *Lingvisticheskie issledovaniya. Grammaticheskie kategorii v raznosistemnykh yazykakh.* Moskva, pp. 32.

imperative sentence, and the semantic structure of its propositional concept is always the relation «performer – his action»[3].

The typical representatives of the main functional-semantic features of the imperative in the Ukrainian language are syntactic constructions with a predicate in the form of a second-person verb in the imperative mood. If linguistic views about the legitimacy of assigning other forms to the sphere of expression of the imperative meaning vary, then the second-person verb form of the imperative, in the opinion of most researchers, is the core of imperativeness in general. Defined as conventional, it is primarily intended to express the prototype inducement. «Since the imperative mood expresses the speaker's appeal to the interlocutor, the most common form of the imperative mood is the second person singular and plural. The meaning of the imperative mood for the first person singular and the third person singular and plural are atypical (typical is the call to the interlocutor)»[4]. Such a concept is a confirmation of the idea of exceptionally direct appeal as the basis for the formation of the imperative, which was expressed long before: «Imperative is a form of direct appeal in which the speaker induces the addressee to the action expressed by the verb. The presence of these two persons (the speaker and the addressee) is the grammatical core, the organizational beginning of the imperative form»[5]. The scientists point to the interdependence of the minimal nuclear structure of the appellate act and the relation of the verbal action to the addressee, that is, to the second person: «The semantic structure of the person category in the imperative is formed by the nuclear elementary grammar of the second person and peripheral non-elemental grammars»[6].

The grammatical features of the verb that indicate the addressee's appeal and its potential action indicate the correlation of a particular form to its original content. Designed to express the direct inducement of the addressee to act on the part of the speaker, the imperative constructions with this predicate are fully consistent with the semantically-functional nature of the genuine imperative.

[3] Mikhalkova I. (1986) Imperativnye predlozheniya v sovremennom angliyskom yazyke [Imperative Sentences in Modern English]. Moskva. (in Russian), pp. 4.

[4] Leonova M. (1983) Suchasna ukrayins`ka literaturna mova. Morfologiya [Modern Ukrainian Literary Language. Morphology]. Kyiv, pp. 22.

[5] Isachenko A. (1960) Grammaticheskiy stroy russkogo yazyka v sopostavlenii s slovatskim. Morfologiya. [The Grammatical Structure of the Russian Language in Comparison with Slovak. Morphology]. CH. 2. Bratislava. (in Russian), pp. 8.

[6] Dubova O. (2005). Funktsionalne i typolohichne protystavlennia odynyts osobovoi paradyhmy imperatyva [Functional and Typological Juxtaposition of Imperative Personal Paradigm Units]. *Linhvistychni doslidzhennia*, vol. 16, pp. 12.

In addition, the modal meaning of the imperative is naturally created by infinitive sentences. While syntactic constructions with a predicate in the second person form of the imperative mood verb are determined by the morphological form of the verb according to the categorical meaning of the imperative, one-member sentences with an infinitive predicate are a specialized type of syntactic constructions whose structure is expressive.

The fulfillment of the imperative modal meaning by the means of the independent infinitive is considered a historically determined linguistic phenomenon. Being one of the oldest linguistic forms, the so-called imperative infinitive has its functional-semantic conditionality. Developing on the basis of the verbal noun, the infinitive was entrenched in the verbal system of the Slavic language and was given a specific purpose to express imperative semantics, which is connected with the need to formulate a categorical order. The use of imperative infinitive constructions, which will later be singled out as infinitive sentences, is primarily due to the need to draw up state legal documents. Research on the study of ancient Ukrainian written memorials testifies to the widespread use of infinitive constructs to provide specific guidance on the need and obligation to perform a certain action, a brief and clear list of the responsibilities and rights of a legal entity, and so on.

If in a syntactic construction with the predicate expressed by second person verb the imperative tone dictates the morphological verb form (corresponds the categorical meaning of the mood gram), then one-member sentences with an infinitive predicates are a specialized type of syntactical constructions, the structure of which determines the expression of the imperative. Imperativeness is created by the presence of the infinitive in a predicative basis. The primary function of the infinitive is the expression of the imperative meaning, namely, peremptory order, a positive decree, an order, and sentences with the infinitive predicate are defined as the imperative sentences. The infinitive in the structure of the imperative construction enhances its «voluntary sounding down to the categorical»[7].

The obligatory semantic components of imperative constructions are the irrevocable volition meaning, the nominal meaning of the action, the meaning of the speaker and the meaning of the addressee, which allows to interpret the meaning of the imperative sentence used as a statement in the sphere of communication like Go! as I command you to go! or You must go!

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[7] Kharchenko S. (2001) Semantyko-syntaksychna ta komunikatyvna struktura rechen sponukalnoi modalnosti [Semantic-Syntactic and Communicative Structure of Sentences of Incentive Modality], (PhD Thesis). Kyiv: National Pedagogical University of M. P. Dragomanov, pp. 180.

The mechanism of imperative expression meaning and creating a corresponding imperative effect by means of imperative constructions is based on the dominant semantic feature of obligation, which most clearly appears in the situation of command. After all, the imperative in its primary meaning is intended to express the command, the order. Historically, the functioning of imperative structures as a command was common in the communicative sphere of the representatives of the ruling elite with their subordinates. The authority to command, to order can only be vested in the lord − a person traditionally perceived as commanding, ordering by the right of his power authority, such as: monarch, ruler, prince. Therefore, genetically, the term imperative is associated with the idea of command, order and power authority. The interdependence of the two semantic components of the imperative related to command and authority is also evident, as is enshrined in the definition of the initial lexemes etymologically related to the term «imperative»: imperativus − lat. commanding, imperious, impero − lat. command, rule and imperator − lat. ruler.

In fact, the genuine imperative constructions are the syntactic units that, by conveying the impulse to irrevocable perform of the action, express the meaning of the command, order. Designed in the form of the two types of imperative constructions above, which are suitable for expressing an irrevocable volition, they consolidate the nuclear of the imperative modal meaning.

Accentuating the fact of the irreal situation demanded requires the conciseness and clarity of the expressed opinion. Therefore, genuine imperative constructions differ in the minimized component structure. The classic example of such constructions is one-member, mostly non-extended sentences, in which the predicate accumulates all the imperative force. Given with a powerful imperative charge, they show informative sufficiency, fully consistent with the pragmatic intentions of the speaker: to induce a certain action, focusing on the procedural attribute that should be realized. The morphological representative of the predicate in the structure of the imperative constructions is predominantly verbs denoting active, dynamic, purposeful action. The semantic volume of the verb in which the predicate is expressed is the focal point that directs the relationship between the speaker and the addressee. The specific action, expressed in the propositional form, is perceived and realized by the addressee. The imperative statement is a mediator between the mental action of the speaker and the irreal-potential action of the addressee.

Despite the inherent attachment of the genuine imperative construction to the semantic subject, the grammatical expression of it is usually offset,

especially in the case of infinitive sentences. In the foreground, there is the significance of the fact of the potential performed action, the necessity of which is obvious to the subject of the message. The potentiality of the realization of the demanded situation is beyond doubt, in the opinion of the speaker, and moreover, in his own interpretation it is obligatory for the addressee. At the same time, his physical ability and moral readiness to obey the order remain beyond the subjective perception of the speaker.

Carrying the seal of power and representing the utmost irrevocable genuine imperative constructions genetically reduce the level of individual status of the interlocutor, depriving him of his own right to decide the fate of the future situation, which also applies directly to his personality. Using such a rigid form of volition, the speaker places himself above the other party, lowering him in status. Therefore, the modern communicator resorts to extending the structure of the imperative constructions itself by introducing the vocative or the subjective pronoun to identify the subject of action, which is impossible in the case of infinitive sentences, structurally devoid of the ability to mitigate the rigidity of the imperative through the introduction of markers of respectful attitude toward the addressee.

Thus, the imperative, as a subjective-modal meaning, finds the maximum embodiments of its genuine characteristics in the infinitive and the second person form verb of the imperative mood, which form the predicative center of genuine imperative constructions. This grammatical form of implementation of the imperative corresponds to the specific character of fulfillment of the most irrevocable volition, which is the command and order.

3. Basic functional-semantic types of the genuine imperative constructions (in the Ukrainian language)

The genuine imperative constructions function in the following basic ways: the command, the military order, the military command, the emergency command, the educational-pedagogical command, the household command.

Commands belong to the sphere of a direct suggestive influence because they require a quick and accurate performance without criticism of consciousness. It is a special kind of verbal action, the implementation of which is largely determined by the social traditions of communicative interaction.

An imperative utterance becomes meaningful to the command when the speaker gives the addressee the status of the object of influence, not entirely free causal action subject. It is facilitated, first of all, by the objective

circumstances surrounding the social inequality of the communicators and, consequently, the vertical nature of their relationship. The command is always directed from the top down, from the highest status to the lower status, such as, in particular, the lord and subordinate.

Given the social statuses of the lord and the subordinate implementation of the command, it is obligatory for the addressee, although it may not be very advantageous and desirable for him. In this case, the representative of the elite class does not take into consideration the feeling of the subordinate, considering him only as the subject of fulfillment of the demanded situation. The addressee is convinced that he has the right to insist on the actions, s/he is sure that the addressee is able to do so. The less the speaker respects the free will of the addressee, the less he perceives it as a free, autonomous personality.

A verbal response to this type of appeal is not relevant under the rules of the command − obedience scenario, which itself eliminates dialogism. Numerous life examples of the imperative constructions of the command functioning indicate an instant required reaction of the addressee. An analysis of the examples proves the validity of the listener's positive response to the impulse received in terms of the implementation of the required situation, which seems obvious and predictable, since it is quite adequate for such a communicative situation.

Due to its high social status and communicative preference, the speaker is able to impose their will to the listener who is forced to obey and perform the actions expected of there.

The historically determined change in the social roles of participants in communication has devalued the communicative value and relevance of such a categorical form of volition, as the command, which in the modern world of interaction requires the correction of speech behavior in order to show respect for the addressee's personal space.

The relevant communicative space for the operation of genuine imperative structures is the military speech sphere, where they appear in the role of the military order. An important factor in implementation is the communicative consistency between its participants: the addressee voluntarily accepts the role of the active listener and immediately confirms his willingness to be an active performer. This is facilitated in advance by «through any prior procedure, either spoken or unspoken», the position of acceptance of the addressee's authority and absolute confidence in their speech behavior on the part of the addressee[8], because it is the will of the

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[8] Ostin Dzh. (1986). Slovo kak deystvie. [Word as Action] *Novoe v zarubezhnoy lingvistike*, vol. 17. Moskva, pp. 41.

volitioner who is responsible for the correctness of the chosen decision to implement a specific situation. The distribution of the communicative roles of the participants of the order – the obedience scenario correlates with the subordinate relations between them established and adopted in accordance with the rules of the military statute.

The objective need of maximum readiness for emergency tasks determines the choice of language formulas required for an instant response that would convey the content of the message in a short and clear form. The inducing potential of imperative constructions contributes to the creation of the desired communicative effect. Expressed briefly, clearly and powerfully, these units are best suited for the purpose of their application, which is related to the required result of an alternative and rapid implementation of a particular situation.

In the military language there is a whole set of imperative constructions for expressing the command clearly stated in the charter. These are laconic cliché language formulas, structured using genuine imperative constructions, which are used to perform an imperative signal for the immediate implementation of a specific physical action. The imperative constructions of the command are a specific kind of verbal influence, which has a suggestive character, since it requires instant subconscious mobilization of the body to any action. The command is focused on an immediate and accurate activity response as a result of the formed skill of automatically perceiving the usual verbal stimulus in the observance of military norms.

It is important to take into account the fact of communicative consistency between the participants of the received dialogue. The recipient voluntarily accepts the role of active listener and immediately confirms their willingness to be an active performer. A favorable condition for such success is interpersonal relationships of the communicators established in accordance with the rules of military subordination.

The peculiarity of the syntactic type of imperative constructions, which are suitable for expressing the command, is that the singular form of the verb, in which the predicate is expressed, is able to convey addressability of the action to one person and to a group of peoples. In this case, the ability of a single verb form to denote the plurality of potential figures is justified by the interconnectedness with a touch of «collectiveness»: the commands given do not refer to each soldier individually but to the whole group.

The genuine imperative constructions in the function of the military orders and commands are also not quite standard in the field of military affairs. It is a matter of applying the binding potential of these structures to the dominant from the standpoint of physical force, not status, by the party

for the purpose of hard, brute pressure on the enslaved person. In this case, the acceptance of the irrevocable authority of the speaker by the addressee as a prerequisite for the implementation of imperative constructions of the order is replaced by a sense of instinctive self-preservation, which forces the addressee to obey the will of the sender of the imperative statement. Thus, there is a critical violation of the conventional norms of military communicative ethics, in which a situational dominant individual, by virtue of artificial social advantage, actually commits speech violence against the addressee. Such communicative deviance is clearly illustrated by examples – captive», «warden – prisoner». The use of a rigid form of categorical volition, representing genuine imperative constructions, in the conditions of gross moral and physical domination of the speaker over the addressee can be regarded as a deviation from the norm.

