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**"SCIENTIFIC TRENDS AND WAYS OF SOLVING MODERN
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TABLE OF CONTENTS

AGRICULTURAL SCIENCES		
1.	Жолдасбай Т.Е., Мамбетов С.Т. АВТОМАТТАНДЫРЫЛГАН ЖЫЛЫЖАЙ ЖҮЙЕЛЕРИН БАСҚАРУ	11
ARCHITECTURE, CONSTRUCTION		
2.	Voitovych V. РОЗРОБКА СТРАТЕГІЇ ТА МЕТОДІВ УДОСКОНАЛЕННЯ ОРГАНІЗАЦІЇ БУДІВЕЛЬНИХ РОБІТ	15
BIOLOGY		
3.	Yorkina N., Cherniak Y. HEALTH STATE OF THE POPULATION AND ENVIRONMENTAL POLLUTION: ENVIRONMENTAL CONSEQUENCES	18
4.	Безноско І.В., Горган Т.М., Мудрак В.О. ВПЛИВ МІКРОМІЦЕТУ ALTERNARIA ALTERNATA (FR.) KEISS НА РОСТОВІ ПРОЦЕСИ ВІВСУ ГОЛОЗЕРНОГО ЗА (AVENA NUDA L.), ДОПОМОГОЮ ФІТОТЕСТУВАННЯ	22
CULTUROLOGY		
5.	Антоненко В.С., Халіманенко В.К., Хуткий В.О. ШТУЧНИЙ ІНТЕЛЕКТ В ІНДУСТРІЇ РОЗВАГ: НОВІ МОЖЛИВОСТІ ТА ВИКЛИКИ	27
ECONOMY		
6.	Ismailova M.E. FOOD SECURITY OF KAZAKHSTAN DURING THE COVID-19 PANDEMIC	32
7.	Корытко М., Маланчук А. CHARACTERISTICS OF THE ESSENCE OF THE MANAGEMENT MECHANISM FOR SOCIO-ECONOMIC SECURITY IN CONDITIONS OF MODERN THREATS	36
8.	Miahkykh I., Onofriichuk Y. PROBLEMS OF STRATEGIC MANAGEMENT OF COMPETITIVENESS OF POTENTIAL AND COMPETITIVE ADVANTAGES ENTERPRISES	39

38.	Мельник О.С., Козаревич В. РОЛЬ ДИСЦИПЛІНИ "МЕТОДОЛОГІЯ ПРИКЛАДНИХ ДОСЛІДЖЕНЬ" В СТРУКТУРІ ПІДГОТОВКИ МАГІСТРІВ ПО СПЕЦІАЛЬНОСТІ "МІКРО- ТА НАНОСИСТЕМНА ТЕХНІКА"	168
39.	Сердюк Н.Р. ШКОЛЯРІ В УМОВАХ ДИСТАНЦІЙОГО НАВЧАННЯ В ВОЄННИЙ СТАН	171
40.	Хижняк І.А. ВЛАСНИЙ БРЕНД ЯК ОБОВ'ЯЗКОВА СКЛАДОВА ПРОФЕСІЙНОЇ КОМПЕТЕНТНОСТІ СУЧАСНОГО ВЧИТЕЛЯ-СЛОВЕСНИКА	173
PHILOLOGY		
41.	Ivantsiv O. THE IMAGE OF WARTIME UKRAINE IN THE AMERICAN PRESS THROUGH THE PRISM OF CONCEPTUAL METAPHOR	177
42.	Verbytska T., Schapowal N. NATIONALE STANDARDVARIETÄTEN IM GESPROCHENEN DEUTSCH	179
43.	Базиченко В. ВПРОВАДЖЕННЯ ЦИФРОВИХ ОСВІТНІХ ТЕХНОЛОГІЙ ДЛЯ АКТИВІЗАЦІЇ ПІЗНАВАЛЬНОЇ ДІЯЛЬНОСТІ ЗДОБУВАЧІВ ОСВІТИ НА УРОКАХ АНГЛІЙСЬКОЇ МОВИ У ЗАКЛАДАХ ПРОФЕСІЙНОЇ (ПРОФЕСІЙНО-ТЕХНІЧНОЇ) ОСВІТИ	183
44.	Базиченко В. ЕЛЕКТРОННІ ОСВІТНІ РЕСУРСИ (ЦИФРОВІ ІНСТРУМЕНТИ) ТА ЕФЕКТИВНІСТЬ ЇХ ВИКОРИСТАННЯ У ОНЛАЙН ТА ОФЛАЙН НАВЧАННІ	189
45.	Борисова К.М. НЕФОРМАЛЬНА ЛЕКСИКА У ТВОРАХ ХХ ТА ХХІ СТ. НА МАТЕРІАЛІ Дж. д. СЕЛІНДЖЕР "ЛОВЕЦЬ У ЖИТІ", Дж. ҐРІН "ДОСИТЬ КАТРІН", КВ. ТАРАНТИНО "ОДНОГО РАЗУ В ГОЛЛІВУДІ"	196
46.	Черніченко М.П. НЕОЛОГІЗМИ АНГЛІЙСЬКОЇ МОВИ В СФЕРІ КУЛЬТУРИ	198

