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Table of Contents

LINGUISTICS AND LANGUAGES (UDC 81)

ОСОБЕННОСТИ РЕПРЕЗЕНТАЦИИ МЕТАФОР В ПЕРЕВОДЕ С РУССКОГО ЯЗЫКА НА КОРЕЙСКИЙ
Научная статья

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Аннотация

В статье рассматриваются особенности перевода конвенциональных и авторских метафор русского языка на корейский язык, с применением семантического и лингвокультурологического анализа метафорических высказываний в исходном и переводном языках. В результате исследования была выявлены несколько стратегий переводческой деятельности, используемые в зависимости от необходимости семантической интерпретации, а так же на основании лингвокультурологических особенностей исходного и переводного языков. Определена зависимость перевода от внутренней и внешней формы метафорических высказываний.

Ключевые слова: метафора, перевод, семантическая интерпретация, лингвокультурологические особенности, стратегия перевода.

FEATURES OF METAPHOR REPRESENTATION IN RUSSIAN-KOREAN TRANSLATION
Research article

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Abstract

The article discusses the features of the conventional and personal metaphors translation from Russian language into Korean, using semantic and linguo-cultural analysis of metaphorical statements in the source and translated languages. As a result of the study, several translation strategies used depending on the need for semantic interpretation, and as well as on the basis of linguo-cultural features of the source and translational languages were identified. The dependence of the translation on the internal and external forms of metaphorical statements is determined.

Keywords: metaphor, translation, semantic interpretation, linguo-cultural features, translation strategy.

Introduction

Among the several branches of modern linguistic science, an important place is occupied by interlingual human speech activity, which also has the name "translation activity" or "translation".

The main task facing translation is the necessity to overcome cultural and interlingual barriers. The translation of literary texts is especially difficult, as the translation text through the translation language should represent all that is contained in the source text, but the translation must be complete in literary terms.

During a work with a literary texts, the translator often needs to represent in the translation literary tropes used by the author, including metaphors. In literary works, stylistic techniques play a special role, which can cause difficulties in translation. It is important to remember that the idiom, which has a high figurativeness and serves the representation of expression and exaltation of the utterance emotionality, is also an effective means of compressing information.

The lack of an adequate equivalent in the language of translation, differences in the realities of the two languages, their cultures and value systems inevitably lead to the impossibility of a direct translation.

This work shows an importance of right ways using by translator to metaphors and comparisons according to their inner meaning and outer form.

Method

During the study of the specifics of the translation, it is necessary to use a complex methodology, including the definitional analysis method, contextual analysis, the method of semantic interpretation, and linguo-cultural analysis.

Definitional analysis method is method of analysis of vocabulary definitions and identification of specific semantic features that distinguish a given word from words close to it.

Contextual analysis is used to study the functional specificity of words and their meanings, it is an analysis of the text (text fragment, sentence) in which the given word is used, as well as an analysis of the dependence of the word meaning on this context. It work together with the method of semantic interpretation.

Linguo-cultural analysis is a set of analytical techniques, operations and procedures used in the analysis of the relationship of language and culture.

Discussion

In the theory of translation, it is customary to divide conventional (commonly used) and personal (creative) metaphors and comparisons [4, P. 115-116]. At the same time, conventional tropes are often used in speech by native speakers and are considered as phraseological or idiomatic language units. Conventional metaphors are metaphors that are included in the national vocabulary and are recognized as metaphors for pointing out this fact. These metaphors are different from dead metaphors that are not recognized as pathways, and from new metaphors that are not included in the national vocabulary.

In modern science, there are two opinions regarding the relationship between phraseological and idiomatic language units. Such scientists as I. V. Arnold [1], V.S. Vinogradov [3] and others believe that phraseological and idiomatic linguistic signs

should be separated, whereas V. L. Arkhangelskij [2], A.A. Reformatskij [6], A.I. Smirnitskij [7] in their research suggests that idiomatic utterances are part of phraseological language units. In this paper, the second point of view is taken as a basis.

Thus, in the representation of conventional metaphors and comparisons, a variety of translation strategies can be used, depending on the contextual, semantic, and linguo-cultural characteristics of the text, which makes it possible to transmit these stylistic means with the highest adequacy in translation.

The representation of Russian-language metaphors and comparisons in Korean can be based on the transmission of the same image that is contained in the original language. In such situations, there are necessity a definitive analysis of the utterance is necessary, which allows one to choose the exact equivalent of the image transfer. At the same time, it is important to pay attention not so much to the grammatical structure of the metaphor, as to its internal content. For example, бой с тенью is 쉐도우 복싱, бледн о е как мел (лицо) – 백악 이 처럼 창백한 (얼굴), горячая любовь – 뜨거운 사랑, прошел дождь – 비가 왔다 [9].

In some cases, the metaphor is translated by partial transfer of the image: хитрый лис – 능청이, пила (a woman who often swears at her husband) – 바가지 긁는여자, сердце разрывается – 가슴을 치다 [10]. In translating this kind of metaphorical statements, the semantic interpretation plays a strong role, allowing to reveal the essence of the image in the source text and ensure its representation in the translation text.

In some situations, the translation of metaphors is possible only by non-metaphorical means of the translation language. For example, зайти в тупик – 교착하다, доить деньги – 돈을 뜯어내다 [9]. These metaphors, which have no equivalents in the language of the translation, require careful contextual analysis necessary to achieve the fullest adequacy of the equivalent.

Literature is a figurative reflection of reality, but each author reflects the world around him in his own way. Passing through a series of filters offered by the time, the social environment, tastes of the reader's public and the literary traditions that existed at that time, the writer develops his own individual style: a way of presenting and organizing ideas inherent only in him.

Individual author's metaphors are very expressive, the possibilities of creating them are inexhaustible, as the possibilities of revealing the similarity of various attributes of objects being compared, actions, states are unlimited.

The most difficult problem is the representation in the language of translation of personal tropes, which were created by the author in the source language. Metaphors and comparisons of this kind carry the features of the author's individual style and are often translated without the use of translational transformations word for word: замшевая походка (V.V. Nabokov) – 녹비 처럼 조용한 걸음걸이, царапающий взгляд (M. Gorkij) – 할퀴는 눈초리, немой покой (I.A. Bunin) – 침묵한 고요.

However, some author's images cannot be transferred with the necessary level of translation adequacy. In this case, translators have to carefully select the most accurate occasional correspondences, where the semantic interpretation works at the highest level. It is also necessary to take into account the linguo-cultural peculiarities of the translation language, in order to exclude the possibility of imparting to the expression those connotations that are missing in the source text.

«Н а м дорога твоя отвага, огнём душа твоя полна» [5] – «우리는 너의 용감을 아껴 있으며 너의 마음이 빛이 많다». In this case, "огонь" is replaced by "свет" since in Korean the word "огонь" has negative connotations.

«П р а п о р щ и к и воткнулись глазами в царя» [8] – «해군소위들 차르를 노려봤다». Due to the fact that in the Korean language there are no phrases "прокалывать взглядом", "втыкаться глазами" and other expressions with a similar meaning, the verb "look intently" was used in translation, having in itself both positive and negative connotations revealed in context.

Results

Based on the above, it becomes clear that there are several basic ways of representing metaphorical expressions in the language of translation, namely: the selection of the figurative analogue in the language of translation, the creation of the word equivalent, the descriptive translation, the replacement of the image of the original text with the image adopted in the translation language.

In other words, as a result of the analysis, it turned out that the following methods of metaphor translation are encountered: reproduction, substitution, description, and omission.

It is important to account that in translation of metaphorical statements, it is necessary to make linguistic-cultural, semantic, and contextual analysis of a statement. It must be remembered that the most important component of the idiom is a vivid imagery, which contributes not only to revealing expression and increasing the emotionality of the utterance, but is also an effective means of compressing information.

Conclusion

In many cases, the original utterance and the available translation are very different not only in the structure of the utterance, but also in the transmitted manner. This phenomena appears due to differences in the perception of certain connotations embedded in the vocabulary of Russian-speaking and Korean-speaking addressees, structures familiar to a native speaker in each particular case, well-established metaphorical expressions and images, and also, to a certain extent, personal preferences and, not least, professional translator skills.

Attempts to use in translation only the external form of a metaphorical utterance, even in the case of partial disregard of the internal meaning, often lead to a significant distortion of the meaning of the original. A comprehensive text analysis and the use of various translation strategies are required during translating metaphorical statements.

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СЕМАНТИЧЕСКИЕ АСПЕКТЫ ЗАВИСИМОГО ТАКСИСА ТУВИНСКОГО И АНГЛИЙСКОГО ЯЗЫКОВ

Обзорная статья

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Аннотация

В статье рассмотрены семантические аспекты зависимого таксиса тувинского и английского языка с целью выявления их схожих и различительных черт в рассматриваемых языках. В результате исследования доказано, что семантические аспекты зависимого таксиса в рассматриваемых языках имеют схожие значения в следующем плане: одновременность, следование и предшествование. Различительными же являются их морфологическая база в плане оформления в виде высказываний, в тувинском языке их основными маркерами являются разные неличные формы глагола, в английском языке как неличные, так и личные формы глагола.