The genuine imperative constructions function to express emergency inducement for the fulfillment of a certain situation, the urgency of which is caused by the extraordinary circumstances of life, which requires immediate and extremely urgent perception of the verbal signal and the implementation of action.

The need for maximum time savings also requires cost savings in language. The imperative constructions used in an emergency situation, which requires urgent decision making in the conditions of excessive emotional stress, are distinguished by the particular brevity of the stated idea, embodied in speech by means of minimization of grammatical composition. Created spontaneously, often formed on an automatic, even uncontrollable, subconsciously, they represent the impulsive nature of speech action, in comparison to the order – an indicator of a fully thought out intention of the addressee.

The genuine imperative constructions that function as non-military emergency commands can convey an appeal to a group of recipients whom the speaker perceives as a whole. This explains the usage in singular constructions of the singular form of the verb predicate to define the plural. The genuine imperative constructions of emergency commands can also relate to the individual of the addressee.

The suddenness of unforeseen communication provokes an invective connotation of statements that attests to the impulsiveness of the emergence of genuine imperative constructions of emergency orders, suitable for emergency response in non-military situations.

The genuine imperative constructions are used to express the command in the educational-pedagogical sphere. Participants in the communicative act in which they are implemented are, in particular, a subordinate antonymic of each other teacher and student. Accepting the authority of a person's senior social status in this case is an irrevocable rule of the student's moral behavior. In contrast to the military front of speech actions, the educational-pedagogical field does not propose a fixed list of the basic commands for the study and further implementation of the wards. There is an automatic perception of verbalized stimulus actions as an impulse to act responsibly at a subconscious, intuitive level.

The educational-pedagogical commands belong to speech actions of direct pedagogical influence, which perform a peculiar signal function for instantaneous mobilization of the organism in the direction of carrying out the required act of action. They are an important means of disciplining students and contribute to improving the aesthetics of the children's collective.

The genuine imperative constructions representing mainly short completed statements of the educational-pedagogical commands, for example, Sit!; Stand up straight!; Look at the board!; Open the notebook!; Raise your hands!; Make a note of the diary!; Remove the tutorials from the table!, perform the tasks that are part of the customary ritual formulas. Accompanying the daily speech activity of the speaker-teacher, they are an integral part of the normal educational process and do not cause problems with the adequacy of interpretation of the spoken.

Despite the uniformity and clichéd nature of such imperative constructions, they can reform the semantic-syntactic structure to reduce the rigidity degree of the educational-pedagogical commands, for example, Please raise your hands!, which is unacceptable, in contrast, in the military sphere.

As a permanent component of educational-pedagogical communication, imperative constructions can be used to stimulate not only the immediate physical response, but also to activate the mental activity of students. In this case, they induce a certain mental action: Pay attention!; Think about it!; Listen!; Remember!; Think about it!; Find out!.

Numerous similar commands have moved into the sphere of written language, becoming an accessible and familiar form of transferring the content of a study assignment, such as: Give an example; Give a definition; Edit the text; Explain spelling of punctuation; Make up the sentence; Find

the right answer; Read the poem; Rewrite the words; Insert punctuation marks.

In the educational-pedagogical sphere, there are the genuine imperative constructions-clichés, implemented in the functions of sport order, identical with the genuine imperative constructions of the command, used in the military sphere. They are used not only in physical education lessons but also in the broader educational practice. The orders transmitted by means of imperative constructions, such as: Form to ranks!; Change step!; Turn around!; Fall out!; Fall in!; Come on out!, designed for automatic response and irrevocable implementation.

The high degree of perfection of the action is determined by the regularity of the use of such imperative constructions in standard communication situations. Similar to the military commands, such training commands are expressed only in the form of fundamentally immutable clichéd imperative constructions with a well-defined internal structure that blocks any variability in form and flexibility of content.

The household sphere is also an active producer of the genuine imperative constructions of the command. In different circumstances, it may be necessary to form the imperative statement as a guiding signal to quickly stimulate the addressee to perform a specific physical action. A necessary basis for the realization of this speech phenomenon is the correspondence of the interpersonal parameters of the communicative situation, in which the degree of communication strength between the speaker and the addressee, which would provide a sufficient level of trust in each other to be able to send and receive such communication, should be sufficiently high.

In the conditions of deviant social interaction, which is characterized by a severe violation of personal rights, there is a tendency to actively using the genuine imperative constructions of the order, command by the dominant (from the standpoint of physical force) party, which manifests a negligent attitude to the addressee moral humiliation.

Despite the extreme effectiveness of the genuine imperative constructions in terms of expressing the content of the volition, it is socially known today that the use of such markers of an imperative rigidity is inappropriate. The modern world of communication requires a new model of speech behavior, completely devoid of the imperial communication features.

In modern communication, the addressee must into account the social and etiquette side of the utterance; take into account the free will of the addressee, showing respect for the interlocutor. In some communicative

cultures, there are unspoken communicative rules regarding the exclusion of genuine imperative constructions in speech, because these constructions are considered a provocative invasion of personal space.

Scientists point to the law of effectiveness of communicative effort: the effectiveness of communication is directly proportional to communicative effort. That is, the more communicative effort the addressee consumes, the higher the effectiveness of his speech influence. Effective communication differs in maximizing costs: to achieve communicative success, it is necessary to apply the whole arsenal of verbal and non-verbal means, obey the laws, rules, conventions of communication, etiquette rules, etc., that is, to spend more effort. Brief statements are generally perceived as impolite, aggressive[9].

The research opens the prospects of exploring ways to reduce the imperative pressure on the addressee in order to improving the modern communicative culture.

CONCLUSIONS

The semantics of the genuine imperative constructions are determined by their specific functional purpose, which is to induce a high degree of categoricalness to the irrevocable implementation the action. By expressing the command and order, they consolidate the core of the imperative and form the central functional-semantic type of imperative structures, the distinctive feature of which is the binding nature of the causal action. Among all types of the imperative constructions, they exhibit the highest level of voluntary pressure on the potential subject to perform the required action.

The genuine imperative constructions are structured mainly by one-member sentences with a predicate in the form of a second-person imperative mood verb and one-member sentences with an infinitive predicate (in the Ukrainian language). The infinitive sentences are a specialized type of syntactic constructions intended to embody imperative modality.

The genuine imperative constructions function in the following basic ways: the command, the military order, the military command, the emergency command, the educational-pedagogical command and the household command.

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[9] Batsevych F. (2009) Osnovy komunikatyvnoi linhvistyky [Fundamentals of Communicative Linguistics]. Kyiv. (in Ukrainian), pp. 43-44.

Significant constituents of the imperative semantics of this type of constructions is the necessity, the formation of which is facilitated by such basic parameters as the authority of the speaker and the controllability of the situation, the activation of which is provided by the special conditions of the communicative situation under which circumstances each particular kind of meaning is realized.

The expression of the command ensures the correspondence of the speaker's authoritarianism and the actual non-availability of the addressee, which is possible with the rigid social status differentiation of the communicants; military order and command − voluntary acceptance of the addressee's authority by the addressee in terms of established military subordination; educational-pedagogical command − genetic adherence to the addressee's norms of status subordination, embedded in the atmosphere of subconscious acceptance of parental authority; the household command − accepting the authority of the addressee according to the interpersonal interaction of the communicators. The implementation of an emergency command is distinguished by the impulsive nature of the speech action, caused by the unpredictability of a sudden emotional situation.

The use of a rigid form of the categorical expression of volition in conditions of gross moral and physical dominance of the speaker over the addressee is regarded as a deviation from the norm. The prospect for further research is the analysis of the means of reducing the categorical volition in the content of genuine imperative constructions in order to correct the speech behavior of the modern speaker.

SUMMARY

The article deals with analysis of the semantic structure of the central type of the imperative constructions (based on the Ukrainian language), the main informative parameters of the imperative in the functioning of the genuine imperative construction are pointed out. The definition of structural and grammatical center of forming the genuine imperative structures is commented on.

The author focuses on the interdependence of their semantics and the specifics of the functional purpose – high categorical inducement for the irrevocable performance of the action. The dominant components of the content structure of the imperative constructions are determined, as well as important signs of the communicative sphere that influence the implementation of the genuine imperative meaning, such as: the irreality, the

potentiality, the volitionality, the addressability, the causality, the prescription, and, in addition, the necessity, the obligation.

The author categorized and described the main functional-semantic types of the imperative constructions, such as: the command, the military order, the military command, the emergency command, the educational-pedagogical command and the household command. The semantic nuances of them and their differential factors of formation are commented on.

It is confirmed that genuine imperative constructions, being the functional-semantic core of the expression of the imperative modal meaning, express the most severe impulse to action.

The prospects for further research of the imperative and the genuine imperative constructions are outlined.

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INNOVATIVE APPROACHES OF INTEGRATED
COMMUNICATION CAMPAIGNS

Svitlana Vavilina

INTRODUCTION

A comprehensive communication strategy constitutes the basis of a communication campaign in the modern media landscape. Two-way communication consists of transmitting, receiving and processing of information which result in the established connection between a sender and a receiver[1]. This outcome demands an active perception of a particular message. However, communication noise and such factors as sender characteristics, context of social environment, relationship between source and receiver, receiver personal background and values as well as effects of a communication channel influence the way in which the message is interpreted and absorbed[2].

New challenges to communication have emerged recently with media fragmentation, the rise of the Internet and digitization of media. The variety of available channels and media outlets implies that the audience is fragmented and difficult to reach. This trend is even more evident on social media where audiences are scattered across numerous general and niche social networking sites. Moreover, technology has made it possible for individuals to use multi-functional devices, meaning that communicators have to engage their target groups through multiple portals like smartphones, smartwatches and tablets. Digitization has also equipped consumers with tools and software to block or filter advertising messages and provided them with unprecedented supply of information about brands and services[3]. With the Web being transformed into a social platform, individuals are wielding tremendous power by assuming the active role in the value creation process. To reach this type of customer, organizations need to expand the focus from

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[1] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 36.

[2] Tench, R., & Yeomans, L. (2007). *Exploring public relations*. Harlow, England: FT Prentice Hall. P. 145-146.

[3] A best practice guide for developing communication campaigns (2013). Retrieved October 2, 2019, from http://www.culturehive.co.uk/resources/a-best-practice-guide-for-developing-communication-campaigns/. P. 3.

product to their audiences' concerns and fulfil the human spirit through the goods or services they promote[4].

Against this background, some organizations and advertisers have moved to the innovative approaches to speak in a clear voice and be heard by their customers and the general public. Their communication strategies are aimed at the omni-channel customer engagement which involves the integrated combination of the simultaneous use of multiple channels[5]. The outcome of an integrated campaign directly depends on the impact of the media multiplier effect[6] that occurs only when each channel has a specific task in achieving the overall objective and "works harder because of the presence of the others"[7]. To provide meaningful insights across multiple channels, each piece of campaign should be consistent about the same creative idea that drives the development process[8]. Understanding psychology behind the consumer is equally important since the messages delivered in novel and thought-inspiring ways are tend to be shared by the audience[9] and contribute to creating emotional bonds between an organization and a consumer[10].

This paper provides an analysis of a highly acclaimed the Imaginary Friend Society campaign produced by the advertising agency RPA (USA) for the Pediatric Brain Tumor Foundation and launched on September, 24, 2017. The Imaginary Friend Society was awarded two Gold Lions at the Cannes Lions International Festival of Creativity (2018) in the category of Health and Wellness, one being for Integrated Campaign and the other for Branded Content and Entertainment. The campaign also won the 2018 Gold Jay Chiat Award for Non-profit Strategy. This research explores the components of the RPA break-through communication strategy as well as advertising tools employed to make a positive impact on the public perception of such a dreadful issue as pediatric cancer.

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[4] Onete, C. B., Albăstroiu, I., & Dina, R. (2017). Consumer between Web 2.0 and Web 3.0. *Consumer Behavior – Practice Oriented Perspectives*, 29–43. doi: 10.5772/intechopen.71268. P. 34-35

[5] Ibid. P. 31

[6] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 231.

[7] A best practice guide for developing communication campaigns (2013). Retrieved October 2, 2019, from http://www.culturehive.co.uk/resources/a-best-practice-guide-for-developing-communication-campaigns/. P. 10

[8] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 32

[9] Greenwald, M. (2017, March 20). Secrets Of 7 Of The Most Effective Ad Campaigns. Retrieved October 1, 2019, from https://www.forbes.com/sites/michellegreenwald/2014/07/10/secrets-of-7-of-the-most-effective-ad-campaigns/#51836468320c.

