

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
INTERNATIONAL HUMANITARIAN UNIVERSITY

SCIENTIFIC HERALD
OF INTERNATIONAL
HUMANITARIAN UNIVERSITY

Series:
PHILOLOGY

COLLECTION OF RESEARCH PAPERS

Issue 11 Volume 2

Odessa
2014

The collection is included to the List of professional publications
of Ukraine according to the order of the Ministry of Education and Science of Ukraine № 455 of 25.04.2013

Series was founded in 2010

Founder – International Humanitarian University

Published by the decision of Academic Council of International
Humanitarian University protocol № 2 of 18.11.2014

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Certificate of state registration of the print media: series KB № 16819-5491P of 10.06.2010

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ROMANCE, GERMAN
AND ORIENTAL LANGUAGES

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PITCH PARAMETERS OF THE FEMALE AFRO-AMERICAN SPEECH

The present research is dedicated to one of the most relevant problems of recent years – study of the prosodic arrangement of the regionally marked text. The research is focused on the Afro-American English, pitch parameters of female speech in particular during the process of quasi spontaneous communication.

The present research is actual as it is necessary to study the prosodic (pitch parameters) characteristics of the Afro-American English representatives. The object of investigation is Afro-American English. The subject of the present research is pitch parameters of the monologue speech of Afro-American English female representatives during the process of quasi spontaneous communication.

The aim of the present research is to carry out the acoustic analysis and to describe the pitch parameters of the monologue speech of Afro-American English female representatives.

The present research is based on the extracts of 6 Afro-American native speakers in a process of quasi spontaneous communication taken from the documental films “The History of Afro-American Lives”.

The main tasks of the present research were to carry out the analysis and to describe the pitch parameters of the analyzed extracts.

The data, received in a process of analysis showed that the main feature of female speech of Afro-American English representatives is a wide range of variation in pitch parameters that marks territorial belonging of the speaker. The maximum pitch differs depending on the region the speakers live in.

The prospect for the further research is to identify the temporal prosodic characteristics of the speech of Afro-American English representatives.

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THE STRUCTURE OF THE SOURCE DOMAIN FOR THE METAPHOR POLITICS IS HUMAN LOCOMOTION

The article presents a reconstruction and analysis of the source domain for the metaphor POLITICS IS HUMAN LOCOMOTION on the basis of human locomotion verbs in media texts on political issues (from “The Economist” and “The New York Times”).

The author adopts a cognitive linguistics perspective on verb semantics, which allows for a more profound understanding of the complex hierarchy of linguistic and extralinguistic knowledge associated with a lexical unit. According to the fundamental assumptions of cognitive semantics, meaning is encyclopedic and lexical concepts cannot be understood independently of larger knowledge structures – domains (R. Langacker).

The author proposes a domain model for a fine-grained analysis of human locomotion verbs. Therefore, a human locomotion verb meaning can be represented as a domain matrix (HUMAN LOCOMOTION) composed of two domains (CHANGE OF LOCATION and HUMAN BEING). The

CHANGE OF LOCATION domain consists of a number of basic subdomains such as MOTION, FORCE, SPACE and TIME. The HUMAN BEING domain is structured by a set of subdomains such as MUSCULAR EFFORT, MEANS OF LOCOMOTION, NUMBER OF FIGURES, LOCALITY, DIRECTION, CONTIGUOUS FIGURES, RATE, DURATION, MOTOR PATTERN, PATH, SOUND EMISSION, CONTACT, MEDIUM, PHYSICAL ABILITY, AGE, OCCUPATION, VIOLATION, PURPOSE, DISPLAY OF EMOTION.

The author analyzes the source domain for the conceptual metaphor POLITICS IS HUMAN LOCOMOTION. It is argued that the CHANGE OF LOCATION domain is not metaphorized. The subdomains of HUMAN BEING differ in their metaphoric representation. PHYSICAL ABILITY and DISPLAY OF EMOTION have the highest metaphoric potential, which shows that modern media discourse is characterized by the dominance of metaphors characterizing politicians as aggressive, irresponsible and unprofessional.

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SYNTAGMATIC IMPLICATION OF TROPES IN ENGLISH MEDIA DISCOURSE

On the current level of telecommunication development, the influence of mass media and the formation of media worldview are achieved by linguistic devices, one of which is the use of tropes. Metaphor, metonymy, periphrasis etc., in this case, are implemented in syntagmatic relations of the media discourse in order the readers and viewers understand the explicit and implicit sense of the data and communication aims.

