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### ARTIFACT NAMES IN THE ASPECT OF MATERIAL WORLD CATEGORIZATION

The problem of categorization is one of the key problems in modern semantics. Only as a result of certain process of categorization a word can be classified in some way.

Artefact appears as the result of human activity and it is the process of giving a material form to the idea or notion which existed before only as a thought. Artefact is not just a thing; it is an idea which human puts in it.

Any group of lexis which denotes material objects always has different levels of categorization. Each level gives a different type of generalization. There are names which include the whole class of objects and there are names which give details of a certain individual object.

The semantic field usually consists of words which have different levels of hierarchy. So artificial objects include the notion "kitchenware" which can be divided into three main groups: for drinking

and eating, for cooking, and for preserving food or something else. In each group there names that can be thought of as prototypes and names that can be considered as peripheral. For example, the prototype member of the category "for drinking" is cup. On the subordinate level there some other names which can be considered as a specific kind of a regular cup, for example teacup, coffee cup and so on.

Very often categorization is vague and there is no clear distinction between the borders of categories. It is reflected in the works of different researchers such as W. Labov, W. Kempton, E. Andersen.

Basing on the research we can say that the main criterion in categorization of the material objects is their purpose or function. Further analysis can involve other lexical groups which will give a possibility to create a detailed picture of the material objects nomination.

*Banyoi V. F.***TRANSCARPATHIAN MICROTOPYNYMS OF THE UZH RIVER BASIN,  
THAT ARE BASED ON THE ANTHROPONYMS**

The formation of the microtoponymy of the Uzh River Basin is the result of nomination processes that have reflected semantic connection between the object named and the name itself for a long time. Therefore, appellatives, anthroponyms, microtoponyms, oykonoms are the main source for the formation and replenishment of microtoponyms. The object of our study are microtoponyms based on anthroponyms. The latter represent the anthropological factor of object nomination principles.

A separate group of anthroponym derivatives is represented by the microtoponyms based on names, surnames and nicknames. Modern microtoponyms of the Transcarpathian Basin villages do not allow simply to delimit the surnames and nicknames due to the fact that the legal fixation of names on the investigated territory took place only at the end of the XVIII century. Moreover, microtoponyms derived from them are in most cases even much older.

There are basic names in the Uzh River Basin with a double motivation. These are personal names and appellatives used to denote professions, flora and fauna etc.

Microtoponyms of the basin are to a lesser extent motivated by personal female names. Personal male

names are fewer in number than female ones. This can probably be explained by unequal opportunities of women and men for land use and ownership.

Most of the basic names belong to the Christian calendar (Eastern rite, at least – west). Names of the Jewish calendar are also numerous presented in the microtoponymy of the basin. In addition to personal names, base of many microtoponyms is created by the ethnonym „Jew“. There are also Hungarian and German names.

Nicknames and surnames that served as the basis of local microtoponyms as to their etymology are mostly Ukrainian. Foreign names (Hungarian, German) are less frequently presented. Structurally basic surnames and nicknames of the microtoponyms of the Uzh River Basin are mostly identical to the name creation types that generally characterize the Ukrainian anthroponymy of the Transcarpathian region.

The anthroponyms analyzed are used as motivation base of the microtoponyms of the Uzh River Basin. They might become a valuable source base for a comprehensive onomastic research in the future and might add to present studies of the Transcarpathian anthroponomy.

## COGNITIVE MODELING OF THE MEMORY FOR AUTOMATIC DIALOGUE SYSTEMS

One of the key tasks of modern Artificial Intelligence studies is the successful performance by computers of the communicative and cognitive functions native to humans. Effective memory model is an important precondition for developing virtual interlocutors which are able to maintain a dialogue with humans.

We devoted a great deal of attention to the non-associative theory of long-term human memory suggested by K. Koffka, which was critically reviewed by W. A. Wickelgren in favour of the associative approaches to memory modeling, which include the associative content-addressable memory and the hierarchical search theory. Moreover, we took into account the spreading-activation theory of semantic processing which was introduced by M. R. Quillian and further developed by A. M. Collins and E. F. Loftus.

This theoretical material that has been mentioned became an important foundation for singling out the key parameters, which should be taken into account while modeling the memory for automatic dialogue systems. The main parameters are the following:

1) the associative network – appeals to the associative network model of memory which is a key approach to structuring and storing data in the form of frame hierarchical organization;

2) the general access to the data – entering some conceptual sphere provides access to all of the data it contains through associative links;

3) the creation of structural nodes – the creation of a new structural node for every occurrence of any concept makes it possible to avoid the interference of associative links;

4) saving the dialogue history – saving the history of communicative interaction provides the virtual

interlocutor with important contextual information for successfully determining referential connections, as well as realizing semantic and pragmatic dialogue coherence;

5) a hierarchical data search – a hierarchical search for data will instruct the computer to move in the direction from the most general categories to more concrete ones in order to reach the frame which contains the relevant data;

6) content-addressing – content-addressable associative memory provides direct access to data;

7) a search for the highest concentration of words with the highest cognitive status – for effective data searching within the memory of the chat-bot it is essential to find the place with the largest quantity of key words from the input – those which have the highest cognitive status and weight.

Following this approach to the cognitive modeling of the memory, we developed a linguistically competent virtual interlocutor which is able to maintain a dialogue about linguists of different periods and fields, their works and the main concepts they deal with. All of the data is represented in the form of hierarchical tree ontology with associative links. In addition, the experiment revealed that the most successful search was carried out when we used the scheme of the analysis of the input based on the selection of data with the least divergence of the input with the prototype of the question which leads to the activation of specific data.

On the basis of the analysis which was conducted, we can draw the conclusion that it is possible to improve the communicative competence of automatic dialogue systems by the application of associative network models of memory and effective data search schemes.

*Vareshkina N. V., Smirnova N. N., Kononova N. V.*

### **FOREIGN LANGUAGE TEACHING IN THE CONTEXT OF THE DIALOGUE OF CULTURES**

Humanization of the educational content and the cultural ties expansion require a revision of the objectives, content and technology of foreign language teaching. The ideas of the necessity of parallel study of both the language and culture have existed for more than a decade. In accordance with the cognitive approach to teaching a foreign language the focus must be done on creating in the mind of a student such a language model which can ensure, on the one hand, the generation of authentic speech in a foreign language and, on the other hand, the image of the world, specific to this foreign language culture.

In the teaching process it is essential to get students acquainted with the history of the foreign language, comparative linguistics as well as to make a special selection of tasks on the search of semantic equivalents in different languages.

One of the important methods of internal introduction of students to psychology and culture-specific speech of native speakers is the inclusion of series of lessons on the home reading in the course of learning a foreign language at an early stage of training. For those who learn a foreign language in a coherent text it appears in the unity of all its elements, not dissected on grammatical forms and structures.

Students must acquire the ability to get to the bottom of the culture and psychology of the other nation through the comparison with the culture and psychology of their own nation.

However foreign language teachers while selecting the reading materials should remember that emergence of a country-specific text should be determined methodically. Country-specific texts must comply with the educational process and combine with scientific nature texts.

*Vasylchenko O. G.***VARIATION OF THE /r/ PHONEME IN THE NATIONAL VARIETIES  
OF THE GERMAN LANGUAGE IN GERMANY, AUSTRIA AND SWITZERLAND**

The article deals with the allophonic variation of the /r/ phoneme in the national varieties of the German language in Germany, Austria and Switzerland. In the last three decades, it has become widely accepted that mainly Switzerland, Austria and Germany have developed national varieties of German in a pluricentric settings. A pluricentric language or polycentric language is a language with several standard versions. It is a language with several centers, each providing a national variety with at least some of its own (codified) norms. Some linguists argue that variants of “national varieties” do not stop at national borders, that’s why they favour the models of “pluri-areal German” or “regional pluricentricity”.

The allophonic variation of the /r/ phoneme was chosen as the subject of our research due to the fact that the available variation of /r/ makes it possible to use this class of sounds in marking registers, di-

alects, styles and other identity-related variants of a language. Rhotics (or /r/-sounds) vary greatly including variable manners and places of articulation. The list of sounds which may be treated as r-sounds is extensive. Rhotics are described as taps/flaps, approximant, trills (apical/uvular), uvular fricative, vocalized allophones. On the example of allophonic variation of the /r/ phoneme the article defines the trends of “shifting” the articulation of its consonant variants towards loss of tension features. In coda position there is a tendency towards vocalized /r/-realizations. Some /r/-realizations can be described as deleted in coda position. According to H. Ulbrich one of the factors which plays the main role in the process of /r/-reduction is the law of comfortable articulation. This law is based on the principle of economy of articulation energy. The aim of the research is to compare cross-varietal differences and to detect the tendency of sound-changes.

*Vasylchenko O. V.*

## LEXICAL AND GRAMMATICAL PECULIARITIES OF TRANSLATION OF ENGLISH FOREIGN ECONOMIC AGREEMENTS

The Article is devoted to the problem of translation of English foreign economic agreements. The interest to the problem of translation of the English foreign economic agreements is not occasional because translatology lacks its precise description. There are very few scientific researches devoted to the problem of translation of the official documents. It was investigated by such scholars as Kaluzna, Vlasenko, Orlova, Vozniuk, Naumova, Volkov, Zaruma-Panskih, Belova and Komarova. The aim of the research is to investigate lexical and grammatical peculiarities of translation of foreign economic agreements.

As a type of document foreign economic agreement fixes some information. It is informatively, structurally and functionally completed speech product, which possesses its peculiar features such as concreteness, clearness of the idea, conciseness, usage of clichés, high capacity of information, usage of words in their direct logical meaning, division of the text into chapters, paragraphs. Main task of translator is focused on search for the target language standard substitutes for all structural elements of the source language in compliance with target language stylistic requirements for such text type.

Analyzing lexical structure of foreign economic agreements we have found that its language is rep-

resented by such lexical groups as common lexis, special lexis and scientific and technical terminology, which in its turns are subdivided into subgroups. Actually at the lexical level translator faces many traps that at first sight are considered insignificant. For example: usage of terminological nomenclature, fixed paragraphing, encoded character of language that is represented by abbreviations L.C. – letter of credit, LLC – limited liability company, B/L – bill of lading, Corp. – corporation, special systems of clichés.

At the grammatical level we have conveyed that texts of the foreign economic agreements were wrapped in a sophisticated model framework (modal verbs and modal constructions) denoting different shades of meaning. Texts of agreements are characterized by prolonged text stretches and complex sentences.

In the course of analysis we have come up to certain conclusions. While dealing with texts of foreign economic agreements, translator should remember that his choice is often restricted to specific lexical and grammatical peculiarities which are characteristic of the official style. Translator must be well prepared to decode source text and must be able to determine correctly the key terms that characterize the agreement.

### CONFLICT OR MUTUAL UNDERSTANDING?

The complex sentences with adverbial clauses of condition are syntactic means of transmitting the opposite meanings of agreement and objections, and thus form consensual and conflict-oriented discourses. As initiative dialogical replica the complex sentence with adverbial clause of condition expresses threat, warnings and intimidation companion, and therefore forms conflict oriented discourse. Reactive replica in the form of subordinate conditional sentence expresses consent with connotations of (soft) requirements, conditions, indifference, and politeness which form the harmonious dialogue.

1. The complex sentences with adverbial clauses of condition with the meanings of threats, warnings and intimidation. Threats (or *menasyv* – a term of G. Pocheptsov) – is intention to inflict physical, financial or other harm to the recipient. Warning (or *avertyv* – a term of O. Erofeeva) is similar in form to threat. It's a special kind of motivation, in which the speaker attempts to make the recipient not to do a certain action because of its unfavorable for the latter.

2. Reactions in the form of compound sentences expressing consent with requirements appear on interlocutor's offer, request etc. and show the active position of the recipient in achieving mutual understanding. He is willing to accept the view of the communicative partner if his conditions are fulfilled. Accordingly, the first clause serves full consent – i. e. confirmation, approval, resolution, etc., and the second clause is the conditions under which the agreement becomes real.

3. The complex sentences with adverbial clauses of condition with the meaning of consent and coercion should be interpreted as a concession that is forced, sometimes voluntary renunciation of speaker's position, the manifestation of willingness to sacrifice his own interests for the benefit of a partner or further cooperative communication. The reaction of consent-coercion occurs in response to strong directive, persuasion (with logical arguments), or certain circumstances beyond the control of communicants.

4. The complex sentences with adverbial clauses also express consent with the connotation of the speaker's indifference. This is a formal reaction of the addressee who is not interested to continue the dialogue "here and now", on this subject and with this communicative partner. The base for the addressee appears not its own communicative goal, but satisfying the interests of the speaker-initiator (if you so wish, so be it).

5. Subordinate clauses are a marker of etiquette or polite agreement and serve a response to incentive speech acts, i.e. an offer, invitation, and suggestions. Reaction of consent is predetermined not only by attitude to the topic of conversation, but the principle of politeness, etiquette rules of verbal behavior. The statement of etiquette agreement have a connotation of coercion, which is based not on pressure from the addressee (the principle of volition), but the desire of the recipient to agree because of the "delicateness" (the principle of ethics).

*Vukolova K. V.***PITTSBURGH SPEECH: PHONETIC, LEXICAL AND GRAMMAR PECULIARITIES**

The article presents phonetic, lexical and grammar peculiarities of the Pittsburgh Speech. Linguistically, Pittsburgh is part of the Midland dialect system, the "Third Dialect" of North American English. The Midland is the narrow region between the North and the South of the United States of America, and includes Philadelphia and Pittsburgh, Columbus and Cincinnati, Indianapolis in Indiana, St. Louis and Kansas City. There are several features that Pittsburgh speech shares with other Midland cities, but there are a lot of other ones that set Pittsburgh apart from the region and make it quite distinct. In the article Pittsburgh Speech is considered in the frame of the Midland Dialects with respect to phonetic and phonological, lexical and grammatical peculiarities. The author gives the characteristics of some language processes, presents lexical units which are similar for the given language

area and grammar constructions which are used by the population of this region. Talking about grammar peculiarities it necessary to mention the grammatical construction 'needs + past participle' (e.g. 'The car needs washed') which has been identified for many years as the characteristic of western Pennsylvania. This construction appears to be a remnant of the Scots-Irish population who settled in this area. But the most peculiar features of the Pittsburgh Speech are the phonetic ones. The most important phonetic characteristic feature of Pittsburgh Speech is the low-back merger, the collapse of the phonemic distinction between [ɑ] and [ɔ]. The article also provides many other phonological features of Pittsburgh Speech that make it quite distinct, for example: [ɪ]-vocalization, the raising of [æ] before front nasals and before [d], monophthongization of [aw] etc.

## INTONATIONAL CHARACTERISTICS OF AFRO – AMERICAN REPRESENTATIVES' SPEECH ON THE ACCOUNT OF THEIR SOCIAL AND TERRITORIAL BELONGING

The present research is dedicated to a problem of territorial and social intonation variation's study, intonation of monologue speech of Afro – American variant of English language in particular during the process of quasi spontaneous communication.

The present research is such actual as it is necessary to describe intonational peculiarities of Afro – American English due to the fact that nowadays the major part of researches mostly deals with segmental level and the super segmental one still remains not fully investigated.

The object of investigation is the intonation of Afro – American English.

The subject of the present research is intonational peculiarities of the monologue speech of AAE representatives during the process of quasi spontaneous communication.

The aim of the present research is to examine, analyze and identify the main intonational peculiarities of Afro – American English.

The present research is based on the extracts of 4 Afro – American native speakers in a process of

quasi spontaneous communication taken from the documental film “The History of Afro-American Lives”.

The main tasks of the present research were:

- to mark the analyzed extracts of the monologue speech;
- to identify main tones and scales in the speech of Afro – American representatives;
- to analyze velocity of the analyzed informants' speech;
- to mark intensity of pauses;
- to identify voice range of the analyzed informants.

The data, received in a process of analysis showed the following distinctive intonational peculiarities of Afro – American representatives' speech: wide range of voice, prevalence of short pauses and partitive syntagmatic segmentation.

The prospect for the further research is to broaden the experimental material to investigate the gender and age influence on the speech of Afro – American representatives on the prosodic level.

*Holikova N. S.***THE PRAGMATIC COMPONENT IN THE STRUCTURE OF CONTEXTUAL SYNONYMS  
(IN THE NOVEL «EVIL» BY P. ZAGREBEL'NIY)**

The article deals with the pragmatic potential of synonyms in the novel «Evil» by P. Zagrebel'niy. It is underlined that development of the native and the world linguistics at the beginning of XXI century requires an exposure and more detailed description of maximally widest aspectology of synonymous relations, realized with the proper units not only in a language but also in speech of its transmitters. The choice of problem for research is grounded by the fact that contextual synonymy has not been the subject of the special investigations in the field of linguistic pragmatics yet, but also that this question is important for linguistic stylistics which up to now needs an integral research of all verges of idiostyle of P. Zagrebel'niy.

Among different synonyms, used by an author in the novel «Evil», those are selected, that from point of linguistic stylistics have the status of stylestem. It is a set of the contextual synonyms in one sentence, that in a microcontext always draws attention of readers and causes a necessity to com-

prehend the essence of every synonym in their consciousness, find out inner links between them, to define an integral meaning and function of synonymous chain, to estimate it from point of own associations and emotions. According to the opinion of scientists, while differentiating, the semantic and pragmatic rules of generation of utterance operate simultaneously, the author of the article conducts the proper marking of synonyms-style stem in micro context (sentences) of the novel «Evil» by P. Zagrebel'niy. With the help of component analysis the common sema (or semas) are found in the structure of lexical meanings of contextual synonyms, which enables the combination of lexemes in one stylistic figure. The communicative pragmatic senses in the structure of meanings of contextual synonyms, which are accumulated on semantics of lexemes, due to the individual features of perception of stylistic figures by addressees-readers are determined. The functional specifics of synonyms-style stem are described in an author context.

*Holovach T. M.***GENETIC CHARACTERISTICS OF EXOTISMS  
IN THE TEXTS OF PRESENT-DAY ENGLISH NEWSPAPERS**

The article focuses on the genetic characteristics of exotisms used in the texts of present-day English newspapers.

The English language is one of the most spread world languages for information exchange in today's society. There is no doubt that among many linguistic problems of the English language development, one of the most vital is the issue of the value of exotisms. Exotisms are words, borrowed from relatively unknown as well as known Indo-European languages, which are associated with foreign culture and are used to describe the peculiarities of clothes, manners and customs of other nations. The authors of English media-texts introduce exotisms, first of all, in order to identify a specific cultural phenomenon as accurate as possible. In most cases, exotisms are transferred by means of transcription / transliteration. The majority of exotisms in English media-texts still require

the explication of meaning, which indicates their low lexical and semantic adaptation.

The appropriate quantitative data showing to which languages, language groups and language families the exotisms belong are presented and analyzed. Our empirical research has shown that the greatest number of the exotisms found in media texts derives from languages and therefore language families that are the most widespread in the modern world. French, Italian and Japanese linguistic cultures are suppliers of words that enrich the English vocabulary. At the same, the presence of exotic lexical items from geographically and geopolitically remote languages can be considered as one of the signs of intercultural communication. We assume that, in view of the intensification of cross-cultural contacts, the genetic range of languages – sources of exotic vocabulary – will expand.

## MODERN STUDIES: MULTIMODAL LINGUISTIC AND STYLISTIC

Nowadays, researchers turn to the examination of issues relating to language communication in modern linguistic. The mass media texts are being actively studied due to its important role in the new technologies of modern society. In the same time, the concepts of modal linguistics, multimodality, multimodal stylistics, phonosemantic multimodal text rapidly gain the popularity. Speaking about stylistic multimodality, we can say that this is a relatively new direction of the research. In the narrow sense of competence multimodal stylistics includes stylistic analysis of the methods constructing the meaning from verbal and other semiotic codes – visual, auditory, etc. that act as a single unit. That's why the field of multimodal stylistics includes various discursive formations – comics, movies, theatre, graphics, printing including, for example, cover design and texture of the paper, hypertext parameters. In this way, any text can be considered to be multimodal.

The main key concepts of multimodal stylistics that is multimodal/creolized text. For the first time the term „multimodal text” was developed by Gunther Kress and Theo van Leeuwen in the joint article „Multimodal Discourse” (Multimodal Discourse). Under this concept they understand the text, which combines different semiotic systems in order to get more information. Moreover, these sign systems are aimed to formate the indivisible system (complex) and cannot be reduced to individual components. In turn, scientists from Post-Soviet countries understand creolized text as „complex text structure in which verbal and non-verbal elements form one visual, structural, semantic and functional unit”. Widely known metaphorical term „creolized text”, which belongs to linguists Y. A. Sorokin and E.F. Tarasov. Creolized

texts are „texts, the texture of which consists of two non-homogeneous parts (verbal linguistic (verbal) and nonverbal (belonging to other sign systems than natural language)”. Creolized text is a complex semiotic incorporation, consisting of a sign system of human language (including oral, written and printed form) and any other sign systems (images, photographs, music, dance etc). In order to refer to semiotic heterogeneous texts in a more narrow interpretation it is suggested to use the term „diaversary text, i.e. text, consisting of combined semantic relationship of the sequence of characters related to the symbolic systems of two kinds: natural language and iconc which is perceived visually”. The above definition focuses only on two components: verbal and visual. Depending on the nature of the last videoverbal text can still be interpreted in a broad and narrow sense. Such texts in a broad sense have the properties of coherent texts, the combination of visual and linguistic signs, for example, frames from movies, scenes from a play, etc.

According to the degree of heterogeneity videoverbal texts are divided into texts with zero (purely verbal or purely iconic text) and non-zero degree (combination of verbal and visual components). Depending on the nature iconic component the texts can be with static (for example, advertising in a magazine, poster etc) or dynamic ( the infomercial on TV, film etc), two-dimensional ( diaversary the text in the book, movie, etc.) or three-dimensional ( diaversary text in a play) image. Verbal part can be oral ( which includes (a) a living speech and b) the recording of this speech by using special technical means), written manuscripts and printed versions ( static or dynamic, for example, scrolling text in the ad) and may include signs of one or more natural languages.

**RENDERING THE PHONOGRAPHIC ANOMALIES OF DIALECT SPEECH  
(BASED ON WORKS BY MARK TWAIN AND THEIR  
TRANSLATIONS INTO UKRAINIAN AND RUSSIAN)**

The subject of dialects is very topical nowadays because each language develops and changes and the dialects are forgotten. Translation in dialect, and especially in pronunciation, is subjects about most scientists were confused. First of all it's happened because of that fact that almost each language has different variants of pronunciation. Another reason is tightly connected with negative attitude towards the dialect. Most scientists believe that dialect should not be used for other cultures because it is a vivid example of great evil that commerce the social interests of men. But only through the analyze of dialect, scholars can realize that all varieties of language are intelligent and that people are not less intelligent if they do not speak what is deemed "proper" English.

So, our research paper is an attempt to prove it. We reflect the phonetic analysis of a dialect within "Mark Twain's Speeches" and figure out some specific features of African American Vernacular. The most important is eight types which are related to: 1) omission of the postvocalic phoneme [r]; 2) phoneme substitution: [f] for [θ] or [ð]; 3) omission of word endings; 4) replacement of dental fricative [ð] with [d]; 5) usage of Eye dialect; 6) vowel substitution; 7) omission of sounds at the middle and at the end of a word; 8) sound replacement: consonant sound by vowel one.

Given below specific features of African American Vernacular play an important role in equivalent rendering the phonographic anomalies of dialect speech. As their detailed analysis destroy the distance between author and the reader.

*Guzak A. M.***TYPOLOGICAL FEATURES OF THE APPLICATION OF PRECEDENT NAMES IN POLITICAL ORATORY SPEECH (BASED ON THE SPEECH OF AMERICAN PRESIDENTS)**

The article looks at the peculiarities of the precedent names using for creation a positive image of the political leader. The work is based on 60 original political speeches of American Presidents. The actual material dates from the post-war period to nowadays.

The issue of the president's image is extremely important today, because it is an essential part of his political success. Hence, the study of the presidential speech text in terms of creating a certain political image is of particular relevance since it allows predicting how political leader will be perceived by the public and his place in the national consciousness.

To make his speech more striking and impressive political leader uses precedent names that indicate a high level of communicative competence of the speaker and contribute to the realisation of his intentions. Precedent names are well-known proper

names used in the text rather than not to describe a particular person, situation, city, etc., but as a kind of cultural sign, a symbol of certain properties, events. A large group among of precedent names are the names of real people, including prominent political figures or public figures associated with politics. In their speeches American presidents also actively and regularly use Christian names as precedent names.

The investigation results in the conclusion that precedent names applied in presidential oratorical speech enhance effectiveness of the pragmatic performance and, consequently, contribute to a positive image of the modern political leader. The use of precedent phenomena is an integral feature of modern political discourse, which is dictated by the general cultural conditions of political communication.

### THE HISTORY OF TERMINOLOGY AND TERMS IN THE MODERN TELEVISION LANGUAGE FOR SPECIFIC PURPOSES

Terminology is a differential feature of any language for specific purposes. Terms of various areas have not only different semantics but also different structure. Television language for specific purposes also has its own peculiarities. Even though it is close to the journalism, it mostly tends to the technical field. This vocabulary layer is currently unexplored and may contain significant heuristic potential.

Methodological bases of terminological researches are associated with the names of B. Golovin, V. Danylenko, D. Lotte, O. Reformatskyj, I. Kovalyk, A. Akhmanova, G. Matsyuk etc. Most of them consider terms as part of the national language. V. Danylenko believes that terminology refers to the scientific language – an independent functional formation.

Professionalisms are very close to the terms in professional language. They are used to describe certain concepts only within a particular profession. Professionalism does not always comply with the literary

language, may have expressive function, and may be synonymous with terms.

In Ukrainian linguistics there are a lot of works in terminology of different areas: biological (L. Symonenko), building (V. Marchenko), economics (T. Panko), mathematical (A. Kreytor), medical (G. Dydyk-Meush), musical (Z. Bulyk). There are 3 major groups of term in television language for specific purposes, selected by the degree of specialization: 1) general scientific terms 2) interdisciplinary terms 3) highly specialized terms. By the structural characteristics terminological units can be divided into: 1) one-component; 2) two-component: a) noun + noun b) noun + adjective; 3) three-component: a) noun + adjective + adjective b) noun + noun + adjective, c) noun + noun + noun; 4) multi-component. Investigation of television language for specific purposes may shed light on the processes that occur in the literary language.

*Danylyuk S. S.***CREATION OF TEXTS OF MODERN LINGUISTS' ENGLISH PERSONAL HOME PAGES:  
STRUCTURAL ASPECT**

The structural construction of electronic texts of modern linguists' English personal home pages is analyzed in the paper. Information-and-reference and scientific communicative blocks that make up electronic texts of modern linguists' English personal home pages are singled out in the article. Further gradation of information-and-reference and scientific communicative blocks into sections is carried out. The typical structure of both information-and-reference and scientific communicative blocks of modern linguists' English personal home pages is defined. So, the typical structure of information-and-reference communicative block of modern linguists' English personal home pages includes the following headings: "Personal Information", "Educational Background", "Current Position", "Previous Position", "Professional Activities", "Teaching". However, in some cases, linguists add to these traditional headings such categories as "Personal Interests", "Honors & Awards" etc. The typical scientific communicative block of modern linguists' English personal home pages includes such headings as "Research Interests", "Publications:

Books, Articles, Book Chapters", "Conference Talks & Presentations" etc. Thus, to the communicative block of their English home pages linguists include factual information about their biography, education and professional activities, received grants and academic awards, interests and hobbies, their private information (about the family, etc.). In its turn, the scientific communicative block contains information about the main areas of linguists' research interests, their work on research projects and information about its results, a list of publications: articles, presentations at scientific conferences, comments, reviews, abstracts, theses etc. The combination of texts of both information-and-reference and research blocks within electronic texts of modern linguists' English personal home pages is based on such characteristics, as asemantic organization in terms of linear deployment of a text, which creates opportunities for perception (reading) of subtexts (separate chapters, articles, etc.) in random order. Information-and-reference blocks may be represented in electronic texts both explicitly and implicitly.

### GLUTONIC DISCOURSE: LEXICOGRAPHIC ASPECT

For the recent years a lot attention has been paid to the studying of diverse types of discourse and the methods of its investigation. Due to the fact that the theme of a discourse can be any sphere of person's activity, we would like to concern gluttony lexis, as the human being is inseparable from cooking and eating.

Nowadays, there is not a clear definition of gluttony discourse. And it is proved by the wide amount of terms which are used to describe this concept, such as 'culinary discourse', 'restaurant discourse', 'gastronomic discourse', 'gluttony discourse' which were introduced by modern philologists.

After having analyzed the terms we can summarize that the term 'gluttony discourse' includes a big number of meanings including the ways of cooking, ingredients, taste and etc. The main problem of studying this lexis is the lack of specialized dictionary. So the investigation is based on the dictionaries as «Collins English Dictionary», «Longman English Dictionary Online», «Merriam-Webster Dictionary», «Random House Kernerman Webster's College Dictionary», «The American Heritage Dictionary of the English Language», «Roget's 21st Century Thesaurus».

While analyzing dictionary entries the following groups have been outlined

1. Type of meal name: four-course meal, buffet, picnic;

2. Quality and readiness: crisp, hot, raw;

3. Taste features: bitter, sour, sweet;

4. Products

– fruits and vegetables: pear, broccoli, cranberry;

– snacks: cheese, egg sandwich, vegetable salad;

– meat courses: beefsteak, roast beef, pork;

– soups: beef tea, chicken broth, fish soup;

– seafood: oyster, pike, salmon;

– desserts: puff, candy, doughnut;

– cereal: porridge, oatmeal, gruel;

– soft drinks: sparkling water, still water, mineral water;

– alcohol drinks: beer, whiskey, wine.

What is more, the diversity of gluttony lexis has been extended by the names of people, who take part in the process of cooking (baker, butcher) as well as the places for having a meal (restaurant, coffee shop). It also involves lexis with a national marker (English green tea, Ukrainian borshch), ecological purity (biokefir, ecobread) and geographical proper names (Irish stew, Welsh faggots). Recently this list was enlarged by fast-food products (French fries, cheeseburger).

While investigating, it was found that most of the terms are presented by nouns or adjectives which are commonly used to name and characterize a product.

Finally it is to be said that gluttony lexis forms a system which covers a lot of aspects informing the consumers about the origin, taste, ingredients and etc. of a product.

*Dombrovan T. I.***BORROWING AS MANIFESTATION OF LANGUAGE SYSTEM ANISOTROPY**

The article advances a new approach within the study of language development, namely – diachronic linguo-synergetics. From the perspective of the new approach, a human language is regarded as an open self-organized, non-linear dynamic synergetic system. Due to the ‘openness’ of the system, outer (non-linguistic) factors can impact the evolutionary process, thus accelerating changes, making the essential parameters unstable, forcing the system to fluctuate and seek new attractors, in order to establish new balanced states.

Changes occur in various language subsystems and on different language levels constantly. The modern process of globalization has triggered a new stage of international communication, as well as interlingual contacts and influence. One of the results of interlingual contacts is borrowing.

The aim of the article is to consider the linguistic phenomenon of borrowing from the synergetic point of view.

The 1500-year history of the English language offers a wide range of loan elements taken from a variety of languages. The article discloses the historical impact of the Celtic languages and Scandinavian dialects, as well as Norman French and Latin, on the development of various subsystems of English.

The Celtic trace in English is mainly shown in proper names, especially in toponyms and anthroponyms. Scandinavian languages (mostly, Old Norse and Old Danish) donated a greater number of nouns, adjectives, verbs, and even pronouns and functional words. The verb ‘get’ was included into the passive construction. Furthermore, the number of combinations “verb + preposition/adverb” considerably increased, which indicated formation of phrasal verbs.

The analysis of French loans shows that, although the process of borrowing from French into English lasted for a few centuries starting from 1066, the peak of influx of new words refers to XIV c. It is noteworthy that not only lexical items were borrowed but also word-formation affixes. This suggests deeper penetration of non-native elements into the receiving system.

Latin is another language to have affected English. It is usually to distinguish several layers of Latin borrowings, during which the English language increased its word-stock. According to OED, modern English contains 50,725 words of Latin origin. The system of affixes was supplemented with a few prefixes and suffixes. Syntactic complexes with non-finite verb forms began to be widely used in English under the influence of translations from Latin.

The synergetic approach to the linguistic phenomenon of borrowing makes it possible to regard the latter as a manifestation of anisotropy of language system. Anisotropy is a characteristic of an open dynamic system which shows the system’s ability to oppose the pressure of the environment.

It is argued in the suggested article that various language levels are characterized by different degrees of anisotropy, which, in its turn, is determined by intensity of cohesion within language elements. Thus, for instance, the highest degree of anisotropy is typical of the lexical subsystem of a language. This can be explained by the cluster type of words arrangement, contributing to modeling a language as a scale-free network. “Openness” of clusters allows new elements to join the net and/or replace the old ones.

Further synergetically based investigations should aim at disclosure and modeling of mechanism of borrowing on various language levels.

### EMOTIVE PHRASEOLOGICAL UNITS WITH COMPONENT CORAZÓN (CORE) IN SPANISH

The article examines the emotions of a general nature and presentation of emotionality in the language. There are posted different approaches to the study and classification of emotions, emotion definition and functioning. There is presented the classification of basic emotions of K. Izard who defines such emotions as interest, joy, surprise, anger, disgust, contempt, fear, shame, sadness, and guilt. All the emotions are divided in two categories. There are defined emotions with positive connotation such as interest, joy, surprise, and with a negative connotation such as anger, disgust, contempt, fear, shame, sadness and guilt.

There are also presented different approaches to classification of phraseological units. For this study is presented detailed division of phraseological units by Wotjak G. It is also shown the classification of phraseological units by existing component groups: 1) somatic component; 2) component of natural phe-

nomena; 3) the name of the emotions; 4) applied to component things; 5) with mythological component (i. e. supernatural sphere).

It is made an analysis of somatic phraseological units with corazón (core) component according to the presence of certain emotions. The analysis is done in the division of somatic phraseological units with component corazón to availability to certain emotions. Among positively marked phraseological units with component corazón are distinguished the emotions of interest and delight. The emotion of surprise was not found. Among the phraseological units with negative meaning are selected such emotions as anger, contempt, fear, sadness and guilt. The research didn't find phraseological units with component corazón such emotions as shame and disgust. There are also identified two major groups, namely, the emotion of joy and sadness.