[10] Onete, C. B., Albăstroiu, I., & Dina, R. (2017). Consumer between Web 2.0 and Web 3.0. *Consumer Behavior – Practice Oriented Perspectives*, 29–43. doi: 10.5772/intechopen.71268. P. 35.

1. Components of the communication strategy

The most essential element of a communication strategy is the *objective* which is essential for planning a complicated process of "multi-channel, multi-content, often multi-market"[11]communication. Besides being good at building awareness, providing information and creating imagery, it should be aligned with commercial goals and well-thought-out distribution policy[12]. The objective that the Pediatric Brain Tumor Foundation set for RPA was to create quality pro bono marketing materials that could explain cancer treatment procedures to children. A recent survey[13] of parents and other adults connected with pediatric cancer as well as former pediatric cancer patients revealed that there is a serious lack of adequate resources geared towards children diagnosed with brain tumors or other cancers to help them cope with fear of medical treatment and anxiety caused by complex medical terminology.

Instead of producing a typical awareness campaign targeting adults, the agency saw an opportunity to address the children themselves. The inspiration came from meeting real pediatric cancer survivors at the Pediatric Brain Tumor Foundation events. The children told the agency researchers that they had imaginary friends who helped them endure long hospital stays[14]. The RPA's original idea was to "unite" those imaginary friends into the animated "society" whose members would speak a language that sick children could understand and relate to. Having an engaging *idea* at the heart of the communication strategy is the only way to get people involved[15] and RPA's aspiration to meet a specific need for the youngest patients by creating delightful educational cartoons about complicated aspects of cancer treatment proved to be a really integrating one.

This idea worked as a "steel thread" to unify the messaging across all of the marketing content and helped to gain support from other organizations who collaborated for its successful execution[16]. According to Jason Sperling, RPA's Senior Vice President, the latter presented a real challenge because

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[11] A best practice guide for developing communication campaigns (2013). Retrieved October 2, 2019, from http://www.culturehive.co.uk/resources/a-best-practice-guide-for-developing-communication-campaigns/. P. 5

[12] Ibid.

[13] Infographic. Retrieved from https://www.imaginaryfriendsociety.com/infographic.

[14] Ovsyannikova, D. (2018, June 14). New Campaign: Imaginary Friend Society. Retrieved October 1, 2019, from https://ru.adforum.com/interviews/ar-imaginary-friend-society.

[15] A best practice guide for developing communication campaigns (2013). Retrieved October 2, 2019, from http://www.culturehive.co.uk/resources/a-best-practice-guide-for-developing-communication-campaigns/. P. 7.

[16] 6 Elements of a Truly Integrated Campaign. (2019, August 21). Retrieved October 1, 2019, from https://insights.newscred.com/6-elements-of-a-truly-integrated-campaign/.

the agency "had to find animation companies that would be willing to donate the time, energy and resources to the project for free"[17].

Several different production, animation and sound-design companies from all over the world were pleased and honored to be invited to participate in the campaign and pushed themselves hard "to construct something remarkable"[18]. Collectively, this partnership brought their own unique imaginary friends to life in a series of 22 animated films that feature various experiences children and their relatives face with a cancer diagnosis. What had started with the films was later extended to the Augmented Reality (AR) application aimed to make upcoming medical procedures feel less frightening by allowing small patients to hear words of encouragement from their favorite cartoon characters during difficult times. Moreover, the coloring books, posters, journals and stuffed Imaginary Friends dolls were designed to brighten up hospital rooms and give comfort throughout the treatment. The Pediatric Brain Tumor Foundation initiated the Imaginary Friend Society website[19] to make the films available online and to provide the young patients with the option to donate their own imaginary friends to the campaign.

The idea also brought together child life specialists, social workers and medical staff throughout the United States as well as other childhood cancer nonprofits who joined the Pediatric Brain Tumor Foundation in distributing the films across the United States leading hospitals, social channels and directly families undergoing treatment.

Bringing in new teams and additional channels to the fold allowed the Imaginary Friend Society campaign to achieve a silo-busting effect[20] that resulted in breaking down collaboration barriers and becoming truly integrated. All teams within integrated campaigns work together in the interest of customer needs by harmonizing information and activities across the collaborative mix.

The coordinated efforts resulted in receiving astonishing $1MM in media value and more than 46.3MM PR impressions in top-ranked Designated Market Areas without spending a single media dollar[21]. This is further proof

[17] Ovsyannikova, D. (2018, June 14). New Campaign: Imaginary Friend Society. Retrieved October 1, 2019, from https://ru.adforum.com/interviews/ar-imaginary-friend-society.

[18] Gentleman Scholar Contributes "Welcome to the Imaginary Friend Society" Short Film For RPA's Thoughtful Campaign For The Pediatric Brain Tumor Foundation. Retrieved October 1, 2019, from https://www.shootonline.com/spw/gentleman-scholar-contributes-welcome-imaginary-friend-society-short-film-rpas-thoughtful.

[19] Imaginary Friend Society. (n.d.). Retrieved from https://www.imaginaryfriendsociety.com/.

[20] 6 Elements of a Truly Integrated Campaign. (2019, August 21). Retrieved October 1, 2019, from https://insights.newscred.com/6-elements-of-a-truly-integrated-campaign/.

[21] Imaginary Friend Society. Retrieved October 1, 2019, from https://www.deconstructedbrief.com/imaginary-friend-society.

that "hugely ambitious objectives are frequently attempted with absurdly small budgets"[22].

Finding ways to influence the consumer is another vital ingredient for the effective communication strategy. The consumer need (physical or psychological) warrants the information search process which can be utilized by three models: *attitudes*, *values* and *cognitive mapping*[23]. To reach the target audience the communication campaign planners need either confirm or change the consumer attitudes or actions[24]. *Attitudes* reflect their holders' positions toward a certain topic or event and influence their feelings, perceptions, learning processes and subsequent behavior[25].

There are three elements that comprise a consumer attitude: cognitive, affective and conative[26], which are also perceived as levels where strategic objectives are set at[27]. The cognitive element relates to thoughts or mental images of the problem or issue and is aimed at inspiring the target public to think about the topic or create awareness. The affective component refers to feelings or emotional reactions to a topic or idea, so the objective being set at this level aims to encourage the target audience to form a particular opinion or feeling about the subject. The conative component contains the intentions, behavior or actions and is geared towards change in the consumers behavior[28]. The most common sequence of events that takes place in attitude formation is from the cognitive component, through the affective one and, finally, to the conative element[29].

Attitudes are framed by *values* or strong beliefs about topics or concepts. Although being tend to endure, values can change over time due to different life experiences. Additionally, such factors as personality characteristics, temperament, social environment and culture affect personal values or the degree to which they are hold.[30] The value-oriented marketing treats consumers as "human beings in their entirety, with mind, heart and soul

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[22] A best practice guide for developing communication campaigns (2013). Retrieved October 2, 2019, from http://www.culturehive.co.uk/resources/a-best-practice-guide-for-developing-communication-campaigns/. P. 5.

[23] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 79.

[24] Tench, R., & Yeomans, L. (2007). *Exploring public relations*. Harlow, England: FT Prentice Hall. P. 192.

[25] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P 79.

[26] Ibid.

[27] Tench, R., & Yeomans, L. (2007). *Exploring public relations*. Harlow, England: FT Prentice Hall. P. 192.

[28] Ibid.

[29] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 79.

[30] Ibid. P. 81.

energies"[31], which allows campaign planners to appeal to their audience's values by addressing the most profound human pursuits.

In terms of the Imaginary Friend Society campaign, the evidence-based need for the educational resources that could explain difficult aspects of cancer care to families and provide encouragement to children facing the wide array of invasive procedures compelled the specific audience to search for the relevant information[32]. Addressing this need, RPA faced the challenge of offering really useful materials that would stand out in a sea of homogeneous health care advertising based on traditional approaches and ideas. Reaching the target audience implied changing their attitude towards pediatric cancer treatment by making this daunting topic more accessible. The values needed an equal consideration and the agency took an unprecedented move to tie the campaign to such personal values as fun, exciting life, happiness, security, sense of belonging and social acceptance that are shared by all children regardless of whether they have cancer or not. What is more, the Imaginary Friend Society, like other great advertising campaigns, was founded on deep psychological insights[33].

To make it possible for the marketing team to develop advertisements and relevant communication, they need to understand how people store, retrieve and evaluate information that will further affect their decisions. The use of *cognitive maps* enables campaign researchers to stimulate the knowledge structures rooted in an individual's mind[34]. These structures expose how personal assumptions, beliefs and attitudes about the world interpret new information and determine responses to a novel situation. Figure 1 depicts a hypothetical cognitive map of a child with cancer who gets bombarded with confusing information about disease and its treatment procedures.

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[31] Onete, C. B., Albăstroiu, I., & Dina, R. (2017). Consumer between Web 2.0 and Web 3.0. *Consumer Behavior – Practice Oriented Perspectives*, 29–43. doi: 10.5772/intechopen.71268. P. 35.

[32] Natividad, A. (2017, September 29). Kids With Cancer Get a Slew of Imaginary Friends to Help Them in Lovely Campaign From RPA. Retrieved October 1, 2019, from https://www.adweek.com/brand-marketing/kids-with-cancer-get-a-slew-of-imaginary-friends-to-help-them-in-lovely-campaign-from-rpa/

[33] Greenwald, M. (2017, March 20). Secrets Of 7 Of The Most Effective Ad Campaigns. Retrieved October 1, 2019, from https://www.forbes.com/sites/michellegreenwald/2014/07/10/secrets-of-7-of-the-most-effective-ad-campaigns/#51836468320c.

[34] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 82.
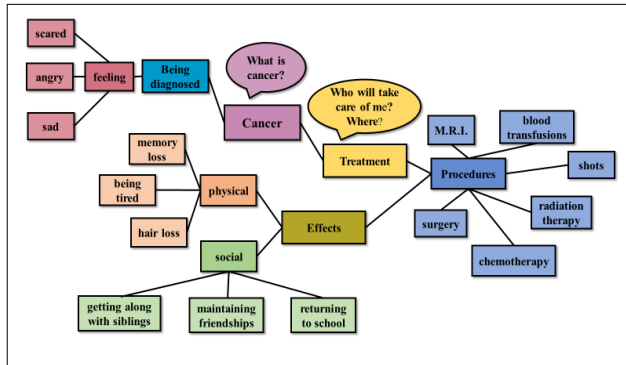
Fig 1. A hypothetical cognitive map for the pediatric cancer treatment

Based on the final creative content of the Imaginary Friend Society campaign, this map is made to reconstruct the probable pathways that a sick child's mind might follow in the wake of the horrible diagnosis as well as accompanying fears and apprehensions. The ambitious task of the campaign was to change children's and their relatives' attitude by creating a new linkage between the information provided and the concepts of cancer along with its medical, physical, emotional and social implications. The linkage is constructed when the consumer is persuaded by the advertisement, otherwise the information will be ignored or forgotten, and no new linkage occurs[35].

Thus, cognitive mapping and persuasion techniques developed to change attitudes or tap into strongly hold values constitute key components of any integrated communication campaign. By providing an insight into the target group's needs, they allow creative teams to produce messages to meet those needs. To capture the consumers' attention, a message should expose them to concepts that proceed effectively throughout mental processing channels through logic or enticing emotional appeals[36].

For many types of campaign *messages* are critically important. This is particularly true for public information campaigns like the Imaginary Friend Society which often use memorable messages. Messages are important for four main reasons. Firstly, they generate awareness and form attitudes. Secondly, they prove that the communication channels have been appropriate and that the message reached the recipient. Thirdly, the degree of

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[35] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 84.

[36] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 85.

the message assimilation helps to evaluate effectiveness of the campaign. Lastly, they allow to balance creativity and discipline within a marketing team[37]. However, messages have limitations since they indicate the one-way communication. To initiate the dialogue with the audience the campaign should bring in carefully thought-through content that is an equally vital element of the integrated communication strategy.

The next chapter investigates the advertising techniques that RPA employed to design effective messages together with creative content and to bring the new dimensions into the public's perception of potentially traumatic aspects of childhood cancer.

2. Advertising tools and design

Designing a compelling and influential advertising campaign can be a challenging part of an integrated communication program. A successful advertising campaign results in changing people's attitudes and behaviors. To achieve such an effect, the message theme requires a tactical approach to its delivery. *Message strategies* fall into three categories: cognitive, affective, conative. These categories signify the components of attitudes as noted in the previous chapter. There are various forms of approaches within each category that are usually applied by advertisers to influence the consumer[38].

