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**SPECIFICS OF IMPLEMENTING THE CONCEPT OF CREATIVE  
PERSONALITY IN THE PLAY BY SVETLANA LELYUKH «CIRCUS OF OUR  
LIFE»**

The writer Svetlana Lelyukh combined roles of actress, director, playwright and theatrologist in her creative way. The first play she wrote in 1980. The writer became famous as the author of works for children's theater. Her plays with success coming on the scenes in Kyiv, Donetsk, Kharkiv, Poltava and Chernivtsi. Her works were published in a separate collection, they are published in almanacs. The play by Svetlana Lelyukh reflects a number of features metaliterary.

The purpose of the paper is to find out the features of the reception of creativity and modeling image of the artist in a kind of «fairy tale» «Circus of our life» in terms of double coding and synthesis of style and finding the relevant author's intention genre form.

The play «Circus life our» by Svetlana Lelyukh is designed on the perception of adults and children. It used method of double coding. This is one of the postulates of postmodernism, based on ideas of scientists, firstly, on the existence of a set of common codes inherent in every work, and secondly, on the principle nonselektion, thirdly, on the irony.

The concept of «circus» is modeled by the author to perceive adults as a complex, full of philosophical and social connotations. For children the concept of «circus» represents something quite different, namely the field of magic, the infinite experiment, the freedom.

The author models the significant difference in the interpretation of the events by an adult and child viewer. For the young spectator the essence of the conflict is in the traditional clash of evil and good. The adult spectator sees other conflict, internal, associated with the search itself, first, confused man, and secondly, an artist.

Metadiscourse of the play creates the word as motive. It is read out by an adult viewer as the embodiment power of art. But young spectator perceives in it a traditional motif of the magic words that include the mechanism of good change.