*Zagorodniuk A. S.***WAYS OF RENDERING THE NOTIONS DENOTED BY THE TERM “LAW”  
INTO UKRAINIAN (BASED ON THE TEXTS OF PUBLIC LAW)**

The law is the base of any legal system. The noun “law” is a polysemantic term examined and discussed by many scholars. Elizabeth A. Martin defines it as the enforceable body of rules that govern any society. Susan Ellis understands “law” as the complete body of statutes, rules, enforced customs etc., and court decisions governing the relations of individuals and corporate entities to one another and to the state. Other scientists explain the term as separate rule or statute.

This semantic diversity of the notion has become a big challenge for translators of juridical texts (in particular the Association Agreement between Ukraine and the EU) from English into Ukrainian. In the language named last the term can have many equivalents such as: *право* (*pravo*) – the law as a system of a regulation of social relations, *законодавство* (*zakono-*

*давstvo*) – the law as a system of rules, regulations, norm etc., *закон* (*zakon*) – the law as a normative legal act, and so on.

The peculiarity of the term is changing of its meaning, thus the translation in the target language, depending on the morphological form (singular or plural) of the noun, the collocations, word combinations, and contexts of its use.

To avoid mistakes during the transfer of the notion of “law” from English into Ukrainian, the translator should pay attention to the sense (whether it is broader or narrower) which the term is used in. Otherwise there is a possibility to wrongly expand or restrict the meaning of the term, and so to severely change the translation, and to lead to objectionable juridical consequences.

**LINGUISTIC REPRESENTATION OF THE LIGHT  
AS INTENSIFICATION OF FICTIONAL SPACE IN SOURCE AND TARGET TEXTS  
(STUDIES IN H. JAMES NOVELLA ‘THE MADONNA OF THE FUTURE’)**

The article is devoted to investigation of light as measuring of space in novella by H. James “The Madonna of the Future” and transferring this key code in creation of artist image in source and target texts

The investigation of the novella by H. James has never been implemented in this key, what defines its topicality. The main research method is definition analysis of certain lexical units combined with comparative method. The object of the research is determined as novella by H. James “The Madonna of the Future” and its translation into Russian implemented by Shershevskaya M. The researcher solves the following tasks: determination of the verbalization tools of categories of space, light and time in source and target fiction texts; semantic characteristics of the category of space, light and time; interpretation of meaning of the category of space, light and time

in texts; discovering of ambivalent nature of space and light in the novella; determination of differences in semantics of lexical units and linguistic peculiarities of presentation of the categories of space and light.

In the article it is analyzed the poetic realization of the image of artist and theme of creativeness in the novella “The Madonna of the Future” in the key of ontological categories of space, light and time. The representation of the category of space is implemented by the means of the following lexical units: prepositions, nouns and verbs with space semantics, adjectives determining space relations, adjectives. Comparing of the source and target texts shows that space and light relations are not always taken into consideration in translation that reduces meaning saturation of fiction text.

*Ihina Z. A.*

**TOPOI OF GOTHIC TRADITION IN NARRATIVE FICTION: EXPLAINING „TOPOI”, „GOTHIC TRADITION” AND „NARRATIVE” AS TERMINOLOGICAL UNITY**

Terms „topoi”, „gothic tradition” and „narrative” make up a complex unity based on interdisciplinary knowledge (combining logical, literary, linguistic, cultural, psychological, and philosophical studies).

In Ancient rhetoric the term „topoi” initially meant a standard set of elements („ready loci”) used in discussions to confirm one’s ideas. Later on the term acquired a more complicated meaning connected not only with the veracity of an argument, but with denoting something recognisable beyond time and space settings. Each element of a number of topoi – topos – began to be treated as a fundamental modus or relation of existence, a traditional recurrent topic in art and literature (e.g. love, old age).

The Gothic Tradition (GT) is a worldview model generalised in fiction as an idea that states absolute helplessness of a human being before the unknown.

Incapacity of self-identification in the „real” world results in ontological doubt that turns seemingly familiar surroundings into something hostile that evokes inevitable horror.

The term „narrative” denotes any work of fiction (in the first place – a prosaic text) that tells a story illustrating an event, i.e. the event as a category constitutes the primary property of narrative texts.

Thus, terminological unity „topoi, gothic tradition and narrative” describes a certain worldview fixed in narrative texts about events representing the opposition of an individual (the „real”) vs. inexplicable hostile forces triggering off horror and helplessness (the „unknown”). Both members of this opposition are the entities of GT – they are centres of connections and relations that may be revealed, exposed and cognised in the event of their meeting each other.

## STRUCTURAL AND COMPOSITIONAL PECULIARITIES OF EKPHRASIS COMPLEXES IN LITERARY WORK

The article deals with the ekphrasis complexes. The expression produced by the painting on the subject fixed in the verbal form is also included in the ekphrasis complex as one of its components. Such a multisided approach was never used in the papers concerning the problem of ekphrasis. Attention of the scholars was primarily concentrated on the image created by the painting and the description of the models in case of the portraits. The ekphrasis complexes are defined as the descriptions of artefacts and their contextual environment. There are singled out four main aspects of the ekphrasis complexes:

- description of the object proper;
- the conditions of perception including subject-object correlation;
- the emotional and evaluative reactions caused by the object;
- historical and cultural information connected with the picture described.

Great attention is given to the quantitative anal-

ysis which helps to determine the correlation of the components within the ekphrasis complex, define the character of their representation as separate or intertwined elements. The compensatory role of the emotional and evaluative elements is shown in cases of the description proper elements reduction.

The notion of the ekphrasis elements “density” is introduced as one of the textual parameters which helps to determine the degree of ekphrasis description concentration in the text of the novel.

The analysis of the ekphrasis complexes in the artistic works by S. Maugham, Ch. Dickens, J. Galsworthy, A. Christie showed that the correlation between the elements of the imagery plane and those of the axiology is variable. The imagery elements can be greatly reduced while the axiological elements can cover the greatest part of the textual body. This correlation between the dominant elements belonging to different aspects of the ekphrasis complex depends on the concrete artistic tasks and individual style of the writer.

*Kalyniuk N. N.*

**COMPONENT REPLACEMENT AS THE PRODUCTIVE RECEPTION  
STRUCTURAL-SEMANTIC TRANSFORMATION OF PHRASEOLOGICAL UNITS  
IN THE UKRAINIAN MEDIA DISCOURSE BEGINNING OF THE XXI CENTURY**

The problem of updating the component composition, the shape and structure of phraseological units, proverbs, sayings, aphorisms, parables under the influence of a language system is very important in the field of phraseology and on time. Transformation of phraseological units can be defined as phonetic, lexical and stylistic changes to the generally accepted form of phraseological units depend on certain contextual conditions and the author's individual attitude.

In the analyzed television and journalistic texts observed the following types of structural-semantic transformation: distribution, replacement of the component, reducing component composition, the hint, the contamination of phraseological units. The analysis shows that replacement of components subject to the actual idioms, proverbs, sayings and aphorisms. Substitution creates the effect of updates, expressive speech. Such transformed fluorescence can be interpreted as the author's neologisms.

The component replacement is one of the most frequently used methods of structural-semantic transformation. This technique involves the replacement

of one or more components of sustainable combination. Usually it is replaced with basically a single component. It is the context emotive write a replacement part fixed, common idioms.

Numerous selections of modern Ukrainian press suggest that targeted replacement of components phraseological unit is one of the most common ways of producing occasional idioms. The stylistic effect is enhanced by the fact that instead of some traditional components are new, unusual, attract attention, and give a more expressive coloring. Substitution creates a dramatic effect pack, unusual use of the expression and expressiveness, and strives to which journalists; the total value of idiom remains unchanged. But in the texts of the media have become active use of folk expression whose structure is replaced by key words. This change entails a change in the semantics of the evaluation.

So, I can say that transformed vials are characterized first of all such qualities as dependent on context, irregular use, novelty, originality, personal expression. Each of these features requires a separate analysis and descriptions, and looking for future research.

**THE LAW OF VOSTOKOV: THE LINGUOHISTORIC ASPECT**

The article reveals the features of studying east Slavic transition [E]> [O] (so called the Law of Vostokov) in Russian and Ukrainian comparative linguistics of the 19-th century, and – 30th years of the 20-th century. The author analyzes the points of view of A. Vostokov, I. Sreznevskii, O. Potebnya, M. Kolosov, A. Sobolev, I. Yagitch, F. Fortunatov, A. Shakhmatov and their followers. The primary attention was paid to Shakhmatov's interaction concept of vocalism in the history of east Slavic languages, within which the [E]> [O] transformation is considered as one of the V-depalatalizations.

The term "the Law of Vostokov" was fairly widespread, although it has not become generally accepted. Many Russian and Ukrainian linguists of the XIX century and – 30th years of the XX century appealed to the law to investigate the causes and conditions of the transition [e]> [o] in the East Slavic languages. However, linguistic and historical aspects of this question have not been studied yet.

The comparative historical linguistics of the first period (20th – 60th, nineteenth century) was characterized by the desire to seek the causes of specific sound changes in the phonetic environment: an explanation of phonetic laws were kept to establish phonetic conditions under which they are made.

As the example there can be the definition of an outstanding Russian linguist A. Vostokov (most linguists and historians of Vostokov along with German linguists F. Bopp and J. Grimm, Dane R. Rusk consider him as

the founder of comparative-historical method in the European and world linguistics) of East Slavic phonetic conditions of transition [e]> [o] (the Law of Vostokov). Brandt was the first to call East Slavic transition [e]> [a] as the Law of Vostokov. He noted that the law was first formulated by the Russian scientist in 1808 in the book of M. Born, "A Brief Guide to Russian Literature", which placed notes of Vostokov by Russian language.

The purpose of this article is to reveal the features of the study of the East Slavic [e]> [o] transition in the Russian and Ukrainian comparative studies of the XIX century – 30-th, XX century.

This objective is specified in the following tasks: 1) reveal the features of studying the transition [e]> [o] in the comparative-historical linguistics of the XIX century – 30-th, XX century ; 2) give a comprehensive description of the relevant concepts in terms of modern comparative studies; 3) to show the novelty of some of the provisions, which retain their relevance to modern linguistics and waiting for further deepening and development; 4) disclose potential conflicts of linguists concepts of the past; 5) follow the fate of comparativists ideas of the past in the researches of linguists of future generations.

In accordance with the purpose and objectives of the study the actuality method is applied by the author. We also see the prospects for our further studies in the depth analyzing of other historical phonetic laws in European linguistics of the XIX century – 30-th, XX century.

*Klimenko T. A.***CULTURAL CONNOTATIONS IS AN ELEMENTS,  
CREATING FEATURES OF LINGUISTIC PICTURE OF THE WORLD**

The paper deals with the problem of correlation between language and culture. The problem of role of various factors in the formation of the linguistic picture of the world is considered. Language has various functions, the common component of which is subjectivity, individuality in language manifestation. This is important in the formation of separate fragments of the linguistic picture of the world. The problem of the definition of „picture of the world” is shown. The importance of oppositional relationships of the concepts „linguistic picture of the world” and „the scientific picture of the world” are stressed.

The concept „picture of the world” is plural, depending on the direction vector – linguistic picture of the world, the philosophical picture of the world, the naive picture of the world, the scientific picture of

the world, the literary picture of the world, etc. Some pictures of the world are components of the others, such as a philosophical picture of the world is the most stable component of the linguistic picture of the world. The meaning and scope of concept „linguistic picture of the world” may vary depending on the direction of research. The picture of the world can be individual or collective. It can be a system of image; it can be a tool for solving any theoretical or practical problems. Linguistic picture of the world combines the social, cultural, spatial and temporal components. We turned to the works of well-known scientists of the 20th century.

The goals of the articles include a consideration of the interaction of culture and language on the basis of the lexical realization of the concept LIGHT.

## ALLITERATION AS THE PHENOMENON OF LINGUISTIC POETICS (BY THE MATERIAL OF THE GERMAN TEXT)

Alliteration is a long-known phenomenon, that is characteristic mostly for poetry. It is based on the repetition of the same consonants or their groups, that provides euphony and "musicality" to a poetic language. The phenomenon began to be studied by German scientists of the nineteenth century because the interest in the national epic increased.

At first alliteration was found mainly in a narrow (linguistic) perspective, as a special canonized poetic technique (or phonetic organization of verse), which differs from rhyme in

1) identical sounds are localized at the beginning of lines, not at the end;

2) repeated material are consonants.

This definition leads to a simplified understanding of the term as one of the varieties of sound repetition. Modern literature treats the concept of "alliteration" broader, as a means of recording, repeating of reference consonant, which immediately precedes the stressed vowels. It was common in poetic practice of European old nations, in languages of which words had the emphasis mainly on the first syllable. We believe that the study alliteration must not stay within the style or rhetoric. After all, the essence of the phenomenon lies in the repetition of similar consonant sounds, that can increase expressive intonation poem, emotionally deepens its semantic relation. It is advisable to study of alliteration on the material of German literary texts from the standpoint of conceptual linguistics. It is a means of explicit or implicit appeal to the already known concept. Concepts are formed in the mind based on direct

sensory experience of interaction with already-formed concepts. Their awareness reinforces individual and collective experience of the important characteristics of reality. Alliteration is implemented at various levels of the language system. It is the basis of expressiveness, so it should not be considered only within the stylistic direction. Alliteration is universal, its semantics in most languages is standard, iconic. In German literature, taking into account the fact that alliterative poems were written first poetic samples (Edda, Beowulf), this phenomenon should be studied comprehensively. On the one hand – as alliteration interaction of different levels and types, providing sound poetic text (linguistic poetics), on the other – as a way to influence the historical memory of humanity to achieve a certain effect (intertextuality). Using this technique in fiction of German artists of the nineteenth century helps to implicitly specify a certain context, and apply associational intertextual connections. It is therefore advisable to consider alliteration as a means of artistic expression, which substantially enriches the text information.

So, alliteration activates common background knowledge of addresser and addressee, creates associations with other texts, events, characters. It is an example of dialogue continuity of texts and cultures. In terms of intertextuality alliteration can be interpreted as a form of language games, which is targeted on enrichment of the basic content of the message. Results of the study will expand the boundaries lexicological research, integrate them into the general linguistic context.

Kovalyova T. P.

## CONFRONTATION STRATEGY IN POLITICAL DISCOURSE (BASED ON GERMAN AND UKRAINIAN POLITICAL CAMPAIGN SLOGANS)

The communicative intention of the speaker determines the choice of communication strategies, tactics and verbal means of their realization. The strategies used by the participants of political communication are determined by their macrointention – struggle for power. In the competitive environment the communicators tend to use the communication strategies, which might improve their own status and upgrade that one of their opponents.

The confrontation strategy is a complex of speech actions used in a hostile, argumentative or competitive situation to deliberately damage the opponent. It reflects the non-cooperative interaction between the participants.

The representation of confrontation in the relationships between participants of political communication can be explicit and implicit. In the first case the speaker openly expresses his disrespectful, skeptical or ironical attitude towards his rival, in the second one he states some fact and comments on it (often making severe or negative judgments). So the speaker's negative attitude to the opponent does not receive direct verbalization and is only indicated by verbal and nonverbal markers.

The implicit representation of confrontation in German and Ukrainian political campaign slogans considerably prevails over the explicit representation. It shows that the addresser of the political advertisements tries to observe the basic principles, which enable effective communication.

The confrontation is explicitly represented in 2,7% of the German and 6% of the Ukrainian slogans through the following tactics:

1. A call not to vote for the opponent: *Privatsphäre: Neuland für Merkel? Schwarzgelb abwählen. Das wir entscheiden. SPD*; *За життя без Ю та Я! (Фронт Змін)*. The appeal can be also expressed by an interrogative sentence, which helps the sender to avoid being categorical: *Соціалістична партія України. Підтримує народного Президента. А твій кандидат не олігарх?*

2. Tactic of abuse. The main peculiarity of such slogans is their insulting and offensive language. The verbal markers are pejoratives (*Heiße Luft würde die Linke wählen. Für ein Europa, in dem Verantwortung zählt! Mehr SPD für Europa*) and ironic expressions (*Країна одужає від вірусу корупції Ю 1 Я 1 (Фронт Змін)*).

3. Contrasting tactic. This tactic is manifested in the Ukrainian slogans containing an antithesis: *Вони обіцяють, вона – працює; Вони блокують, вона – працює (Батьківщина)*. As a result the image of the politician appears more favorable than that of his opponent.

The explicit representation of confrontation is achieved through the following tactics:

1. A call for action to fight social miseries: *Hartz IV abwählen! Schluss mit Atomkraft (Die Linke)*; *Ні – політичним репресіям! (Фронт Змін)*. The speaker expresses his dissatisfaction with the current situation and implicitly – his criticism of the opponent's policy. To verbalize the negative the speaker uses nominations of political anti-values. Characteristic for the German slogans are nominations of the negative phenomena in the economic and ecological spheres (*Krise, Lohnungerechtigkeit, Armut, Schulden, Profiteure, Atomkonzerne, Atomkraft, Atom-Mutationen*); in the Ukrainian slogans dominant are nominations of social and political anti-values as well as those which denote the negative phenomena in the sphere of law and justice (*корупція, хабар, нелегальний, олігархія, бандит, соціальна несправедливість, політичні репресії, розпад держави, окупант*).

2. A call for positive social change: *Mehr Freiheit durch Bürgerrechte (FDP)*; *Політика може бути щирою! (УДАР)*. Such slogans contain a presupposition – it is assumed by the speaker and the addressee that the situation is not good and must be changed for the better. It also includes the implicit criticism of the policy of the ruling party.