Regarding the Imaginary Friend Society campaign, the advertisers definitely opted for the *affective message strategies*. Such strategies evoke feelings or emotions that affect consumers' reasoning processes and lead them to act. The two types of tactics within this category are *resonance* and *emotional* approach.

Resonance was used by RPA to develop stronger ties, or a "vibe", with the target audience. The series of films addressed the core needs of the young patients implicitly by creating approachable characters who belong solely to the children's world. The agency research showed that childhood cancer survivors often use imaginary friends as coping mechanisms during long hospital stays, with almost two-thirds (65%) of children having an imaginary friend by the age of seven[39]. The films characters introduce themselves by the name (be it Captain Beakbeard in "What is Cancer?", Charlie and Roger in "What is an M.R.I", Mr. Spikes in "Blood Transfusions" or Shelly the Turtle in "Returning to School") and the phrase

[37] Tench, R., & Yeomans, L. (2007). *Exploring public relations*. Harlow, England: FT Prentice Hall. P. 195.

[38] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 176.

[39] Imaginary Friend Society. Retrieved October 1, 2019, from https://www.deconstructedbrief.com/imaginary-friend-society.

"I'm an imaginary friend of a kid just like you!" which resonates with children's need for reassurance and engages in conversation that reflects their values and interests. Throughout the videos these and other characters keep saying that they understand how a child might be feeling in a given situation, adding that it is all right to feel angry, scared, sad, confused, overwhelmed or "all of the above". They assure that "everyone gets sad" and "everyone feels scared" because "being sad (or scared) is part of life".

These messages reflect such personal value as *a sense of belonging*[40] that could be under threat of avoidance and isolation after a child is diagnosed with cancer. To eliminate this threat, Ambassador Bob in the introductory film "Welcome to the Imaginary Friend Society" cautions a child against blaming himself for having done something wrong that might have caused the disease, because "nothing you did caused cancer". He explains that "it is just what happens to people" and not only to people, but also animals, fish and birds. Characters from other films convince that scars which might appear after surgery are "pretty cool", and that losing hair after chemotherapy or radiation treatment is the "chance to experiment with wigs or elevate your look with some different hat wear", and there is nothing to be embarrassed about possible memory loos after some procedures because "people around you will understand". This tactic is aimed at fostering the value of *social acceptance*[41] and such promises substantially address children's aspirations to maintain social relationships.

The words of encouragement and strength from the cartoon characters help to develop supportive relationships with the target audience. We hear members of the Imaginary Friends Society trying to convince children that "they are stronger, than they know". Walt in "Radiation" jokingly calls a child he addresses from the screen "this brave young whippersnapper", whereas Pico who stars in "Being Scared" openly admires a young patient's courage. He says: "You are so strong! You are making me strong!" and promises that after every scary treatment a kid will come out even stronger. The mobile AR application deepens this bond by allowing children to bring characters to life whenever they feel the need of a "pep talk" during the treatment.

The affective resonance advertising always looks for the ways to engage the audience and solicit feedback. RPA's team came up with an idea to get children involved by inviting them to upload drawings of their own imaginary friends on their social media channel with hashtag "Imaginary

[40] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 146/
[41] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 146/

Friend Society". Later some of these pictures were turned into "posters, dolls and other fun things to help brighten up spirits of sick kids", just as Ambassador Bob had promised in the introductory film.

An *emotional affective approach* attempts to evoke powerful feelings that result in the boost of behavioral responses. What is more, emotional priming is considered to amplify the effects of rational messages[42]. Therefore, if advertisers can induce a sense of cognitive ease through the prism of emotions, the message is likely to be heard and assimilated. A comprehensive study by the Institute of Practitioners in Advertising (UK) revealed that effects of emotional campaigns last much longer that the ones of rational campaign and have a propensity to accumulate more strongly over time[43]. Besides being more than twice as efficient as rational campaigns, emotional affective strategies also deliver twice the profit.

Emotional *appeals* are based on suppositions that 1) consumers are tend to ignore most advertisements; 2) rational appeals generally remain unnoticed; 3) emotional appeals grab attention and foster an attachment[44]. RPA's creatives feature a wide range of emotions in their films. The very titles like "Feeling *angry*" and "Feeling *sad*" speak for themselves. A reasonable portion of *self-indulgence* appeal can be found in "Chemotherapy" episode whose character promises that going through the procedure will give you "a power over your family who will spoil you and treat like royalty".

The age of young patients necessitates *happiness* appeal that manifests itself in looking at the bright side. For example, the robot in "Why am I tired all the time?" advises a child to concentrate on easy-going activities like listening to music, doing some arts or reading books, which "can be as much fun as running about". However, it is visual representation that adds in children's delight. Experts believe that visual cues in advertisements are key components of emotional appeals[45]. Besides bright and bold colors, the films show a lot of symbols associated with fun and happiness like confetti, balloons, flickering lights, beach umbrellas and so on.

The Imaginary Friends behave as quite real ones saying to a child that "the Imaginary Friend Society always have your back". Thereby Mr. Tips is always there in case someone feels blue and the duo of Charlie and Roger keeps company "in boring places like hospitals". Ambassador Bob appeals

[42] Binet, L. (2013). *The long and the short of it*. IPA. Retrieved from https://jeanallary.files.wordpress.com/2016/07/the_long_and_short_of_it_pdf_doc.pdf. P. 51.

[43] Ibid. P. 53.

[44] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 190.

[45] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 147.

to *friendship* but also to *family bonds* when he reminds a child that he is not alone because his friends and family will be with him "every step of the way". Moreover, there is a separate film in the series titled "Help for Brothers and Sisters" to guide siblings of childhood cancer survivors through the perils of growing up in a family affected by cancer.

Among all emotions depicted in the movies, appeal that focuses on the need for *security* seems to be the most prominent. It finds expression in metaphorical explanations of medical procedures with constant emphasis on their importance for the successful treatment and future welfare. Being translated from the medical talk into a kid-talk, cancer treatment does not sound scary anymore. It is especially so, when a child is assured that the team which includes "the smartest of the smart" doctors, "the nicest of the nice" nurses, "the wisest of the wise" psychologists together with radiologists, social workers and cooks "who will be great of what they do and with their forces combined it's like having the hospital itself helping you out".

Emotions in the films are tied with humor and music to make the content more compelling. Such combination can influence the audience both emotionally and rationally.

The use of these techniques allowed RPA to change the attitude development by reversing the sequence and starting with affective persuasion, which led to conative consequences and, finally, resulted in the cognitive engagement to their messages. The agency and their partners made an attempt to construct new linkages between the information they provided and cancer-related concepts. As a result, new associations have been built. Thus, cancer is presented as a mutiny on a fairy-tail ship when "you've got a bad cell turning against a good one". An MRI machine is depicted as a space ship, on board of which a child "can explore a galaxy for a bit, take in a moon landing or drop on Mars, befriend an alien species". Chemotherapy has been turned into a brawny superhero who defeats bad cells with heavy blows, telekinesis and lasers. The character from "How to handle shots" recommends children "to teach your brain new ways to react" and asks them to befriend scary needles because they only want to be helpful. The whole period of cancer treatment is proposed to be taken as a roller-coaster ride "when the scariest part is the first climb up the big hill", but once it is over "you will feel invincible". The results of the survey by the Pediatric Brain Tumor Foundation prove that RPA's efforts have not been wasted as the majority of respondents who had seen the Imaginary Friends Society films, found them valuable for parents and caregivers talk with their children about difficult issues and agreed that the videos helped kids feel less anxious (with figures standing at 96% and 85% respectively)[46].

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[46] Infographic. (n.d.). Retrieved from https://www.imaginaryfriendsociety.com/infographic.

The choice of *animation* as an *executional framework*[47] for conveying the message strategy of the Imaginary Friend Society campaign stems from the well-founded analysis of psychographic and demographic characteristics of the target audience. Besides, the technological affordances of the most advanced computer graphics programs allowed the animation studios involved in the project not only to create visually stunning imagery but also to experiment with different styles and techniques.

According to the representatives of the creative production company Gentleman Scholar, which worked on the introductory film "Welcome to the IFS", they "designed dozens of mixed-media characters who could live together"[48] to embody the animations and different mediums of all other videos in the series. By using Autodesk Maya, a sophisticated 3D modelling software, accelerated by Redshift's rendering along with the Nuke editorial toolkit and powerful Adobe After Effects animation tools they brought to life more than 50 highly realistic characters who walk, fly, skate, slink and slide around the environments. Seventeen other reputable film and animation studios from the US, UK, Canada, Hungary and Poland put their expertise and unique visions to good use to create the series of videos, each of whom can be considered as a microcosm of an unparalleled imaginary world. The use of the cutting-edge 3D modelling as well as 2D animation ("What is cancer?", "Surgery"), motion graphics ("Radiation"), stop-motion animation with puppet characters ("Feeling angry") or combination of different animation types ("Who will be taking care of me?") makes each of the films like no other. We can also find 1930s retro futuristic sci-fi set in "Why am I tired all the time?", the touch of 1980s videogames in "Blood transfusions" and the style of comic books mimicked by cel shading in "Chemotherapy". 3D and 2D animation techniques have also found their application in a simple AR app for mobile devices and tablets that allows children to select any of the films' most lovable characters, adjust their size, place them in the hospital environments and interact with them as they offer words of encouragement during difficult times[49]. Most recently, RPA announced more sophisticated AR application that utilizes motion capture so that doctors and

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[47] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 191.

[48] Gentleman Scholar Contributes «Welcome to the Imaginary Friend Society» Short Film For RPA's Thoughtful Campaign For The Pediatric Brain Tumor Foundation. Retrieved October 1, 2019, from https://www.shootonline.com/spw/gentleman-scholar-contributes-welcome-imaginary-friend-society-short-film-rpas-thoughtful.

[49] Imaginary Friend Society AR. Retrieved October 2, 2019, from https://toolofna.com/work/imaginary-friends-society-ar.

nurses will be able to speak to pediatric cancer patients as a character from one of the videos[50].

The success of an advertising campaign heavily relies on the *source*, or a *spokesperson*, who presents the advertising message verbally and/or visually. RPA's decision to reject such traditional spokespersons as experts (for example, doctors) or celebrities and select someone who was born in a child's own imagination in response to a desperate need for support and security made it possible to create a source that utilizes almost all characteristics of effective spokespersons[51]. Imaginary friends fully meet the requirements of credibility, attractiveness, similarity, likeability and trustworthiness. Surprisingly, they exhibit more expertise than educated experts in the medical field and therefore have more power in persuading the target audience of the young cancer patients.

Thus, the affective approach by RPA defined the use of resonance advertising and emotional methods. The logical combinations of various appeals promoted the utilization of the advertising messages. The manner of executional framework based on the insight on how children see the world helped translate abstract and foreign concepts into approachable stories, events and characters. All these advertising techniques in combination with well-planned communication strategy ensured the success of the Imaginary Friend society integrated campaign.

Fig. 2. Advertising materials for the Imaginary Friend Society campaign[52]

[50] Ovsyannikova, D. (2018, June 14). New Campaign: Imaginary Friend Society. Retrieved October 1, 2019, from https://ru.adforum.com/interviews/ar-imaginary-friend-society.

[51] Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited. P. 198.

[52] "Pediatric Brain Tumor Foundation: Imaginary Friend Society." *RSS*, 1 Sept. 2018, https://www.adsoftheworld.com/media/integrated/pediatric_brain_tumor_foundation_imaginary _friend_society.

CONCLUSIONS

Increasingly changing media landscape makes it more difficult for companies and organizations to communicate with their consumers. Such factors as media fragmentation, the rise of the Internet-enhanced interactive communities, the digitization of media and omni-channel consumer behavior require from organizations careful planning of their communication strategies. To reach the target audiences, they need to rely on customized approaches that engage their consumers in a conversation based on shared interests and values. Integrated communication campaigns bring together creative content and the media by paying attention to the content relevance and the role that different channels play in adapting the content, creative and format accordingly.

The analysis of the award-winning Imaginary Friend Society Campaign highlights the key components of an efficient integrated communication strategy. First of all, a truly integrated communication campaign has a clear objective aimed at solving the human problem. The unifying idea behind the objective boosts the collaboration between the partners and helps select media channels. It also allows the advertising agency to get access to top talents in the industry and reduce costs.

The insight on behavior contributes to developing relevant message strategies. Affective strategies based on resonance and emotional appeal prove to be the most efficient when it comes to changing attitudes towards such sensitive topics as pediatric cancer. The right choice of executional framework as well as the selection of the other ingredients including music, colors, motion and humor intensify various appeals within the message strategy. In addition, the quality of the advertising message is improved by relying on credibility, attractiveness, similarity, likeability, trustworthiness and expertise of the source.