Ключевые слова: семантические аспекты, таксис, зависимый таксис, тувинский язык, английский язык, одновременность, следование, предшествование.

SEMANTIC ASPECTS OF THE DEPENDENT TAXIS OF THE TUVAN AND ENGLISH LANGUAGES

Review

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Abstract

The article deals with the semantic aspects of the dependent taxis of the Tuvan and English language with the purpose of revealing their similar and distinctive features in the languages in question. As a result of the research it was proved that the semantic aspects of dependent taxis in the languages in question have similar meanings in the following plan: simultaneity, posteriority and precedence. Distinctive features are their morphological base in terms of structure in the form of statements, in the Tuvan language their main markers are different non-finite forms of the verb, in English both non-finite and finite forms of the verb.

Keywords: semantic aspects, taxis, dependent taxis, Tuvan, English, simultaneity, posteriority, precedence.

Introduction

From the point of view of functional grammar, the category of taxis is regarded as a system of temporary relations between actions [1, P. 71].

In modern English in the works of Russian researchers, taxis is considered mainly as a grammatical category, but there are also works that represent taxis as a functional-semantic, syntactic or semantic-syntactic category. In English, 'taxis' is regarded as a relative tense, sequence of tense, 'relative time', sequence of Tenses [2, P.113].

The study of taxis in Turkic languages and its categorical status (under its reconstruction, own name "taxis") is just beginning (D.G. Tumasheva, M.S. Azizova, L. Johanson, D.M. Nasilov, I.A. Nevskaya, Kh.F. Ishakova, L.A. Shamina, and others) [3, P. 69].

Following A.V. Bondarko, we consider dependent taxis as a temporary relationship between actions, of which one is the principal, and the other dependent, which is realized within the integral period of speech [3, P. 69].

The semantics of the dependent taxis are distinguished as precedence, simultaneity and posteriority.

Method

The specific tasks posed in this study determined the choice of descriptive and comparative methods, methods of interviewing and questioning of native speakers. The study of taxis was carried out on the basis of synchronic analysis of linguistic material; a structurally-semantic method and a method for modeling syntactic structures were also used. We used the onomasiological approach 'from content to form', and in this connection the methods of functional-semantic, contextual-situational and typological analysis and the traditional approach 'from form to content' are widely used in the work.

Discussion

The study of semantic aspects of taxis is a study of the features of the expression of the simultaneity/diversity relationship arising in polypredicative syntactic constructions. The emphasis, however, is on the fact that it is possible to qualify such relations as a manifestation of a special category different from the categories of time and aspect. This category was tried in morphology to be associated with separate grammatical forms (for example, a perfect or gerund) or sought to give it a syntactic rationale and was then defined as situational 'relativistic' categorial interaction, etc.

At the same time, it was the categorical nature of these relations that was recognized by far not all, which was, to a large extent, facilitated by the parallel studies in aspectology, syntax and typology. Different initial theoretical attitudes adopted in various schools and directions introduced additional disagreements in the interpretation of temporary relations in the polydispaticative complexes. The dominant position in their interpretation over time was taken by the aspectological approach, since it was a question of the correlation of actions, naturally represented by a verbal word form. Aspectual characteristic of predicates has therefore become traditional for research, which discussed the chronological sequence of actions. But, unfortunately, the terminological disagreement persisted for a long time, and for the designation of the same phenomenon used

a variety of names: 'relative time', 'relational time', 'temporal correlation', 'correlative use of times', 'sequence of times', 'The category of simultaneity/ prematurity', and so on.

It should be noted that at that time, linguistics was dominated by a structural approach to the study of various aspects of language, when each fact was considered separately, on different grounds and from different positions, in 'external' form and not systematically. However, in parallel to the structural approach, the functional approach 'oriented on studying and describing the regularities of the functioning of grammatical units in interaction with elements of different linguistic levels participating in the transmission of the meaning of the utterance' [1, P. 5] also developed, and then the prototypical semantic aspects of the simultaneity, precedence, as members of a single category of temporal correlation, as well as temporal conditioning within the same sentence.

The great merit of R. Jakobson was that he perceived this observable in different languages as a single specific phenomenon and terminologically confirmed it by introducing into the linguistic circulation of the Greek word for "taxis", which replaced the previously proposed Bloomfield and Whorf terms 'order' and 'mode' [4].

The main provisions of the concept of R. Jacobson, in the context of which a new category was considered, became 'two major differences between: 1) the very message and theme of the message (English speech and narrate); 2) the fact itself and any of its participants (English event and participant), whether it be an agent or an object of action. Accordingly, the following four phenomena are distinguished: 'the fact reported, the fact of the message, the participant of the fact reported and the participant of the fact of the message, whether it is the sender or the addressee' [4, P. 99]. Class-categorized categories received another binary interpretation: depending on whether they describe the reported fact and/ or its participants in relation to either the fact of the message or its participants or whatever it is (= not the scrambler) [4, P. 100].

As a result, R.O. Jacobson obtained a classification of all categories of verb according to four characteristics of the 'designator/ connector; scanner / non-scrambler'. Taxis has been defined as a connector and at the same time as a category that 'characterizes the fact reported with respect to another reported fact and without reference to the fact of the message' [4, P. 101]. In the same work, following Bloomfield and Whorf, Jakobson singled out two types of taxis: dependent and independent.

The dependent taxis was characterized as expressing different attitudes (simultaneity, precedence, interruption, ceding connection, etc.) to an independent verb. In the independent taxis, these characteristics were absent. In the opinion of R. Jacobson, with a dependent taxis, the category of time itself acts as a taxis, and therefore 'the ratio of past and present time turns into an opposition, which, using the terminology of Whorf, can be called the opposition of the interval and the contact between two reported facts'.

Results

Investigation of the semantic aspect of dependent taxis has shown that for the characterization of the basic taxis semantics: both precedence, and simultaneity, and posteriority, it is important to consider one parameter that takes three semantic aspects. In the case of taxis of precedence and taxis of posteriority there are three meanings: contact, interrupt, remote, which characterize all theoretically possible consequences of two situations relative to each other on the chronological axis; in the case of taxis of simultaneity — these semantic aspects characterize all theoretically possible fulfillment of two situations of one period of time.

The means of expressing of dependent taxis in Tuvan language are non-finite forms: gerund, participle and case constructions, verbal names, process names; their English equivalents are various verbal finite and non-finite forms; a systematic study of the means of expressing dependent taxis in Tuvan and English has shown that in both languages the same form, design or time specifier can represent the same or different semantic aspects of dependent taxis.

Conclusion

The 'degree of taxisness' (the term of V. Nedyalkov) of the Tuvan language is significantly higher than in English, since it is known that in the Turkic languages, in particular in the Tuvan language, non-finite forms are the 'kernel' of speech; they are the main morphological basis of the functional-semantic category of dependent taxis. In the English speech, taxis relations are used mainly in narratives.

The linguistic material of typologically different languages shows that in the semantics of dependent taxis there are universal components.

Конфликт интересов	Conflict of Interest
Не указан.	None declared.

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ТЕМПОРАЛЬН ОСТЬ, ВЕРОЯТНОСТЬ И АНТИНОМИЧНОСТЬ КАК БАЗОВЫЕ КАТЕГОРИИ СОСЛАГАТЕЛЬНОГО НАКЛОНЕНИЯ
Научная статья

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Аннотация

В статье рассмотрены понятийные атрибуты, входящие в семантическое поле возможного, которое актуализируется в рамках Сослагательного наклонения в английском языке. В результате исследования показано, что основе предложений в Сослагательном наклонении лежат ситуации, противоречащие фактическому положению дел, т.е. контрафактические, антиномические ситуации. Они представляют действия не как реальное, а как желаемое, вероятностное, обусловленное (возможное или невозможное). Показано также, что Сослагательное наклонение с необходимостью обладает темпоральной выраженностью, заложенной в самой семантике возможного и актуализируемой в грамматических формах.

Ключевые слова: сослагательное наклонение, поле возможных значений, антецедент, консеквент, контрафакт, антиномичность, трехчленная модель поля вероятностных значений.

TEMPORALITY, PROBABILITY AND ANTINOMY AS BASIC CATEGORIAL ATTRIBUTES OF SUBJUNCTIVE MOOD
Research article

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Abstract

The article deals with the philosophical aspect of the attributive characteristics of the semantic structure of possibility expressed by Subjunctive mood in English. It is shown here that the situations contradicting the real state of things make the basic meaning of the sentences in Subjunctive mood; they are counter-fact and antinomy. They don't represent the action as a real one, but as possible, probable or impossible and improbable. It is also proved that Subjunctive Mood is inevitably connected with temporal characteristics conveyed in the semantics of its grammatical forms.

