

himself. The report is also considered a literary genre in journalism. Definitely, it can be called an interesting, bright and lively genre in journalism. Moreover, this genre has an absolutely free writing form. It contains accuracy, brightly expressed description details, deep understanding of the event atmosphere itself. As this genre can never be boring, it is popular among readers. Phased recording of the events and the exact time of a specific event description are important features of the newspaper report [1: 112].

In general, the report began to develop in Germany and Russia. It acquired particular resonance in the beginning of the 20<sup>th</sup> century. At that time, the report gained its main features: the reporter tried to convey the events as their witness, to create a so-called "presence effect". The Soviet Union journalists often used reports. As I. Svyntarenko mentioned in his lecture "Shine and Poverty of Journalism", "The journalist is a soldier of the party! He has to explain the party policy correctly and tell the people how to live and what to do" [2: 84].

The report refers to information genres. The main task of the reporter is to tell about the event, to give the detailed description of the course and create a "presence effect" for the reader. It is possible only if the journalist is a real witness of the event and can reflect it through the prism of his/her own consciousness, as a mirror. The report allows to express thoughts and ideas of the journalist, as he/she is the member of the action. However, not any event can be highlighted in the report: it must have some social significance, relevance, and perspective. This kind of report must reveal and show some new aspects of the reality. This feature makes this genre dynamic. This can be noticed in frame changes, transfer of the impressions, and experiences.

*Conclusion.* The report is also an emotional and detailed genre among others. In addition, due to the genre specific, all the materials are printed immediately. Such kind of material engages the audience and readers with its various interesting details, giving a description of the events that immediately takes the reader to the scene and gives the most accurate picture of the situation. The newspaper report is the fact that the reporter with the help of information creates the so-called "presence effect", allowing the reader to come to the event himself/herself [3: 49].

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## DIFFERENCE BETWEEN SEMANTIC AND INFORMATION WAR

*Introduction.* Media is confidently consolidating its position of the fourth power. An important part of the media has become not only the individual newscasts, entertainment or cultural development of the audience, but there are the entire information campaigns. The purpose of these campaigns is to affect the audience's consciousness with a definite interest for the first one. One of the techniques of this influence is *semantic war* and *information war*.

*The objective* of this paper is to find the differences between the concepts of "semantic war" and "information war", and to establish communication and interdependence between the information submitted in the media about current events and its impact on the biased attitude of the audience to this situation and to find scientific evident counteraction tools.

Research papers on how communication influences the masses can be found with such foreign scholars as J. Lakoff and N. Klein. G. Pocheptsov, V. Rizun, V. Ivanov, V. Lipkan, D. Zharkih, A. Devyatov, N. Starikov, L. Drozdik have also studied this issue.

A. Deviatov who is the member of the Russian Division of the International Future Research Academy (IFRA) claims that the problem of semantic war is reduced to the destruction of the traditional worldview, ethical and aesthetic coordinates of consciousness, to faith dogmas and history order. Researcher noticed that the ways of semantic war are the substitution of symbols and image manipulation; figurative reconsideration as literal; construction an original to universal one.

Due to G. Pocheptsov's work we can distinguish the goals of the war, not only the war dimension. Information war changes the information itself. Semantic war changes knowledge and beliefs.

Semantic Wars accompany the history of humanity. The best examples were propagation of Christianity and Perestroika.

This is a slogan for almost any revolution. The level of government injustice overshoots in all societies. Ukraine has held its color revolutions exactly under these words, as always and everywhere there is more injustice than justice and it is easy to profit. We suggest to consider semantic war in Ukraine as an example of the relations with a neighbor country in relation to the "Crimean situation".

The examples of this phenomenon are the following:

- The events have been described with a view to legalize: capture of buildings of the administrative settings with the words "this is our, national, and we are nation",
- Destruction and illegality are legitimate in terms of "national mayor", "national governor", "national self-defense", "consolidation of Crimea".
- Overstatement of its positive until sacralization "Our Crimea", "the city of Russian sailors" [6].

- Strengthening the enemy's negative characterization "militants", "invaders", "punitive operation", "junta", "self-proclaimed Kiev government" [2], "self-proclaimed Prime Minister" [3].

O. Taranenko, Candidate of Philology at Vasyl' Stus Donetsk National University, has concluded that "modern information war "Russia-Ukraine" is characterized by the use of many mythological technology. First of all, it is the most traditional for any war imitation by the means of binary opposition, including your own – alien, which in modern terms of semantic war is the simplest manipulation, a kind of primary diplomacy that directly appeals to the basic, subconscious in man, and then to maximum analytical shutdown mechanisms, the ability to think rationally" [5].

The researcher of the Institute of World Economy and International Relations of NAS of Ukraine O. Drozdenko defined that the state of the information society in Ukraine is deficient in the following arguments:

- no national strategy for development of information society in Ukraine and action plan for its implementation;
- the legal framework of the information sphere requires the development;
- public policy to support the production of means of information, software and implementation of information and communication technologies in all areas of economic and social life remains uncertain.

*Conclusion.* Thus, Semantic War is the most delicate tools, because they hide the direction of communicator impact. If advertising or PR is trying to change the attitude of other people's awareness to one object of reality, the semantic war is set to change the whole model of reality. Information Wars are more visible than semantic, because in this case people respond faster. Semantic Wars closed an aura of aesthetic appeal, so they are more unnoticed. Meanings do not only come, but also leave. Today, Ukraine has begun the process of divorce with the values of the Soviet period because they have lost reliability. "Younger sister" of the gone Soviet hierarchy now will hunt for its own way [9].

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## APPLIED LINGUISTICS AND BILINGUALISM

*Introduction.* Applied Linguistics can be described as a broad interdisciplinary field of study concerned with the solutions to problems or the improvement of the situations involving language and its users and uses. Linguistics has the rules of: form, meaning, use of language. *The objective* of the paper is to discuss the general issues of Applied Linguistics and Bilingualism.

Applied Linguistics – is a field of linguistics that identifies, investigates and seeks the solutions to language-related problems. This is a new science, the new study of language in general and of some particular languages.

The concept of Applied Linguistics started from Europe and the United States. In the late of 1950s in Soviet Socialist Republic the first computer appeared. That's why the term “Applied Linguistics” is connected with work on a computer. In the United States Applied Linguistics also started as a foreign language teaching. In the late 1960s it became a science of language and use of the language.

American Association of Applied Linguistics (AAAL) identified that Applied Linguistics includes 16 topic areas: