

So, we can state that hierarchical structure of the text is organized on notion-objective and processual-acting levels as well as on the levels ensuring the content coherence and the integrity of the text. This structure is called the content text structure, and linguistic features are called content-structural, correspondingly.

This content structure is similar to the structure of the narrative text in a preliminary research which allows to make a conclusion about its basic and universal character for the texts with various purposes. In D.A.Pospelov's terms [8], the content structure is a "text without context".

As far as the purpose is a system-formative factor for a text, then functional-aimed structure organizes the content one in relation

to the purpose and creates the contexts facilitating the achievement of the perlocutive effect. So, by means of analogy, we can call functional-aimed structure as "context without text".

No let us pay attention to the function of such modes of interaction "human-text" as logic and sense and inferences. We suppose that these modes ensure the relation between the content and functional-aimed structures and the purpose of the text. By saying "inferences" here we mean those text positions which express its purpose, perlocutive effect. Positions that provoke inferences must adequately express the objective (purpose) function of the text. In such case the respondents' inferences will evidence that the perlocutive effect is achieved.

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**КАТЕГОРИЯ СВЯЗНОСТИ И НАЦИОНАЛЬНО-ДИСКУРСИВНАЯ ФОРМАЦИЯ**

#### Аннотация

*В статье анализируется вхождение/невхождение компонентов в один концепт как основа связности. Рассматриваются концепты, в том числе и цветовые. В качестве иллюстраций рассматриваются публицистические и рекламные тексты.*

**Ключевые слова:** связность, национально-дискурсивная формация, концепт, цветовая номинация.

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**THE CATEGORY OF COHERENCE AND NATION-DISCOURSE FORMATION**

#### Abstract

*The article deals with entry/non-entry of components in the same concept as the base of coherence. The concepts including colour concepts are regarded. Publicistic and advertising texts illustrate it.*

**Keywords:** coherence, nation-discourse formation, concept, colorism.

Every nation as a language community regularly and constantly interacts according to the base of common, known to everybody signs. The concrete language encodes the worldimage relevant for members of the definite nation. It should be mentioned that linguistic worldimage is a dynamic phenomenon, reflecting and changing in the way of life of the language community. People, not only speaking one language but living in the same socio-common and culture-political conditions, for example in the same time in the same country, have the equitable linguistic worldimage. All these facts limit members' of an interlanguage communication pattern of background knowledge independently of individual preferences. Thus "time" and "place" limit generated utterances due to identity of the members' of the communication positions. This gives a reason to regard the concrete language community as a different from other nations discourse formation (we use this notion coined by M.Foucault in "The Archaeology of Knowledge" – Milevskaya T.V., Abbasova L.A.) and to describe a range of people having identical background knowledge as a nation-discourse formation [1, 24].

The discourse analysis of texts generated during one period allows to determine relations set up among concepts which are actual for the concrete society during the concrete period (sometimes rather continuous). It seems to us that periods of contiguity of concepts differ. From 1917 to 1991 the soviet epoch had been connecting such concepts as «труд», «союз», «красный», for example. Besides the abolition of the communist system did not break the relations among these concepts in the native speakers' language awareness in one stage. Here "the native speakers" is "the soviet people" as the community of vehicles of identical ideology and stock of knowledge that presents notion-discourse formation. The refusal of static character within the scope of ideology caused the dynamic of the discourse. In support of this conjecture, we can

carry out cognitive-discourse analysis of the situation of 90s in The Russian Federation.

"Ваучер" had been intimately connected within the scope of nation-linguistic formation with the concept privatization. Every native speaker of that relatively impermanent period realized this notion as a part of the concept «государственная экономика» in its turn. The extracts from the chronicle of 1992 "Независимая газета" illustrate the functioning of the lexeme ваучер and its co-occurrence range, that provides the basis for the coherence within the scope of the articles in point.

Ельцин получил свой ваучер

Президент РФ Борис Ельцин получил вчера свой приватизационный чек. «Не хочу пользоваться дополнительной месячной отсрочкой для получения своего приватизационного чека», — сказал Ельцин журналистам. Он подчеркнул, что вместе с другими гражданами России хотел бы воспользоваться чеком в период перехода к рыночному хозяйству.

"Ваучеры", или приватизационные чеки, были выпущены в январе 1992 года. По сути, это было массовое частное инвестирование в приватизируемые госпредприятия, — отметила эксперт. — Каждый мог купить себе частичку завода, колхоза, банка, магазина.

The lexeme ваучер groups with the verb получить. In the headline, the author uses this lexeme, but in the text he replaces it with the collocation приватизационный чек. This proves the synonymy of ваучер and приватизационный чек. The relative adjective приватизационный refers to the notion приватизация, which characterizes the economic circumstances in the country when the article was written, the phrase «воспользоваться чеком в период перехода к рыночному хозяйству» proves this. The notion приватизационный чек was the part of the concept приватизация.

It is obvious that now such conceptual connection is not set as primary and it is not actualized in everyday communication.

The word combination «приватизационный чек» can be used in the modern discourse only within the reference to Russia at the beginning of 90s.

The reality (present for the author) is reflected in the discourse. The connection of the notions ваучер, чек and приватизация was familiar (regular) for members of Russian discourse-language formation, in other language formations such connection was not set without the reference to the events in Russia.

A coherence within a discourse is based on relevant for a concrete language community connections of a language unit. These connections can be determined during the analysis of the functioning of so-called colorisms.

We can study well-known nominations «Красная Москва» and «Красный мак» as the realization of the coherence between the concept красный and the notions Москва and мак. At the present time such connection in the native speakers' Russian worldimage is not set. The unit Москва and the adjective красный are not contiguous. The connection between красный and маки is possible, but in this case the denotatum changes: the word combination красные маки in the language awareness correlate to red poppies, not to cosmetic production like in the soviet epoch.

The analysis of the advertising discourse allows to observe the coherence of nominations of one colour field, sometimes – of the whole concept.

In the nominations of colour shades we can observe the coherence of the colorisms describing them through interrelationship between the subject of the comparison and the advertised colour shade of the cosmetic product (white: снег, арктический белый,

снежный ландыш, искрящийся снег; beige: естественный бежевый, топленое молоко, сливочным крем, песочный, бисквит; red: красная смородина, страстный алый, дерзкий красный, глнтвейн, жажда огня, красный мак; brown: шоколадный мусс, орех, аппетитное какао, горячий кофе, теплый каштан).

The analysis of the discourse reveals that the reflection of colour concepts is not only proper colour nominations (черный, белый, красный) but lexemes mean subjects and phenomena connected with describing colours. Besides a communicant-producer encodes the information in such a way that due to identity of background knowledge perceiving a message recipient without extra intellectual efforts recreates an encoded colour characteristic relying on a coherence between components and in a discourse both in an awareness.

A national causality and linguistic wordimage predetermination can be illustrated with a striking instance of the colour nomination of art goods кассельский коричневый (Faber-Castell, Germany). It is obvious that a native Russian speaker can not realize the shade of brown without extra reference sources. The source of communicative failure is the difference between Russian and German language communities' background knowledge, the absence of conceptual coherence between the components of the colour nomination. Thus in the act of translating a colour nomination the connection between this unit and the denotatum can be lost because of the absence of this unit in one of these linguistic worldimages.

So a coherence is conditioned with entry/non-entry of a particular component in a definite concept fixed in a particular language community's awareness. What is more a cultural experience is essential.

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#### ЛИНГВИСТИЧЕСКАЯ ТЕОРИЯ В ПОСТИНДУСТРИАЛЬНОМ ДИЗАЙН-ПРОЦЕССЕ

*Аннотация*

*В статье когнитивная теория Р. Лангакера рассматривается как образец лингвистической теории, адаптированной к нуждам постиндустриального дизайна и основывающейся на математическом варианте проективночного знания.*

**Ключевые слова:** когнитивная грамматика, дизайн процесс, философия языка.

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#### LINGUISTIC THEORY IN POSTINDUSTRIAL THE DESIGN PROCESS

*Abstract*

*The article is devoted to the cognitive theory which was created by R. Langacker is described as the example of linguistic theory which is adapted to the needs of post-industrial design, relies on a mathematical variant of the design knowledge.*

**Keywords:** cognitive grammar, design process, philosophy of language.

In the middle of the 70s of the last century N. Cross highlights one of the features of society that are included in the post-industrial era: relevant is the notion of design, gradually separated from the production process and referred to as "post-industrial design process" [Cross 1982]. Adaptation to the needs of post-industrial design assumed a new look at the ability to design, which was defined as "designer ways of knowing".

The ability to design, or the ability to designing, is recognized as more important than before, more like the ability to "think" that includes the talent of knowledge to realize "how understand", "how to imagine" any object, appearance, phenomenon. Design knowledge was also recognized as a strategic form of knowledge that supports problem solving methods based on previous decisions. Design in its new understanding is proposed to classify three categories: image, problem solving and the search for the ideal.

The change in the socio-interpretative status of design in post-industrial society meant a change in the strategic approach to the description of "state of Affairs" in academic discourse and, as a consequence, the change of state of science, involving the actual change of the content of science. It is at this point J. Freeman and G. Skolimowski, discussing the concepts, which the mind must possess to develop the science, and by which it can comprehend the content of science [Freeman, Skolimowski 2006]. In the works for Them. Kant such basic concepts that contribute to the perception of knowledge was defined as «schemes of the mind» («the schemata view of the mind») [Kant 1994].

In the process of knowledge acquiring the mind, as suggested by H. Skolimowski, follows a certain, predetermined structural template pattern, or acts in accordance with certain thought patterns [Freeman, Skolimowski 2006]. The patterns of thinking are the organizing units of knowledge that allow to structure knowledge into intelligible forms. R. Langacker's cognitive grammar should be considered, as we believe, as a pattern of thinking that represents the specificity of the linguistic theory of post-industrial society, characterized by "designer ways of knowing" and systematization of design knowledge.

Any new hypothesis, argue J. Freeman and G. Skolimowski [Freeman, Skolimowski 2006] is a new invention of a possible world, or, in the terminology of G. Fauconnier, mental space [Fauconnier 1985].

Mental space of R. Langacker is based on the theory of Fauconnier's cognitive models, which includes provisions relating to mental spaces and cognitive models that structure these spaces. Mental space of R. Langacker, like any other mental space, is the environment of conceptualization and thinking, appropriate to any 'state of affairs' in its infancy.

Conceptualization in the mental space, based on the provisions of the post-industrial design process, primarily represented by the category "portraying". Portraying process, according to N. Cross, can't really create new products, because the portraying process itself is a process which involves only the transformation of the design image (projective image, imaginary or abstract imaginary