3. Characteristic for the Ukrainian slogans is the usage of the tactics of promising (*Надамо пільги для малого бізнесу (ПР)*) and demonstration of achievements (*Свобода слова. Ми здобули! (НУ)*). The former points out the drawbacks of the current policy, the latter are aimed at showing superiority over the political opponents and reflects the desire to dominate them.

So, dominant in political German and Ukrainian advertising are the slogans, in which the confrontation between the political opponents is understood from the context though unexpressed. However the conflict interaction is explicitly realized in a bigger number of Ukrainian slogans and is implicitly represented through a bigger set of tactics.

**FORMAL-SEMANTIC TYPES OF COMPLEX NOMINATIONS  
IN SCIENTIFIC/TECHNICAL TEXTS**

This article explores formal and semantic types of complex nominations. From this article's findings, many formal types of complex nominations can be singled out, among them are dominant six types: substantive-substantive, adjective-substantive, verbal-substantive, adverbial-verbal, and adverbial-nonfinite, adverbial – nonfinite nominative. These complex nominations have structural peculiarities, which can be revealed by means of complex analysis. Formal peculiarities facilitate to detect semantic properties of complex nominations. Two types of semantic relations are established between the components of complex nominations, which are those of equivalence and subordination. The equivalent type is grounded in the relation of conjunction, disjunction, and implication. This type is marked by equality of the components inherent in complex nominations, for example, the conjunctive type – “field anodes and cathodes”, the

disjunctive type – “silver or tin for connection”, and the implication type – “if welding, then polishing”. The subordinate type establishes the relationship of strict analogy, strict disjunction, and strict implication. This type is grounded in the dependence of components, for example: strict analogy – “smooth edges at sharpening”; strict disjunction – “only alloy of noble metals”; strict implication – “if tin, then lead”. The semantic relations, which are established between the components of complex nominations, are numerous and need special considerations. They reveal semantic complexity of the language units studied and translation difficulties related to the translation from one language into another. The translation of complex nominations is complex. Translation studies are multidimensional. The linguistic philosophical branch of translation is important because a categorical approach to text analysis predetermines translation.

*Koryagina A. Y.***ANNOLECT OF GERMAN OFFICIALS IN A PHONOSTYLISTIC ASPECT**

An important feature of speech is the variation that is inherent objective sign of language system, displays many characteristics of the speaker. The main extralinguistic factors that influence the speaker's choice of variant include gender, age, education, occupation, social status, and others.

Due to social speech characteristics of communicants occur primarily at the phonetic level. Phonostylistic speech variability is manifested in the context of spontaneity and unpreparedness speech, which is the situation of non-formal communication.

Age is an important extralinguistic factor that determines not only the social role of the speaker, but also the nature of its communicative behaviour. Examining annolect of officials it was determined a direct dependence between age generation and variant of pronunciation: with age speech becomes more correct.

In the system of vowels the direction of change is characterized by centralization of sounds in speech of representatives of both groups. Officials of older and younger generations spend a different amount of effort for the realization of a sound. These differences are especially noticeable in the pronunciation of vowels in weak positions in situation of non-formal communication. Ages denoted in situations of formal and non-formal communication were not only the variants of realization of phonological variables, but also their quantitative characteristics. A typical feature of the pronunciation of the younger group in the situation of non-formal communication was the replacing of vowels in weak positions by reduced variant [ə] and zero-realization (reduction of III-IV degree), while

the officials of the older generation preferred variants of first and second-degree reduction.

Analyzing variations of diphthongs' realization in language of divided by age principle officials, it was found that cases of reduction of diphthongs [av], [Oy] in the situation of official communication have been found only in speech of informants of younger generation.

In system of consonants age denoted are such variants of phonological variant [R] as [α] and [#]. A younger generation tend to use variants of [R] more often than the older one.

Defined phonostylistic features of speech of officials of younger and older generation; it is possible to characterize the speech of each group.

The speech of informants of older generation in both communicative situations is characterized by small quantitative indicators of phonological variants' realizations. Officials of older group are traditional in the choice of spoken forms and preferred pronunciation norm. Informants of older generation use in the situation of non-formal communication more dialect variations.

The speech of younger generation is characterized by high variability of phonological changes. Even in situations of formal communication members of this group use conversational variants. In the context of non-formal communication their speech is full of numerous quantitative and qualitative changes in segmental structure. It approves that innovators of pronunciation change are informants of younger group.

Thus in the course of the study it was found that phonetic phenomena depend not only on situational, but the age factor too.

## NARRATIVE AS DISCOURSE: CATEGORIES, FUNCTIONS, METHODS OF RESEARCH FROM THE PERSPECTIVE OF THE DISCOURSE ANALYSIS

Narrative is conceptualized as the type of discourse, characterized by the uniqueness of the chronotope, intertextuality and subjectivity, as well as the universal structure, unified pragmatic and cognitive parameters derived from the category of eventfulness. Taking into consideration the structuralist narrative approach Narrative is defined as a set of guidelines and standards for integration the individual case in a generalized and culturally established canon.

The current narrative analysis deals with the interdisciplinary approach focused on the study of invariant structural story elements in order to establish the formal and semantic principles and universal laws of narrative, as well as the variability, interpretivity of the situational first-person narration, representing a variety of versions with regard to evaluation of participants and event.

The main Narrative categories and functions are determined with the reference to its discursive properties. The most important Narrative categories are the following: intertextuality, chronotope, focalization, and eventuality. Eventuality determines the

constitutive characteristics of the narrative discourse including its informational "value", „subjective entropy", „credibility", „causality", chronotope polyvalence, etc. The Narrative categories and constitutive functions are related to the Narrative functions: informational, transforming, entertaining, temporal as well as pragmatic and psychological functions.

Narrative discursivity is determined by its world modeling function: passing the story, a narrator builds his own event model with regard to his role in the event development: the model is always variable as focused on different listener and the changeable story context. Another discursive property of the Narrative is the semantic and structural conditionality by different discourses including the universal cultural and institutional scenarios, national-specific stories, intertextual connections, cognitive narration schemes etc.

Structural methods of narrative analysis are viewed as productive for the tasks of cognitive, semantic (conceptual) and pragmatic modeling of Discourse regardless of the communication spheres of its circulation.

*Kripak Y. V.*

### REALIZATION OF SPEECH AGGRESSION IN CONFLICT AND AGGRESSIVE DISCOURSES

Recent studies in the sphere of linguistics reached the point that analysis of different types of problems was being done. These are the problems that accompany human being as a communicative personality in its life activity. Speech aggression among different important cases has become one of the matters of current at the present stage of research. Understanding of this phenomenon is quite various among scientists, it is elucidated both at language and speech levels. Not looking at the fact that linguists haven't come to full agreement in interpretation of this notion, it was viewed mostly as specific peculiarity of conflict discourse, where the main aim is to influence the addressee in a negative way. The distinguishing features of conflict speech aggression are: selfishness in achieving objects, enmity, anger, domination of negative emotions.

It is noted in this article, that speech aggression can be also expressed as a quiet and unemotional

speech interaction. So, the phenomenon of speech aggression comprises both conflict and non-conflict situations and is defined as a speech strategy directed at the addressee with negative effect. Discourse is determined as the certain form of social practice. Variety of discourses, suggested by scientists is based on different principles of classification where special subtypes exist. As it was mentioned previously, speech aggression is highlighted not only from conflict discourse position, opposing to emotional behavior it can be displayed in a calm way. The sphere of its main functioning – aggressive discourse is distinguished, where the notion is generated and from which it can be spread to all spheres of human communicative activities and different types of discourses. Aggressive discourse can be transformed to conflict discourse in case of low conflict resistance. Ways and directions in the field of further studies are shown. The article is worth linguist's attention.

**TOPICALIZATION AND THE FINAL POSITION OF THE VERB  
IN THE SYSTEM OF THE MORPHOLOGICAL TYPE OF PERSIAN LANGUAGE**

In terms of syntactic typology all languages can be divided into those in which the leading role in the grammatical structure of sentences plays the subject (along with the predicate and object), and those in which the leading role plays a special unit – topic. Languages with the important role of topic in the sentence structure have certain grammatical features. For example, they have a special set of unit to mark topic; in such languages there are not sentences with the so-called the empty subject; they are widely present the phenomenon of so-called double subject; in such languages the verb has a strong tendency to occupy the final position in the sentence. Obviously, the modern Persian language to some extent has all listed features.

The final position of the verb in the writing standard of the modern Persian is related with the important role of the topicalisation of the subject in agglutinative languages. Instead, in spoken Persian there is a group of verbs, which tend to non-final position in the utterance. The most common group of them is the verbs with semantics of motion (transitive and intransitive). The most numerous group of them are verbs of moving semantics. Prepositions and locative adverbs beside them in such cases formally behave as suffixes in agglutinative languages. Other verbs with semantics of motion (someone or something) are also actively used in a non-final position.

The two features „cooperate” to preserve the core feature of agglutinative languages – invariable morpheme-word.

*Ladynenko A. P.*

### FEATURES OF FOREIGNISMS FUNCTIONING IN DIFFERENT COMMUNICATIVE SITUATIONS

The article focuses on the study of foreignisms functioning in different communicative situations.

A vast quantity of textual foreignisms is concentrated in the characters' speech, which in the scientific literature is also called dialogue. Dialogue is the most active and dynamic area of the text. According to the research it can be stated that 54% of all foreignisms are focused in this type of narration. Current paper is devoted to the problems of foreignisms incorporation in the structure of the latter.

Different types of communicative situations are analyzed in the paper by means of frame procedures. Frame procedures help to define the role of codes interaction in the different communicative situations.

In this paper frame refers to the scheme of sustainable communicative situations, including such elements as characteristics of communicants, com-

municative intention and the means of achieving this communicative intention.

It was possible to divide all the variety of communication situations with elements of foreign speech into 5 sustainable types. Special attention is paid to the situations where unwillingness to continue communication dominates and situations with encouraged due to the figure of moderator communication. All the types are analyzed in the article in detail and complemented with illustrations.

Thus, frame procedures allowed identifying and describing typical communicative situations where the foreignisms perform different functions. Inclusive foreignisms may provide harmonization of communication or just on the contrary cause a conflict between the interlocutors, being elements of convergent or divergent communicative situations.

**LINGUISTIC INTERPRETATIONS OF DISCOURSE: INTERACTIONAL ASPECT**

The article centres on the linguistic approaches to the problem of discourse definition, the terminological content of the phenomenon analysed is being determined. The mechanism of interaction between the subjects of communication under social and cultural conditions of the situation is also described.

The purpose of this article is the systematisation of linguistic interpretations of notion "discourse" and it's content capacity clarification.

The key notion of modern scientific knowledge is discourse as complex and manifold phenomenon which is learned with a list of sciences such as linguistics, literary studies, cultural studies, psychology, philosophy, sociology and others.

In spite of large number of international and native researches are dedicated to problems of discourse learning, there is still no concrete and generally accepted definition of "discourse" notion. This fact can be explained with it's interdisciplinary status and differences in primary rendering of national schools learn discourse analysis.

V. E. Chernjavskaja differentiates discourse between two levels of understanding. Discourse 1 signifies "concrete communicative event that is found in written texts or oral speech and happens in certain cognitive and typological communicative space". Discourse 2 means the array of thematically combined texts where the context is opened in intertextual cooperation of any kind texts (political, advertising, medical discourse and other)

Cooperative and communicative activity of sender and recipient is emphasized on discourse definition and connected with it's interactional nature. Due to D. Shiffrin, the main principle of interactional communication model is cooperation accommodated in social and cultural conditions of certain situation. Herewith, the subjects of communication are obligatorily equal and they are connected with mutual expectations, minds and common interest to subject of communication.

We see prospects of this article in using of the received conclusions for further text and discourse researches.

*Lyutyanska N. I.***SITUATION OF COOPERATIVE INTERACTION: COMMUNICATIVE AND TEXTUAL ASPECTS (BASED ON THE MATERIAL OF THE ENGLISH MEDIA DISCOURSE)**

In the epoch of globalization there has been an increasing of interest in a set of problems arising in multicultural societies. Successful communication is among them. It should be mentioned that communication as a factor of influence on social processes is a complex notion.

Situation becomes the result of a certain communicative process. The former consists of some set of events including certain activities while communicative situation consists of participants, text or message as a medium of communication and cultural background.

The present paper deals with the communicative and textual aspects of cooperative interaction situation in the English media discourse.

Cooperation is the form of organization of interpersonal interaction which is characterized by combined efforts for achieving the common aim in cases of simultaneous division of functions and duties. Thus, the situation of cooperation is marked by corresponding efforts of participants to achieve the common aim.

The verbal organization of cooperative situation is studied by pragmatics. Therefore, cooperation becomes the convention of communication. The latter is a part of communicative code. Verbal communi-

cation is considered to be cooperative unless participants violate maxims of quantity, quality, relation and manner (terms used by H.P. Grice in "Logic and Conversation").

Communicative aspect of situation includes number of factors. Ideal conditions or the knowledge of communication participants, both linguistic and extralinguistic, are among them. The other factor is the material condition or physical circumstances necessary for the process of communication. This aspect implies that if one of the mentioned factors is changed, the other one are changed as well.

Situations of intercultural communication are verbalized in the textual form.

The main peculiarity of such textual realization is that such situation does not reflect reality fragment. However, it is a result of author's interpretation.

The present research triggers two aspects of situation of cooperative interaction in the English media discourse. The first aspect of the mentioned situation is characterized by participants whose aims are achieved by combined efforts. Besides that situations of cooperative interaction have their textual verbalization. In this case they are interpretations of inter-ethnic interaction by correspondents.

**FUNCTIONS OF PHRASEOLOGICAL UNITS IN THE ENGLISH POLITICAL DEBATE**

Political debate is an important feature of journalistic genre as it is focused on a pragmatic impact on the recipient and activates the linguistic means that help clearly convey the main points of communicative message. Phraseological units play an important part in the political debate as they add expressiveness to the speech and replace stylistically neutral language resources with connotative equivalents. The connotative words and word combinations help attract the recipients' attention to the key points in a text and convince of the truth of the author's views.

A wide range of problems concerning phraseology in the journalistic genre was brought to light by such prominent researchers as V. Vinogradov, A. Kunin, N. Shansky, etc. Nevertheless, the English political debates are received small attention for a long time mainly because of limited access to authentic materials. Nowadays, the processes of social globalization have opened broad prospects for the study of political debate. In the article, the functions of phraseological units in the political debate on a topic „Democracy” are considered on the basis of a relevant materials se-

ries taken from the electronic version of the English periodical „The Economist” (2014).

After analyzing the phraseological units and their functions in the political debate on a topic „Democracy”, we came to the following conclusions: both stylistically neutral (standard cliché) and connotative phraseological units are used in order to implement informative and pragmatic aspects of political debate. The first group helps constitute a coherent text and arrange it into conceptual blocks while another one is responsible for expressive and evaluative components of communicative message. The structure of political debate rests on the opposing views of opponents and proponents and offers a certain set of „for” and „against” arguments. This circumstance enabled us to define binary semantic pairs of phraseological units as following: „development-decay”, „growth-frustration”, „past-present-future”. These connotative phraseologisms help increase the expressiveness of text and reveal different, either negative or positive, views concerning the key concepts and problems associated with democracy in a modern society.

*Matushevska N. V.*

### FIELD MODEL REPRESENTATION PRINCIPLES OF THE CONCEPT SEDUCTION IN MODERN ENGLISH

The article deals with the problem of structural organization and verbalization of the concept SEDUCTION. It is based on the material of the conducted componential analysis of the indicated lexeme with the use of 45 lexicographic electronic sources. Quantitative characteristics of the components of its meaning are determined; kernel and periphery elements are highlighted that are the verbalization of the investigated concept. This paper is an attempt to construct the field model of the concept SEDUCTION that allows getting the overview of the peculiarities of its representation and outline the boundaries of specific characteristics that reflect the content of the concept.

On the basis of the conducted analysis we have the following results. The kernel of the concept SEDUCTION is presented by the four components: 1) the act of seducing someone; 2) enticing someone astray from right behavior; 3) the act of persuading somebody to have sex with you; 4) an act of winning the love or sexual favor of someone; conquest, success. The concept SEDUCTION has a distinct nucleus that indicates its high conceptual formation and cognitive stability.

Near-nuclear space of the concept SEDUCTION includes the following constituents: 1) something that seduces or has the qualities to seduce (an enticement, temptation); 2) the qualities or features of something that make it seem attractive; 3) a means of seduction;

4) a tempting or attractive thing; 5) the condition of being seduced.

Close periphery is divided into such microfields: 1) the offense of inducing a woman to consent to unlawful sexual intercourse, by enticements which overcome her scruples; 2) the act of influencing by exciting hope or desire; 3) allurements to take some course of action; 4) the desire to have or do something that you know you should avoid; 5) act or pressure of giving in to a desire especially when ill-advised; 6) the persuading (of a person, soldier, etc.) to desert his or her allegiance to something or someone; such as, the military service.

Far periphery covers the following components: 1) the tort committed against a woman, or against her parent or master, by enticing her to surrender her chastity; 2) the felony of, as a man, inducing a previously chaste unmarried female to engage in sexual intercourse on a promise of marriage (dated).

