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Faculty of Romance and Germanic Philology**

The conference started as part of cooperation agreement between Borys Grinchenko Kyiv University and University of Bialystok and is held annually, alternating between odd and even years in Bialystok and Kyiv correspondingly.

The first conference was hosted by the University of Bialystok in 2017, the materials for it can be found on the conference web-site.

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PROCEDURES FOR TRANSLATING STYLISTIC FIGURES USED IN ENGLISH TONIC DRINKS ADVERTISING TEXTS

Svitlana Nohovska

*Department of Linguistics and Translation,
Borys Grinchenko Kyiv University*

Imagery is considered an important feature of advertising messages since it is the emotionally saturated text that contributes to the implementation of the functions and communicative strategies of advertising, and creates a special angle of vision of the product for the potential consumer. Therefore, our research is aimed at solving the following tasks: 1) to find out, with the help of which stylistic figures, the expressiveness of advertising texts of tonic drinks is achieved; 2) to identify translation procedures of preserving the figurative expressiveness of the advertising text during its transposition into another linguistic culture.

The research material will be the corpus of advertising texts of tonic drinks, formed by the method of continuous sampling from Internet resources (100 contexts in English and Ukrainian languages).

Considering the peculiarity of the research matter, we single out the following stylistic figures:

- 1) phonetic expressive means;
- 2) semantic expressive means:
 - tropes (metaphor, metonymy, comparison, hyperbole, epithet);
 - antithesis, pun.

At the phonological level, rhyme, assonance, and alliteration are effective means of influencing the consumer, contributing to memorization due to their associative nature.

Let's consider the most used stylistic figures at the semantic level. As evidenced by the quantitative characteristics of our research corpus, of all the identified stylistic figures of the semantic level, 37% are metaphors, 21% are epithets, 13% are metonymy, 10% are similes, 10% are antitheses, 2% are hyperbole, 3% are puns, and 4% are other stylistic figures.

Thus, the metaphor is an important element of the advertising text and performs various functions, among which the suggestive one is the leading one. Language mechanisms can ensure a high intensity of influence on the consumer by creating a certain emotional effect.

The analysis of our research corpus proved that the main procedures for translation stylistic means of advertising texts of tonic drinks are as follows: the use of direct equivalent translation was not found; the adaptation was applied to 56% of contexts with a partial replacement of both an image and a stylistic figure with

another, close in terms of semantics; 13% of stylistic figures are translated by lexical means with direct semantics, which leads to the removal of imagery; revision tactics were applied to 31% of contexts – a new advertising text was created with new expressive means of influence.

A CALL FOR CHANGE: EXPLORING STUDENTS' EXPECTATIONS OF PHILOLOGY EDUCATION IN EASTERN POLAND

*Anna Sanczyk-Cruz, Edyta Wajda, Marzanna Karolczuk
University of Bialystok*

In view of globalization, internalization, and other modern conceptions, higher education in Poland has undergone significant transformations in the past few decades. With these changes, studying foreign languages provides many opportunities for personal and professional growth. Given that students have different expectations, motivators, and interests related to their field of study, knowledge of students' experiences is crucial for further improvement of teaching and learning in higher education institutions. This qualitative research study offers valuable insights into undergraduate students' perspectives on language education in eastern Poland, illuminating the expectations of 24 students from the English, French, Polish, and Russian philology departments. The results show a tendency to reorientate the aims of philological studies towards a more practical realm and reveal students' reliance on the transmission model of teaching. The findings provide much-needed empirical data on philology academic practices to improve higher education quality.

Keywords: focus group interview, students' expectations, transmission model of teaching

MOTIVATIONAL STRATEGIES USED BY ENGLISH TEACHERS IN HIGH SCHOOL

*Urszula Sawicka
Department of Philology
University of Bialystok*

Motivation is widely considered to be an aspect significantly affecting success in learning a foreign language. While motivation might be developed and maintained by different factors, it is crucial for the learning to occur in an environment that is beneficial for the process. Teachers, being responsible for creating the classroom environment, have the possibility to notably influence students' motivation through

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