Keywords: subjunctive mood, field of probable meanings, antecedent, consequent, counter fact, antinomy, three-member pattern of the field of probability.

Introduction

Beside material world, a man is conscious of other worlds which are non-material and only potentially existent. However, for all the absence of material element in these worlds, they are nonetheless real. According to G.W. Leibnitz, everything exists that can be thought of without contradiction.[2] Hence, matter is not a necessary attribute of the world of reality, but still may occur in it accidentally. A. Schopenhauer stated that the imaginary world (or possible world) possesses a far more important element of its reality — it can be expressed in the language; — consequently investigating its linguistic structure equals to accepting its reality. [7]

Method

In contemporary linguistics the term "world of possibility" is used for methodological analysis of propositional notions, such as perception, supposition, trust, memory, etc. In this context it is understood as a theoretical and cognitive instrument to describe empirical world. The term "world of possibility" is widely used in logics. Jakko Hintikka, a recognized expert in epistemic logics, suggested and substantiated this notion. He describes it "either as possible state of things or as possible development of events" [quoted in: 5, P. 26].

Within the frame of Modal Logics "Possible worlds is the category which can be applied to define "true – or false status of modal utterances". [3, P. 119]. Logical modeling and Philosophical analyses of the mentioned areas prove helpful and efficient in developing this problem.

Discussion

The 20th century witnessed the interest to the semantics of "possible worlds" which may be interpreted either as possible state of things or possible development of events. A.P. Babushkin points out that "one of the basic aspects of the semantics of possible worlds is an individual choice of these worlds". What is meant by "possible" or "necessary" is not always the whole set of possible worlds, but something limited by the context of speech acts and, first of all, by the exact knowledge the speaker possesses." [1, P. 7].

Logical and philosophical meaning of the theory of "world of possibility" is inexhaustible, according to A.P. Babushkin. And their linguistic and semantic explications are of special interest and have utter importance. Contemporary linguistics expanded its scope of interest and has concentrated on cognitive and mental aspects of speech acts. At present, it is the object of linguistic study and is interpreted as imaginative world denoted by linguistic signs.

A.P. Babushkin distinguishes the following types of the "worlds of possibility":

— the nearest world

— possible world

— "assumed roles" world

— parallel world and the world of imaginary perspectives

— the world of lost opportunities

— irreality

— maximally approachable world

— world of potentialities

-world of doubts, guesses and hypotheses

-world of alternatives

-world of prescriptions

-anti-world [1, P. 22-48].

This typology needs further development because it does not exhaust the essence of this problematic field. Besides, real medial root cannot be deduced to make the abovementioned differentiation possible. More than that, all the above-mentioned "worlds" are not members of the same logical sequence because they belong to different semantic groups in principle.

Yu. S. Stepanov describes a set of linguistic means reflecting the phenomenon of "possible worlds" in English semantics. He distinguishes modal words and word combinations, conjunctions, particles, etc. [4, P. 5]. But according to this author "the worlds of possibility" are represented mainly by Subjunctive mood.

However, modal words and word combinations, conjunctions and particles, though complete, are not exhaustive of either of "worlds of possibility" though they may be present in any of them. Thus, the term "worlds of possibility" would be insufficient for this situation. It is necessary to introduce a wider notion — "field of possible meaning" where the whole set of language means mentioned by Y. S. Stepanov would be applicable. In this case these means will not contradict the basic meaning of the term "world of possibility".

According to M. A. Shelyakin, possible suppositions of events and their connections which substitute real events or really non-existent events include counter-opposition to reality [6, 125].

Results

We posit three attributive characteristics to the field of possible meanings: temporality, probability and antinomy. These characteristics breed the very essence of the field in its language implementation. They are basic in the semantics of probability and are expressed in grammatical forms of Subjunctive mood.

Let us consider the set of attributive characteristics in the field of possible meanings revealed in sentences including verbs in Subjunctive Mood. Any conditional sentence is a two-member sentence. Let us apply two notions to go into their semantic structure – antecedent and consequent, borrowed from Logics. Antecedent is the first member of such sentence forming a certain condition. Consequent is the second member of the sentence signifying consequence. Conditional sentence are based on situations which contradict factual things, that is contra factual situations.

Such analysis of conditional sentences makes it possible to implement a new approach to explication of the field of possible meanings on the one hand; on the other hand, it attempts to show an inner differentiation of our three-member pattern of the field of possible meanings.

The latter are perceived through utterances with subjunctive forms of a verb.

This pattern of the field of possible meanings can be seen in conditional sentences of the first type:

"If you find the treasure then we will go shares" [11].

The first sentence member – antecedent "If you find the treasure…" may have a set of anticipated variants which can prescribe the range of values for the second member of conditional proposition, that is, consequent: if P, then q1 q2 q3. For example, if you find the treasure, q1 – we will be rich; q2 – we will buy a big luxurious house, q3 – we will give it to a deserving charity, qn… The consequent variability reveals a probable field of events development (in other words, potential states), what is in fact a basic attributive feature of a sentence in Subjunctive mood. Antecedent and consequent are unfolding in the same temporal coordinate system. They refer to the future and though this reference is not a sine qua non condition of semantics of the possible existence, conditional sentences cannot be imagined without temporal characteristics as such. Antinomy of the situation lies in counter-opposition of the fact (you have not yet found the treasure) and possibility (if you find it), and also in the consequent variability (we will go shares). But this probability is not rigidly determined. Probability does not imply rigid determinism in principle but exists potentially as one of many scripts.

Conditional sentences built according to: "If P (took place in the past), then q (is taking place in a real moment of time)" belong to the so-called "mixed" type of conditional sentences and possess different temporal characteristics.

"And with that answer, he left me: I would much rather he had knocked me down". [8]

Here antecedent refers to the past, and the consequent is in the present; however their positions in the sentence may be reversed. This type of temporal reference is not always evident in the sentence itself and rather may be deduced from the situational context. Such a construction is based on counter-factual situation contradicting factual state of things: I am unhappy (I would feel better) – he had not knocked me down (if he had not knocked me down). The facts and the possibility complement and harmonize the sentence sense frame directing it towards probable actualizations. Non-realized probability of the action (he did not knock me down) does not mean the absence of this probability in general but rather emphasizes the emotional lacuna caused by a possible but not preformed action.

Let us consider next a conditional sentence where both antecedent and consequent refer to the past:

"If I had known you had been coming, Tom, I would have had something for breakfast. I would rather have such a surprise than the best breakfast in the world myself; but yours is another case, and I have no doubt you are as hungry as a hunter". [9].

As the condition (antecedent) in the sentence did not take place in the past,(that is, the host did not know about the guest's arrival), the supposed consequent did not take place either – the host had no opportunity to meet his guest in a hospitable manner. In this case the antinomy is explicated both in time and possibility. The consequent follows from the context but is not explicit in the sentence itself.

Another feature of such sentences may be "improbability" of possible meaning which is connected not so much with formal markers of subjunctive mood but rather with additional connotations pertaining to stylistic specificity of a sentence.

Still, if all hands had been got together, they would not have more than half filled the room. [10].

If we translate this sentence into Russian, temporality will be different. While in the English sentence the tense is in conformity with the rules of Subjunctive mood, in the Russian sentence temporality (expressed by the infinitive construction) may be defined by the situation context.

This connection may be various and be used in speech to express a set of non-verbalized but possible judgments, comparisons, intentions. They deal with awareness and evaluation of reality and go together with this or that personal attitude of the speakers to speech acts.

Conclusion

Thus, Subjunctive mood is a means of actualizing semantics of the field of possible meanings. Conditional sentences are based on situations contradicting real state of things, that is counter-factual antinomy situations. Subjunctive mood expressed in a conditional sentence presents an action not as a real but as expected one (either possible or impossible). It will inevitably contain temporal characteristics inherent in semantics of probability and manifested in grammatical forms.

Конфликт интересов	Conflict of Interest
Не указан.	None declared.

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TEXT LINGUISTICS. DISCOURSE ANALYSIS (UDC 81`42)

РИТУАЛЬНЫЙ ДИСКУРС В ПРОСТРАНСТВЕ ДИСКУРСИВНЫХ ПРАКТИК
Научная статья

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Аннотация

Актуальность предлагаемого исследования заключается в необходимости и возможности развития научного потенциала существующих изысканий в интегративном пространстве анализа дискурса в целом. В частности, ставится задача обоснования моделирования ритуального дискурса в аргументативном аспекте. Такой подход наилучшим образом обосновывает постановку проблемы изучения сути ритуального дискурса, равно как и любого другого вида дискурса.

Ключевые слова: дискурс, ритуальность, аргументативный аспект, интегративность, модель.

RITUAL DISCOURSE WITHIN DISCURSIVE PRACTICES
Research article

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Abstract

The relevance of the current issue consists in the necessity and the possibility to develop the scientific potential of the existing researches in the field of interdisciplinary study of discourse in general. Thus, the modeling of a ritual discourse in an argumentative aspect is undertaken. Such approach provides the best justification of the statement of the problem studying the nature of ritual discourse, like any other kind of discourse.