Promising directions for further research lie in the developing educational materials for students of Ukrainian universities who major in Public Relations and Advertising to learn about the recent achievements and trends in the field.

SUMMARY

The study is to show how the shifting media landscape reshapes the way organizations communicate with their public. The main focus is on the innovative overseas practices in planning and conducting integrated communication campaigns. Through deconstructing a highly-acclaimed advertising campaign designed by the American advertising agency RPA for the Pediatric Brain Tumor Foundation, this research highlights the key elements of an integrated communication strategy. The aspects explored relate to the having a unifying idea to guide the objective and the choice of

media channels as well as finding the ways to engage the target audience. The research draws upon the primary sources including 22 animated films, AR application and the Imaginary Friend Society website to examine the advertising tools and elements of advertising design employed by the agency and its creative partners to construct the compelling message. This case example shows that the insight on how children understand the world helped create an overreaching and cohesive narrative that remained with the audience outside the digital videos. The findings may be useful in educating Ukrainian students of Journalism, Public Relations and Advertising about recent trends in media relations.

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13. Ovsyannikova, D. (2018, June 14). New Campaign: Imaginary Friend Society. Retrieved October 1, 2019, from https://ru.adforum.com/interviews/ar-imaginary-friend-society.

14. "Pediatric Brain Tumor Foundation: Imaginary Friend Society." *RSS*, 1 Sept. 2018, https://www.adsoftheworld.com/media/integrated/pediatric_brain_tumor_foundation_imaginary_friend_society.

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UKRAINIAN PRINTED MEDIA OF ROMANIA:
A HISTORICAL-POLITICAL AND ETHNOCULTURAL
DISCOURSE

Yuriy Bidzilya

INTRODUCTION

Taking into consideration the historical-political and social conditions, the author of the paper gives complex analysis of the peculiarities of the ethnocultural communication of the Ukrainians of Romania, the establishment and development of the Ukrainian-language press in this country, examines the main problems of the modern functions of the Ukrainian printed mass media and outlines the possible perspectives of their development. The Ukrainian language went through changes in education and mass media in Romania. The situation of the Ukrainian mass media worsened in Romania during the interwar period (especially in the 1930s) due to assimilation processes and turning Ukrainians into Romanians. The government of Romania of the time closed Ukrainian schools, newspapers and cultural establishments. It was forbidden to use Ukrainian in public life. Violating the law could lead to the intervention of the police. The expansion of the Ukrainian information communication segment in Romania began with the introduction of the native-language primary and second education (7 grades) in 1948. It was allowed by the new law of the reformation of the public education passed by the Great National Assembly of Romania. There were 116 Ukrainian-language schools of various degree levels and 4 lyceums (Sighetu Marmației, Tulcea, Suceava and Siret) that prepared teachers for Ukrainian schools in the villages of Romania between 1948-1960. Such development of the Ukrainian language allowed the publication of the *Vilne Slovo* ("Free word") biweekly newspaper in Romania in 1949. It was the only means of published Ukrainian mass media for a long time. The '40s and '50s of the 20th century were characterized by the most energetic publication activity of the Ukrainians of Romania. Aside from school textbooks and public-political literature, works of poets and writers were published in the native language. New Ukrainian journals, in particular, *Novyi vik* ("New era") with its "Literaturnyi dodatok" ("Literary appendix") were published in Romania

at the time. The latter became a separate literature and arts journal under the title *Nash holos* ("Our voice"). However, following the sudden death of Gheorghe Gheorghiu-Dej (1965), Nicolae Ceaușescu came to power. His political rule turned out to be devastating for all non-Romanian ethnonational groups and ethnic press of the country. The Ukrainian mass media were repressed by the Communist totalitarian regime and the control of the Securitate secret service in Romania at the time. The situation of the Ukrainian-language mass media somewhat improved after the fall of Ceaușescu's totalitarian regime (1989). The Union of the Ukrainians of Romania was established in Romania at this time (1990). The ethnic organization is publishing 4 printed mass media for the Ukrainians of Romania at the moment: *Ukrainskyi visnyk* ("Ukranian herlad"), *Vilne slovo* journals, *Dzvonyk* ("Little bell") children's journal and *Ukrainskyi kurier* ("Ukrainian courier") journal (in Romanian). According to the author's mind, the Ukrainian printed mass media of Romania are too weak today, they are published irregularly, have too weak influence on the cultural life of the Ukrainian group in this country. Though, it is a positive point that the Ukrainian media are partly, at least, but supported by the government of Romania thanks to the legislation of the EU. According to the researcher, the future of preserving the Ukrainians as an autochthonous ethnos in this territory and the Ukrainian editions in Romania is only possible with the joint efforts of the two countries: Romania and Ukraine.

1. Formulation of the problem

The peculiarity of the situation of the ethnic groups of Romania, their communication with the titular nation and each other are directly connected with the historical background and circumstances of the different periods of the country. The history of the circumstances due to which Ukrainians appeared in Romania is complicated and unique for every region where they live in groups. Similarly to Slovakia, Poland and partly Hungary, the Ukrainians of this country are located on their ethnic territory, prevailingly, in the borderlands close to Ukraine.

The difficulty of the progress of the native-language media and culture of the Ukrainians of Romania, in general, lies in the fact that the politics of this country had been aimed at the assimilation and denationalization of the alien ethnic groups for a long time. According to the researchers' mind, all the circumstances of the social-political life of the Ukrainian community of Romania confirm that "the Ukrainian national minority of Romania could not have preserved its unity in the struggle for its national identity (language,

spirituality and culture) without its own printed periodicals"[1]. At the same time, scholars point out "the systematic violation of the rights of the national minorities during the entire 20th and the beginning of the 21st centuries of the Romanian government, regardless of the status, model, political orientation "color" of the corresponding structures"[2]: military administrations of World War I, the Kingdom of Romania of the interwar period, fascist dictatorship of World War II, people's democratic or socialist power of the '40-'60s of the last century, Nicolae Ceaușescu's totalitarian regime (1965-1989), or the social-political transition period of the Romanian society from the socialist to the democratic system (1990-2006)[3].

The Ukrainians is one of the ethnic groups of Romania that has been living on its territory for centuries and has been undergoing assimilation processes for almost the same duration. There have been no accurate data on the population of the Ukrainians in Romania for a long time. According to the official Romanian census of January 7, 1992, the ethnic composition of the population was as follows: 20 324 892 Romanians (89.3%), 1 619 368 Hungarians (7.1%), 409 731 Roma people (1.8%), 111 301 Germans (0.5%) and 66 483 Ukrainians (0.3%). In addition, there are 23 ethnic groups the total of which does not exceed 1% of the population (224 175 people)[4]. According to the census of 2002, the Ukrainian community has decreased and constitutes 61.4 thousand people. This makes up 0.3% of the entire population of Romania and the Ukrainian community is the fourth largest ethnic group[5].

Analysis of research. In order to get a deeper insight into the peculiarity of the functioning of the contemporary Ukrainian-language mass media of

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[1] Voloschuk Y. I. (2015) Problematyka periodyky ukrayinskoi natsionalnoi menshyny v Rumunii / Naukovyi chasopys NPU im. M. P. Dragomanova. Ser. 22: Politychni nauky ta metodyka vykladannia suspilnopolitychnykh dystsyplin. [The problem of the periodicals of the Ukrainian national minority of Romania / The scientific periodical of the National Pedagogical Dragomanov University. Ed. 22: Political sciences and the methodology of teaching social sciences]. Kyiv: NPU im M. P. Dragomanova. Ed.: 16. P. 82. [in Ukrainian].

[2] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 7. [in Ukrainian].

[3] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 7–8. [in Ukrainian].

[4] Ukrayina v suchasnomy heopolitychnomy prostori: teoretychnyi I prykladnyi aspekty: [kol. Monogr.]./za red. F. Rudycha [Ukraine in the modern geopolitical space: theoretical and applied aspects: [col. monograph] / under the edited by F. Rudych. Kyiv: MAUP. 2002. P. 412. [in Ukrainian].

[5] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 142; 329. [in Ukrainian].

Romania and their features, we are about to take a brief retrospective historical analysis of those circumstances that led to the appearance and existence of this press. Passingly, we would like to note that Romania is still among those neighboring countries that have, though, unofficially, territorial claims against Ukraine. This was disputed both in high diplomatic circles and mass media[6]. Places of high concentration of Ukrainians in Romania are Maramureș (more than 36 thousand people), (Southern) Bukovina (more than 10 thousand people), Banat (around 10 thousand people) and Dobruja (more than 3.8 thousand people) counties. Ukrainians comprise the majority in Bistra, Maramureș, Rona de Sus, Timiș and Caraș-Severin municipalities[7]. However, according to the Ukrainian researchers' and diplomats' mind, the number of people speaking Ukrainian exceeds the official number of the Ukrainian population which gives evidence to their political identity as Romanians, though, ethnical identity as Ukrainians. As reported by unofficial sources, the number of the Ukrainians of Romania is between 150 and 220 thousand people, despite all the denationalizing processes. Vladimir Bruter, expert of the International Institute of Humanitarian and Political Studies believes that there are at least 130-140 thousand Ukrainians in the country[8]. The Romanization policy has led to the strong decrease in the number of Ukrainians. As stated in the official census of February 21, 1956, 68.3 thousand Ukrainians lived in Romania in the following counties of the time: 28 900 people in Suceava (Rădăuți, Câmpulung Moldovenesc, Dorohoi, Gura Humorului and Vatra Dornei cities) and 25 200 people in Maramureș (Vișeu and Sighetu regions) (data taken from the Ukrainian Wikipedia). At the legislative level, the development of the Ukrainian minority of Romania and the information

[6] Appatov S. (1998) Ukrainsko-rumunski vidnosyny: istoriya ta suchasnist. Ukrainskyi istorychnyi zhurnal [Ukrainian-Romanian relations: history and modernity. A Ukrainian historical journal] № 3. P. 26. [in Ukrainian]; Kozak V. (October 12, 2001) 270 hektariv uzhe vtracheno na kordoni z Rumuniyeyu/ Kozak V. // Dzerkalo tyzhnia. [270 hectares have already been lost on the border with Romania / V. Kozak] – P. 3. [in Ukrainian]; Kravchenko V. (October 12, 2002) Ukrayina ta Rumuniya: pryhovana napruha / Kravchenko V // Ukrayinskyi monitorynh. [Ukraine and Romania: hidden tensions] [in Ukrainian].

[7] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 142–143. [in Ukrainian].

[8] Bruter V. I. (September-October 2000) Ukrainsty Yuzhnoi Bukoviny: problem i perspektivy/Sbornik nauchnykh konferentsyi "Transgranichnoye sotrudnichestvo Ukrainy, Moldovy I Rumynii". Sait Mezhdunarodnoho instituta gumanitarno-politicheskih issledovaniy. [The Ukrainians of Southern Bukovina: problems and perspectives/A collection of scientific conferenses "Transborder cooperation of Ukraine, Moldavia and Romania". The site of the International Institute for Humanitarian and Political Studies] URL: http://www.igpi.ru/info/people/bruter/1086170286.html. [in Russian].

space are being supported by the Constitution of Romania of 2003[9], the European Charter for Regional or Minority Languages (signed but not ratified by Romania), the Framework Convention for the Protection of National Minorities, the Law on local public administration (№ 271/2001), the Regulations on the Elections to the Chamber of Deputies and the Senate of Romania (№68/1992) with its changes and appendices, the Law on education (№ 84/1995) with its changes and appendices, and the Treaty on Relations of Good-Neighborliness and Cooperation between Ukraine and Romania of June 2, 1997[10].

The aim of our research is to analyze the socio-historical background of the functioning of the Ukrainian periodicals of Romania under various political conditions, to determine the main problems of its contemporary development and to outline the possible perspectives of their development.

The Ukrainian language has undergone different changes in the sphere of education, culture and mass media in Romania. The Ukrainians felt the tough policy of assimilation during the interwar period. The fact of "forceful Romanization of the Ukrainian population during the interwar period has been confirmed by the very Romanian scholars. A bright example of this is the "Nations and minorities", the work of Gabriel Andreescu, the editor in chief of the *New Journal of Human Rights* and the founder of the Ombudspersons for National Minorities organization that was published in Bucharest in 2004. The work contains the following statement relevant to our research: "During the framework of the Romanization campaign, the Romanian government closed or disbanded Ukrainian schools, newspapers and educational facilities at the beginning of the '30s. It was forbidden to use Ukrainian in public life. Violating the law could lead to the intervention of the police. The Ukrainians were called "Romanians that have forgotten their native language"[11].

The national-cultural situation of the Romanian Ukrainians improved after World War II. Subjects in schools in the villages and towns of high concentration of Ukrainians and mixed families were taught in Ukrainian,

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[9] Constituţia România (Constitution of Romania) URL: http://www.constitutiaromaniei.ro/. [in Romanian].

