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HISTORICAL MEMORY AND PROBLEMS OF NATIONAL SELF-DETERMINATION IN MODERN UKRAINIAN REALIA

The intensive development of the globalization process, the «compaction» of dialogue interaction of different peoples and cultures actualize attention to socio-historical memory as one of the most important tools for preserving national identity. The characteristics of dominant trends in the modern world make it possible to state that the problems of historical memory have begun to be widely articulated in public discourse. In the process of national and state formation, history becomes an important socio-political factor, and the divergence of political moods is the equivalent of different interpretations of the historical past. Experts say that the future of statehood depends on the peculiarities of the interpretation of the past. However, later the term «memory» and related initiatives began to spread rapidly to various aspects of social ideas about the past. Over the last decades, it has emerged, according to the American historian Kervin Klein, a whole «memory industry» [1, p.128].

National and historical memory includes knowledge of events, traditions, ideas, theories, all that people are aware of their past and their attitude to this historical wealth. This knowledge and evaluation attitude become a motivation for the behavior of social groups in public life. Historical memory is especially actualized in turning points, crisis epochs when the existence of ethnicity is undergoing serious and harsh trials. It consists of several most important factors, first of all, it is the consciousness of its origin and ancestors. These origins are not exposed or require dating, but common origin and blood affinity are often relative, and can be said to be mythical.

In general, «historical memory» is interpreted as a set of ideas about the social past that exist in society at mass and individual levels, taking into account their cognitive, figurative and emotional aspects. In this case, «mass knowledge of past social reality is the content of «historical memory». Or «Historical Memory» is the basic point of mass knowledge of the past, the minimal set of key images of events and personalities of the past in oral, visual or textual form, which are represented in active memory, and no effort is required to mention them» [2, p.37-39].

Already at the end of the twentieth century, a statement was widespread in Western scientific thought, according to which all national history is a «constructed memory» as a special socio-cultural phenomenon of understanding the individual and society of its place in time. German philosopher Y. Habermas puts forward as the main dynamic characteristics of history the ability of a person to critical rationality and open democracy.

Michael Oakshot explores historical memory as a form of representation of a «generalizing image of the past», which can be considered in three sections: 1) the past shown in the present, which can be called «practical», «pragmatic», and «didactic». This past is not just suggested in the present, it is an integral part of it, such as the houses we live in, books, phrases that are constantly repeated; 2) a fixed past, we are talking about products, the results of past human activity, which are clearly perceived as those created in the past. These can also be examples of the first practical past, but only if they are clearly associated with the past, as well as elements that are not used in the past, such as archival documents, can be included in the past. 3) the past that is constructed in the human consciousness. This image of the past is created on the basis of a fixed past, namely, its remains that have been preserved. But this past, unlike the previous one, is not physically shown in the present, it exists only within the human imagination and is controlled by the media, textbooks, power top and intellectual elite. [3, p.165] We are talking about the past reality that our knowledge of it is constructed. It is the basis of the commission mechanisms of modern society, which act as methods of creating images and constructs. We argue that historical memory as a product of a specific cultural formation can be a relaying of ideas about the past only at a particular time of reproduction or constructing with dominant visions of a given past. These ideas contain information about what has happened in the past and about unreal events. Events that preserve historical memory acquire ratings, and positive or negative

connotations that may be different from versions of official history. It is worth considering the selectivity of historical memory: some events are stored in it; the memories of others are completely erased. At the same time, historical memory has the problem of «displacing unwanted in perception».

In the process of analyzing the action of commercial mechanisms, it is necessary to understand the structure of historical memory, and which of its components is dominant in creating an «image of the past» in a given society at a certain point in time. Structuring historical memory, we can distinguish the following elements: a) memories of origins and ancestors; b) the idea of the historical formation of the ethnic group; c) memories of the so-called golden age – the time of political, economic stardom grandeur; d) «personified» historical memory – images and actions of heroes, saints, prominent public figures, military, etc.; e) memories of relations with the surrounding states (most often these are memories of wars); e) confessional memory, which contains the idea of cultural orders, acceptance of religion, its fate [4, p.6].

A common feature between these components is that historical memory retains information accumulated by the social system. The availability of memory supports the continuity of public consciousness, which ensures the identity of different social actors. In public opinion, "modern" is separated from the historical «past» interval in forty-fifty years. After this time, the former contradictions usually disappear. However, the past plays an important role in national consciousness. It is one of the elements that strengthen or destroy the socio-psychological unity of the nation. It is easier for the masses to control the power of imagination rather than brutal physical force. The information is transformed into the main tool of cultural hegemony.

The commemoration privatizes the past, combining the primary movement of decontextualization with the secondary – recontextualization, and the latter allows the commemoration to privatize the past, which was previously felt at a general level. Because of this, the best metaphor for decontextualization will be a clean overlaid corner of the board. As a consequence, not only important social events but also the random circumstances in which they occur will be recorded in a wiped place on the board. And the decisive result is that there is a completely accidental, but strong connection between the past, which is honoured, and relevant features of memory. Community also allows us to combine different types of historically and

politically significant «macroevents» with the «microevents» of our daily life, which occur during the commemoration.

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LINGUISTIC REPRESENTATION OF THE CONCEPT HEALTH IN THE ENGLISH WORLDVIEW BASED ON THE ENGLISH LEXICOGRAPHIC SOURCES

The expression "Child's health is the nation's health" is often heard. Currently, health statistics are alarming due to the COVID-19 pandemic, therefore its value is increasing every year.

The relevance of the topic is related to the fact that one of the main objects of modern cognitive linguistics is the peculiarities of the verbalization of a concept. The studied phenomenon HEALTH can be called universal because health has always been and will be the main condition of human existence, as it determines the quality and length of life.

The work aims to analyze the concept HEALTH and investigate ways of its verbalization based on lexicographic sources of the English language to reveal the peculiarities of this phenomenon.

Four dictionaries have been chosen to study the topic: Cambridge Dictionary [7], Collins English Dictionary [8], Longman English Dictionary [10], and Macmillan English Dictionary [12].

The coverage of the concept of lexicographic sources is ambiguous and is considered from two points of view. Linguists interpret the dictionary, firstly, as a collection of the lexical units organised in a certain way with comments on