It can be concluded that the field model of the concept SEDUCTION has a diversified and heterogeneous structure comprising the nuclear, near nuclear, close and far periphery elements, interconnected with each other, with no rigid boundaries between themselves and form a marginal zone. Conducted field research contributes to the study of the concept SEDUCTION; it reproduces its complex image in the minds of the English language native speakers.

**THE IMAGE OF LONDON IN ENGLISH ART TEXTS**

This article is focused on researching the image of London in the English artistic literature. The multi-sided image of Great Britain capital is based on the compositional and linguistic means, used by the English authors, and on the myth and poetics traditions, cultural and historical factors being of great importance.

The analysis of some urban episodes, taken from the original artistic literature, allows making the following conclusions:

– despite the domination of feminine city images in the world literature, which arises from mythological and biblical traditions, in the English texts cities are mostly identified with the masculine gender. As a rule, this phenomenon is expressed with means of personal (he/she) and possessive (his/her) pronouns;

– the above-mentioned statement can be referred to the image of London, which in the English literature is frequently associated with masculine qualities. London is shown as a sober-minded, rigid and even severe man, hostile to the inhabitants;

– the image of London is composed of direct attributive characteristics of the city and of indirect descriptive elements, which are used in different types of narration;

– meliorative and pejorative values of the city are defined by the individual peculiarities and psychological state of the observer, by his/her mood or philosophy.

The forthcoming research of macro-urban images will allow to find mechanisms for images creation of different cities and to define their functions in the artistic literature.

*Mikryukova K. O.***THE FUNCTIONAL-GRAMMATICAL ASPECTS OF VERBALIZATION  
OF THE LEXICO-SEMANTIC FIELD «CITY» IN IRENA'S KARPA ARTISTIC WORKS**

The works devoted to the study of the different types of fields, lexical-semantic field occupy the leading place in a traditional semantics. In spite of the great number of works devoted to the study of lexical-semantic fields few issues in the field theory remain open for discussion.

The field is a limited to some extent unity of elements, groups, subgroups that are interconnected, interrelated, possess some common semantic features and influence each other.

The lexical-semantic field is the linguistic reflection of some area of objective reality. The totality of lexical-semantic fields reflects the reality expressed by the word. This totality becomes the system of terms, the structure of which is based on the presence of semantic fields in it. The semantic fields are not isolated: all of them are interconnected. Their special characteristic in that case is the possibility to cross each other building larger unities of science which, in their turn, make general knowledge. The continuity of semantic process is ensured by the relations between fields and unites all these fields into one terminological system. The basic characteristic feature of the lexical-semantic field is its structure. It is constructed of lexical-semantic groups which are built of smaller microsystems – synonymic ranks etc. As to the construction of the lexical-semantic field it is possible to point out the core, center, and periphery.

The basic lexical-semantic groups of the lexical-semantic field «city» were found in Irena's Karpa artistic works. For their functional-grammatical function they were combined in five lexical-semantic groups: substantive, attribute, verbal, pronominal, adverbial. Substantive lexical-semantic group includes proper names of cities; nouns that mean institutions, organizations, recreation and entertainment; lexemes, that describe the structure of the city; transport and names of street infrastructure; names of abstract concepts. Attribute lexical-semantic group includes the adjectives that reflect signs of belonging, size and appearance, the internal perception of space and time. Verbal lexical-semantic group includes verbs that mean being, the movement, and the process. Pronominal lexical-semantic group includes possessive, demonstrative pronouns and identification. Adverbial lexical-semantic group includes attributive adverbs and adverbs of place.

Karpa's works aimed at readers who keep up to date with the times. They displayed a peculiar vision of contemporary turbulent life. Times have changed, disturbed patriarchal traditions. The city also has changed.

Lexical-semantic field «city» in Irena's Karpa artistic works celebrated emancipation, modernity. In the lexical-semantic field «city» merges history and present, conservatism and progress.

## COGNITIVE NATURE OF OCCASIONALISMS THROUGH THE PRISM OF COGNITIVE LINGUISTICS

Occasionalism as cognitive phenomena has its essential characteristics that can be summarized as follows:

1) occasionalisms represent a fragment of the world, the so-called "quantum of knowledge" about the world, which is perceived by the author. That is occasionalism is a "verbalized quantum of information of reality", which is opposed to the semantics of occasionalisms in the traditional sense.

2) occasionalisms involve the structure of our previous experience.

3) occasionalisms fix the result of thinking that can handle unusual connections-representations found in figurative, associative nature of words.

4) cognitive structure of occasionalisms is the mental construct, which is the result of integration of mental spaces.

5) occasionalism arises from pragmatic communicative intention of the speaker to transmit new infor-

mation serving quintessential experiences, emotions, evaluations, and stimulate a reaction of the recipient, causing the image of an object category in his mind.

6) occasionalism is characterized with decreased levels of motivation and iconicity (iconic sign is a diagrammatical type).

Occasional words are a kind of "derivative anomalies" in the system of rules of derivative production of words that leads to a decrease in motivation and iconicity of the derived word. However, some linguists hold to the idea that the occasional word in the functioning of the text continues to keep the expressive charge, initially founded by the author in its derivative structure.

So, cognitive approach to the study of occasionalisms allows you to show the nature of cognitive occasionalisms that identifies the individual interpretation of the world (as a result of human cognitive activity) that appears in the semantics of words.

*Nikonova V. H.***TYPES OF INTERLINGUAL SPEECH CORRELATION: CORRELATE-EQUIVALENT  
(BASED ON XIX–XX CENT. RUSSIAN TRANSLATIONS OF SHAKESPEARE’S HAMLET)**

The notion of “equivalence” is a key problem in the theory of translation. The existence of equivalence between the original text and its translation presupposes the presence of relations of adequacy between the original and translation at any level: at the level of linguistic units (words and set phrases) and at the level of speech units (free combinations of words, sentences and fragments of the text). These relations between operational units of translation in the original text and their foreign correspondences in the text of translation are regarded as correlative, and the foreign correspondences are viewed as interlingual correlates. In the theory of translation, interlingual speech correlation is understood as the correspondence of the textual elements (words, phrases, sentences) in the original text (in the mother tongue) to the proper tex-

tual elements in translation (in the target language). In linguistic literature the opinion is widely spread that the concept of equivalence can not be the same for all types of translation. In every special case the degree of semantic adequacy is determined by a number of objective and subjective factors and can not be identical or set for all translations beforehand. These distinctions make the basis for the selection of levels and types of equivalence. The article focuses on the procedure of distinguishing one of the types of interlingual speech correlation – correlate-equivalent in its two subtypes: absolute correlate-equivalent and relative correlate-equivalent. The phenomenon of correlation on the interlingual level is studied on the material of Shakespeare’s tragedy Hamlet and its seventeen Russian translations of XIX–XX centuries.

## DIFFERENTIATION OF BIOGRAPHICAL TEXTS OF ENGLISH-SPEAKING LINGUISTIC CULTURAL TRADITION

Biography is the form of literature, commonly considered as non-fictional, which object consists in presenting the life of an individual. Being one of the oldest forms of literary expression, it seeks to re-create biography in words the life of a human being – as understood from the historical or personal perspective of the author – by drawing upon all available evidence, including that retained in memory as well as written, oral, and pictorial material. John Dryden was the first to introduce the word “biography” into English language in 1683.

Biographies are difficult to classify. It is easily recognizable that there are many kinds of life writing, but one kind can easily shade into another; no standard basis for classification has yet been developed.

American researcher Paul Murray Kendall offers a fundamental differentiation of biographical texts. They may be divided into two main groups: biographies and autobiographies. Biography is divided into: 1) firsthand knowledge; 2) research and 3) special class of biographies (“special purpose biographies”). Research includes such types of biographical texts: 1) reference collections, 2) character sketches, 3) informative biography, 4) critical biography, 5) “standard” biography, 6) interpretative biography,

7) fictionalized biography and 8) fiction presented as biography. Special class of biographies (“special purpose biographies”) are divided into: 1) potboilers, 2) “as-told-to” narratives, 3) “campaign biographies”, 4) commemorative volume and 5) hagiography.

Autobiography, like biography, manifests a wide variety of forms, beginning with the intimate writings made during a life that were not tended for publication. Whatever its form or time, however, autobiography has helped defining a nation’s citizens and political ambitions. The form is crucial to not only how an individual meets the challenge of stating “I am” but how a nation and a historical period do so. Autobiography may be divided into four groups of texts: 1) informal autobiography (letters, diaries, journals; memoirs and reminiscences), 2) formal autobiography and 3) specialized forms of autobiography (thematic, religious, intellectual and fictionalized).

Multimedia biography is also distinguished as a separate kind of biography that includes biographical films, documental biography, photos, “docudramas”, interviews and shows.

All these types of biographical texts are thoroughly examined in the article and make a paradigm that proves the existence of biographical discourse in linguistics.

## METAPHORIZATION OF PERCEPTUAL CONCEPTS HARD / SOFT IN THE ENGLISH-LANGUAGE WORLDVIEW

According to a widely held view, a human cognizes the surrounding reality, in the first place, by means of perception, i.e. through his or her sensory-motor system. The physical inputs from the real world that enter a human body are worked up by a human's consciousness and are stored in memory, thus, forming concepts – quanta of structured knowledge about the objective reality.

On the other hand, the modern linguistics supports a widespread assumption about a common tendency of a human mind to make use of the basic concepts (domains) when referring to the abstract ones. In the light of this, the study of metaphor appears highly essential. Recently, there has been a common agreement among linguists to treat metaphor as a cognitive process in which one set of concepts (a target) is understood in terms of another (a source).

The present research deals with the perceptual concepts HARD / SOFT, and is aimed at investigating the reason why humans employ the lexis of consistency when describing abstract phenomena, or in other words, what relations underlie the metaphorically extended meanings of the key lexemes hard / soft.

As the results of the carried-out research indicate, HARD / SOFT are basic physical concepts, which arise as a result of a human's tactile experience with an object, and serve as a ground for creating psychological and other evaluative concepts. The transfer from the basic domains to the psychological ones takes place on the two levels: 1) at the level of concrete perception and 2) at the level of the abstract-logical thinking. The two levels correspond to two types of metaphor: 1) a sensory-type (synaesthetic) met-

aphor, and 2) a rational-emotional-type metaphor, respectively. As the analysis of the empirical data demonstrates, the majority of metaphorically extended meanings of the verbalizing lexemes hard / soft are formed by means of the impression metaphor, which is a sub-type of a rational-emotional-type metaphor. It must be stated that this very metaphor is grounded upon an associative complex that reflects speakers' primary knowledge about a hard / soft object. In other words, when forming new meanings with the concepts HARD / SOFT, native speakers make use of the associations which arise from the previous interaction with a hard / soft object. Moreover, in the course of the study we have provided experimental data that verifies the initial hypothesis. It can be uttered as follows: all the meanings (the basic and the derived ones) of the verbalizing lexemes hard / soft are connected by the integrating conceptual structures (or image-schemata), i.e. prototypical situations of hardness / softness. This fact also explains the integrity of the mental images HARD / SOFT in the English-language worldview. As for the prototypical situations of hardness / softness, we distinguish between the two types: parametrical (if the focus is laid upon the quantity or intensity of the feature) and experiential (if the focus of the interpretative basis is grounded upon a human's sensations).

To summarize briefly, the perceptual concepts HARD / SOFT provide a fertile ground for further metaphorization, which is based upon the past experience or common knowledge about hardness / softness, and is stored in the mind of the speakers in the form of associations.

**SYNTACTIC UNITS OF PARTIAL OR ZERO PREDICATION:  
THE PROBLEM OF THEIR SYNTACTIC STATUS AS SENTENCES OR UTTERANCES**

The article reveals the problem of determining the syntactic status of the partial or zero predication units as sentences (language units) or utterances (speech units).

On the bases of contrastive systematization of the notions respective characteristics, the author comes to a conclusion that the relationship between sentence and utterance, methodologically, is that of the law and phenomenon.

Theoretically, both notions are often used as synonyms and treated as a dialectic unity; they are opposed as units of language (sentence) or speech (utterance) in case: a) of language and speech (parlance) opposition, b) as terms of different linguistic branches, such as discourse analysis, phonetics, etc.

Structurally, sentence is predication-structured and viewed as a typical basic model (kernel sentence), from which the endless variety of utterances

are generated in the process of communication. As speech units utterances may either be actualised in speech predication-structured sentence-utterances, or utterances, which may contain a partially expressed structure of predication or may not even imply such structure at all.

Semantically, both sentence and utterance are associated with a particular speech situation (communicative act), thus both sentence and utterance are characterized with the predicativity. The grammatical meaning (reference to a process type) is peculiar to a sentence as well as to the actualised in speech predication-structured sentence-utterances. The latter are also characterised with particular proposition (dictum) and modality (modus). While non-predication-structured utterances are characterised with modality only.

Oriekhova O. I.

### CROSSDISCIPLINARY APPROACH TO THE DEFINITION OF THE “THRILLER” FILM GENRE

Due to its crossdisciplinary nature, Translation Studies grounds on investigations in the field of Literature, Semiotics, General and Cognitive Linguistics, Psychology, Film Studies etc. As the object of our analysis is a thriller film text, in which the verbal component influences the process of translation as well as the audiovisual one, scientific approaches of Film Studies' experts are also relevant. F. Chaume argues that for the analysis of the audiovisual texts from a translational perspective, at least the theoretical contributions of Translation Studies and Film Studies are necessary (Chaume, 2004). Thus, we pay a special attention to the achievements of V. Aguado, R. Altman, S. Heinrichs, M. Rubin and T. Ryall, who investigate a film genre from the positions of Linguistics, Film Studies and Film Critics.

There are different approaches to the film genre classification in Western scientific tradition. On the contrary to the 'semantic/syntactic approach to film genre' (Altman, 1986) proposed by Rick Altman, a well-known British linguist and cinema critic Tom Ryall claims, that not all the film genres can be defined according to the classical parameters based on iconography and historical setting, which can be successfully employed to western or gangster films. He proposes a less strict model of the film genre categorization. Due to this model some genres, such as horror, thriller or comedy, may be better conceptualized by considering their intended effects on the audience, which elicit fear, suspense or laughter respectively (Ryall, 1998).

In this view, the most characteristic generic feature of the thriller film is considered to be the psychological effect of unremitting, relentless suspense, produced on the audience through the delayed resolution of action, rather than elements that could be identified as generic features in terms of iconography, plot or formal structure (Aguado, 2002). No matter what sub-genre of the thriller we are dealing with, all of them share one common and structurally crucial characteristic: suspense.

On the basis of crossdisciplinary approach this article aims at defining a film genre “thriller”, which could be relevant to carrying out a translational analysis of the film text of the mentioned genre. The most prominent scientific approaches to genre categoriza-

tion of the movie thriller in the field of translation studies, linguistics and film studies are investigated.

An outstanding semiotic scholar V.V. Ivanov argues that in generic studies of the film text the main components are time and space in their permanent correlation. He adds that Bakhtin's generic novel classification, based on the different combinations of the time, space and types of characters can be also applicable to the film genres. Ivanov also does not exclude the existence of a 'generic memory', proposed by M.M. Bakhtin, which restricts the film structure and its separate episodes (Ivanov, 1975).

M. Rubin underlines the necessity to define the thriller concentrating on its conceptual, relational and structural elements. He claims that thriller is a quantitative as well as a qualitative concept. 'It involves not just the presence of certain qualities but also the extent to which they are present. In relation to the issue of quantity, the thriller often involves an excess of certain qualities and feelings: too much atmosphere, action, suspense...' Important is not just an excess of feelings but the question of which feelings are emphasized: 'suspense, fright, mystery, exhilaration, excitement, speed, movement. In other words, it emphasizes visceral, gut-level feelings rather than more sensitive, cerebral or emotionally heavy feelings, such as tragedy, pathos, pity, love or nostalgia' (Rubin, 1999). Suspense attracts translator's attention as the fundamental element of the thriller genre. Reproduction of this effect in the target text helps in preserving the pragmatics of the source text and guarantees the adequacy of translation.

Having analyzed the crossdisciplinary approach to the film genre categorization, we came to the conclusion that the complex approach will be the most relevant for our investigation, as it combines Altman's and Ivanov's semantic approach, which presupposes a contextual analysis on the character, lexical and semantic, time and space levels; and the syntactic approach, involving the analysis of the correlation between the plot and composition. This approach can help in disclosing the peculiarities of forming suspense – the fundamental pragmatic effect of thriller film text, which recreation in the target text is the main objective of the film translator.

## LINGUISTIC PHENOMENON „EUPHEMISM” AND ITS FUNCTIONS

A euphemism is traditionally regarded as the replacement of an unpleasant or offensive signifier by another that functions as a 'veil' thrown over the signified.

The purpose of euphemisms is twofold. On the one hand, they imply using a less offensive expression in place of another that may offend or suggest something unpleasant to the receiver. On the other hand, a euphemism can be used to save the speaker's face in doublespeak, that is, it can be deliberately disguise, distort or reverse the meaning of words, which is typical of governmental, military or corporate institutions.

Traditionally, linguists distinguish two main functions of euphemisms to:

However, despite of the prevalence of the euphemisms in various types of discourse they can be classified according to 1) ethical principles; 2) thematic principle; 3) ethno-cultural principle.

1. Ethical principle. Politicians, diplomats, military officials of any department or organization often coming up with such euphemisms that distract attention from negative events or situations. Several decades the usage of euphemisms is directly related to the phenomenon of political correctness.

