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collective level of human behavior, leading to recognition of narrative's important role in shaping and expressing political identity, perspective, and ideology.

Narratives can be created strategically. Our vision is that Ukraine's strategic narratives are to explain their domestic and international audiences who the Ukrainian people are, what fundamental values they adhere to, and what goals they pursue. In other words, Ukraine's identity should be expressed through strategic narratives related to its past, present and future. In the narratives, Ukraine should be presented as a state with a great and honorable history, a state making every effort to overcome poverty and social injustice, so as to become a prosperous and respectable member of the world community. With regard to its target audience, there should be two kinds of the strategic narrative: (1) *domestic (ideological)* strategic narrative, which has to shape the Ukrainian's pro-European mindset sharing democratic values and beliefs, and (2) *international* strategic narrative, presenting Ukraine as a sovereign independent state and a reliable political partner.

Literature:

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THE FUNCTION OF PARADOX IN B. BRECHT'S PLAYS

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The focus of this research is the role and function of literary paradox in plays by B. Brecht, a German playwright and theatrical reformer of the 20th century. His 'epic theatre' theories were groundbreaking at his time and are still applied by many contemporary directors and performers. Themes, ideas and problems the author discusses in his plays remain topical for Ukrainian people as well. The study examines the usage of literary paradox in exposure of pressing issues we face nowadays.

The term 'paradox' is used in a number of disciplines and therefore has many definitions. This research utilizes the term 'literary paradox' meaning a seemingly absurd or self-contradictory statement which when investigated proves to be true or well founded. It should be noted, that statements are called paradoxical when they violate common sense which depends on the cultural background of the speaker/listener/reader. In this regard the research becomes interdisciplinary engaging literary, social and historical studies. The examination of function and role of literary paradox in B. Brecht's plays revealed that this device lies in the foundation of 'epic theatre'. The 'alienation effect' as one of the main tools of 'epic theatre' employed to break with the ideals of the traditional European drama is implemented through the usage of paradox. Moreover, B. Brecht takes the focus off the internal man and portrays characters equipped with changeable, exchangeable and often contradictory traits. For instance, Galy Gay, a protagonist of *Mann ist Mann*, is compared to a machine that can and actually is altered under the influence of his environment and reassured that he is a soldier. The absurdity of modern society and rules of the military, total depersonalization and domination of social conditions make works by B. Brecht up-to-date even a hundred years later.

To sum it up, this research investigates the usage of paradox from the literary point of view and deals with universal values and common sense. Still, I believe, that these issues can be further examined from social and historical viewpoints to expose ideas that are paradoxical for a German mentality. That is why, I'm looking forward to collaboration with German researchers in this field to understand those national

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cultural constructs that influenced the author's style. The results of this study can be implemented into the examination of cross-cultural perception of literary paradox.