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PHENOMENOLOGY OF A RUNIC SIGN  
AS A COMMUNICATION MEANS

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**Research methodology.** The systematic approach has been the methodological basis of research. A sign has been considered a system object, i.e. a symbol that carries out its functions in the communication process. The methodological basis of the signs-symbols analysis contains the system model of a communicative act by P. Jacobson, the phenomenon method by Husserl, the theoretical basics of semiotics to understand the nature of signs-symbols (Charles Pierce). The communication phenomenology understanding has been based on the idea of a global «involve-ment» in human culture through the phenomenon of language.

**Results.** It has been proved that the semantic component of runic signs-symbols eventually undergoes transformations. It has been also determined that a rune symbol is a sign due to the classification of the semiotic model by Charles Pierce. A runic sign-symbol has been considered as a system component of the communication process. The stages of transition from a sign to a sign-symbol have been de-fined. The sign functions by A. Solomonik have been analyzed. The general and specific features of runic signs-symbols have been distinguished.

**Novelty.** It has been determined that the phenomenon of a runic sign-symbol as a means of information storing is in its communicative properties and ambiguity: each rune-sign has about twenty semantic values that are decoded depending on the context. The vectors of the runic signs diversification have been defined according to functional indications.

**The practical significance.** The communicative value of a runic sign is in its properties used in several types of communication: symbolic (ornaments, amulets), brand (logos), writing (syllables, phonemes).