Keywords: discourse, rituality, argumentative aspect, integration, model.

Introduction

The original methodological position undertaken within our study is to justify the position that a new issue for speculation arises at the intersection of scientific fields. The scientific novelty of this research is based on the application of the method of linguistic problems projection to the argumentative field. In particular, the scientific approach to the categories of the argumentative field (truth/verity, epistemic context, causality, modality [10]) is approbated in terms of ritual discourse (RD) that allows us to represent the study of RD in argumentative dimension as the new and vital scientific problem.

Method

The conceptual and methodological framework of the current research is built in compliance with the statement of the problem consisting in the projection of argumentation to the theory of discourse in general and the theory of ritual discourse in particular. The methodological principles of our study are as follows: the sign (semiotic) nature of information; the unity of form and content of the sign; the dichotomy of natural and cultural signs; the dichotomy "activity" / "speech activity"; the interdependent connection between (speech) activity and thinking; the correlation of theoretical and empirical knowledge in the humanitarian sphere; the dialectic interrelation of information, knowledge and human culture; the double understanding of argumentation – wide (ontological) and narrow (procedural).

Discussion

The scientific problem of a research is based in general on theoretical provisions of the following relevant directions: the theory of a discourse in various measurements (N.D. Arutyunova, V.G. Borbotko, T.A. van Dijk, V.I. Karasik, E.S. Kubryakova, A.V. Olyanich, etc.); theoretical studying of a ritual in various forms (A.K. Bayburin, A.N. Baranov, V.V. Bogdanov, A. Vezhbitskaya, M.G. Izvekova, I.T. Mechkovskaya, V.N. Toporov, V.I., etc.); theory of the argument (Ivin, L.G. Vasilyev, V.Z. Demyankov, N.Yu. Fanyan, Ch. Perelman, J.R. Searle, etc.); research of argumentativny aspect in various types of a discourse (N.Yu. Fanyan, etc.).

Thus, there comes a hypothesis – rituality represents a discourse-integrated entity expressed in a double way – ontologically and procedurally. Such a perspective of the research has a bilateral perspective regarding the development of discourse theory in general and ritual discourse in an argumentative aspect in particular. The cross-solving of problems in the field of ritual discourse and argumentation contributes to the deepening of interdisciplinary humanitarian knowledge.

The possible contribution of the planned scientific results to the solution of applied tasks is linked to the implementation of an actual problem of formation and development of an effective universal model of cooperative interaction in various kinds of discourse in modern informative and communicative space, i.e. personal-oriented and institutional varieties of discourse. The practical application of scientific results is aimed at the integrative development of theoretical and practical courses on linguoargumentology, rhetorics, cognitive linguistics, semiotics, theory of text and discourse, theory of communication, theory of speech influence.

The fundamental level of the research is provided by means of an integrated approach based on the maximum coverage available in social sciences aspects. They are expressed in the following approaches: cognitive (contours and structures information space of a ritual discourse); psychoanalytic (allows unconscious "to explain" a "inexplicable" state of affairs); hermeneutical (positions the argumentation as a principal component of process of interpretation, an explanation and

understanding), phenomenological (justifies event character of components of a categorical field of the argumentation with a projection to a ritual context); synergy (updating of a dichotomy is promoted by "chaos" / "order" taking into account factors of conventionality / not conventionality); semiotics (envelops verbal and nonverbal forms of ritual communication). Complex updating of the called aspects expressed in the appropriate approaches is provided with an integrative entity of basis approaches / aspects – doscoursive (provides research material in different forms and types of a discourse) and argumentative (forms a methodological base of a research by means of updating of a categorical field of the argumentation).

The level of fundamentality and feasibility of the project is provided by means of a complex approach involving various – basic (discursive and argumentative) and complementary (cognitive, psychoanalytic, hermeneutic, phenomenological, synergetic, semiotical) – aspects and methods: analysis and generalization (theoretical provisions and empirical data); method of continuous selection (different types of discursive practices); a contextual method (a specification of the types of discursive practices concerning the category of rituality); an interpretive method (interpretation of specifics of realization of category of rituality in the chosen context); a method of the welfare analysis (for the purpose of role – personal and institutional – updatings of participants of a ritual discourse, including cross-cultural and gender factors); a method of the argumentative analysis (with use of components of the categorial field of the argument – the truth, epistemic context, casuality, modality); comparative method (forms of the knowledge and cultures) based on a technique of the analysis of pragmatical presupposition and implication; techniques of questioning / poll (for the purpose of identification, proceeding from a dichotomy conventionality / not conventionality, a cognitive dissonance and drawing up recommendations for his elimination); a taxonomy method (for confirmation of specifics of updating of category of rituality in different types of a discourse).

Result

The argumentative model of a ritual discourse as a universal model of a cooperative interaction is suggested as the main achievement of this scientific project.

The projected model is predicted as the effective universal model of cooperative interaction integrating various kinds of a discourse. The analysis and synthesis of theoretical bases of a research of various types of texts / discourses (political, pedagogical, mass media, advertizing, computer, medical, religious, etc.), generalization of the received results with a projection of category of rituality to the categorial field of the argument and also carrying out a sociolinguistic experiment promote achievement of the goal of scientific research. A starting point in this direction the research of a discourse of chats in Internet communication in which the sign of rituality expressed in characteristics of forms of communication – at the same time oral and written is integrated (including interactivity, linearity/nonlinearity, proximity / distance, situational conditionality, synchronism / not synchronism, a relative personification) [7] is necessary.

Within this scientific direction the application of semiotics approach is quite relevant. The development of a problem (verbal and nonverbal representation of components of a statement with allocating in the structure of a chat dialogue iconic, conventional and the index signs) with a further projection to other types of discourse seems perspective. In particular, the studying of a problem, proceeding from a dichotomy "conventionality/non-conventionality" as a basic factor, is especially significant for a research of rituality as a linguistic category. The description of specifications of the language personality functioning in electronic hypertext [7] leads to the development of a problem of the research under study in a cognitive aspect.

Due to the impetuous increase of potential of information technologies the special importance is gained first of all by development of the situation connected with Internet communication space – "degree of knowledge of the members of the society, i.e. ability to plan the strategy of search and selection of information, further interaction in network, in many respects depend on that, how well participants of communication realize the potential and specifics of functioning of language means in the new communication environment" [7, P. 9]. The cognitive aspect, thus, is interfaced to synergetic aspect (approach) in respect of organic dispersal of elements of a discourse that the argumentativny analysis of "the modeling activity of discoursive reflection" [2], including the interpreting approach [4], [3].

The results received on the basis of the analysis of language of chats in Internet communication indicate the existence of various forms of updating of a discourse that allows the application of the problems under analysis upon a research of other types (personal and institutional) and types (for example, pedagogical, medical, tourist, religious, political, culinary) ([8]) a discourse with the integrated sign of rituality. It is obvious that "ability to plan the strategy of search and selection of information" a task essence, solved on the basis of discourse-integrated argumentative components (cf. "a presentation discourse" as "superlinear" type of a discourse [9]; semiotics updating of a ritual [6]; problem of "mental representations" [5]. For example, "transition – from a ritual to dialogue of various political subjects – is still far from end" [1, P. 117].

Conclusion

Taking into consideration everything above mentioned, the construction of the argumentative model of ritual discourse as the specific objective of the study, involving finding the algorithm of argumentative mechanism together with the functioning of components of the categorical field of argumentation (epistemic context, causality, modality), is not only a relevant, but also perspective issue in the research area of different discursive practices.

<table>
<tr><td>**Конфликт интересов**</td><td>**Conflict of Interest**</td></tr>
<tr><td>Не указан.</td><td>None declared.</td></tr>
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КОММУНИКАТИВНАЯ СТРАТЕГИЯ ВЕРБАЛЬНОГО УБЕЖДЕНИЯ В РОССИЙСКОЙ ТЕЛЕВИЗИОННОЙ РЕКЛАМЕ

Научная статья

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Аннотация

В статье анализируется коммуникативная стратегия вербального убеждения в российской телевизионной рекламе. Особое внимание уделяется специфике речевых высказываний, выявлению коммуникативных приемов, речевых тактик, характерных лексико-грамматических конструкций, применяемых в речевом воздействии на потребителя. Коммуникативная стратегия вербального убеждения раскрывается на примерах рекламной продукции телевизионной коммерческой рекламы. В результате исследования было доказано, что в сложившихся экономических реалиях вербальное убеждение является наиболее эффективной коммуникативной стратегией, мотивирующей вовлечение в потребление продукции мировых и отечественных брендов.

Ключевые слова: вербальное убеждение, коммуникативная стратегия, речевые тактики, лексико - грамматические конструкции.

