

## INTERPRETATIVE STRATEGIES OF MODERN PROSE IN THE CONTEXT OF ANTHROPOLOGICAL CRITICISM

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**Key words:** *literary anthropology; anthropological criticism; interpretive strategy; image of a person; modern fiction.*

*The aim* of the research is to consider the interpretive strategies with respect to modern prose in the context of critical anthropology, which, on the one hand, unveils mentality of modern person, and on the other hand, influences its formation. This article identifies the theoretical foundations of interpretive strategies in anthropological criticism. The theoretical framework of the research is grounded on the ideas advanced by T. Boellstorff, A. Brandel, O. Halchuk, O. Halleta, V. Iser, M. P. Markowski, O. Polishchuk, N. Rapport, E. Wiles, B. Williams and other scholars. *Research methods* include anthropology, hermeneutics, and theoretical analysis of their basic notions. The academic novelty is in new emphasis on considering interpretive strategies of modern prose in terms of anthropological criticism. The interpretive strategies are viewed as an aspect that emphasizes the specificity of modern person's way of thinking its direction.

Modern person's imaginative way of thinking is gradually balanced in life by abstract and conceptual framings. The study of interpretive strategies in terms of critical anthropology helps to solve two tasks: to find out how the non-academic *community* regards the image of oneself as a person of today, and to highlight the mechanisms and specificity of figurative thinking that manifests itself through involvement into art either as author or as recipient. It affects personal disposition as well as self-identification. Reader's text interpretation procedure includes the processes of text creation as well as the reader's inscription in the text itself. Besides, the process of text interpretation throughout the reading determines the production of long-term reader's self-reflection. Nowadays literary anthropology and criticism makes it possible to consider author, recipient, and critic as cultural actants of the literary field. It also makes it possible to trace the way the image of modern person is revealed in literary text, and what are the mechanisms and strategies that create this image of the reader.

Thus, the aesthetic parameters of the reception of the literary work are inscribed in the reader that influence the scope of interpretation and, accordingly, the personal growth of the recipient as it is revealed in the text.

*Conclusion.* Interpretive strategies are recognized as a variety of textual devices along with narrative and receptive ones. Modern prose, positioned as belonging to post-non-classical literature, in contrast to classical and non-classical ones, are able to implement not one, but several different strategies focused on different types of perception. Interpretive strategies inscribed in modern texts reflect the specifics of Homo digitalis as well as virtual environment. The study of the "virtuality" of modern prose is effective in applying the methods of literary anthropology. Its interests are gradually shifting from a supporting function in the study of person by cultural and social anthropology to the analysis of literary text relying on the achievements of anthropological criticism for verifying and revealing the specifics of literary creativity and the activity of actants in the diverse literary writings.

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