The tropeization is an active use of the words, the names of which are rendered in other domains on the basis of common associations and similarities between the phenomena in source domain and target domain.

Thus, paying attention to syntagmatic aspect of tropes' implementation, one should realize that the meaning of the communication act is modified. The meaning of the syntagm, on one hand, is situational, but, on the other hand, is very accurate and concrete as it has specific sense in the very context of media source.

The syntagmatic implementation of tropes is done in some ways. 1. Tropes that are completed with commentaries/notes because they need an additional explanation or background information (cultural, social, etymological) apart from the main text for the correct interpretation of the figurative sense (*fruitloopery, orangefield*). 2. Tropes in quotation marks. They put an accent on the new word, demonstrate the figurative meaning, add some connotative shades and expressiveness (*data fracking, media meshing*). 3. Fully functional tropes that are implemented in syntagmatic relations of the sentence as common lexical units (*rainbow ceiling, sufferfest*).

It can be concluded that the use of tropes in media discourse becomes popular and productive process that helps to reveal not only vivid senses of the given data, but also hidden intentions of the journalists to influence the readers' conclusions and consciousness in general.

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CREATION OF ENGLISH ELECTRONIC TEXTS OF LINGUISTS' HOME PAGES: BASIC STRATEGIES AND TACTICS

The article deals with defining and describing the strategies and tactics of creating of English electronic texts of linguists' home pages. Much attention is also paid to the means of realization of each of the singled out communicative strategies.

It is noted that English electronic texts of linguists' home pages, like any other texts, is a fragment of communication, in which strategic and tactical problems of communication are implemented. Speaking of communication strategies, we mean a set of speech acts aimed at achieving communicative goals.

The implementation of communication strategies is realized through communication tactics. Components of such communication tactics is communication methods and techniques.

The main specific feature of communication methods and techniques is their communicative function as to the continuation of discourse development in general. In this regard they distinguish initial, continual, maintenance, closing and other communication methods and techniques.

When English electronic texts of linguists' home pages are created, as in any other speech activities, the sender sets a goal, which largely determines the choice of a strategy, implemented in tactics through communication methods and techniques. In linguistic literature two types of goals that reflect the motives of human behavior are singled out. They are the desire to be effective and the need to adapt to situations.

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STRUCTURAL AND SEMANTIC PECULIARITIES OF EKPHRASIS COMPLEXES IN LITERARY TEXT

The article is devoted to the investigation of the so-called ekphrasis complexes which include not only the elements of the image description but also the elements which describe the conditions and the art of the perception itself. The expression produced by the painting on the subject fixed in the verbal form is also included in the ekphrasis complex as one of its components. Such a multisided approach was never used in the papers concerning the problem of ekphrasis. Attention of the scholars was primarily concentrated on the image created by the painting and the description of the models in case of the portraits.

In the paper presented special attention is concentrated not only on the painting and its description but also on the

conditions of its perception and appreciation. The emotional effect of the painting is also of the paramount importance. That is why its verbal fixation is also analyzed in detail as well as the process of perception by different observers.

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

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FORMATION OF METONYMIC MEANINGS OF DERIVATIVE NOUNS OF MODERN GERMAN

As a result of metonymic transfer between motivating and derived words are formed derived words with metonymic component that is formed in the structure of the derived word by the interaction of motivating base and formant. Study of characteristics of the formation and development of metonymic semantics of derived nouns in German determine the **relevance** of this study.

The aim of this paper is to study semantic word-building mechanism, namely motivating and formant structures in forming of derivative nouns with metonymic component that have the suffix -e.

The main material of the study. As a result of analysis it was found that the most frequent lexical-categorical meanings of suffix -e in the semantic structure of derivative nouns with metonymic formant are such as: human action and the meaning of items that are formed as a result of these actions, as well as facilities, schools, e.g. *Pause* “pause, break; suspension, interruption” from *pausieren* “to pause (to break)”; human

actions and their results, e.g. *Debatte* “debate” from *debattieren* “to discuss, to debate, to argue”; items that perform a specific function, a tool, e.g. *Hülle* “envelope, wrapper, case, cover; cover, shroud, veil” from *hüllen* “to wrap”; properties of physical phenomena, rarely inanimate object, e.g. *Fläche* “surface, area; plain” from *flach* “flat, smooth”.

For derivative nouns with metonymic formant with the suffix -e are inherent motivating bases with such semantic features: verbs denoting mental or physical human action; verbs that indicate action, execution of which is associated with a particular instrument or object; verbs that describe the behavior or action of a person, resulting in concrete or abstract objects; adjectives with the meaning of relevant properties of the object, rarely human.

Conclusions and recommendations for further research. Subject of further research may be identification of types of word-building meanings inherent to derivative nouns with metonymic formant with the suffix -e.

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APPERCEPTIVE CHARACTER OF VERBAL IMPRINTING

XX–XXI centuries are characterized in phraseology as a final stage of the structural period with empirical and classificational methods dominating in it and the emergence of expansionism as a specific period in the formation of linguistics. The prevalence of anthropocentric principles makes linguistics closer to different areas of science (biology, psychology, literature).

The paper aims at determining the apperceptive character of verbal imprinting and the principle of its functioning being an important factor of eponymization and contributory processes with consideration of versatile sources by its origin. It was estimated that such a stylistic device as parallel construction concurs for verbal imprinting.

The paper's relevance is predetermined by significant shifts in the development of eponyms. The problem of the phenomenological essence of eponyms changes direction of its research. Verbal imprinting is inherent in the person who has passed through the process of socialization and survived a considerable number of metamorphoses in life, engaging in various associations of people, being in different social roles.

Verbal imprinting updates due to certain subjective, objective, linguistic and extralinguistic factors.

The feature of text and its architectonics are significant factors and promote verbal imprinting. Quite important in the process of eponymization is the factor of "strong position" which is based on the psychological foundation. This means that text elements being in such position facilitate to the process of remembering.

It was noted that a long-term memory is facilitated by stylistic device of parallel-structures which reflects the characteristics of eponym iconically and promotes verbal imprinting in the semiotic and formal way.

The apperception essence consists in the ability to be a subjective side of perception. Apperceptive nature of verbal imprinting explains certain violations especially when it comes to that expression which may be unrecognized.

The nature of the process of fixation specific information in the person's memory depends on genetically determined characteristics. Therefore, the solution of the eponym's identity should be considered on the basis of holistic positions.

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COMMUNICATIVE MANIPULATIVE STRATEGY OF INDUCING TO FRANKNESS IN THE ENGLISH TALK SHOW AND ITS VERBAL REALIZATION (ON THE MATERIAL OF TV PROGRAM OF STEPHEN SACKUR “HARDTALK”)

The article presents the researcher's point of view regarding the discourse taking into account its cognitive and communicative approach based on cognitive and communicative exchange aiming at pragmatics. In particular, the pragmatic peculiarities of communication include strategies and tactics which are actualized in verbal form and intent at achievement of communicative goal.

The **actuality** of the article is determined, firstly, by the researching of television discourse taking into account its linguistic and pragmatic aspect, secondly, by the necessity to study the verbal realization of communicative manipulative strategy and its speech influence, which deals with the manifestation of communicative intention of inducing to frankness and the consequent formation of certain responsive tactics in the interaction process.

The **aim** of the article is in considering the peculiarities of verbal realization of communicative manipulative strategy of inducing to frankness in the English talkshow. It elicits and describes cognitive and pragmatic tactical properties, which provide the communicative goal achievement with the help of defined strategy.

The **scientific novelty** of the article is explained by the accents to combine and arrange the achievements in the sphere of cognitive linguistics including communicative and pragmatic aspects that helped to elucidate the traditional linguistic questions associated with the discourse, in particular the television discourse as a cognitive phenomenon, pragmatic peculiarities of television discourse, strategies and tactics, its linguistic (textual) and extralinguistic (contextual) qualities. The scientific novelty is also concerned with communicative exchange as the part of English talk show, global and local strategies as a way of communicative intention and goal realization, the identification and description of local strategy of inducing to frankness, verbal actualization of the strategy and its impact on behavior as well as on mental worldview of the communicative act participant, the formation of responsive tactics as a result of the defined strategy.

Theoretical and practical results of the article widen the methodological principles of the cognitive linguistics including its communicative and pragmatic aspects. The informative value of given examples helped to study out the key items of the article.

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THE PECULIARITIES OF VERBALIZATION OF THE CONCEPT *SEXUAL RELATIONS* IN THE BRITISH LITERATURE

The article examines the structure of the concept *SEXUAL RELATIONS* verbalized by euphemisms and dysphemisms. A dysphemism is an expression with connotations that are offensive either about the denotatum (the object referred to by the linguistic expression) or to the audience, or both. A euphemism is defined as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offense, that of the audience, or of some third party. A euphemism is therefore a term used to avoid making oneself look bad in front of others (positive face of the speaker), to express oneself without restriction (negative face of the speaker), and to avoid offending the listener (listener's negative face).

No other human event embraces so many topics about which we choose to speak indirectly as sexual relations. That's why many euphemisms are used to describe this concept.

The author analyses the paradigmatic relations between euphemisms, dysphemisms within each slot and focuses on extralingual presuppositions of society development which influence the distribution of euphemisms and dysphemisms among the slots. The synonymous rows of euphemisms have the function of substitution and expressiveness, the synonymous rows of dysphemisms have the function of specification and expressiveness. The frame semantic approach reveals "core" and "non-core" (peripheral) frame elements.

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ANALYSIS OF SPELLING DIFFERENCES IN XVIII AND XXI CENTURIES ON THE MATERIAL OF THE LETTER WRITTEN BY J. FORMEY TO THE PRINCESS OF PRUSSIA

One of the most important periods of French literature language is XVII-XVIII century or the period of classical French. During this period the formation and normalization of writing contemporary French-language was taking place. Spelling, which is a combination of oral and written language, is one of the most difficult aspects in learning French because of the significant difference between oral and written language. Therefore the subject of study is spelling.

The article analyzes the graphical differences between French of classical period and modern French on the material of J. Formey's letter to the Princess of Prussia in Formey's book "Christian Philosopher" of 1755 year.

Text analysis revealed some graphical differences with modern French, which could be explained by the large Italian influence on French during this period.

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ENCYCLOPEDIA BIOGRAPHICAL ARTICLE (CASE STUDY OF BRITISH LINGUISTIC CULTURE) AS A TYPE OF TEXT: STRUCTURAL AND COMPOSITIONAL CONTEXT

The article contains the results of linguistic and stylistic analysis of structural and compositional aspect of encyclopedic biographical article (case study of British encyclopedic biographical article).

Encyclopedic biographical article is a form of documentary text of biographical discourse that comprises biographical data about an outstanding personality. These articles are given in specialized dictionaries and encyclopedias in the form of chronologically consistent informative texts. The main feature of this type of text is its informational fullness that realizes in availability of dates, toponyms, names of institutions, awards, accuracy in presenting the information, compositional accuracy and explicit form.

The main purpose of the article is to define the status and character of definite types of lexemes (axiological lexical elements, toponyms, antroponyms, temporal lexemes)

functioning within strong and weak text positions. The tasks of the article are: to make lexical-semantic stylistic analysis of biographical articles (case study of British encyclopedic biographical article) and to define the character of definite types of lexemes functioning within strong and weak text positions.

Having analysed the articles, we made a conclusion that initial positions of this type of text is characterized by availability of axiological lexical elements, toponyms and temporal lexemes. Medial position of encyclopedic article is the most extensional but weak position, and its analysis shows that British culture is inclined to conservatism. The most important things in life for Englishmen are education, social status, position and achievements of personality, however private life is closed for society. The final position of biographical articles is characterized by functioning of lexemes that name the awards, titles and works of personalities.

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STRUCTURAL AND COMPOSITIONAL FEATURES OF THE QUESTION AS THE PROBLEM OF NORMATIVITY

The article analyzes the structural and semantic features as well as the use of interrogative sentences in modern English (British and American) fiction. The research is based on the comprehensive linguistic analysis of over 6000 fragments selected consecutively. It is proved that:

1) interrogative sentences formed without inversion, which is required by the regular grammar books are normative for the conversational style in modern English, rather than a deviation from the linguistic norm;

2) among the “non-inverted” questions we should distinguish complete and elliptical interrogative sentences: the former are actually formed in the “non-normative” way, while the latter cannot be considered as “non-inverted”;

3) the idea of a certain reduction in the interrogative meaning expressed by the “non-normative” questions is

found to be groundless, as the interrogative seme (request for information) is always present in full as their essential characteristic;

4) various modal connotations which are detectable in the analyzed segments of speech, are random – they are introduced by the specificity of the extra linguistic situation. Therefore, such connotations cannot be considered as distinctive essential features of the “non-inverted” questions. So these questions cannot be classified as a separate type;

5) part of the “non-inverted” questions reveals complex nature – request for information + assumption of the potential answer + assessment of the denotative situation. Such questions are close to the disjunctive questions in which this semantic complexity explicitly is expressed at the level of grammatical forms.