COMMUNICATIVE STRATEGY OF VERBAL PERSUASION IN THE RUSSIAN TELEVISION ADVERTISING

Research article

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Abstract

The article deals with the communicative strategy of verbal persuasion practiced in Russian television commercial advertising. The aim of the article is to identify the speech mechanism of persuasive influence. The result proved that verbal persuasion as reasoned substantiation of necessity of purchase of the advertised product implements appropriate communication techniques, verbal tactics, sustainable lexico-grammatical constructions used in speech effects on the communicants. It should be emphasized that the television media product is a synthesis of sounding live speech and entertainment. When applied to advertising, this means that the verbal text of the advertising message is perceived by the audience by ear and makes its way to the consumer through a powerful stream of various visual information. It is revealed that the effectiveness of persuasive influence in television advertising is provided by representative - directive speech statements of pragmatic orientation, containing specific language structures that allow to "push" the addressee to make a purchase.verbal persuasion, communicative strategy, speech tactics, lexical and grammatical constructions

Keywords: verbal persuasion, communicative strategy, speech tactics, lexical and grammatical constructions.

Introduction

Television advertising is today the most influential media segment in the Russian advertising market [6], [7]. A study of television commercial advertising for 2016-2018 shows that there are more and more convincing advertising messages on the screens. Global and domestic brands in the current economic realities are beginning to abandon aggressive advertising communications, exploiting the suggestion and» infection», and prefer verbal persuasion as the most productive communicative strategy of impact on the consumer in order to actively engage in consumption. A comprehensive analysis of the strategy of verbal persuasion in the television media segment, which has significant differences in the organization and broadcasting of its content [9. P. 135] will contribute to a better understanding of the communicative mechanism of persuasive influence used in mass communication and the creation of high-quality advertising texts of persuasive orientation.

Method

As research tools we used the methods of conceptual, interpretative analysis, integrative methodology of discourse analysis, which allowed to identify strategic communication techniques, approaches persuasive impact on the consumer. Discourse analysis contributed to the study of motivational and pragmatic structure of persuasive advertising message. The method of contextual and situational analysis, syntactic and lexical analysis of advertising allowed to identify speech tactics, stable grammatical structures used in commercial advertising for the purpose of motivation to purchase.

Discussion

Analysis of the literature showed that the persuasion in advertising is defined as" a form of direct message of thought, calculated on the logical perception, confirmed by facts and evidence"; [5. P. 30]; «critical understanding of the information received, its correlation with the previous own life experience» [8]; «argumentation, proof of the need for this product for the buyer» [1]; «appeal to the rational moments in the thinking of a person in order to change his or her views, attitudes or to form new» [4. P. 59]. From our point of view, the presented definitions do not fully take into account the mental organization of the individual, all behavioral acts of which have a motivated conditionality [2. P. 43]. Therefore, under the verbal belief in advertising, we will understand the reasoned substantiation of necessity of purchase of the advertised product. The scientific literature describes the methods of rational argumentation, addressed to the mind of the consumer — deduction, induction, analogy, presentation of the argument as a fact, axioms; emotional reasoning, appealing to

feelings, emotions, the main motives of the addressee – physical well-being, economic interests, social interests, truth and justice, entertainment; lexical and syntactic techniques in the construction of evidence — the use of «comparative and superlative adjectives», «incomplete comparisons», «counterarguments», «negations», «numerals», «universal » words»; the use of introductory constructions; opposition and comparison; the use of subordinate relations, questions and exclamations; direct speech, etc.[1], [4], [5], [8]. We have not revealed works devoted to the complex analysis of the strategy of verbal persuasion in television commercial advertising, the study of verbal persuasion as a holistic communicative process, the definition of strategic communication techniques, speech tactics that implement persuasive influence in the television media segment.

Results

Discourse analysis of commercial television advertising of various segments of goods showed that the communicative strategy of verbal persuasion is implemented by speech statements containing-problem-solution-effect, allowing to justify the advantages of the advertised product and the benefits of its acquisition:

Problem: "I, like many women, am afraid of varicose veins. Heaviness in the legs, swelling, pain."

Solution: "do you know what varicose is afraid of? — Venarus will help stop the development of varicose veins."

Effect: " I'm no longer afraid of varicose veins "("Venarus").

Speech statements in the structure of the communicative strategy of verbal persuasion are characterized by motivational and pragmatic orientation, initiating such a reaction of the addressee, in which he does not ignore the content of the advertising message, but rather distinguishes it from the flow of advertising messages, trying on its importance in solving their own problems:

"When taking cold and hot food, there is an increased sensitivity of the teeth. The consequence will be a decrease in the quality of life of the patient, and when it comes to increased sensitivity of the teeth, it is already a spark from the eyes" ("Sensodyne 30").

A specific feature of the communicative strategy of verbal persuasion in advertising is the predominance of representative and directive speech statements, the purpose of which is to "push" the addressee to specific practical actions - to buy here and now:

"Detective-super, read? It would be good to read, but now it is necessary to wipe the kitchen. — Kitchen-kitchen, you cannot forget about yourself. Try cleaning with Comet. Special formula from Comet penetrates even the most difficult stains and remove them from the first movement. A few minutes superdotato and the day is free" ("Comet").

The study showed that the main communicative purpose of a speech statement in the context of the "problem" is to attract the attention of the addressee to the advertising offer of the brand, the product of its promotion. The solution of the task is achieved by a communicative tactical technique — "appeal to the vital values of a person" – health, time, money, beauty, family, the violation of which causes strong emotions – excitement, anxiety, anxiety. As noted in this regard, the famous Russian psychologist Mi Enikeev: "Behavioral acts are always regulated by the emotions of the individual as the main driving force in the search and decision-making [2. P. 225].

Let's look at the examples: -−

"What's wrong? My throat ached. I take so many drugs like my grandmother" ("Strepsils intensive»); "We have a problem. Stress, excitement, tension and the family does not have enough strength ("Afobazol»); "If someone cheats on you again and again, will you leave him? Really? I need a dandruff shampoo that never cheats on me" ("Clear»); "Summer is coming, girls, it's time to check zip closes or treacherous travels" ("Bio Balance»); "Do you have not washed things to refer to the cottage? — There are a lot of things. Stains are not washed and children no longer wear them" ("Tide»); "Where does money go? I don't know" ("Tinkoff Black");

Introduction to speech "problem" triggers of persuasive impact, reinforcing the perception the addressee of the promotional offers of the brand.

The effectiveness of persuasive influence in this context is supported by speech tactics — "provoking strong emotions", which is implemented by speech statements containing at the lexical and grammatical level:

− Emotionally-marked nouns that induce action: "heaviness in the legs, swelling, pain"; "inflammation and bleeding gums"; "stress, excitement, tension"; " sparks from the eyes»;

− Verbs present active indicative in the meaning of repeated action or action in the development, performing the functions of semantic focus on the real problem: "accept"; "cheats"; "go"; "leaving»;

− Expressive-evaluative adverbs with negative connotation: "never", "no", "treacherous", "long", " again»;

− Language constructions, including statements and repetitions as motives for action: "when taking hot and cold food, there is an increased sensitivity of teeth, and when it comes to increased sensitivity of teeth — it is already sparks from the eyes" ("Sensodyne 30"); " If someone deceives you again and again, you throw it, right? I need a dandruff shampoo that never cheats on me" ("Pantene").

− Interrogative constructions drawing attention to the problem: "Where does the money go?"; "Do you have things to refer to the cottage?»

If the main communicative goal of persuasive influence at the "problem" stage is to attract the attention of the addressee to the brand proposal, to form motives for the desired action, then at the "solution" stage − to inspire confidence in the advertised product, which is provided by the tactical communicative technique – "introduction of a specialist". Communicative method – "introduction the expert" allows to give more weight to verbal statements, to form such an external connotation as the validity in the perception of the advertised advantages of the product.

The impact of persuasive communication technique – "the introduction of the specialist supports the" verbal tactics "argument to scientific authority" that allows you to select a professional opinion, make it visible to the addressee of the advertising message.

Speech statements in this context contain at the lexical and grammatical level:

− Personal forms of verbs in the indicative mood with semantics I approve, I suggest, allowing to perceive the statements of a specialist as an expert opinion, increasing confidence in the properties of the advertised product: "I recommend my patients Sensodyne toothpaste, it penetrates into the tooth and reduces sensitivity»;

− Scientific vocabulary that distinguishes the speech of a specialist in the presentation of the product: "with inflammation and bleeding gums, brushing your teeth can be torture. You need not a regular toothbrush, and a new brush with green tea extract and ultra fine bristles. It improves the condition of the gums in 14 days. Oral — B – recommendations of dentists No. 1 in the world";

Scientific vocabulary is in the structure of the advertising message is captivating, the recipient's professional competence, enhances the credibility of the information about the product.

− Verbs in the imperative mood, expressing the urge to act in the form of advice, wishes: "there Are always unbelieving patients who just want to say – try" ("Sensodyne"). Speech act Directive in the form of expert advice allows you to distance yourself from the annoying edifying categoricity in advertising communication and not obsessively "push" the addressee to the desired action — the purchase of the product.