The next group of euphemisms for ethical principles forms the precluding discrimination against people with physical or mental disabilities.

2. Thematic principle. The brightest examples of thematic principle are those related to trade and commerce. Many thematic euphemisms appeared to raise the prestige of different professions. For instance, 'sanitation engineer' and 'waste-reduction manager' instead of 'garbage man'.

3. Ethno-cultural principle. Nowadays, euphemisms are mostly used by Americans. American euphemisms are made up of the words which are generally not perceived as offensive, and are replaced by ambiguous phrases.

Euphemisms are more effective when they can be fixed in the minds of the speakers. As, people find it difficult to look truth in the eye, the euphemisms are quite popular and quickly take root in the language.

So, euphemism is a lexical substitution strategy for representationally displacing topics that evoke negative affect, its aim being to reduce the communicative discomfort associated with a distasteful topic.

Depending on the scope of use of the euphemisms, the characteristic of the communicative situation, the goal of the speaker and other factors euphemistic substitute can perform one or several functions.

*Pylypiuk L. A.***ARTISTIC SPACE IN THE WORKS OF HONORE BALZAC**

Studying of specific artistic time and space in the literature is one of the actual tasks for modern literary criticism. One could argue that the space of work of art is a necessary part of the artwork in the new approach to interpreting of artistic space.

The transformation of real space in the work of art and formation of space caused by a number of objective factors: features of the social relations of era, the character of depicted events, outlook of writer and his relation to the events, the specificity of the material used in different areas of art.

The specificity of artistic space is in an aesthetic content and art and reflected space. The artist in his work, recreating the real space, forms an artistic space, in which events occur. This space can be great, or even can be closed in the narrow limits of one room.

The system of special interactions between characters, between the characters and surrounding world,

the text and reality outside the text, the text and author is caused by polyphonic nature of spatial poetics of works of Balzac. Spatial dialogue takes place in „small” space (house, street) and „large” areas (city, country, nature, universe).

Category of individual author of space as connection of life experiences of the writer and their implementation in models of chronotop of the text occupies a special place in the spatial poetics of Balzac. Author's spatial image comes into dialogue with artistic reality, actualizes subjective experiences of the author.

Thus, artistic space and time is reproduction, ideal time and space of reality. Space and time in art are universal definition of artistic image. Artistic image is aesthetic, artistic, spiritual and practical reflection of reality. It exists in a special ideal space (subjective, illusory, conditional) properties are largely different from those of real space. The ideal space of art image is closely linked with the real work space.

## TWO-ASPECT NATURE OF TRANSLATION DEFORMATION WITHIN LITERARY TRANSLATION

The topicality of the research is determined by the increasing number of scholarly papers focused upon the notion of “translation deformation” as a multifaceted phenomenon in translation transformation system which implies both inter- and extralingual transformations in fiction. The issues of reproducing translation deformation as a possible feature of the translator’s creativity have been so far “underestimated” in translation studies.

The dual character of the translation deformation phenomenon reveals both objective and subjective deformations in a target text (TT). Objective translation deformation has been defined as a process of various lexico-semantic, lexico-grammatical, word-forming and syntactic transformation accumulations by the text quantitative characteristics which can be conducive to the losses of the semantic and / or stylistic invariants in literary translation. Subjective translation deformation is the result of objective and subjective changes in the TT which can either distort the form and substance of the source text (ST) systematically and lead to essential deviations of the author’s artistic goal or change the norms of a target language for expanding its expressiveness and achieving pragmatic adequacy of translation.

The research has ascertained that the main ground of subjective translation deformation is a single feature or a complex of subjective translation deformation features of the TT not observed in the source text. Associative figurative, emotive evaluating and suggestive symbolic subjective translation deformation features have been singled out, and it has also been proved that these features may deform pragmatic message within the framework of the author’s creativity in the TT. Consequently, the characteristics of subjective translation deformation relativity and ambivalence in literary translation have been outlined.

The investigation into Ukrainian and Russian translation of J.D. Salinger, Gertrude Stein, and Lewis Carroll’s fiction made it possible to find out the distinguishing features of objective and subjective deformations interacted.

The methods applied in the research can be attributed to studies of other idiostyles in translation and be of use for practicing translators in order to minimize inevitable and occasional losses on the way to adequate literary translation.

*Selivanova O. O.*

### **A COGNITIVE MECHANISM OF METAPHOR IN LINGUISTIC TERMINOLOGY (BASED ON THE RUSSIAN LANGUAGE)**

This article analyses the basic cognitive mechanisms of metaphorization in the sphere of the Russian linguistic terminology. Thus, it defines the main donor domains providing language signs to the linguistics domain, describes the types of metaphoric transferences based on the parameter of the metaphoric motivator's cognitive status in the knowledge structures.

Having considered the donor and recipient domains integration mechanism, the author provides several types of metaphorization: structural, diffuse, gestalt, sensory and axiological. The structural type is characterized by the integration of donor and recipient domains on the basis of one common cognitive feature in the propositional structures of both domains. The diffuse type is based on the integration of two scenarios or the complex of the united domains associations. The gestalt type presupposes the usage of the signs from the donor domains to designate the linguistic notions on the basis of gestalts as the constant coherent components of consciousness. The sensory type grounds on synaesthesia as the psychological phenomenon of one feeling provoked by the non-specific stimulus of the other feeling. The axio-

logical type is stipulated by the evaluation of the metaphoric motivator of the term.

The donor domains that provide signs to the linguistic term system of the Russian language are different. The most productive are the domains of kinship, family, music, economics, politics, botany, war, sport, various artifacts etc. The list of linguistic terms includes a range of metaphoric namings or word combinations with metaphoric components, given in inverted commas. Such naming are not yet terms, they are usually called terminoids related to the periphery of the terminological field of linguistics.

The article also states that metaphor is the source of terminological system's sign resources broadening, as well as the tool of the research and comprehension in this very specific sphere, the means of specification and differentiation of the conceptual apparatus in linguistics. The cognitive mechanisms of linguistic terms' metaphorization processes reflect the interconnection of the scientific and naïve images of the world and in many cases do not presuppose the likeness and analogy, assuming integration of donor and recipient domains on the basis of stereotypes and mythologemes of the ethnic consciousness.

*Serdiyuk L. P.***CONCEPT TEACHER IN NOBEL LAUREATES AUTOBIOGRAPHIC DISCOURSE**

The article studies the cognitive nature of concept TEACHER in autobiographic discourse of Nobel laureates and analyses the linguistic means of its representation.

The method of semantic and conceptual analysis was used to study the autobiographic discourse conceptual dominants which were grouped into a conceptual chain: FAMILY – EDUCATION – ACADEMIC LIFE. Conceptual dominant EDUCATION represents four key concepts: SCHOOL, COLLEGE, UNIVERSITY, TEACHER.

Concept TEACHER is most frequently represented by a lexical unit teacher, the other representatives are professor, adviser (thesis adviser), lecturer, tutor, mentor. They make up a nuclear and a circumnuclear

zone of the concept. Its periphery is represented by lexical units instructor, coach and trainer.

Some descriptive representations of the concept were revealed.

The conceptual space of the concept TEACHER is as well represented by conceptual metaphors: a teacher is a hero; a teacher is a magician; a teacher is a member of an endangered species; a teacher is a liberating force.

In the analyzed autobiographies the concept TEACHER nominates the subject being taught, the grade or the educational institution the teacher works at.

The words representing the concept TEACHER are combined with stylistically positively marked adjectives and participles.

*Sytnikova O. V.***FORMAL GRAMMATICAL AND SEMANTICO-SYNTACTIC PECULIARITIES  
OF NON-FINITE FORMS OF THE VERB IN THE FRENCH AND UKRAINIAN LANGUAGES**

This research deals with the comparative analysis of formal grammatical, semantico-syntactic and functional characteristics of non-finite forms of the verb, also called unmarked verbs, verbals or verbids, as units of the secondary predication in the French and Ukrainian languages, reveals their convergent and divergent features.

The non-finite verbs in French have more morphological forms than Ukrainian verbids that influence the frequency of their usage and the variety of syntactic structures, especially in literary texts. However, the verbids of the both studied languages are characterized by their double nature: possessing verbal features the infinitives are considered as belonging to the class of nouns, the participles as belonging to the class of adjectives and the gerunds to the class of adverbs.

The primary function for the participles is to denote the substance's process feature, the action in a most general way and a secondary action for the in-

finitives, a meaning of simultaneity, anticipation and posteriority for the gerunds. Their secondary function is revealed through the independent expression of predication that can function in the sentence as secondary predicate, secondary parts of the sentence, in absolute constructions, predicative complexes, analytical forms of the verb. In literary texts the verbals operate as formal and syntactic condensers of the subordinate clause and the homogeneous parts of the sentence preserving their semantic meaning. Moreover, in French the verbals are used to replace complex tense forms.

The results of this research will serve as the linguistic basis to translation studies, particularly to the development of the particular theories of translation, with the purpose of systematizing the French and Ukrainian correspondences and revealing the mechanisms of translating transformations of the French verbals in Ukrainian.

**THE COMPARATIVE CHARACTERISTICS OF PHRASEOSEMANTIC  
FIELDS DENOTING BINARY CONCEPTS “GOOD-EVIL” AS AN ONTOLOGICAL BASIS  
OF AWARENESS MODERN ARABIC AND UKRAINIAN LANGUAGE**

Linguistic and cultural world view in their structure is a set of universally-specific components that created an ethnic group that through logic circuits simulate their own national and cultural reality. Double dialectical nature of concepts – is an ontological and epistemological content, subject-logical basis, the mental image and "verbalized shell" subordinated abstraction concept which appears in the communicative behavior of the speaker.

The relevance of contrastive and comparative-historical aspect systematic study of phraseology undoubtedly of great interest for the development of the general theory of phraseology in our study and for the study of general and phraseosemantic signs and conceptual properties of the Arabic and Ukrainian languages. However, the study of the whole system of phraseological units can be successful only with careful study of its individual microsystems, which are characterized by general and specific features inherent in the whole system as a whole.

In the history of any national cultural heritage issues relating to ethical traits of human relationships and landmarks, such as GOOD and EVIL, are always initially appeared to value. However, these eternal questions that do not have a clear interpretation still cause a lot of controversy. GOOD and EVIL as a moral category recorded with ethical precepts. For conceptual linguistics as a science ethics and morality for it is fundamental categories of content that affect all ethical notions of ethnicity.

So, based on an understanding of phraseological units denoting binary concepts of GOOD-EVIL are numerous, commonly used and typical Arabic and Ukrainian languages steady speed group that developed include moral and value system of values, images and means of expression. Total integral to our research studying, during continuous sampling of monolingual, bilingual dictionaries, dictionaries of phraseology, as well as dictionaries of proverbs and sayings was detected body language lexical and phraseological units.

*Starchenko Ya. S.*

### THE WORD-FORMATIVE DERIVATIVES OF INSTRUMENTALITY IN MODERN UKRAINIAN JARGONS

The purpose of this article is to determine the word-formative means and derivative means in the appearing of innovative derivatives, identifying the specific structural word processes compared with other categories in jargons and in the literary language.

In the Ukrainian language nouns of the category of instrumentality are the group of derivatives which are quantitatively significant. Of all the methods of derivation the nouns of category of instrumentality involved only two ways: a suffix method using a variety of formative ways and slur of word stems using a small number of confixes. The category under study has its own specific word-formative criteria comparing with other categories in jargons and the same category in the Ukrainian literary language. The analyzed material shows that jargon derivation within the innovative category of instrumentality has its own characteristics.

There are two groups of derivatives among jargon nouns. The first group has derivatives formed

from existing words or language phrases that have the meaning of instrumentality.

The second group has derivatives that were directly in the jargon or giving the new name or renaming the existing one. This article is devoted to the study of such derivatives.

Among the peculiarities the most observed are: the significant quantity of derivatives of the lexico-word-formative category of instrumentality is formed by the methods of the repeated nomination, derivatives of the primary nomination have several word-formative types (derivatives formed from the nouns, adjectives, verbs), all are formed by the norms of the common language but in contrast with literary norms, none of the instrumentality derivatives has the one structural derivative of the lexico-word-formative category of personality the used word-formative methods differ by another productivity and peculiarities of expressing the word-formative meaning.

**LINGUOCULTURAL PECULIARITIES OF THE ENGLISH PRECIOUS STONES NOMINATIONS**

The given article deals with the investigation of the lexical semantic field “precious stones” in the English language, namely its linguistic culturological aspect. The nominative units with additional cultural meanings and fixed phrases containing the names of precious stones are being analysed in the article.

Language is generally viewed as a system based on several types of relationship, namely – syntagmatic and paradigmatic. Lexical semantic field is one of manifestations of paradigmatic relationship in the lexical system of the language.

Field researches have a long history in linguistics. The notion of the lexical semantic field was first introduced at the beginning of the XX-th century by a German linguist J. Trier. In modern linguistics lexical semantic field is defined as a group of words united by a common semantic component which is traditionally called “the identifier of the field”. All the constituents of the field are connected with the identifier through hypero-hyponymic relationship.

In our case the word combination “a precious stone” serves as the integral seme which unites the constituents of the given lexical semantic field.

In modern linguistics lexical semantic fields are traditionally analyzed in three aspects, namely – semantic, motivation and cultural.

The final aim of the given work is to define linguistic culturological peculiarities of the lexical semantic field “precious stones” in the English language. Our research relies substantially on the application of such methods as componential analysis, comparison and quantitative method. The research has been done on the basis of phraseological dictionaries of the English language and dictionaries of British, American, Australian and New Zealand country studies.

It should be mentioned that the given dictionaries

contain nominations with national and cultural meanings.

Our analysis showed that English nominations of precious stones are used in a number of proper names and toponyms, for example, Cullinan diamond, Emerald Isle, Emerald Isle Express, Diamond Sculls, Double Diamond, Coral Gables, Diamond Head, Pearl Harbor, Gem State, Diamond State, Diamond Center, Emerald Necklace, Coral Sea”, Coral Sea Islands.

A number of animal names are based on the association of colour or shape between a precious stone and an animal, for example, cat’s-eye, coral snake, diamond snake, amethystine python, pearl perch, gemfish. Several names of plants are also based on the same association: coral tree, bats-wing coral-tree, coral pea.

We have also analyzed 20 idioms which contain precious stones nominations. our analysis showed that they are mostly based on metaphor, for example, cast pearls before swine – to show or offer something special to someone who will not enjoy it or understand how valuable it is; diamonds are forever – because they often represent marriage.

The following idioms a pearl of great price, a diamond of the first water, a rough diamond / a diamond in the rough (used about someone who is not very polite or well educated but has good qualities) also express evaluation of the described object.

Only one idiom is based on metonymy: pearly king and queen – people chosen from certain London families who have the right, on certain special occasions, to wear clothes richly decorated with patterns of pearl buttons.

Thus, the results of the research led us to the following conclusion. The English precious stones names take an active part in the secondary nomination which foregrounds such features of gems as colour and value.

Stupak I. V.

### FUNCTIONING OF ATTRIBUTE DERIVATIVE CAUSATIVE VERBS WITH ADDITIONAL SEMANTIC FEATURES

Attribute DCV reflect the situation in which causativeness of providing quality attributes takes place. They are described with the basic interpretation formula IF „X act V cause causes Y have / do not have quality feature / quantity attribute Attr”, where the position of the cause subject X corresponds to semantic roles of Ag or Cause, V cause is represented by attributive DCV, the cause object Y is expressed by semantic roles of Ob or Pat, quality Attr coincides with motivation ground MG or is contained within the meaning of DCV.

Attribute DCV functioning in semantics indicates that both languages under research are characterized by a high degree of additional semantic information filling and the part of attribute DCV without additional features is greatly reduced.

Quantitative and qualitative composition of the attribute causative situation CS is defined by the attribute DCV meaning, i.e. attributive DCV with the additional feature of „mode” are characterized by an additional semantic role of Mode, which is represented by MG, verbal DCV is formed from.

The structure of the additional semantic information in the languages under research a number of differences is observed. It is established that the Ukrainian language is characterized by more extensive, than in the German system, particular additional features, observed in their number and in the same kinds of features. The quantitative difference in spectrum of additional signs is caused by the presence of special prefixes (e.g., на-, пере-, по-) in Ukrainian. Specificity of Ukrainian prefixes пере-, під- leads to the presence of three additional features in the meaning of one attributive DCV – „gradual”, „again”, „in a different way”. Only context specifies additional features such attribute PKD .

Depending on the DCV semantics within the attribute CS there are following semantic models: Ag-Vcause-Ob-Attr, Ag-Mode-Vcause-Ob-Attr, Ag-Vcause-Pat-Attr, Cause-Vcause-Pat-Attr, Cause-Vcause -Ob-Attr.

The languages under research are also different in the character of additional features. Thus, antecedent information is usual for German, but consequent information is typical for Ukrainian.

## TAUTOLOGICAL RESPONSIVE IN THE SYSTEM OF RESPONSIVE SENTENCES OF THE MODERN ENGLISH LANGUAGE

The problem of sentences classification according to the aim of communication still remains open in the modern linguistics. A great amount of researchers deal with the corresponding issue, they offer a wide range of various typologies of sentences by the communicative task. In addition to the traditional conception, according to which sentences are divided into interrogative, declarative and negative, there are theories, by which we can identify another types of the communicative units under review. As functionally significant communicative units with the peculiar communicative orientation, the responsive sentences can be identified. These sentences are represented as the reaction on the phrase.

