**Tetiana Chuban, Tetiana Levchenko. Studying of accost in pedagogical universities.** This article analyzes the semantic relations that form vocatives – complex semantic and communicative units – in the structure of the sentence. It has been proved that one of the most important conditions for a successful training in pedagogical universities is the formation of national and linguistic identity of the person, which includes mastering their linguistic knowledge and developing practical skills to properly use language means in different forms, fields and genres of speech. Having analyzed the sentences from the story by Nechui-Levitsky "Burlachka", the author determined that one of the important means of expressing politeness and respect in the etiquette situation is the usage of vocatives. The author proved the importance of etiquette as an external, visible component of ethics, which evolved over centuries and millennia in human society, and became an integral part of human mind. The author also underlined that the speaker does not create a new formula every time and can use one of the existing ones for mutual understanding. Therefore, it is important to learn the factors that influence the choice of verbal formulas in specific communicative situations; they are the factor of recipient (age, gender, etc.), the communication conditions (the situation, the duration of communication), the relationship between the interlocutors and others.

The article studies the problem of vocatives in terms of semantic and syntactic analysis, the proximity of vocatives, appositions and vocative sentences. To characterize the term “vocative” the author used different definitions of this notion from academic grammar of the Ukrainian language. The components of language etiquette, which is closely associated with the rules of speech organization, have been analyzed in details. The author found out that the speech should be characterized by certain communication qualities: correctness, reasonableness, expressiveness, clarity, accuracy, richness, imagery, consistency.

The paper contains the review of vocative constructions as a separate species, which has a number of specific features, because vocative is rather complex, syncretic category. The author emphasizes the importance of using the explanation of the role of syntactic and morphological structure of vocative in the theoretical training of Ukrainian language teachers. The article proves that one of the most important conditions for a successful training in pedagogical universities is the formation of national and linguistic identity of the person.