− Adverbs with the meaning of "total", "in General", "in total", emphasizing the "unique" functionality of the product, a quick result in solving problems: "with severe pain in the throat, often one strep force is enough"; "Only one tablet a day restores the tone of the veins and stops the destruction of the walls of blood vessels"("Venarus").

Adverbs with the synthesis semantics of the speech of the specialist lend a weighty argument in favor of the high quality of the product, motivates the consumer to acquire them.

As the research shows, the increase of customers 'confidence in the advertised product is also provided by a popular communicative method that enhances the influencing effect-" introduction of reviews of media persons " — famous actors, showmen, TV presenters [3. P. 123-124], which are considered as authoritative subjects of persuasive communication, capable of significantly influencing the choice of the product, expressing their personal attitude to it.

The communicative approach — "introduction of reviews of media persons" — is implemented in speech tactics — "argument to the star", represented by speech statements, different emotional vocabulary with a bright connotative meaning, containing an unambiguous positive assessment:

"I really want to grow long hair. But what to do with split ends? Now with the new Pantene my hair is not vulnerable. Strong hair-Pantene hair" (Selena Gomez in Pantene advertising);

"For the sake of beauty, we are ready to go to great lengths and our hair sometimes has a very difficult. My solution is a new Elseve-complete recovery five. My hair is completely restored. I not only see, but also feel the result. For me this is the best shampoo" (Svetlana Khodchenkova in advertising " Elseve»);

"Where does the money go? I do not know. But I know where they're going. On Tinkoff Black. Probably the best card with cashback" (Ivan It is in the Tinkoff Black);

Thus, tactics "argument of scientific authority", "argument to the star", used by the sender with the aim of increasing the credibility of the advertising information about the product and enhance the persuasive effect on the consumer.

The analysis of the problem showed that the main communicative purpose of speech utterance, voicing "effect" − to confirm the promised advertising "fast" result.

Representation of the "effect" allows to use in the advertising story of the consumer as an influential subject of persuasive influence, who shares his positive impressions, successful personal experience of using the product in solving their problems.

Tactical communicative approach — "introduction of the consumer as a source of first-hand information" — is considered by us as pragmatically expedient, since a positive opinion about the product, confirmed by the experience of the consumers themselves, is always perceived as a reliable and effective influence on the decision to purchase the product:

"Now I take the whole body gel Bio Oil and my skin looks amazing!»;

"Girls, during stress I do not recognize myself, well, that is new-Passit»;

If the recommendations of a specialist and media persons about the advertised product are most often heard in a monologue speech, the reviews and advice of buyers are usually presented in the dialogues:

"Can Tide save things from a link to the cottage? Can't cope. – Here's the Tide, make sure he'll bring the stuff of country links. – Well, how? — Tide washed everything."

From our point of view, persuasive resource of advertising communication in the form of dialogue is manifested in the fact that the dialogue, as a simulated conversation, makes it possible through the exchange of replicas between the characters of the advertising story, to emphasize the "uniqueness" of the product and to distinguish it from competitors.

Strategic communicative approach — "introduction of the consumer as a source of first-hand information" — is supported by speech tactics — "appeal to experience", implemented by speech statements that differ:

− Stylistic coloration of speech:

"If a thing is worth a thousand and a half, it is better to buy a powder, this good and wash all the things that become so wonderful again»;

"Heden Sholders? What? I thought it was just dandruff." Easy-speaking style of speech, in this context, captivates the consumer accessibility in the perception of information, confidence in its objectivity.

− Expressive conversational vocabulary with the semantics of "reliability", "advanced»:

"New Heden Sholders gives superior protection from dandruff and 100% beauty of the hair. Feel like a Princess" ("Heden Sholders»);

"Take Vanish." Pouring water. Rub. Rub. Indeed, the stains disappear. Otstiralos on 5+" ("Vanish»);

Conclusion

Thus, the analysis of advertising messages revealed the strategy of verbal persuasion practiced in the Russian television commercial advertising. The study showed that the communicative strategy of verbal persuasion is determined by the interests of advertising communication and is aimed at motivating the mass audience — to purchase the advertised product.

The effectiveness of the communicative mechanism is achieved by representative and directive speech statements of pragmatic orientation, containing the problem-solution-effect as motives for active action. Persuasive influence on the addressee is provided by strategic communication techniques — "appeal to vital human values", "introduction of a specialist", "introduction of reviews of media persons", "use of the consumer as a source of first – hand information"; speech tactics – "provoking strong emotions", "argument to scientific authority", "argument to the star", "appeal to the experience";-specific lexical and grammatical structures that allow "to push" the addressee to make a purchase. The strategy of verbal persuasion meets the modern needs of the consumer, tired of loud advertising promises, updated advertising policy of brands offering their product in the face of fierce competition in the struggle for the wallets of buyers.

Конфликт интересов	Conflict of Interest
Не указан.	None declared.

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GENERAL QUESTIONS RELATING TO BOTH LINGUISTICS AND LITERATURE. PHILOLOGY (UDC 80)

ОСОБЕННОСТИ УПОТРЕБЛЕНИЯ ЭКЗОТИЧЕСКОЙ ЛЕКСИКИ В РОМАНЕ Э. ХЕМИНГУЭЯ «ПО КОМ ЗВОНИТ КОЛОКОЛ»
Научная статья

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Аннотация

В статье обсуждается специфика употребления и роль экзотической лексики в тексте романа Эрнеста Хемингуэя «По ком звонит колокол». Испаноязычные заимствования в романе рассматриваются с точки зрения их семантических, грамматических и графических особенностей. Затрагивается также вопрос об их ассимиляции. В результате исследования выявляется ведущие способы репрезентации испаноязычной заимствованной и экзотической лексики в романе, количественное соотношение различных лексико-тематических групп, обосновывается роль и значение частотного употребления испаноязычной лексики автором.

Ключевые слова: заимствования, экзотическая лексика/экзотизмы, Эрнест Хемингуэй, "По ком звонит колокол", ассимиляция.

EXOTIC LEXICAL UNITS USAGE IN E. HEMINGWAY'S NOVEL "FOR WHOM THE BELL TOLLS"
Research article

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Abstract

The article discusses exotic lexical units in the text of E. Hemingway's novel "For Whom the Bell Tolls", their usage and functioning. Spanish borrowings in the novel are viewed from the viewpoint of their grammatical, semantic, and graphical peculiarities. The question of their assimilation is also touched upon. As a result of the study, the principal ways of Spanish exotic lexical units representation in the text of the novel are identified; the quantitative characteristics of their topical groups are given; the role and significance of frequent usage of these lexical units in the novel is grounded.

Keywords: borrowings, exotic lexical units, E. Hemingway, "For Whom the Bell Tolls", assimilation.

Introduction

Naturally, the given text of E. Hemingway's novel, which is devoted to Spain, its culture and history, its traditions and people, cannot but include plenty of vocabulary units signifying objects of Spanish reality.

In the total amount of lexical material mentioned above different topical groups were singled out (taking into account specific features of the units studied). They were analyzed from different points f view.

Methods

Spanish exotic lexical units in the text of E. Hemingway's novel "For Whom the Bell Tolls" were studied with the help of method of continuous sampling technique (207 lexical units were singled out); elements of contextual and stylistic analysis, which are commonly used in philology for analyzing literary texts.

Discussion

The novel "For Whom the Bell Tolls", which became very popular once it had been published, played a certain role in exceeding interest to Spain and Spanish culture in English-speaking countries, and, respectively, in assimilation of Spanish lexemes in the English language.

That's why the study of Spanish exotic lexical units in this literary text appears to be an actual and interesting problem for research.

Moreover, it is very important to define and characterize the role of Spanish exotic lexemes in E. Hemingway's text, their place and function in it.

Results

Exotic lexemes of colloquial and obscene character appeared to be the most numerous (37% of the whole amount of all exotic lexemes), while the least numerous was the topical group "Flora and Fauna" (1%).

Military terms constituted about 25% of the whole quantity of exotic lexical units.

Antroponyms and toponyms in the text of the novel were viewed in our topical classification separately. They are quite frequently met in the narration (12% and 15% respectively).

The study of linguistic material mentioned above showed that exotic lexical units usage in the text of E. Hemingway's novel have certain peculiarities which are expressed on different language levels: graphical, grammatical, and semantic.

From the viewpoint of graphical representation in the text it should be noted that the Spanish exotic lexemes in the text of "For Whom the Bell Tolls" maximally correspond to original spelling rules: traca, siempre, che, raro, maquina etc. However, it is worth mentioning that exotic lexemes in the text are italicized, so that, apparently, to attract reader's attention to these textual micro-fragments.

From the point of view of grammatical assimilation, Spanish exotisms in the novel preserve all grammatical categories inherent for a language source. The only sign of grammatical assimilation is the usage of article "the" before some Spanish proper names: the Escorial, the Estados Unidos, the Gran Via, the Pilar, the Maria.