Within the proposed article we will try to consider the main specific features of the responsive sentences, especially the tautological ones, in the modern English language.

The responsive sentence in the given article is defined as the sentence, transferring the reaction on the

phrase, question, imperative construction, and comprising the needed information, opposing the initial phrase itself, manipulating it or even doesn't correlating with it.

Tautological responsive is the sentence, including mostly the lexical material of the question\phrase itself. For example: Is it enough for you a piece of cake or I should bring one more for you? – Enough; You spoke with your sister almost 2 hours? Nothing happened with her? -Nothing happened. Tautological responsive can be simple (includes only the words from the initial message) or complemented (includes, besides the lexical material of the phrase, some new words and word-combinations, complementing the reaction with modal words or informative ones).

The analyzed responsive sentences are various in lexical as well as in functional aspect. These speech units have a wide range of differential features, based on the lexical content, functional loading and communicative orientation of the corresponding constructions.

*Tatarovska O. V.***TRADITIONAL METHODS OF NEGATION RESEARCH**

The article highlights the category of negation in general and multiple negations in particular, its structural, semantic, pragmatic, functional and discourse peculiarities. Comprehensive interpretation and explanation of the transitional process from mononegative to multiple negation is made on the basis of its recurrence that is, in our mind the mobility of negation in the same utterances that appear to be amorphous by their nature: multiple negative constructions turn into mononegative, and vice versa.

The Scope of Negation as a phenomenon involves all the depth of understanding of multiple and mononegative negation because syntactically negative items receive the same semantic interpretation. Due to the analysis of multiple and single negative

items in corpuses and mass-media discourse we can come to the conclusion that multiple negation as a poly-functional phenomenon closely correlates with single negation because has its source in it, and vice versa single negative items being accumulated in the same language dimension give start to the negative concord within the frame of the identical context.

The phenomenon of negation is of great importance to be thoroughly investigated in any language. Its theory attracted a great interest amongst scholars and continues to develop at full speed. Much of the descriptive, theoretical work on negation has been focused on the complex nature of the negative statement as it is concerned not only with linguistics but a wide range of disciplines, such as philosophy, logic, psychology and mathematics.

### INFORMATION VISUALIZATION IN POLYCODE ENTRY OF ENGLISH EXPLANATORY DICTIONARY FOR LEARNERS

The paper studies lexicographical entry of the English language learner's dictionary as a polycode communicative phenomenon, the essence of which consists in double encoding of lexicographical information by means of symbolic (language) and iconic (picture) codes. It suggests a new interpretation of a polycode entry as a tricrotic unity of a lemma (headword), a verbal definition and a picture. These three constituents jointly name, interpret and visualize the meaning of a dictionary entry. The thesis also analyzes the configuration of polycode entry informational potential, the reasons for variation in terms of increasing/decreasing of the information volume in the iconic constituent in comparison with the verbal one, the role of polycode entries in establishing a network of intertextual ties in terms of the whole lexicographical publication and the specific features of notions iconic presentation of superordinate, basic and subordinate categorization levels. After studying the configuration of polycode entry informational potential, we

come to a conclusion, that the informational balance between the verbal and the iconic parts of a polycode entry can be observed infrequently. In these cases all definitional attributes find their iconic expression in single-object icons. More often icons deviate in the direction of decreasing or increasing of the definition information volume. Decreasing is caused by iconic code restrictions and its inability to transfer sensory characteristics (smell, taste, sound), mental activities or dynamic changes, which are mentioned in the definition. Information volume increasing in the icon in comparison with the definition can take place in the situation, when the icon includes so-called informational expanders: additional references, ontologically connected with or cognitively associated with the main (headword) reference, and titled with the help of labels. In these cases lemma and labels participate in hyperonym-hyponym, synonymic, antonymous or paronymic relations between the references, presented in the poly-object icon.

*Trofimova A. S., Dyachenko H. F., Tsynovaya M. V.*

### **CORRELATION OF STATISTIC, LEXICAL AND MORPHOLOGICAL ASPECTS OF TWO-COMPONENT ATTRIBUTIVE CONSTRUCTIONS IN LEGAL PROCESS DISCOURSE**

The article considers one of the most frequent syntactic phenomena in legal process discourse – two-component attributive constructions that confers the laconism, brevity and standardization to the juridical document texts. The article determines the following purposes: 1/ to form the groups of two-component constructions according to their structural peculiarities; 2/ to carry out statistic, lexical and morphological analysis of the components; 3/ to find out the probable interrelations and interdependence of the lexical combinability of attributes and reference words in two-component attributive constructions on their morphemic-derivational structures. The material of the analysis was conditioned by the purposes and tasks of the paper and has been taken from the collection of documents of Administrative Tribunal of the International Labour Organization. It turns out that the majority of two-component attributive constructions in the investigated text corpus are the ones with the attributes expressed by nouns in the common case (their fraction is 65%). The second group according to the frequency of occurrence in the text corpus contains the attributes expressed by nouns in

the possessive case (their fraction is 20%). The third group consists of two-component attributive constructions with the attributes expressed by complex words (word combinations) connected by the hyphen, (8%). And the fourth group are the two-component attributive constructions with attributes expressed by acronyms in the common and possessive cases (7%). After executing the quantitative analysis the authors have determined the lexico-semantic groups the attributes and reference words belong to. The most frequent of them are as follows: documents, membership, time period, organizations, departments, etc. The third type of analysis – the morphological one – has been performed last. Then an attempt to correlate the data of all three types of analysis has been made. It appeared the only type of two-component attributive constructions in which all three aspects are interrelated and interdependent is the group where attributes are expressed by nouns in the common case. In this group the most frequently used in the analyzed text corpus attributes enter the largest lexico-semantic groups and possess the most frequently used morphological form – non-affixal.

**LINGUISTIC CONSTRUING OF EXPERT STANCES IN THE ENGLISH DISCOURSE ON RISK**

The present study offers a linguistic analysis of expert identity construction in the risk discourse situations. A general theoretical framework for this research synthesizes socially constructivist approaches to discourse analysis, consisting of critical discourse analysis, poststructuralist studies of discourse and discourse psychology. In the post-modernist model people use discourse to construct their versions of the world which are variable, functional and consequential (Potter and Wetherell 1987).

Following the hypothesis of Bucholtz and Hall, we argue that the identities of the participants in risk communication are constructed intersubjectively and interactionally rather than individually (Bucholtz and Hall, 2005, 2010). Identities are closely related to knowledge and expectations associated with people's respective stances in a fluctuating situational context: by taking different stances in different discourse situ-

ations individuals at the same time construct and enact their identities.

Stancetaking is treated as an important way of positioning oneself, defining risk as an object of communication and aligning oneself with or disaligning oneself from previous stances. Epistemic, affective and interactional stances are seen as shaping the expert identities of the authors of media texts which relate to various kinds of health risks, specifically the risks of GMO products. Stances in this type of discourse are formatted in a situated, recipient-oriented and publicly accountable way.

The main analytic focus is on epistemic stance, which is associated with the knowledge of the speaker, and is manifested in the selection of linguistic resources and discourse strategies. The interdependence between epistemic stance and interactional inequality is traced: it is suggested that epistemic authority and epistemic stance may be congruent.

*Fomenko O. H.***HYPertextual DIMENSION OF JAMES JOYCE**

Joyce has developed a new vision of literary discourse and the role of a leading, epochal writer, which is reinforced by a hypertextual dimension that is inherent in his fictional text modeling. Joyce's consciousness is hypertextual by nature and is driven by simultaneity of rhizomatic spaces in literary discourse. It participates in integrating his own idiosyncrasy into world fictional discourse, on the one hand, and directing the reader towards entering an interpretive channel that connects Joyce's textual products with other products of world art, on the other. Joyce's hypertextual dimension deals with: (1) interactive powers of fictional texts within literary discourse across the literary epochs; (2) endless dialogue between writers across cultures and languages in the process of developing fictional

discourse through the efforts of change that involves all kinds of art; (3) specifics of literary language that is unlimited and dependent on the will of the writer what hypertextual resources can be attracted; (4) the potential of literary language in creating shifts in language consciousness based on a hypertextual dimension as meaningful relationships within individual texts, within the writer's idiosyncrasy, and beyond individual idiosyncrasies. The hypertextual analysis of "The Dead" has shown that for Joyce the hypertextual dimension is the condition of endless change in literary discourse as the unified flow of togetherness experienced by the reader who is built into literary discourse and whose hypertextual discoveries in Joyce's prose help draw parallels within the framework of holistic literary discourse.

## THE PROBLEMS OF WORD TRANSFORMATION IN TRANSLATION FROM INDONESIAN LANGUAGE TO RUSSIAN

One of the problems faced by bilingual Ukrainian–Russian speakers who are learning Indonesian language is a problem of translation. This occurs because there is a huge lexical and grammatical, semantic and cultural difference between languages. Despite the fact that the Indonesian language is studied for a long time in Russia (Moscow, St. Petersburg and Vladivostok) and recently (since 2012) was opened at the Institute of Philology of Kyiv National University of Taras Shevchenko, however, until now, there are no analytical works published on the problems of translation from Indonesian into Russian. This article focuses on the theoretical aspects of overcoming difficulties in translation from Indonesian into Russian.

One of the aspects that are well known in the theory of translation is the problem of transformation. The problem in finding the equivalent word from Indonesian into Russian could theoretically be overcome by transforming a word. To transform a word from source language to target language, it should be understood at first the conception of form and function. According to Larson, the form refers to the physical aspects of objects or events, while function refers to the purpose, reason, and purpose of the object or event. The relationship between form and function are as follows: items or objects in a source language have the same form and function in other target language. For examples, *sepeda* (bike) – велосипед, *telinga* (ear) – ухо, *mulut* (mouth) – рот, *piring* (plate) – тарелка; the same form from Indonesian language but different function in Russian, for examples, *nasi* – вареный рис, *beras* – сырой рис, *asinan* – соленая

консервация, etc.; the same form does not exist in the target language, but there are objects that have the same function, such as *kue onde-onde* – вид печенья в индонезии, которого нет в Украине или в России, но есть другие виды печенья, имеющие такую же функцию; form and function are not related at all. The word refers to something that has no equivalence in the target language, and there is something close and similar to the given object, for example, *samovar*, *balalaika*.

In the process of transforming an Indonesian word to Russian at least two things will happen: the shift in the structure and in the field of semantics (meaning). Shift in the structure (shape) can occur at the syntactic level, for example there is no equivalent for the Indonesian word *nasi* in Russian but there is the same form for such item with other function, so can only be translated by syntactic shift from word to phrase into *вареный рис*; or the word *pacar* into phrase *любимая подруга* or *любимый друг*. The same process of transformation also occurs when we translate Russian word : *девушки* – *anak-anak perempuan* (*gadis-gadis*), *мальчик* – *anak laki-laki*, *ужин* – *makan malam*, *студенты* – *para mahasiswa*. The transformation of syntactic level from phrase to word also occurs when we translate Indonesian phrases *buku pelajaran* – учебник, *buku tulis* – тетрадь, *yang dibutuhkan* – востребованный, *yang diinginkan* – желаемое.

So, the understanding of the theoretical conception of transformation will be very useful in solving the difficulties of translation from Indonesian into Russian.

*Khmara V. V.***COMPARATIVE ANALYSIS OF PHRASEOLOGICAL UNITS WITH SOMATIC ELEMENT SHOULDERS IN EAST SLAVIC AND WEST GERMANIC LANGUAGES**

One of the most important directions in modern linguistics is the study of general regularities of non-related languages functioning. Structural changes in the languages, the problem of understanding language as an integral system are equally significant. The final aim of major typological investigations is to identify and classify accordingly isomorphic and allomorphic features characteristic of the languages under investigation. In this case it is not significant whether languages belong to the same family or a different one. The analysis of common and divergent features in the languages compared helps to describe their structure, type, laws of functioning and development.

Scholars for deeper investigation need to create such science that will show

close connection between culture and language. So Cultural Study appeared in the XX century and now we consider this science a separate branch of Linguistics with its own aims and objects of investigation and original nomenclature. The study of the linguistic and cultural peculiarities of different languages gives us an opportunity to elucidate the processes of perception and reproduction of the cultural experience through the language means. One of the main functions of the language is that it accumulates all epic achievements in scientific, social and cultural life of the nation. From this point of view we regard

language as the main source of cultural information and a specific way of information transfer.

Cultural codes match archaic view of people. They are universal. So coding of the space has only national peculiarity and it is special for every national cultural communities. There are such basic codes: somatic, zoo, space, time. One of the oldest codes of culture is somatic. It is connected with parts of the body.

One of the way how to represent somatic code is phraseological units with somatic element. By means of such phraseological units and proverbs the language accumulates the empirical, spiritual and historical experience of the nation. The practical value of the phraseology from the cultural point of view is determined by that fact that during the long history of its development language preserves only those examples which are of great importance to human perception and are closely connected with the models, stereotypes of the nation and culture.

As a result of our investigation we can say that phraseological units with somatic element shoulder based on Russian, Ukrainian, German and English be used to identify: features of character, age peculiarity, intellectual ability, feelings and emotions, quality of action, social status, psychological state. Also Phraseological Units with somatic element have isomorphic and allomorphic features in the English and the Ukrainian languages.

**FUNCTIONAL AND STYLISTIC BREACHES OF THE SCIENTIFIC VALUE IN THE TEXT:  
EDITING PECULIARITIES**

The article is devoted to the investigation the problem of semantic structure of scientific text. The difficulties associated with the expression of scientific knowledge in the text and the epistemic reasons of stylistic errors were analyzed, the methods of their editing were described.

The aim of the study is to examine the difficulties associated with the expression of scientific knowledge in the text. Objective: To explore the process of editing scientific texts as a system process reconstruction communicative and cognitive activity.

Signs of scientific text is a clear, logical structure, terminology, integrity, coherence, communicative and more. The integrity of the scientific text provides for its internal organization and semantic cohesion. An important feature of scientific text is its connectivity. For scientific texts most common style is formally expressed explicit communication, which provides consistency of presentation. One of the main

categories of scientific text is abstractness. Excessive use of abstract vocabulary can lead to redundancy of expression.

Scientific style epistemic implements a function that is broadcast all used in text language means scientific knowledge. While functional and stylistic research scientific text is an important consideration such cognitive phenomena as the structure of knowledge, attention, etc.

Studies of cognitive science the author of the text in its communicative and cognitive activity makes it possible to edit text in terms of identifying and eliminating functional and stylistic variations associated with communicative and cognitive activity.

Variations in the use of linguistic resources generally occur in the speech environment, in the periphery of terms. Deviations in the published scientific texts are stereotyped. Promising area of future research may be their typology and description to prevent.

Khorovets V. Ye.

### THE PLACE OF CAUSAL PREPOSITIONS IN THE PREPOSITIONAL SYSTEM OF MODERN GREEK

The problem of classification of Modern Greek prepositions is touched upon in the article. There are several approaches to classifying Modern Greek prepositions. Some researchers distinguish general (prepositions that are used most often) and scientific or obsolete prepositions (those that originate from Ancient Greek and are used only in formal style or set phrases). Others divide Modern Greek prepositions into general usage prepositions (those that are characterized by a wide range of meanings) and specific usage prepositions (prepositions that are characterized by a more concrete meaning).

Modern linguists agree to the division of Greek prepositions into two categories, but their opinions differ as to what to regard as prepositions. The prepositions in question are *εξαιτίας*, *ένεκα*, *κατόπιν*, *λόγω*, *μεταξύ*, *σαν*, *χάριν*.

As far as the structure is concerned, Modern Greek prepositions are divided into simple (consisting of one word) and compound (formed by two words, usually by an adverb and a preposition).

Generally, nouns, adjectives, pronouns and numerals combined with prepositions have the form of

the accusative case, but some prepositions can also be combined with the genitive and nominative case.

Most widely used Modern Greek prepositions are *με*, *σε*, *για*, *από*, because they are highly polysemantic. But despite that linguists tend to single out their original meanings: *με* – instrument; *σε* – location or movement; *για* – purpose; *από* – origin of movement.

Prepositions that can express causal relationship occupy a prominent place in the prepositional system of Modern Greek. There are twelve prepositions with causal meaning in Modern Greek. They are *από*, *για*, *εκ/εξ*, *εκτός*, *ένεκα* / *ένεκεν*, *εξαιτίας*, *επί* (*επ'*, *εφ'*), *λόγω*, *με*, *σε*, *υπό* (*υπ'*, *υφ'*), *χάριν*. According to the structure they are simple prepositions. But there are three disputable prepositions among those with causal meanings, because not all linguists admit their causal meaning. These prepositions are *εκτός*, *επί*, *υπό*.

By way of conclusion we should say that there is no single classification of Modern Greek prepositions, but different approaches to making classifications are based on principles, general to all these classifications.

## FUNCTIONS OF NEOLOGISMS IN ENGLISH CHICK-LIT NOVELS

Functional approach is very important in lexical research. The human factor is the main notion of functional linguistics. Let's analyze how new words in chick-lit perform different functions. Firstly, we differentiate the nominal function which is the basic one for all lexical units as well as neologisms. New words appear to name new subjects or to change names of existing ones.

