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TO THE HISTORY OF ENGLISH FAN FICTION

ДО ІСТОРІЇ АНГЛОМОВНОГО ФАНФІКШЕН

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English fan fiction has a long history of development, which begins with the emergence of fan fiction as a genre in general. The first information about fan fiction appeared in the 1960s in the United States, when popular television series and comics inspired fans to write their own stories with their favorite

characters. According to researchers, the first fan fictions were published in the magazine dedicated to the popular series "Star Trek" [2]. Fans of this cult film saga began to create their own stories based on the characters and imaginary world created by George Lucas. Back in the 1960s, the Internet did not yet exist, so fan fiction was mainly distributed by hand. Fans would print or photocopy their stories and distribute them to other fans at meetings, conventions, or by mail. Early fanfics usually focused on characters from favorite books or movies. Fans wanted to create new adventures, reveal details of life or develop the characters of the heroes. Fans shared their fanfiction, comments and advice with other fans, creating an active creative community.

The first fan fiction in the United States in the 1960s played an important role in the development of fandom and the creation of the cultural phenomenon that we know today as fan fiction. They became an impetus for the further growth and expansion of the fanfiction community.

In the 1970s, fan fiction became more popular among fans of various films, television series, and comic books. During this period, the first fan magazines appeared, where fans could publish their stories and discuss them with other fans. During this period, fan fiction in the US continued to develop, but underwent some changes and new features. The fantasy genre began to gain more and more popularity, which influenced the content and direction of fan fiction. Fans began creating stories based on fantasy worlds and characters, such as "Lord of the Rings" by J. R. R. Tolkien or "The Chronicles of Narnia" by K. S. Lewis. The first fanzines appeared – small publications created by fans that contained fan fiction, reviews, drawings and other materials related to favorite books, films or television series. Fanzines became a means of communication and exchange of creative ideas between fans. During that time fan fiction began to embrace a greater variety of genres, including science fiction, detective stories, adventure novels, and others. Fans were not limited to only one favorite genre, but created stories in different styles and directions. In the 1970s, fanfiction communities continued to grow and develop. Fans came together at conventions, meetups, and through mail to share their creations, discuss their favorite books and movies, and interact with other fans [3].

So, fan fiction continued to grow in the 1970s, attracting more and more fans and becoming a more widespread phenomenon. This period played an important role in the formation of the fan fiction community and the development of this genre.

In the 1990s, the first fan fiction websites appeared, allowing fans to publish their stories online. Since then, fan fiction has become even more popular and widespread, new genres and themes have appeared, and a large number of sites and forums have been created where fans can discuss their stories and communicate with each other. Fans began creating websites, forums, and mailing lists where they could share their creations and interact

with other fans. The Internet has become an important tool for the distribution and preservation of fan fiction. Popular TV shows such as *Star Trek: The Next Generation* and *X-Files* inspired many fan fictions. Fans created stories that expanded and supplemented the plots of these series, as well as wrote alternative versions of events. In the 1990s, fan fiction began to encompass an even greater variety of genres. Fans created stories in the genres of science fiction, fantasy, detective, romance and others. This allowed fans to express their creativity and interests in different directions. Specialized websites and archives began to appear where fans could publish and store their fan fiction. This allowed a wider range of people to find and read fan art. Fan fiction archives are online platforms or websites where fans can publish their creative works, such as fanfiction. They allow fans to share their creations with other fans of the same universe or characters, and to save and search for fan fiction they're interested in. They can contain fan fiction from different genres, topics, parings and ratings [1].

Fan fiction continued to evolve and change in the 2000s, but so did new challenges and opportunities for fans. With the advent of social media such as *LiveJournal*, *Tumblr*, and *Wattpad*, fans have gained new platforms to share their creations and interact with other fans. They could create their profiles, share fan fiction, discuss their favorite works and find new fans. The 2000s saw the emergence of dedicated fan fiction archives, such as *FanFiction.net* and *Archive of Our Own (AO3)*, where fans could post their work and find other fan fiction to read. Fan fiction continued to embrace a greater variety of genres and universes. Fan fiction gained more recognition and attention in the media environment. For example, the popular series "*Supernatural*" actively cooperated with fans, organizing fan fiction contests and other events. This contributed to the popularization of fan fiction among a wider audience.

Along with the development of fan fiction in the 2000s came challenges and limitations. Some authors and publishers have become more cautious about the use of their characters and universes in fanfiction, introducing rules for the use and posting of fanfiction. Some authors have also expressed concern about plagiarism and illegal use of their works in fan fiction [2].

Today, English fan fiction is a very widespread and popular genre, covering a variety of themes and genres, from fantasy and science fiction to romance and erotica. Fanfictioners from all over the world write and publish their stories online, where they can be read by thousands of fans. Many fanfictioners also participate in contests and festivals where they can show off their creativity and meet other fans.

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**STRATEGIES AND TACTICS IN POLITICAL DISCOURSE
(STRUCTURAL ASPECT)****СТРАТЕГІЇ І ТАКТИКИ У ПОЛІТИЧНОМУ ДИСКУРСІ
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A politician, like any other person, in the process of communication can resort to certain strategies and tactics in order to achieve effective results. The term “strategy” comes from the Greek: *strategia*, from *stratos*— army and *ago*—lead and is defined as a general scheme of actions of participants in the communicative process, a general plan for achieving the goal pursued by the interlocutors.

The main aim of the given thesis is to present an overview of the structural classification of main types of communication strategies. Strategy is the process of developing and implementing a communicative task, which is set with the goal of effective influence on the addressee. Tactics, on the one hand, is a method of speech influence, a set of speech means, on the other hand, a way of implementing a strategy. Within one strategy, several speech tactics