[10] Dohovirno-pravova baza mizh Ukrainoyu ta Rumuniyeyu / Ofitsiynyi sait Posolstva Ukrainy v Rumunii [Legal framework between Ukraine and Romania / Official site of the Embassy of Ukraine in Romania] URL: http://romania.mfa.gov.ua/ua/ukraine-ro/legal-act [in Ukrainian].

[11] Popovych M. A. (2000) Ukrayina – Uhorschyna: spivpratsia na rivni ministerstv I rehioniv / Kalendar ukrayintsiv Uhorschyny na 2000 rik. [Ukraine – Hungary: cooperation at the level of ministries and regions / Calendar of Ukrainians in Hungary for 2000] Uzhgorod: Mystetska liniya. P. 30–31. [in Ukrainian].

the educational facilities became venues of Ukrainian life where religious and national holidays, memorable dates of great Ukrainians were held.

The expansion of the Ukrainian information-communication segment in Romania began in 1948 when the Grand National Assembly of Romania approved the new law reforming the public education and introduced the compulsory primary and lower secondary education (7 grades) in the native language. Though the new educational system of Romania copied the Soviet model to much extent by its form, in general, it led to a positive result. Ukrainian schools were established in every settlement where Ukrainians lived, even in small towns of their residence. There were 116 Ukrainian-language schools of various degree levels and 4 lyceums (Sighetu Marmației, Tulcea, Suceava and Siret) that prepared teachers for Ukrainian schools in the villages of Romania between 1948-1960[12]. At the same time, the Ukrainian department of the philological faculty of the University of Bucharest was established (1952)[13].

The renewal of the Ukrainian-language communication in Romania of the time resulted in the preservation of the national identity and led to unprecedented improvement of cultural activities: literature was born, books were printed in the native language the author of which were representatives of the young Ukrainian intelligentsia[14]. A big role in the renewal of the national identity of the Ukrainians of Romania in the late '40s – early '50s of the 20th century was played by the representatives of the elder generation of the Ukrainian intelligentsia who "did not forget their national roots despite the forceful Romanization during the interwar period. Having no opportunities for self-realization at that time, highly-qualified refugees of Ukrainian origin from Southern Bukovina in 1940 and 1944 found themselves in an advantageous situation where they could benefit from their professional potential and knowledge of the Ukrainian language in their society. Owing to them, for instance, it was possible to quickly enough

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[12] Popovych M. A. (2000) Ukrayina – Uhorschyna: spivpratsia na rivni ministerstv I rehioniv / Kalendar ukrayintsiv Uhorschyny na 2000 rik. [Ukraine – Hungary: cooperation at the level of ministries and regions / Calendar of Ukrainians in Hungary for 2000] Uzhgorod: Mystetska liniya. P. 56–57. [in Ukrainian].

[13] Voloschuk Y. I. (2015) Problematyka periodyky ukrayinskoi natsionalnoi menshyny v Rumunii / Naukovyi chasopys NPU im. M. P. Dragomanova. Ser. 22: Politychni nauky ta metodyka vykladannia suspilnopolitychnykh dystsyplin. [The problem of the periodicals of the Ukrainian national minority of Romania / The scientific periodical of the National Pedagogical Dragomanov University. Ed. 22: Political sciences and the methodology of teaching social sciences]. Kyiv: NPU im M. P. Dragomanova. Ed.: 16. P. 4. [in Ukrainian].

[14] Bruter V. I. (September-October 2000) Ukrainsty Yuzhnoi Bukoviny: problem i perspektivy/Sbornik nauchnykh konferentsyi "Transgranichnoye sotrudnichestvo Ukrainy, Moldovy I Rumynii". Sait Mezhdunarodnoho instituta gumanitarno-politicheskih issledovaniy. [The Ukrainians of Southern Bukovina: problems and perspectives/A collection of scientific conferences "Transborder cooperation of Ukraine, Moldavia and Romania". The site of the International Institute for Humanitarian and Political Studies] URL: http://www.igpi.ru/info/people/bruter/1086170286.html. [in Russian].

arrange teaching not only Ukrainian language and literature but also other subjects in the native language in the newly-established Ukrainian educational facilities; this was an unprecedented example for Romania"[15].

Beginning with May 1949, such development of the Ukrainian community led to the possibility of publishing the *Vilne slovo* biweekly newspaper in Romania. It remained the only Ukrainian periodical for a long time. The newspaper actively published topical material about the life of the community and works of fiction in the native language. The periodical became a platform enabling the writers of Bukovina, newcomers and emigrants from Suceava and Maramureș counties to reveal their creative abilities[16]. The literary production grew so rapidly that the periodical could not encompass everything. The most energetic publishing activity of the Ukrainians of Romania took place in the '40-'50s of the previous century. Aside from school books and social-political literature, works of poets like Oksana Melnyk, Ivan Shulyak, Havril Klempush, Yuriy Pavlish and prose writers like Ivan Fedko, Stelyavin Yatsentiuk, Korneliy Rehul etc. are published in the native language. Soon, beginning from 1979, the larger literary requests in Ukrainian of *Novyi vik* began to be satisfied by the "Literaturnyi dodatok" (editor-in-chief I. Kovach) that became a separate literature and arts journal under the title *Nash holos*.

The development of the Ukrainian printed word was supported by the Constitution of the Romanian People's Republic (1952). It guaranteed its citizens full and equal rights in all fields of economic, political and cultural life regardless of their nationality and race. According to this Constitution, the Hungarians as the largest national community after the Romanians were given the right to form the Magyar Autonomous Region. The Ukrainian government was hugely providing the Romanian Ukrainians with scientific material, literature, teaching aids and textbooks during the period of the formation of the Ukrainian periodicals. A part of the youth was given the opportunity to study in Ukraine. However, the uncertain heyday of the Ukrainian press in Romania lasted only around 20 years.

The decline of the Ukrainian periodicals in Romania began in the '60s of the 20th century when the newspaper offices and individual journalists were pursued and harshly treated by the government. Following the sudden death of Gheorghe

[15] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 56–60. [in Ukrainian].

[16] Voloschuk Y. I. (2015) Problematyka periodyky ukrayinskoi natsionalnoi menshyny v Rumunii / Naukovyi chasopys NPU im. M. P. Dragomanova. Ser. 22: Politychni nauky ta metodyka vykladannia suspilnopolitychnykh dystsyplin. [The problem of the periodicals of the Ukrainian national minority of Romania / The scientific periodical of the National Pedagogical Dragomanov University. Ed. 22: Political sciences and the methodology of teaching social sciences]. Kyiv: NPU im M. P. Dragomanova. Ed.: 16. P. 83. [in Ukrainian].

Gheorghiu-Dej (1965), Nicolae Ceauşescu came to power. His political rule turned out to be devastating for the national groups of the country. The Romanian Communist media of the time called Nicolae Ceauşescu as the "Genius of the Carpathians", the "Danube of Thought", the "Creator of an Era of Unprecedented Renewal", the "Source of Light", the "Great Revolutionary Helmsman", the "Hero among the Nation's Heroes"[17]. Suffice it to mention that the hymn of Socialist Romania began with the words: "The Party, Ceauşescu, Romania..."

The new Constitution of Romania (1965) proclaimed a unitarian state. Therefore, the Magyar Autonomous Region was liquidated. In his speech dedicated to the 45th anniversary of the formation of the Romanian Communist Party in 1966, Ceauşescu strongly criticized the determination of Romania as a multinational state. Ceauşescu's policy was nothing about internationalism. As a result, all the Ukrainian schools and lyceums were closed, the Ukrainian Greek Catholic church was prohibited during the '60-80s. Pressures during the applications to the universities and government positions led to mass changes of nationality of the Ukrainians. They renounced their language and changed their surnames[18].

Ceauşescu's power gradually and deliberately harshened the censorship in the mass media, publishing offices, especially when it concerned editions published in non-Romanian languages. At the new leader's insistence, the legislation of the no longer People's, but Socialist Romania became more violent. To prevent the publishing of any information about the country abroad, it was prohibited to publish any material concerning confidential information about the state outside Romania by the Law on State Secrets of 1971. Such prohibition was among numerous provisions of the law that limited the access of any information, since the definition of "state secret" began to encompass even ordinary topics of economy, not to mention the armed forces, jurisdiction and politics[19]. Moreover, total inspection regarded not only printed products but also

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[17] Shama O. (24.02.2015) Istoriya zhyzni I smerti "polnovodnoho Dunaya" – rumynskoho diktatora Nikole Chaushesky / Sait zhurnala "Novoye vremia". [Nicolae Ceauşescu. The story of the life and death of the "Danube of Thought" – Romanian dictator Nicola Ceausescu / Website of the Novoye vremia jorunal. URL: http://nv.ua/publications/-istoriya-zhizni-i-smerti-polnovodnogo-dunayarumynskogo-diktatora-nikolae-chaushesku--35987.html. [in Russian].

[18] Samsonenko L. (March 23, 1999) Kym vvazhayut sebe ukrayintsi v Rumunii/Uriadovyi kurier [Who do Ukrainians in Romania consider themselves/Uriadovyi kurier]. [in Ukrainian].

[19] Ukrayina v suchasnomy heopolitychnomy prostory: teoretychnyi I prykladnyi aspekty: [kol. Monogr.]./za red. F. Rudycha [Ukraine in the modern geopolitical space: theoretical and applied aspects: [col. monograph] / under the edited by F. Rudych. Kyiv: MAUP. 2002. 488 p. [in Ukrainian]; Deletant D. Romania 1948-1989: A Historical Overview / Cold War International History Project. URL: http://www.php.isn.ethz.ch/collections/coll_romania/introduction.cfmRomania,%2019481989:%20A%20Historical%20Overview%20by%20Dennis%20Deletant.

spoken communication. The entire information-communication process of the country was under the control of the secret police, the Securitate. There is an opinion that every tenth or, even, fourth Romanian citizen served as staff or non-staff informer. The secret police spread rumors that every telephone in Romania was equipped with listening devices and that the Securitate was able to control 10 million phone calls simultaneously[20].

There is no doubt whatsoever about the fact that every Romanian citizen of the time regardless of their social status met a representative of the secret police that knew everything about them at least once in their lifetime. It is obvious that the aim of the Securitate's total penetration into the public and private life of the citizens meant the possibility to check their loyalty anywhere: in schools, universities, printing houses, editorials, theatres, etc. and at any time. The Securitate's staff was rather powerful, since cooperating with it meant significant benefits, including the opportunity to receive good higher education. Under such conditions, the journalism and the arts glorified the Romanian leader. Those who dared to oppose the general party line, were sent to prison or placed under house arrest. Due to the lack of any human rights movement, the opposition of the citizens was reduced to certain manifestations of disobedience: overhearing the programs of the Radio Free Europe and radio Voice of America, the performances of lecturer Doina Cornea at the University of Cluj-Napoca, or Y. Filip, D. Popa and P. Filipescu, the founders of the Non-official labor union Liberty. The latter was soon arrested for spreading fliers with appeals against Ceaușescu. The poet Mircea Dinescu's critical sayings addressing the regime, did not have any particular effect. The secret services quickly isolated these people and deprived them of their freedom of speech. For instance, Doina Cornea was placed under house arrest for her acts against N. Ceaușescu's policy on the consolidation of villages on December 22, 1989.

The situation of the national-ethnic group of Romania of the time in the media and in the journalism, in general, was even more complicated, since non-Romanian citizens were believed to be not loyal. The intercultural communication between the Ukrainian community and their fellows in the ethnic motherland became almost impossible due to the strong control of the intelligence and agency. According to the actual instructions of the time, communication between Romanian citizens and foreigners could only be possible at the presence of witnesses. The closest bureau of the Securitate had also be informed about the content of the communication in written form on the following day. The owners of typewriters were obliged to register themselves at

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[20] Müller H. (12.10.2019) Suchnost Securitate / Sait Internet-izdania "Russkiy zhurnal" [The essence of the Securitate / Website of the Internet publication Russkiy zhurnal] URL: http://www.russ.ru/pole/Suschnost-Sekuritate. [in Russian].

the department of home affairs. Moreover, the administrators of restaurants had to control that no window of their facility could be covered with curtain. During the entire reign of N. Ceaușescu, especially the last ten years known as the "Satanic decade", nationalism flared up and there was a constant search for "public enemies".

It was completely obvious that full development of Ukrainian periodicals aiming at the preservation of the ethnic identity could not be possible in the Romania of the time. The country under the reign of N. Ceaușescu resorted to the cultivation of the Romanian nationalism and the war with the "inner national enemy", harassment of people of different nationalities. Having proclaimed the idea of accelerated assimilation of non-Romanian groups of the population, the Romanian Communist party aimed at the creation of a "united Romanian socialist nation" that would engulf the Hungarians, Ukrainians, Germans, Bulgarians, and others. Discrimination processes against the Ukrainian population and its national-cultural traditions were strengthened. The *Novyi svit* ("New world") periodical suffered a tragic fate. In 1960, there were still journalists conscious of the Ukrainian population in the editorships, though, soon enough they were blamed for the so-called nationalism and were sent to jail following their trials"[21].

Later, there were attempts to divide the Ukrainians of Romania into fictional nationalities: Hutsuls, Rusyns, Khokhols. A chapter personally edited by N. Ceaușescu was included in the *Program of the Romanian Communist Party* in 1974. It represented the scheme of the historical development of Romania beginning with the ancient times, i. e. the process of the establishment of the great Romanian nation. The entire document is full of historical myths, disregard for other nations and desire to assert the Romanian nationalism.

Not only journalism, publishing and education but also the national-cultural activity of the Ukrainians of Romania were subjected to complete persecution under such conditions. Most of the Ukrainian-language schools had been liquidated (only the Ukrainian department at the gymnasium of Sighetu Marmației and the Ukrainian lectureship of the University of Bucharest survived) since the second half of the '60s of the 20th century. Almost the entire Ukrainian educational-cultural activity was banned: preschool facilities, primary schools, 8-grade and secondary schools had been liquidated, it was forbidden to use the Ukrainian names of the places. The native language was

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[21] Voloschuk Y. I. (2015) Problematyka periodyky ukrayinskoi natsionalnoi menshyny v Rumunii / Naukovyi chasopys NPU im. M. P. Dragomanova. Ser. 22: Politychni nauky ta metodyka vykladannia suspilnopolitychnykh dystsyplin. [The problem of the periodicals of the Ukrainian national minority of Romania / The scientific periodical of the National Pedagogical Dragomanov University. Ed. 22: Political sciences and the methodology of teaching social sciences]. Kyiv: NPU im M. P. Dragomanova. Ed.: 16. P. 83. [in Ukrainian].

only an option or was taught at the request of the students in 63 schools of places of high concentration of the Ukrainian minority. Ukrainian-language education was conducted only in the Taras Shevchenko lyceum (Sighetu Marmației, Maramureș county) at the time.

Formally, the Romanian Constitution of 1965 declared the right of using the native language and preserving the national identity, in particular, publishing books, newspapers, journals in the native language. Instead, the Romanian government approved several laws restricting the activity of the ethnic mass media of the country in the '70-'80s of the 20th century. Thus, the government passed an act to decrease the format and the periodicity of certain central and county magazines in 1974. Therefore, some daily newspapers turned into weekly ones. Soon, the periodicity of the Romanian editions was restored but the magazines of the national minorities were still published on a weekly basis. The central television of Romania stopped transmitting programs in Hungarian, even though the fact that the population of Hungarians is the second largest after that of the Romanians'. In one year (1985), all the radio and television programs in the languages of national minorities were suspended, including the Ukrainian editions of the county radio stations of Iași and Cluj-Napoca.

Significant damage to the Ukrainian-language villages of Romania was caused by the so-called revolutions: the "industrial" (the building of the Danube – Black Sea canal, developments in the field of nuclear energy), the "mini-cultural" the model of which was borrowed from China. Nevertheless, the most harm to the Ukrainian settlements was caused by the revolution in agriculture, since it destroyed entire villages.

N. Ceaușescu announced his intention to organize another "agricultural revolution" in the consolidation (merging) of villages in March 1988. Since agriculture being the main source of replenishment of currency reserves, it preserved a low level of labor productivity. Therefore, the leader of Romania decided to apply one of the reorganization projects of agriculture on the industrial basis that was under discussion in the Soviet Union back in the days of Khrushchev. There was a plan to build "agro-industrial centers" instead of 13 000 villages. Someone called this program the "bulldozer reform" and published so in the periodicals of the time. The campaign of the consolidation of the villages provoked protests abroad and among the cultural workers of Romania. Numerous groups of France, Belgium, Switzerland and Great Britain took part in movements to protect the villages of Romania. The statement of the Congress of Local and Regional Authorities was published at the meeting of the Council of Europe in March 1989. It strongly criticized and condemned the campaign of liquidation of

villages and demanded the Romanian government to put an end to its policy. One of the BBC channels transmitted Charles, Prince of Wale's performance against the deliberate destruction of villages in Romania. In addition, the Prince supported several European funds that condemned the policy of Ceaușescu. Established in 1987, the Mihai Eminescu Trust launched a broad international campaign to draw the attention of the world community to the process of liquidation of villages. Demonstrations connected with these events took place in many European countries (France, Switzerland, the Netherlands, Belgium). They demanded "the preservation of the Romanian villages"[22]. The process of "adoption of Romanian villages" by communes of Western European countries began. Great Britain itself "adopted" 52 villages in Romania thanks to the royal family by September 1989.

The end of spoken and written communication in the native language facilitated the Romanization in the regions of high concentration of Ukrainians. "Qualified officials and specialists" of the titular nation were sent to the places of high concentration of Ukrainians, Hungarians, Serbs and Germans. Their task was to implement the Romanian language in the respective national environment. It should be noted in this context that the presence of ethnic Romanians in the environment of the "joint residence of nationalities" significantly eased the Romanization of the latter, especially since the beginning of the ban on using the native languages of the national minorities. This dual process of assimilation of the national minorities, including Ukrainians, covered the region of their high concentration: Transylvania, Banat, Maramureș, Southern Bukovina and Dobruja counties. The ratio of nationalities has changed significantly in favor of Romanians in short time[23].

The situation of the Ukrainian-language media of Romania somewhat improved after the fall of the totalitarian regime of N. Ceaușescu. However, the analysis of the scientific literature and periodicals confirms that the situation of the culture of the Ukrainian Romanians still remains to be complicated. Moreover, some of the Ukrainian events in Romania resemble a duty that should be done during the visits of Ukrainian high-ranking officials. This often regards the Union of the Ukrainians of Romania (established in 1990) that conducts cultural and artistic events rather often (partly at the expense of the Romanian state budget, financial support from

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[22] Kravchenko V. (October 12, 2002) Ukrayina ta Rumuniya: pryhovana napruha / Kravchenko V // Ukrayinskyi monitorynh. [Ukraine and Romania: hidden tensions] [in Ukrainian].

[23] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 71. [in Ukrainian].

Ukraine and sponsorship funds). The Struny ne hostyny children's vocal-instrumental collective and the Svekrukhy vocal band are functioning in Suceava county. The local Union in Bucharest operates the Zorya ensemble that participates in national and international festivals. In addition, the Ukrainian cultural house of Timiș county functions in Timișoara.

The Union of the Ukrainians of Romania prints periodicals partly at the expense of the Romanian state budget (3 Ukrainian-language and 1 Romanian-language periodical). In particular, these are the following: *Ukrainskyi visnyk* (editor in chief – Mykhailo Mykhailiuk) in Bucharest, *Vilne slovo* cultural and educational magazine of Bucharest (editor in chief – Ivan Kovach), the Romanian-language periodical *Curierul ucrainean* ("Ukrainian herald", editor in chief – Ivan Robchuk), the literary and cultural magazine of the Ukrainian writers of Romania *Nash holos* (editor in chief – Iryna Moisey). An important role in the ethnic education of the Ukrainian youth is played by the journal *Dzvonyk* (editor in chief – Mykola Korsak).

Nevertheless, the circulation of the above-mentioned periodicals of the Union of the Ukrainians of Romania is not significant. They are published 1-2 times per month and often cannot be delivered to the reader due to the lack of a distribution system. Regional radio stations of three cities (Cluj-Napoca, Timișoara and Iași) transmit 15-20 minutes of programs in Ukrainian every week that constitute 13-17 hours per year. The second channel of the central television of Romania transmits a 30-minute program *Conviețuire* ("Cohabitation") in the languages of national minorities twice a month. However, programs dedicated to the Ukrainian population of Romania are usually transmitted thrice per year.

Neither was it easy to turn the old *Novyi vik* newspaper with its low circulation into a contemporary cultural and educational magazine. Tribute should be paid to editor in chief of the reformed and modernized illustrated innovation with a symbolic title *Vilne slovo*. It was no one else than Ivan Kovach, poet, prose writer, an active preserver of the Ukrainian community. Praiseworthy is the work of Iryna Petretska-Kovach and Roman Petrashak and formerly Stepan Tkachuk (*Vilne slovo*, 2014, № 23–24). The representatives of the Ukrainian diplomatic mission have been overseeing the affairs of the Ukrainian community of Romania even in the toughest times. This is confirmed by the profound analysis of the situation and the high estimation of the work of the Ukrainian editorships of Romania in the "Letter from T. Bauer, Extraordinary and Plenipotentiary Ambassador of Ukraine to Romania to the editorship of the cultural and educational magazine of the Union of the Ukrainians of Romania *Vilne slovo* (2014, № 23–24). The Union of the Ukrainians of Romania (head – Stepan

Buchuta) considers its main task in the preservation of the national identity of the Ukrainians, the renewal of the Ukrainian culture, native language, own traditions, Ukrainian-language mass media, publicist and literary works of Ukrainian writers of Romania (*Ukrainskyi visnyk*, 2010, № 3–4 (February). However, this process is very weak and has little influence on the young generation of Ukrainians in this country. Unlike the Ukrainian associations of Slovakia and Hungary that can raise the issue of the national identity of Ukrainians in these countries rather sharply and discuss the ensuring of the national rights thanks to their press and national media, the Ukrainian press and associations of Romania do this very carefully. Surprisingly enough, even the heads of the Ukrainian communities of Romania are afraid of the criticism by the Romanian national policy in regards of the Romanian Ukrainians even on the pages of the periodicals published in Ukraine.

Thus, problems of freedom of conscience and freedom of the press are raised in M. Mykhailiuk's article under the title "Stains on positive discrimination". The author recalls the tough totalitarian times of the Communist regime in Romania when the Romanian press did almost no mentions of the Ukrainians. He notes that the Ukrainian's situation has "significantly improved" since 1989. "We have our own association, publish newspapers and books, hold cultural festivals, make an appearance on radio and television, have our representative at the Parliament, keep in touch with the historical motherland and the Ukrainian diaspora from everywhere, try to renew education in the native language and the native church..." (*Ukrainskyi visnyk*, 2002. № 9–10). M. Mykhailiuk is outraged by the false information in the press about the Ukrainians being blamed for many problems. However, the author's conclusion is surprising enough. He states that "there would not be such fiction, if the Romanian press wrote about real "positive discrimination" thanks to which the Ukrainians are establishing their national-cultural life while remaining loyal Romanian citizens at the same time." The conclusion of the article leaves an unpleasant feeling. It says that discrimination on the basis of nationality may have a positive aspect.

A publication of Stepan Tkachuk, the head of the Union of the Ukrainians of Romania in this edition of the periodical under the title "Denationalization of the Ukrainian settlements of Romania" is somewhat critical. However, the author addresses only one aspect of this problem. It is the humiliating attitude towards the situation of the Ukrainian Orthodox church in Romania. S. Tkachuk is completely right to say that religion and spirituality make up the basis of the national renewal. "Ukrainians as any other nation want to pray to God in their native language. They want that

Liturgies were conducted in Ukrainian" (2002, № 9–10). Though, the statement that "the arrogance and chauvinism of the Romanian church hierarchs" that still "create an image of godlessness and degenerate" the Ukrainians in the name of God should be ended once and for all is not tolerant and considered ironically.

The assimilation and denationalization processes in Romania are clearly exemplified by the information of M. Machoka. This issue is represented in the *Ukrainskyi visnyk* (2001, № 15–16.) periodical: the Ukrainian population of Satu Mare county officially constituted 1362 people, though, in fact, it was a lot more. Out of 301 105 Ukrainians, 3439 lived in this county in 1930. The population of the county made up 400 789 out of which the Ukrainians made up only 0.3% in 1992. The number of Ukrainians fell by 2037 people by this time. This could not be the result of natural cause, since the birth rate of the Ukrainian community is rather high. To M. Machoka's mind, Ukrainians did not disappear but became the victims of the assimilation processes. 630 Ukrainians lived in the village of Halmeu that is located near the Ukrainian border in 1930. By 1992, there remained only 5 Ukrainians. The village of Lazuri counted as many as 730 Ukrainians in 1930. By the time of 1992, there remained only 10 of them. The assimilation process is even stronger confirmed by the fact that the census of some typically Ukrainian villages did not mention any Ukrainians in 1992. The falsification was clarified "during a survey of the Ukrainian population of Romania in 1998. It was conducted with the residents and representatives of the authority of Ipotești and Semenychi villages of Botoșani county". They found out that there were no facilities that would satisfy the national-cultural needs of the Ukrainians in the Ukrainian villages. Though, "391 residents of Semenychi would like that their children knew the Ukrainian language"[24].