The number of nominative neologisms in chick-lit is less in comparison with other groups. Among fixed nominative neologisms we distinguish some thematic groups: neologisms that name new technologies and things connected with them; neologisms that describe consumer's wishes; social and political neologisms; neologisms that characterize people; neologisms that describe cosmetics or appearance of people, neologisms that describe eco products. Most of the nominative neologisms are represented by nouns which not only define the lexicon of modern women they also show the lexical development in the XXI century.

Another important function of chick-lit neologisms is compressive-informational. Most of neol-

ogisms of this group are represented by Participles (Participle I and II) and have negative connotation.

New words also appear to denote unusual things in a new emotional and expressive way. The usage and formation of new words with the aim to add expressiveness is typical of novels. New adjectives formed with the help of affixes demonstrate this additional expressiveness.

Adjectives are a very important tool in chick-lit. They help transform a simple text into a novel and simple realia get new, brighter and more original colors.

It is vital to mention that expressive function is dominant in chick-lit. All neologisms except nominative are used with some stylistic aim. It might be explained that usage of neologisms in order to give additional expressiveness to the phrases in the texts is a specific feature of the chick-lit.

Neologisms also perform a diagnostic function. The peculiarity of neologisms is such that their number, appearance, formation define the peculiarity of language, its condition at some period of time and mentality of the people.

*Shevchuk Z. S.*

## CONCEPTUAL AND TERMINOLOGICAL SPHERE OF LINGUISTIC PERSONALITY – LINGUISTIC PORTRAIT HIERARCHY INVESTIGATION

In the framework of the revolutionary turn of linguistics to the anthropocentric approach in the XXI century rapid development of researches, in which the human factor takes a dominant position, comes forward: in the foreground there is a problem of linguistic identity formation as a component of scientific language (linguistic) picture of the world as a whole and individual carrier of national, socio-cultural, and spiritual factors in particular.

The problem of linguistic identity studying has frequently been the subject of comprehensive research in the national linguistic studios, the results of which became an independent branch of scientific knowledge – linguistic personology. The term itself was introduced in linguistics in the 30-ies by V.V. Vynogradov. The problem of linguistic identity formation is given much attention in modern researches written by G. Bogin, Y. Karaulov, L. Shcherba, A. Leontev, O. Zemska, M. Kytaigorodska, V. Karasyk, O. Ivantsova, L. Churylina, O. Popova, D. Anikin, where it is determined that linguistic personality is a person having a high level of linguistic and speech competence and is able to present herself/himself in the society through language.

Today the most popular definition of linguistic identity and its levels at which it is formed, is the one proposed by Y. N. Karaulov. In general, linguistic personality is a systemic and multiform category, which combines language ability and communicative competence in the process of speech behavior.

A term linguistic portrait is closely connected with a term linguistic personality. This relationship is seen in the selection of individual or collective linguistic portrait, when comparing multilevel structure of the language identification with parameters of speech portrait characteristics.

In Ukrainian and Russian linguistics in particular, there is no clear distinction between linguistic and speech portraits.

However, based on the language and speech theories by known linguists (F. de Sossior, L. Shcherba and others), we concluded that linguistic portrait is a common gender category, it is a part of linguistic identity and is verbalized by language features in a number of characteristics, which can be supplemented with: social, age-specific, ethno-cultural. Speech portrait complements largely linguistic one; it manifests itself directly in the speech situation, which is created by communicators.

*Shkvorchenko N. N.***DYNAMIC COMPONENT OF INTONATION AS A WAY TO IMPACT IN ENGLISH BUSINESS DIALOGUES (BASED ON THE SPEECH OF WOMEN OF DIFFERENT RANKS)**

One of the major problems of modern linguistics is interpersonal communication which is an integral part of business communication. Business communication is of importance not only in various types of professional activity but can often determine its success. This type of communication is based on characteristics of communicants, their social status, rank in the official hierarchy, profession, nationality, religion, age, and gender.

The article investigates the dynamic component of intonation in English official business dialogues with women who are at different levels of the hierarchy (boss and subordinates).

As business communication consists 80% of oral dialogic interaction, the study of prosodic features of oral business communication is of particular importance nowadays.

Experimental material consists of dialogic unities that represent communication between a female boss

and a male subordinate, and between a male boss and a female subordinate. All dialogic unities are voiced in authentic English.

The conducted electro acoustic analysis took into account the range of intensity, the peak of intensity and localization of the intensity peak in the syntagm dialogic unity. The obtained results allow identifying the relationship between a ranking position of women and prosodic characteristics of official business dialogical speech. Thus, the intensity of speech, along with the frequency of the fundamental tone is an informative parameter for differentiation of a female communicant rank in a business dialogical discourse.

In the future it is planned to conduct a comparative phonetic analysis of English and Ukrainian dialogical unities with female communicants in order to identify common and distinguishing features of the prosodic features in official-business dialogue speech of the two languages.

Yakhontova T. V.

**GENRES OF ELECTRONIC RESEARCH COMMUNICATION: THE WEB 2.0. PERIOD**

Research communication on the Internet, especially in formal, is currently marked by variety of genres. They can be divided into two groups related to the two periods of the Internet development: Web. 1.0 and Web. 2.0 genres. The former embrace such well-known communicative formats as e-mail, personal websites, electronic discussion lists and forums, while the latter include scientific blogs, microblogs in the Twitter social network (tweets) and the genre of the Open Notebook.

This paper offers the results of genre analysis of the abovementioned Web.2.0 genres realized via the English language this lingua franca of science and technology. The investigation has been carried out within the framework of a genre-centric linguistic approach linguistic genology of research communication. It has been shown that scientific blogs are multimodal constructs that include various textual components which are characterized by such features as semantic diffusion, absence of distinct thematic organization, stylistic contamination and accentuated interpersonality manifested via different linguistic items, structures and rhetorical devices. Blogs

combine personal and professional communicative purposes which positions this genre as a liberalizing alternative to formal communicative formats.

Tweets are characterized by the concentration on a certain theme, explicit interactivity and publicity. They implement a special temporal principle which could be called as "here and now". The dominant function of researchers' tweets is to transmit the latest scientific information and to keep their followers engaged into the activities of the addressor. The language of tweets features reduced syntactic constructions, evaluations, emotive words and emoticons.

The Open Notebook as a trend in science and a genre envisages placing all research information (together with raw or unprocessed data) on the Internet, often based on special online platforms. Together with research blogs and tweets, it provides new opportunities of showing knowledge-making as a process and reduces the distance between authors and audiences. The Web 2.0 genres thus supply researchers with new communicative options and fill the gap in research communication, traditionally oriented at static representation of knowledge, by showing its dynamic aspects.

**THE CONCEPT OF WATER AND ITS METAPHORIZATION IN TEXTS OF RELIGIOUS POPULAR DISCOURSE (BASED ON ENGLISH AND GERMAN LANGUAGES)**

Within recent scientific researches concept "SEA" have been analyzed as 1) linguistic cultural concept in Russian mythological language view of the world, 2) lexical means of concept "Sea" objectiveness in English, 3) segment of Russian speaking view of the world with lexical semantic field that includes "Sea – Water", "Sea – Earth", "Sea – Person", "Sea – Ship/Boat" sense components of the concept, 4) in phraseology of concept "Water" attributes (based on Ukrainian, Russian, Belorussian and Polish language). Metaphoric naval natural universals concepts are connected with associational sequences into metaphoric measures (term of G. Lakoff and M. Johnson) such as WAVE (landscape), TEAR (emotional), BLOOD (anthropomorphic), that in its turn include kernel concepts (life is water, death is water, time is water, love is water, hope is water, tear is water, blood is liquid) and a set of periphery concepts to each kernel one. Such structure of metaphoric field may be variable in different contexts, and at the same time may unite one particular type. Fore example, religious type of institutional dis-

course, that in the previous researches was presented as the combination of missionary, prophetic, sermon and religious popular discourse varieties, may represent kernel concept BELIEF IN KNOWLEDGE OF THE BIBLE (aspectual religious knowledge of Lord/God spirit) as smth. essential to life on earth and leads to eternal life / DIE BIBLEKENNTNIS (Gottes Geist) – fur das Ewige Leben auf der Erde unverzichtbar ist. Periphery metaphoric concept in religious popular discourse is viewed as 1) BLESSING (the river whose waters give life)/ reinen Strom vom Wasser des Lebens; 2) SOURCE of truthful knowledge(stream)/Lebt immer mehr aus der Gnade; 3) VIRGIN LOVE to let smb.drink a little water from smb's jar; 4) ENTRANCE TO PARADISE; 5)TIMELESSNESS (ETERNITY) (sea/ocean/sky/clouds)/deine Treue bis zu den Wolken; 6) GOD'S POWER (Raging Sea, waters roar); 7) PUNISHMENT FOR COMMITTING SINS (water for impurity); 8) NO DOUBT (wave of the sea); 9) PASSING THROUGH DIFFICULTIES (Fire Water– danger)/durch Strome gehen.

*Didenko N. M.***GUNTER GRASS'S IRONY PARTICULARITIES**

The study of the creative individuality is desirable to start with the identification of the concepts, which are the carriers of the conceptual meaning of the author's works – a key to understanding the writer as a linguistic personality. The conceptual approach to the study of a literary text is aimed at modeling the linguistic personality of the writer and studies not only the literary, but also the conceptual picture of the world.

The thesis studies irony and ways of its representation in Gunter Grass linguistic and conceptual picture of the world. It also presents a new approach to the research into irony and its mechanisms in literary texts from the cognitive linguistics point of view. This approach gives grounds for studying ironic sense formation in linguistic projections of Gunter Grass literary concepts.

Cognitive linguistics, according to E. Selivanova, is developing in two main vectors: the first one studies the individual characteristics of cognition, and the second one is focused on the recon-

struction of the collective consciousness of native speakers. This work follows the direction of the first vector, according to which the analysis of the individual cognition peculiarities of the contemporary German writer Günter Grass on the material of his novels is offered.

The research systematizes linguistic means of ironic sense formation and defines the role and functions of irony in G. Grass picture of the world. Irony as a text category is a text-forming irony connected with the ironic effect formation in the text structure. It is predominant in Gunter Grass's creative work. Ironic sense in the writer's picture of the world is made not only by using a lexeme, a word-combination or a sentence in the meaning that is the opposite of its literal meaning (contextual irony), but also due to the specific author's narrative. Linguistic projections of literary concepts GEDÄCHTNIS (memory), GLAUBE (faith), ANGST (angry), HUNGER (hunger) present additional means of conveying ironic modality in Gunter Grass's texts.

### THE PROPER NAMES AS UNITS OF PRIMARY AND SECONDARY NOMINATION IN MODERN GERMAN

The term proper name is nevertheless well known and much discussed. It is quite various linguistic phenomena. The study of proper names is known as onomastics, which has a wide-ranging scope encompassing all names, all languages, and all geographical and cultural regions.

Naming serves to highlight entities that play a role in people's daily life, and to establish and maintain individuality in society. Object of analysis of onomastics, the proper names, have been investigated by linguists. It is generally agreed among linguists that proper names are a universal linguistic category.

The proper names are organized according to criteria varying across cultures, and provide an interpretation of the society of which they are the expression. The proper names are given, for example, to: 1) humans or any other organisms; 2) groups of humans (Families, Dynasties); 3) geographical names (Toponyms); 4) a man-made structure, product etc. 5) minerals; 6) human activities; 7) literary works, new development; 8) diseases, physical and mind state.

The personal names in German include the first name (given name) and the second name (family name). The first name has a function of identification and individualization. German names are mostly opaque, that is the "meaning" is not obvious and is to be found in languages other than modern German, often ancient languages no longer spoken (such as Latin or Ancient Greek). The sources for the first name can be various: pre-Christian Germanic (usually male) names (Burkhardt), names of saints (Paul), names from other languages etc. (Ivone, Jacqueline). Therefore parents choosing a name for their child rarely do so because of the "meaning" of the name, but for reasons of polyphony or personality (the name reminds them of a relative, a literary hero, close friend etc.).

The first names are very influenced by fashion. Some names fall out of fashion, some first names come into fashion, typically because of the popularity of a pop, movie or sports star. For example, Ben and Mia were the most popular first names in Germany 2013 for the third year. Ben and Mia were the top choices in 13 of Germany's 16 states.

The first names can be used in Modern German as units of primary and secondary nomination. The formation of secondary nomination units is based on the cognitive metaphorical and metonymical transformation. Structural and semantic classifications of these units are presented in the paper too. Only the first names of Germanic, Latin or Greek origin, which are mainly used in full form, can be transformed.

As units of secondary nomination the proper names are used as:

1) lexemes: words (Bertha – "a type of collar", Goliath – "someone or something that is abnormally large and powerful") and compound words (Faselhans – "a very boastful and talkative person", Heulliese – "crybaby");

2) phraseological units: a) as referential phraseological units with nominative function (bei Adam und Eva anfangen – "keep a long preface"; Hans in allen Kassen – "The Minister of Finance"); b) as sentence-like figurative expressions (Adams Kinder sind Adam gleich).

So, the present study has provided a starting point, and further research can make the picture of phraseology involving first names more complete. For example, future studies can use other corpora to verify their role in different discourses, or to explore cultural differences between national varieties of first names in German and English, in German and Ukrainian etc.

*Nevreva M. N., Tsapenko L. E., Tsinovaya M. V.*

**GENESIS OF NOMINAL SUFFIX AND MORPHEMES IN SCIENTIFIC COMMUNICATION TEXTS (BASED ON THE MATERIAL OF THE ENGLISH SUBLANGUAGES OF ELECTRICAL, CHEMICAL AND PROCESS ENGINEERING AND MOTOR INDUSTRY)**

The paper is devoted to the problem of genetic analysis of nominal suffix morphemes met in the text corpus of scientific functional style. The presence of three text corpuses of different subject specialities (Electrical Engineering, Chemical and Process Engineering, Motor Industry) formed on the basis of the scientific journals *Chemical Engineering Progress*, *Chemical and Process Engineering*, *Machinery*, *Process Engineering*, *Proceedings of the Institution of Electrical Engineering* with the method of continuous selection allows to extract all the nouns having suffix morphemes, create the inventory of the nominal suffix morphemes actually used in the considered sublanguages and classify them according to their origins into the native (German) and borrowed (Roman and Greek) ones. The quantitative data represent the amount of different types of morphemes functioning in the text corpuses as well as their fractions from the total numbers of lexemes. The genetic analysis of the native suffixes shows that the efficiency and frequency value of their application in the texts is quite high although their number is not great (just five) as compared to the borrowed suffixes. The most

frequent-suffix of German origin is *-er* giving the abstract meaning of “tooling” to the majority of the terms which is more natural for Chemical and Process Engineering, Motor Industry sublanguages and less for Electrical Engineering according to the scientific directionality of their subjects. The amount of the borrowed suffixes is four times greater than the native ones, and the majority of them is of Roman origin. The digits of the borrowed suffixes differ little in the three corpuses, and fourteen are common for all of them. The most frequently used are *-ion/-tion/-ation*, *-ity/-ty*, *-ance/-ence/-ency*, *-or*, *-age*. The most frequently used borrowed suffix of Greek origin is *-ic* and *-is*. As to the problem of the number and meaning dependence of the considered suffixes upon the scientific subjects of the text corpuses the authors have come to the conclusions that it does exist and is as follows: the differential characteristics concern in general the lexical and quantitative peculiarities of the native suffixes of the nouns entering the terminological systems of certain technical specialities; the integral characteristics concern the frequency and lexical features of the borrowed suffixes.

**BIRTH AND DEATH OF CHARISMA:  
MAYDAN 2004 VS. EUROMAYDAN 2014 (DISCOURSIVE FEATURES  
OF PETRO POROSHENKO SPEECH DURING HIS INAUGURATION IN JUNE 7, 2014)**

The article covers four key areas: (1) various academic approaches to the interpretation of charisma as a religious, philosophical, sociological, and personal phenomenon; (2) inspiration as the main emotional mechanism of political charismatic communication; (3) appellative instruments and their role during the two Maidans (2004, 2014); (4) charismatic appellative instruments in Petro Poroshenko's inaugural speech on June 7, 2014. A charismatic leader's conviction and inspiration are conveyed to the audience through dual-verbal channels (tone and gesture). We believe that charisma, or the state of inspiration underlying charismatic communication, can be expressed in the speaker's specific 'rhapsodic' prosody, individual voice characteristics, as well as certain gestures, which are always symbolic with charismatic leaders (e.g., a bulava (mace) in an outstretched arm symbolizing strong power). In order to describe the prosodic and kinetic features of charismatic appeal in Petro Poroshenko's speech, we studied (1)

the correlation of the voice bar, amplitude, and pausation with prominent utterances within the speech («Crimea is Ukrainian. Period»); (2) the specifics of the accentuating gesture of the right arm within the utterance; (3) the instruments of intimizing the formal situation, humour, reducing the distance; (4) switching to Russian when addressing the Eastern regions of Ukraine; (5) reference messages PEACE, UNITY, EUROPE, BATTLING CORRUPTION.

It's clear that in case of Petro Poroshenko there is a classic example of Vebers' charisma. The charisma which has been alive during Maydan 2004 and Euromaydan 2014 today is dead: Ukraine doesn't need charismatic; our democratic doesn't need passion, which was desired by Yulia Encke for her Germany. Ukraine needs Ukrainian edition of Konrad Adenauer—the sober 'technie' who will work as pragmatically and rationally coloured messenger with all Ukrainian people and accept them as nobody! Can Petro Poroshenko play this role or not – we will see!

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