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SCIENTIFIC RESEARCH FACILITY IN STYLEOf OUR SCIENTISTS

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**Research methodology.** The use of problem-chronological articles and compa­rative historical methods allowed to see how attitudes have changed the nature of scientific research presentation. Figurative different types of tools specific to scientific presentation are researched using descriptive and comparative methods.

**Results.** The changes in views on the nature of scientific style and their impact on the quality of scientific publications are analyzed in the article. Analysis of current scientific texts showed that expressiveness is not contraindicated language of science, it does not disappear from the scientific style. This particularly applies to statements genres monographs and scientific articles, which often present features expressiveness and emotionality which are introduced by the author regardless of the theme of his research.

**Novelty.** For the first time a comprehensive analysis of methodical, scientific and educational publications that provides guidance to authors of scientific papers concerning the presentation, from the 50s of the last century until today are realized in this article. That is scientific novelty of the research.

**The practical significance.** Despite recent researches which change attitudes towards scientific presentation, continues to exist the traditional view of scientific literature - difficult to understand, riched standard language patterns, released from interest. Therefore, the authors of scientific papers have to realize that nowadays personal achievements in the field of science may interest in broad reader`s range if they are given clearly, precisely and simply by means of emotional expression and even the so-called lyrical digressions. Then we can expect the appearance of scientific publications that will benefit the Ukrainian science and become a bestseller for interested readers.