## IMPLEMENTATION OF THE UKRAINIAN LANGUAGE EUPHONOMY RULES IN MODERN SCIENTIFIC LITERATURE OF THE HUMANITARIAN PROFILE

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**Key words:** ukrainian language, euphony, normalization, means of euphony in Ukrainian language, positional alternation of "y" and "e".

The article emphasizes the problem of observance of the current orthographic norms concerning the positional alternation of vowels and consonants "y" and "B" in order to achieve euphony in Ukrainian language. The purpose of the article is to analyze the implementation of the norms of the current Ukrainian orthography regarding to the positional alternation of "y" and "B" in the modern scientific literature of the humanitarian profile. The method of continuous selection is used in the work, as well as comparative, structural (descriptive) methods and prescriptive-descriptive analysis. The material for the study are scientific articles published in the "Humanities bulletin of Zaporizhzhe state engineering academy. 2019. № 77". By the method of continuous selection from this edition, 509 examples of the use of the prepositionprefix "y" and "B"(euphonem) have been isolated. Only 328 examples turned out to correspond to the current norms and 181, which are 35.6%, turned out to be erroneous. The presence of such a significant number of errors in the application confirms the need to thoroughly analyze the conditions of noncompliance with the current norms and the grounds that could have contributed to this situation. Based on chosen material it is stated that consistent observance of norm of use "B" in a position between two vowels. At the same time, the highest percentage of violations of normativeness was recorded "in the position after the vowel before the consonant" - 109 examples, which is more than 60% of all erroneous examples, and in the models "at the beginning of the phrase (after the punctuation mark) before the consonant" – 47 examples (25.9%) and  $\tilde{i}$  in between two consonants" – 20 examples (11%). A detailed analysis of erroneous euphonems in comparison with normative ones has revealed that most cases of noncompliance with the current norm should not be interpreted as gross violations, but can be justified by certain objective circumstances. The main reasons for non-compliance with the formal rules of positional alternation "y" and "B" are revealed. They are pronunciation in certain positions of the y-infinitive, the presence of intonation pauses, use in uncomplicated combinations with sonorous sound, in particular with middle-language etc. There is a much higher frequency of errors in prepositional constructions compared to prefixal ones, which may be evidence of a certain trend. The predominance of phonetic preconditions for non-compliance with the norms against the background of a large percentage of erroneous models give the reason to doubt the sufficient balance and thoughtfulness of the current spelling regarding the norms of positional alternations of vowels and consonants. Some recommendations are proposed to improve the current spelling in order to further correct this situation. In particular, the peculiarities of articulation "y" and "B" (positional pronunciation of the y-infinitive), the peculiarities of intonation in specific segments of speech give grounds not to require speakers to use a vowel or consonant: the choice should be influenced not only by formal sound environment but also by melody phrases, intonation, preferences and language habits of the author, etc.

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