THE IMAGE OF WARTIME UKRAINE IN THE AMERICAN PRESS THROUGH THE PRISM OF CONCEPTUAL METAPHOR

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One of the most productive means of image-making is conceptual metaphor, the study of which in various discourse types has recently become a promising area of cognitive linguistics. Metaphorical modeling as a process of perception, systematisation and structuring of a certain fragment of reality plays an important role in country image creation. Image as a mental formation, a conception of an object, emerges in the human mind, and, consequently, it is reasonable to use the theoretical framework and methods of cognitive linguistics to analyze the dual, cognitive and verbal, nature of this phenomenon.

Conceptual metaphors in media discourse have already attracted some attention of linguists. However, metaphorical modeling as a linguocognitive technique of cultivating a country image to a foreign public has not so far become an object of a comprehensive study. This research, therefore, aims to examine the patterns of metaphorical modeling of Ukrainian wartime reality in the modern American media discourse, i.e. metaphorical models immersed in the life in Ukraine during the Russian invasion of the country in 2022, which contribute to the formation of a relatively holistic image of the country in the minds of the target audience. Its focus is on the way the press covers events, topics and issues relating to a foreign country, using America's newspaper coverage of Ukraine as an example.

The corpus of the data used for this study consists of 75 analytical news articles and opinion articles issued by four U.S. newspapers, namely *USA Today*, *The New York Times*, *New York Post*, and *The Washington Post* within the period from February 24, 2022 onwards and accessed on the newspaper websites.

The collected data were analyzed in the light of the Conceptual Metaphor Theory formulated by G. Lakoff and M. Johnson in their work *Metaphors We Live By* (Lakoff and Johnson, 1980). For metaphor analysis in media discourse, Charteris-Black's (2004) Critical Metaphor Analysis was used. The analysis resulted in singling out nine metaphorical clusters within the American media discourse, which comprise 244 metaphorical expressions. The range of the target domain UKRAINIAN WARTIME REALITY includes the following source domains: PERSON, JOURNEY, GAME, THEATRE, BATTLEFIELD, LESSON, FOOD, FORCE OF NATURE AND CORNERED ANIMAL. They do not embrace the whole range of sources of metaphorical expansion but, nevertheless, contribute to crafting a relatively holistic image of wartime Ukraine in the foreign audience.

In the texts of the American newspaper articles, Ukrainian national identity is shown to be far too complex to grasp – opposed to imperialism, united against the enemy and determined to defend its freedom. Ukrainian wartime reality is conceptualized as a ruthless struggle not only for the country's independence, sovereignty and territorial integrity within its internationally recognized borders, but also for preserving democracy and the post-Cold War world order.

The analysis of the metaphorical clusters within the U.S. media discourse has revealed that they characterize Ukrainian wartime reality from different perspectives, reflecting different dimensions in the multidimensional space of the state and military affairs in Ukraine during the war. The interaction of the models intensifies and harmonises the influence on the consciousness and subconsciousness of foreign publics. This influence is exerted in the American press to form a holistic image of wartime Ukraine as a determined partner, a reliable ally that is willing to bear the consequences of war so that the other countries do not have to do so themselves in the future.

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