The Ukrainian press in Romania actively raises the problem of the Ukrainian identity in the modern time. This topic is often represented in the light of the Ukrainian spirituality and religion, in particular, in such materials of the *Ukrainskyi visnyk* as: "The Holy Sacrament of the Priesthood", "The Holy Sacrament of Anointing" (2002, № 9–10), "Christ is Born. Praise Him", "For the Unity of the Church "(2002. № 17-18), "Christmas Greetings of the World Congress of Ukrainians", "Voice of the Church of the Holy Christmas" (2003. № 1-2), "Easter", "Christ is Risen", "Sin before God's Judgment" (2003, № 5-6), "God's Mercy", "Native

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[24] Aza L. O. (1999) Ukraintsi Rumunii: suchasnyi stan ta perspektivy etnokulturnoho rozvytku [The Ukrainians of Romania: the modern state and the perspectives of the ethnocultural development] Kyiv: Sotsis, Rivne: Lista. P. 17–45. [in Ukrainian].

Churches" (2003, № 13-14), "The Earthly Life of Jesus and His Significance for Us, Christians" (2003, № 15–16).

Noteworthy is the problem of studying the native language that is actively discussed on the pages of the mentioned periodical. For instance, by drawing conclusions of the student competition in the Ukrainian language in his material under the title "Holiday of the native language" (2003, № 9-10), M. Korsiuk reports on the event and occasionally draws the readers' attention to how to improve the methodology of teaching the native language to students. The author rightly notes that instilling the love to the mother tongue is the task not only of the philologists but also of every pedagogue that should facilitate the education of young people in the spirit of patriotism, pride for their nation. At the same time, M. Korsiuk proposes to organize meetings of teachers of the Ukrainian language in order to share knowledge, "to think about the ways of improvement of the level of teaching, to discuss the difficulties we have to face in teaching as a group." In addition, the author analyzes the students' level of education in the regions of high concentration of Ukrainians and points out the possibilities of improvement.

The harm of using too many words of foreign origin is discussed in S. Tkachuk's article under the title "Let us not litter our "nightingale" language". In it, the author urges the readers "not to harm the native language with ignorance..., of course, each language borrows the words it needs from foreign languages. Though, they acquire words that express something beautiful and not some rubbish" (2003, № 13-14). Almost every edition of the *Ukrainskyi visnyk* and the *Vilne slovo* publish materials about the culture and the national life of the Ukrainian community of Romania: "The Festival of the Ukrainian carols and winter rites in Banat county" *Ukrainskyi visnyk*, 2003, № 1–2), "From the Chronicle of the Recent Ukrainian Cultural Events" (*Ukrainskyi visnyk*, 2003, № 15–16), "How Many Ukrainians are there in Romania and where do they live?" (*Ukrainskyi visnyk*, 2003, № 15–16), "Pysanka is a masterpiece of the Ukrainian nation", "A Ukrainian song sounded again in Caraș-Severin county" (*Vilne slovo*, May 2012) etc.

However, the inner situation of the Ukrainian community of Romania does not facilitate the active improvement of the native-language press, since there have been disputes and quarrels for a long time. There was a split in the Ukrainian elite of Romania in the middle of the '90s of the 20th century. It resulted in the foundation of the Democratic Union of Ukrainians of Romania (DUUR was established in 1995, head – Dmytro Morgan) as an oppositional public organization against the Union of the Ukrainians of

Romania. The main task of the DUUR was to resist the leadership of the UUR due to the fact of spreading compromising information in the Ukrainian and Romanian printed media. The Democratic Union of Ukrainians of Romania was publishing a cultural journal of the Ukrainians of Romania and the diaspora under the title *Verkhovyna* (in Romanian) and a bilingual Ukrainian-Romanian journal *Nasha dumka* ("Our opinion") with sponsorship.

The DUUR has in fact ceased its existence in the beginning of 2009. The National Forum of Ukrainians of Romania was established in June 2009 as an organization of the ethnic Ukrainians of Romania. It began its functioning in Suceava county but expanded to the territory of other counties of high concentration of Ukrainians. The head of this organization is Oleksandr Mandiuk and he is a member of the Social Democratic Party of Romania. The back bone of the NFUR became the former members of the DUUR. It should be noted that according to political scientists, the NFUR maintains friendly relations with the Vicariate of the Ukrainian Greek Catholic Church and the Union of the Hutsuls (this organization is not recorded officially).

In general, the analysis of the Ukrainian-language periodicals of Romania confirms the complexity of the national-cultural situation in this country from the point of view of preservation of the ethnic identity of the Ukrainian community. Despite the fact that separate issues of this problem are raised in the Ukrainian periodicals, we agree with A. Sheichuk's and T. Rendiuk's opinion. According to it, the periodicity and the form of presenting the materials of the Ukrainian-language editions of Romania do not always meet the reader's demand[25] and their content has been marked by "a constant expression of praise and thanks to the Romanian government and throwing mud at the opponents for a long time". Can anybody show at least one single critical article that would be printed in these "salon" publications..., that would objectively express the catastrophic situation of the spiritual condition of the Ukrainians of Southern Bukovina"[26].

However, the deep political issues in the Ukrainian-language publications in Romania are exceptions rather than the rule. Most of the materials in these magazines are devoted to the problems of preserving the language, culture, history of the native people, the spiritual revival of the

[25] Sheichuk A. (2006) Ukrayintsi Pivdennoi Bukovini: "quo vadis?" / Nasha dumka [Ukrainians of Southern Bukovina: "quo vadis?" / Nasha dumka]. № 1(2). P. 4. [in Ukrainian]; Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 100. [in Ukrainian].

[26] Sheichuk A. (2006) Ukrayintsi Pivdennoi Bukovini: "quo vadis?" / Nasha dumka [Ukrainians of Southern Bukovina: "quo vadis?" / Nasha dumka]. № 1(2). P. 4. [in Ukrainian]

Ukrainian ethnic group. It is of pleasant exception that there are some separate publications that have appeared in this context recently. No doubt that this issue is much deeper, since according to researchers, "many Romanians... are not ready to share their national state with other national groups"[27]. Not only the Ukrainian press of Romania is characterized by weak defense of the interests of the Ukrainians, the lack of topical materials, unwillingness to actively influence politics in the state. The activity of the leaders of the Ukrainian national associations is also balanced and careful. Unlike the Ukrainian ethnos, the Hungarians and Gypsies achieved representation in the transitional parliament from the temporary council of national unity immediately after the revolution of 1989 when mass protests took place under the slogan "No to chauvinism". It is also true that such activities led to clashes between Romanians, on the one hand, and Hungarians and Gypsies, on the other in Târgu Mureș on March 19 and 20, 1990 "As a result, 400 people injured and 5 were killed. There have been significant changes in the atmosphere of relations throughout the country"[28]. As a result, extremist Romanian national movements and parties appeared in Romania. Among the most influencive are Partidul Uniunii Naționale al României (Party of the National Union of Romania) and Partidul România Mare (Greater Romania Party). The formation of nationalistically oriented parties, correspondingly, led to interethnic tensions and even moderate Romanian parties armed themselves with some of these nationalist slogans.

It is enshrined in the Romanian law that as a national minority the Ukrainians have one reserved seat at the parliament. It is occupied by S. Buchuta, the head of the UUR. The Union is also represented in the Council of National Minorities, the advisory body to the Romanian Government that unites all the officially acknowledged public organizations of the national minorities. A consulate of the Union of the Ukrainians of Romania must function in every county with high concentration of Ukrainians (there are nine such counties). In addition, funds (almost one million euro) are allocated from the Romanian state budget for the activities of the UUR annually. However, while making claims about the situation of the Romanian community in our state to Ukraine, Romania often does not comply with its obligations in regards to supporting the ethnic communities. Thus, the Romanian government planned to completely restore the

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[27] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 417. [in Ukrainian].

[28] Rendiuk T. G. [2010] Ukrayintsi Rumuniyi: natsionalno-kulturne zhyttia ta vzayemovidnosyny z vladoyu [Ukrainians in Romania: national and cultural life and relations with the authorities] Kyiv: Instytut istoriyi Ukrayiny NAN Ukrayiny. P. 417. [in Ukrainian].

Ukrainian lyceum on the basis of the Lațcu Vodă lyceum (Siret, Suceava county) by 2011. However, in 2013, there were only four classes in the lyceum in which the Ukrainian language was taught as a separate subject. Regarding the current state of higher education, only three Romanian universities (the University of Bucharest, Stefan cel Mare University of Suceava county, Babeș-Bolyai University of Cluj-Napoca) offer courses of Ukrainian language and literature at their philological faculty and communication sciences by the department of Slavic (Romanian) languages and literature. From 10 to 15 students study at these departments every year.

CONCLUSIONS

The entire complex of the social-political, information-communication and other problems causes weakness and overcautiousness of the already weak Ukrainian national movement of Romania. This is also the reason for the specific, mostly cultural, topics and issues of the Ukrainian-language magazines. After the fall of N. Ceaușescu's regime, the Ukrainian scientific circles have not drawn enough attention to this problem yet. Romania being one of the largest neighbors of Ukraine plays an important geopolitical role in Central Europe and in the Balkans at the same time. Authoritative political scientists define several extremely significant factors of the Romanian vector.

However, this could be the topic of a separate scientific research. As we mentioned before, the social-political and economic changes that took place in Romania in 1990 opened a new stage in the development of the Romanian community. In accordance with article 30 of the Constitution of Romania, all citizens of the state including alien ethnic groups that reside on the territory of the state are guaranteed the right to freedom of speech, expression of will (via printed and audio-visual mass media) and the free development of the national culture etc. Any type of censorship is forbidden and no printed issue can be closed[29].

All the processes that took place in Romania at the end of the 20th – the beginning of the 21st century activated the Ukrainian national movement and

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[29] Constituţia România (Constitution of Romania) URL: http://www.constitutiaromaniei.ro/. [in Romanian]; Melnychuk I. Problema pasportyzatsii Rumuniyeyu ukrayinskoho naselennia: suchasni realii ta mozhlyvi naslidky rozvytku podiy / Internet-vydannia "Zakarpattia-onlain" [The problem of Romanian certification of the Ukrainian population: modern realities and possible consequences of events / Online publication Zakarpattia-onlain. URL: http://zakarpattya.net.ua/ukr-news-70469-Problema-pasportyzatsiiRumuniieiu-ukrainskoho-naselennia:-suchasni-realii-ta-mozhlyvi-naslidkyrozvytku-podii/ [in Ukrainian]; Ukrayina v suchasnomy heopolitychnomy prostori: teoretychnyi I prykladni aspekty: [kol. Monogr.]./za red. F. Rudycha [Ukraine in the modern geopolitical space: theoretical and applied aspects: [col. monograph] / under the edited by F. Rudych. Kyiv: MAUP. 2002. P. 410–424. [in Ukrainian].

facilitate the improvement of the national self-identity of the ethnic Ukrainians to some extent. Thus, in general, the democratic processes that occurred in Romania at the turn of the 21st century, stimulate the development of the press of the national minorities and contribute to the preservation of the national self-identity of the Ukrainian ethnos. At the same time, we should note that, if the conditions of information support in the native language of the Ukrainians of Hungary have been rapidly improving in the recent years (from non-recognizing the existence of the Ukrainian ethnic group on the territory of Hungary to supporting it by the state), then the situation is different in Romania. The active years of the Romanization of the Ukrainian-speaking citizens, closing down Ukrainian schools that was often qualified as a natural process, distributing Ukrainian-language topics to Ukrainians in the Romanian language (*Curierul ucrainean*) led to the rapid decrease of the population of the Ukrainian ethnos.

The Ukrainian-language press of Romania is too weak. It appears not periodically. It lacks a well-established subscription and distribution system, the level of state support for Ukrainian media by both countries is insufficient. Though, the rights of the Ukrainians as a national minority of Romania to information language are declared by laws, preconditions appear that make the Ukrainians forget their native language in the state. For instance, a masked process of assimilation of the Ukrainian population is taking place in the Romanian-language environment. Despite the formation of the joint Romanian-Ukrainian commission that should monitor this issue, the efforts of the Ukrainian diplomats have not managed to improve the situation yet.

SUMMARY

Taking into consideration the historical-political and social conditions, the author of the paper gives complex analysis of the peculiarities of the ethnocultural communication of the Ukrainians of Romania, the establishment and development of the Ukrainian-language press in this country, examines the main problems of the modern functions of the Ukrainian printed mass media and outlines the possible perspectives of their development.

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