

English (Nadiia Dorofeeva "All you need is love", holiday makeup, Natali bloggers awards, "Glossy World").

Moreover, each edition has its slogan printed in capital letters to highlight the theme of each edition. Among the originals should be mentioned "Code of the Nation" (after it, the magazine began to print mostly in Ukrainian); "Eco logical" – the wordplay drew attention to the environmental problems.

Color analysis draws the following conclusions:

1) the covers of the magazine in 2009 have saturated colors: green, yellow, blue, pink, shades of red; the text mostly merges with the background and is difficult to read;

2) the covers of the magazine in 2019 are mostly light, moderately saturated; it's easy on the eyes, brief and stands out in the background.

**Conclusion.** Content analysis proved that in 2019 the magazine opened to reader more by printing more diverse figures on the cover. Recent covers do not contain sensational headlines. The priority is given to the leading information on the first page. Colors are less saturated and soft. Further comparative content analysis of Ukrainian women's magazines can be the next stage of the research.

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## ASTRONOMICAL LEXICON IN KORNII'S NOVEL "ZIRKA DLYA TEBE" [A STAR FOR YOU]

**Introduction.** The earliest written records of astronomical activity were recorded in the II-I millennium BC. BC in Babylon. The first astronomical monuments appeared in the Ukrainian lands only in the period of Trypillia culture (it is about VI millennium BC - the beginning of III millennium BC). Astronomy – the oldest science, the cause of which was the need to navigate in space and time. The astronomical lexicon plays an important role as part of the common lexical system.

**Review of recent publications.** In Ukrainian linguistics, astronomical terminology in terms of its formation, features of functioning and methods of creation was analyzed by O. Tril, I. Protsyk, L. Synyshyn, O. Andrusyshyn. The onomastic perspective of the research of the terminological problem is represented by the works of M. Torchynskyi.

**Objective of the paper** is to analyze astronomical lexicon as a lexical parameter of Kornii's novel "Зірка для тебе".

**Results of the research.** Thanks to the fruitful work of V. Khvoiko, settlements of the Trypillia culture were discovered on the territory of the eastern part of Galicia in Ukraine, in which the first attempts to study astronomical phenomena were later discovered. Thus, the oldest monuments on the territory of Ukraine were recorded during the time of Trypillia culture.

In the period from the I century AD. By the fifth century, the astronomical lexicon had reached a special development in ancient Greece.

The recorded astronomical lexicon in chronicles, treatises, historical sources of the X – XV centuries became the basis for the formation of astronomy as an independent science [5: 158]. The formation of theoretical astronomy took place in the second half of the XV century when Kyiv became the center of science. For example, the Gustin Chronicle of the 16th century contains information about the introduction of a new calendar. The XV – XVI centuries created the preconditions for widespread penetration into the science of empirical data.

During the XVII – XVIII centuries there was no less intensive development of astronomical science, and hence its terminology. During that period, many discoveries were made, including the Orion Nebula, Andromeda, Saturn's ring, the formation of the law of gravity, the determination of planetary masses, the invention of the telescope, reflectors, etc. In astronomy terminology, we distinguish three thematic groups: the terms of spherical astronomy, the terms of astrology and the names of the planets [6: 154].

The development of the astronomical terminology system at the end of the XIX – in the first half of the XX century is characterized by the appearance of the first Ukrainian explorations in astronomy. For the first ten years of the XXI century, astronomy has made a powerful systematic step in the knowledge of the universe [7: 53]. The current state of astronomical terminology is marked by the appearance of the Ukrainian encyclopedic edition in 2003. In 2009, based on space observations of the American satellite Terra, the most detailed map of the Earth was compiled in the Earth Observing System, EOS.

Let us consider astronomical lexicon as a parameter of Dary Kornii's novel "The Star for You". The thematic organization of the astronomical lexicon of Darya

Korniy's novel "Star for You" was carried out based on I. Lapteva's classification. Thus, the thematic groups of the novel are the following:

1. Astrometric lexicon (denotes the geometric and kinematic characteristics of individual celestial bodies and their complexes, as well as the universe as a whole): *the phase of the Moon* (2), *parsecs* (3), *parallaxes*, *geocentric and topocentric coordinates*;

2. Terms of celestial mechanics (denoting motion in the systems of celestial bodies): *orbit* (7), *perturbation*, *rotation of the Earth* (4);

3. Terminology of stellar astronomy (denoting the structure, origin and development of the stellar system of our Galaxy): *dwarf star*, *supernova*;

4. Cosmogonic terms (denote the physical origin of space): *space*, *the universe* (5), *Einstein's theory of relativity*, *the sky* (92).

**Conclusion.** The results of the study specify astronomic vocabulary and contribute to the studies of astronomical terminology by offering a classification of astronomical terminology based on I.Lapteva's framework.

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## COLOUR IDIOMS USED IN ENGLISH BUSINESS DISCOURSE

**Introduction.** There is no denying the fact that idioms can be found in different languages and cultures, as they help speakers to express feelings and emotions not directly, but in a metaphorical way, which makes the language and speech more vivid and expressive.

Colour idioms are widespread in all the aspects of the English language including English business and business discourse. Study of colour idioms and idiomatic expressions as a language unit that provides the richest national peculiarities of target language culture is considered to be important in order to adequately understand target language speakers. This is especially topical for the business discourse and communication. The paper investigates the frequency and variety of idioms and idiomatic expressions used in business discourse of the English language.

**Review of recent publication.** The topic under consideration remains hot because of lack of findings in rendering the colour idioms in English business discourse. Colour idioms have always attracted the attention of linguists. In their works, both western scientists such as F. Bargiela-Chiappini [1], C. Cacciari and