Speaking about exotic lexemes in E. Hemingway's text, the most illustrative is their semantic assimilation. As Ladynenko A.P., Nemonezhnaya V.Yu., Kabanova I.N. write, one of the most important criteria of lexical assimilation (that is, the borrowing proper), is the polysemy. The borrowings proper are always polysemantic [4], [6], [7]. The longer the period of exotic unit functioning in the language is, the more semantic meanings it acquires.

So, polysemy can't be a feature of partially assimilated and non-assimilated lexemes (exotisms). Quite the opposite, as a unit which is being newly introduced into a language, exotism has only one basic lexical meaning, in which it was originally borrowed. «Non-transparent semantics», which is common for such lexical units, is their categorical feature.

The Spanish exotic units are represented in the text of the novel "For Whom the Bell Tolls" in their only meaning: anda — go, puente – a bridge, tendido — sector, pueblo – a people, hombre – a comrade and so on.

If to speak about frequency of Spanish-borrowed lexemes occurrence in the text, we tend to link this phenomena with author's aims and goals while creating his literary work.

Wide usage of colloquial lexical units is evidently necessary for creation of the so-called stylistic "effect of presence" and maximal involvement of the reader in the situations in focus.

Nevertheless, Spanish exotisms constitute only insignificant part of the whole amount of author's borrowed words vocabulary. That fact is explained by the general principle: exotic lexemes are used in literary works much more rarely than borrowings proper.

According to classifications given by Amirova V.G. [1], Aristova V.M. [2], Yeryomina K.N. [3], Sekirin V.P. [8] etc., the borrowed lexical units should be divided into fully assimilated, partially assimilated and non-assimilated.

The most part of borrowed words, which are studied in our work, are not wholly assimilated by the English language. Thus, for proper understanding, the reader needs minimal explanation of their meanings. As O.I. Kalnova mentions in her research, "the role of explanation in defining the word meaning and its following development… is utterly important" [4, P. 46].

The scholar singles out 3 ways of exotic lexemes representation in the text: 1) introducing of exotic lexeme in the text without explanation; 2) exotic lexeme usage in diagnostic context; 3) introducing of exotic lexeme in the text with extended explanation [4, P. 47].

As we found out, Spanish exotisms in the text of novel "For Whom the Bell Tolls" are represented in two ways: either with accompanying English synonym (in diagnostic context); or with the extended definition/explanation in English.

Cf.: capeas – amateur corridas [10];

Cf.: banderillas – small spears decorated with ribbons, which are impaled in the bulls' napes so that to tease them before the final blow of a matador [10];

Cf.: paella – a dish of meat, rice, vegetables or crab meat, flavored with saffron [109];

Cf.: manzanilla – a sort of dry wine (sherry) in Spain [10].

The second way of representation exceeds by quantity the first way almost thrice. It can be explained by the absence of corresponding realias in English-speaking culture, and also by peculiarity of some o f them (especially military terminology).

Speaking about wholly assimilated Spanish borrowings in the novel, we should mention that there were found only 3 of them: these are such lexemes as tomato, matador, guerilla.

Spanish colloquial lexemes occur frequently in the text and represent the bulk of the whole amount of exotisms. We assume that this lexical strata works as a powerful catalyst of semantic message that it contains. Spanish variant of some utterances makes them more stylistically expressive and significant.

The characters speak Spanish not only in their everyday life, but also in the extreme circumstances. The usage of exotic lexemes in the latter case emphasizes the fatality of the situation: the characters live and act on the brink of their possibilities, in time of war, constant risk for their lives. Spanish exotic lexemes in the text enforces the tenseness of the narration making the reader feel close to the participants of the dramatic situations which Spanish people suffer while struggling with Fascism.

In his novel E. Hemingway depicted brave and courageous people in war times. Their language is simple and laconic, sometimes even rude. Rude and obscene expressions in Spanish variant look exotic for the reader, but at the same time natural, because their usage in the text is sporadic, quite to place and very often interwoven with the corresponding English words and expressions.

Cf.: "Borracho! " she called to him. "Drunkard. Rotten drunkard!" [10]

Cf.: "And if thy aunt had cojones she would be thy uncle," another said to him. [10]

Cf.: "Cojones! " the captain said. "Here there is nothing but idiots and cowards." [10]

Cf.: "You hijo de la gran puta! " he said softly. "Where the obscenity have you been?" [10]

Their meaning is clear, much like the emotions that the character experiences. That's why, in our opinion, Spanish colloquial lexemes represent the bulk of the whole amount of exotic lexical units in the novel.

Conclusion

Spanish exotic lexical units are quite widely used in E. Hemingway's novel "For Whom the Bell Tolls". These units are subjected to assimilation on different linguistic levels. Only graphical image of exotisms didn't undergo any changes.

Anthroponyms and toponyms should be viewed separately in this respect, as they are objectively less subjected to assimilation and will hardly ever acquire status of wholly assimilated lexemes. The peculiarities of their semantics make these groups different from the bulk of Spanish exotic lexemes in the text of the novel.

The usage of Spanish exotic lexemes in the text of novel "For Whom the Bell Tolls" appears to be very organic, as it adds finality to the images of the main characters, reveals their inner world against the real historical background.

E. Hemingway includes dialogues in Spanish into the narration with the aim to get the reader maximally involved into the situations which are experienced by the characters. This is the reason why the text of the novel is abundant with Spanish exotic lexemes.

Wide usage of Spanish colloquial lexical units and sporadically met obscene expressions in these dialogues creates the so-called "effect of presence", which is helpful in understanding the emotional state of the character.

Конфликт интересов	Conflict of Interest
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ЯЗЫКОВЫЕ СРЕДСТВА ЯЗЫКА ПРЕССЫ
Научная статья

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Аннотация

В статье рассматривается язык СМИ, который не только представляет и описывает определенные события в жизни общества, но и параллельно выполняет функцию речевого воздействия на читателя. В данной статье представлено с помощью, каких средств реализуется данное воздействие. В результате исследования доказано, что формирование определенной точки зрения у читателя осуществляется за счет нагромождения номинативных конструкций, цель которых не только сжатие информации для экономии места и времени, но и избегание критического подхода к содержанию представленного материала. Формированию определенных взглядов на происходящие события способствует использование окказионализмов или случайных лексических новообразований, которые служат для усиления эмоционального воздействия текста и для лаконичного обозначения комплексных смыслов.

Ключевые слова: немецкий язык, язык прессы, окказионализмы, неологизмы.

LINGUISTIC MEANS OF THE LANGUAGE OF THE PRESS
Research article

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Abstract

The article is devoted to the research of the language of the press which does not only represent and describe certain events in the life of a society but at the same time has a speech impact on a reader. The article represents the means of realization of this impact. As a result of a research work it was proved that a reader's opinion is formed with the help of a great amount of nominative constructions the aim of which is to compress the information for the economy of time and place and to avoid a critical approach to the content of the given message. The usage of occasionalisms or individual stylistic neologisms serves to increase the emotional effect of the text, make complicated thoughts more laconic and, thus, to form a certain opinion on current events.

Keywords: German language, the language of the press, occasionalisms, neologisms.

The text of printed newspapers and electronic versions of newspapers and magazines consist of different rubrics, types of text, for example, interviews, reports, commentaries etc. The periodical press or information messages in the Internet specialize in various topics such as politics, fashion, sport, computer, cars etc. Therefore such notion as the language of the press is not simple and homogeneous. E.O. Mendzheritskaya remarked that the language of the press as a kind of discourse is not restricted with the limits of mere public announcements but presents thinking by means of a concrete language taking into consideration verbal and cogitative reality. [7, P. 78]. Apart from the fact that journalistic genre influences the audience it also shapes public opinion and political consciousness.

All publishing material is divided into the following groups: informative, analytical and publicistic. The given above division is very relative. Recently journalistic genres have interconnected and mixed. Along with an active statement of new information the language of the press conveys comprehension, generalization, evaluation and typification of the given facts of reality.

It is possible to manipulate social consciousness by means of putting special emphases. This makes it possible to assert that the language of the press, for example, German press is fraught with ideology. Concepts are updated in the ideologically determined language of the press: "something determines some principally important for people's existence and communication (including speech) phenomena in the shape of an image; it has both universal and nationally determined importance and temporal stability" [8, P. 9].

The characteristic feature of the language of the press is piling up of nominative constructions with complex attributive groups. The usage of such constructions aims at containing in a text message as much information as possible. There is a tendency to use incomplete sentences instead of compound ones. In the opinion of H. Elsen [3, P. 102], the question is not in the compression of information to save time and place but "in giving the appearance of a concise range of news" to avoid a critical approach to the content of the given material.

The headlines in particular consist of the parts of sentences and elliptical constructions to attract reader's attention. The choice of linguistic means and lexical units depends on the subject matter which demands the knowledge of specific technical and special terms, for example, economics, weather forecast, etc.

One of the peculiarities of the language of the press or journalistic genre is its nominative character. This style, in V. Sanders' view, is such kind of expression when nominative phrases are both large in number and the basic bearer of the meaning of a sentence [5]. It is shown in the qualitative majority of nouns, in the presence of genitive chains, in the usage of nouns, adjectives and participles in the function of an attribute. Along with it the role of a verb is lessen.

Extended nominal groups are used here instead of subordinate clauses to obtain the saving of place and lessen the usage of verbs. The style of concise lexical expression allows to make the given information more compact and to raise the abstractedness of the expression which may cause some confusion in the meaning. One more drawback of a nominative style consists in the difficulty of the perception of its constructions.

Kurz vor dem Berlin-Besuch des ukrainischen Staatschefs hat Bundeskanzlerin Angela Merkel mit dem russischen Präsidenten Wladimir Putin über einen möglichen UN-Blauhelmeinsatz in der Ostukraine gesprochen. Beide hätten in ihrem Telefongespräch betont, dass zur Beilegung des Ostukraine-Konflikts der Minsker Friedensplan alternativlos sei, teilte der Kreml am Montag mit [9]. – Not long before the visit of the head of Ukraine to Berlin, German Chancellor Angela Merkel discussed with the President of Russia Vladimir Putin the possibility of the preventive deployment of UN "Blue-Helmet" forces in eastern Ukraine. As reported by the Kremlin on Monday, in a telephone conversation they both emphasised that the package of measures of the Minsk Protocol is a single-source for the resolving of eastern Ukraine's conflict.

In the example given above there are some extended substantive groups the meaning of which might be expressed in another way with complete sentences (kurz vor dem Berlin-Besuch des ukrainischen Staatschefs; über einen möglichen UN-Blauhelmeinsatz; zur Beilegung des Ostukraine-Konflikts der Minsker Friedensplan). A comprehensive sense is achieved with the help of verbal nouns which keeping their verbal valency transfer it into a nominal sphere. The following verbal nouns (Besuch, UN-Blauhelmeinsatz, Beilegung) are the basic components of attributive groups with genitive and prepositional attributes.

In the following example the meaning of the article is also expressed nominatively: the preference is given to the nouns and only one verb is used in the sentence. Such way of conveying a message is stylistically appropriate as the events and facts are represented formally.

Ösrerreichs Bundeskanzler sprach vom internationalen Protest gegen die mutmaßliche russische Beteiligung an dem Anschlag auf Ex-Spion Sergej Skripal und seine Tochter Julija am 4. März in der britischen Stadt Salisbury. [10]. – The Austrian Federal Chancellor officially protested against accusations of Russia's involvement in attempted murder of ex-spy Sergei Skripal and his daughter on March, 4 in a British town Salisbury.

Nominative style is brightly represented in the headings of articles. The reporters create commemorative naming using new words to attract readers' attention to this or that publication.

As a number of scholars pointed out there is a tendency towards the usage of extended nominations [1; 4]. Such tendency is realised, firstly, due to the constant enlarging of the stock of nouns that are used in extended nominative groups, secondly, due to the fact that the process of composition as a type of word-building in the German language is highly productive.

A great number of occasional composites in newspapers shape public opinion. The word composite is used to define the elements known by the majority of representatives of linguocultural community as the elements are generally-known facts in a concrete speech culture. The source of these elements may be different spheres of knowledge: literature, history, religion, technical progress etc.

The article from electronic version of a newspaper Welt touching upon V.V. Putin's statement two weeks before the elections contains many compound nouns.

Er präsentiert der staunenden Welt neue atomare Wunderwaffen. Die Botschaft richtet sich an das eigene Wahlvolk und die USA. Die bizarre Show mit bunten Clips- und Computeranimationen von um die Erde fliegenden Geschossen brachte manchen Würdenträger unter den mehr als 1000 Zuhörern zum Staunen. Die nuklearen Muskelspiele kamen bei Moskaus Politprominenz gut an. Putins Atom-Coup richtet sich nicht nur an den Westen [11]. – He introduced a new wonder-weapon to the amused world. He addressed the message to his electors and the USA. A bizarre show of colour clips and computer animation demonstrating some shells flying around the Earth astonished some high-ranking officials at the meeting with more than 1000 listeners. Such nuclear muscle-flexing was accepted positively by Moscow authorities. Putin's atom-coup is directed not only to the West.

In the extract there are many compound nouns (Wunderwaffen, Wahlvolk, Clips- und Computeranimation, Politprominenz, Würdenträger). Besides Muskelspiele, Atom-Coup are neologisms because they are not registered in Duden online dictionary. Duden online dictionary contains actual word stock of the German language which is constantly enriching with neologisms. That is why these lexical units may be referred to occasionalisms. Occasionalisms have connotative potentiality that promotes a definite view point on current events. As a rule, the meaning of occasional words may be understood either of context or constituent parts of a compound word.

The language of the press often uses randomly formed words to support the tendency to the violation of cognitive and speech stereotypes. While everyday occasionalisms usually appear spontaneously in oral speech and are not registered anywhere, individual and stylistic ones in journalistic genre are the results of a deliberate creative process. They are met in media reports and fulfill a certain stylistic function. In terms of their artistic value they resemble metaphors. The essence of their creation consists in the revealing of new meanings in a word, in the creating of an expressive image with the help of a minimal number of linguistic means. Individual stylistic neologisms are original and peculiar and the author does not aim to bring the invented words into usage. These nonce-words serve as expressive means within a certain context of an article.

Occasionalisms are often used in the headings and subheading of articles for attention compelling function. The subheading of the article performs informative function and summarizes the content of an article. Therefore compound nouns are used in these parts of an article to compress or condense information and thus attract reader's attention and awake an interest to read the article. Occasional words in headings and subheadings are in strong position of a text. The heading introduces the text, awakes readers interest and desire to read it, gives preliminary information about it.

Attacke auf Auswärtiges Amt. Die Geschichte eines Cyber-Angriffs. Im Februar kam es zu einem der schwersten Hackerangriffe auf das Netz der Bundesregierung, den es je gab [12]. – Attack on the Ministry of Foreign Affairs. The Story about a Cyber—Attack. In February there was one of the most serious hackers' attacks on the Federal Government network, the hackers' attack never known before.

Lexical units Cyber—Angriff and Hackerangriff are absent in electronic dictionary duden.de. The newness and expressiveness of new or occasional words increase the chances of reading of the given article.

The formation of such bright, uncommon nominations is proved by A.A. Zalevskaya who affirms that for a man the meaning of a word does not exist by itself but it is a means of going out to reach personally experienced individual view of the world in the richness of its essence, qualities, contacts, relationships, emotional and evaluative nuances. [6, P. 134].

Massenhaft werfen Länder derzeit russische Diplomaten raus, als Reaktion auf den Fall Skripal. Österreich dagegen macht nicht mit — und begründet das mit seiner Neutralität und "Brückenschlagfunktion" [10]. – The countries are kicking out Russian diplomats en masse now, this is the response to Skripal case. Austria, on the contrary, does not join the process and justifies such actions by a neutral position and assumes a function of future bridging that is the function of a conciliator in the solution to a crisis between Russia and the West.

To avoid the distortion of the meaning of a lexical unit (Brückenschlagfunktion), the commentary was given with the help of descriptive translation or semantic extension. In the result of such translation the original word and the translated word are different in volume. The difference in volume is explained by the fact that the main type of word-building in the German language is composition while in the Russian language composition is not a characteristic type of word-building. Brückenschlagfunktion is referred to attributive compound nouns where the first and the second roots serve to explain, make the meaning precise with regard to the last (basic) one. The given nomination demonstrates not only the tendency to linguistic economy but tends to give a complete and memorable definition.

Occasional words perform two tasks in a language of the press: firstly, to increase emotional impact of the text upon the audience, secondly, to denote laconically those complex meanings that may be conveyed only with the help of description.

Depending on the publishing house or a subject matter of the publication, the number of humorous, facetious, poetic and even familiar, intended for externalities occasional words.

Interview mit einem Beziehungscoach. Beziehungscoach Emanuel Albert erklärt, wie man sich in sozialen Netzwerken verhalten soll, wenn Schluss ist [13]. – Interview with a relationship coach (a marriage counselor). The specialist in this sphere, Emmanuel Albert, explains how to behave in social media if the relationship is over.

Beziehungscoach is not registered in German electronic dictionaries but the given lexical unit is met on the Internet pages to denote a specialist dealing with solving family or partners' problems. The last root is of English origin and means 'trainer'.

From the point of view of a lexical content, the messages in the press are becoming appellative and bear subjective nature. It is possible to distinguish among the messages which are aimed at presenting of new information, shaping of a reader's opinion or addressee's amusement. None of the texts performs only one function or is monofunctional. The messages of the press which have objective character and first of all serve to inform a reader about current events are seldom without evaluation.

Конфликт интересов	Conflict of Interest
Не указан.	None declared.

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