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CONCEPT *UNDERSTANDING*: COGNITIVE CHARACTERISTICS AND NOMINATIVE FIELD

The way of reality conceptualization, inherent to languages, is universal and nationally specific at the same time. Human-beings perceive world through the prism of languages they speak. Thus language worldview reflects perception of the world and disposition of a certain nation. One of the ways of language worldview reconstruction is concept analysis, since concepts are structural units of mental lexicon, conceptual system of language and mental processes, so called units of structured knowledge. The main stages of concept analysis are investigation of nominative fields, analysis and description of semantics of language tools included in nominative fields and cognitive interpretation of results – identification of cognitive characteristics that form a concept as a mental unit.

Nominative field of a concept is a set of language tools that objectifies a concept, taking into account that concepts are verbalized in language by multilevel units – lexical and phraseological units, structural and positional sentence schemes, texts and a set of texts.

On the basis of anglophone lexicographical sources and set of examples from English and American literature

it is found that the core of nominative field of the concept *UNDERSTANDING* is represented by the noun *understanding*, near periphery includes such fields as Knowledge/Intelligence (lexically represented by nouns *conclusion, idea, notion, ability, awareness, cognition, erudition, familiarity, proficiency* and verbs *know, cognize, be aware of, be conscious of, make out, acknowledge, make sense of, master, realize, figure out, find out, get the idea, get the picture, get the point, recognize*, Interpretation/Opinion (lexically represented by nouns *belief, conclusion, interpretation, judgment, opinion, perception, view, viewpoint* and verbs *apprehend, figure out, find out, get the idea, clarify, make sense of, define get the picture, get the point*), Sympathy/Agreement (lexically represented by nouns *estimation, evaluation, valuation, agreement, affection* and verbs *accept, sense, sympathize, tolerate, assimilate, comprehend*).

Differential meaning of these fields form meaning diversity of the concept in English and invariant element of reflection leads to inclusion these concepts into semantic space of concept *UNDERSTANDING*.

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SUBSTITUTION OF PRAGMATIC CONTENT OF THE UTTERANCE IN THE INDIRECT TYPE OF SPEECH COMMUNICATION

The semantic structure of the utterance is heterogeneous and consists of propositional content and pragmatic content. This peculiarity of the utterance is reflected in its substitution. The substitute can have semantic projection on either propositional or pragmatic content of the utterance.

There are two types of speech communication: direct and indirect. In the first type, we can see direct contact of the addresser with the addressee without involving anyone else. In the second type, the addressee-intermediary comes between the addresser and the real addressee that are distant in space or time.

*ADDRESSER–ADDRESSEE-INTERMEDIARY–REAL
ADDRESSEE*

In direct speech communication pragmatic ambiguity of the utterance can be removed by intonation, non-verbal means, the situation, the context etc. For that reason in most cases there is no need to substitute pragmatic content of the utterance with the help of illocutionary nouns, which are under our consideration. In indirect speech communication the real addressee is not able to assess the above mentioned factors, the addresser cannot watch whether the real addressee reacts adequately to their utterance. So the addresser has to name their communicative intention using either illocutionary verbs or illocutionary nouns.

To conclude, the role of the substitution of pragmatic content of the utterance increases dramatically in indirect speech communication.

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THE CONCEPT OF THE AUTHOR IN THE GENRE TWITTING IN THE ENGLISH-LANGUAGE POLITICAL INTERNET-COMMUNICATION

The article deals with the issues of functioning of a new form of communication – political Internet communication, the properties of the concept of the author in the genre twitting in the English-language political Internet communication and the means of its linguistic implementation.

Active use of new information technologies in all spheres of life including politics has led to the emergence of political Internet communication that, in turn, led to appearing of new digital genres. One of such genres is twitting – a digital genre initiated by the Internet-service Twitter. The concept of the author has become one of the main parameters when studying twitting in the English-language political Internet communication as it is the selection of linguistic means by a politician when writing twits that has a significant impact on achieving necessary goals.

As the study showed twitting in the sphere of political Internet communication is characterized by both an explicit form of the authorship presentation when twits are created by a certain politician and a non-explicit form when messages are written primarily on behalf of a political party.

Communication in the genre twitting used in politics is presented in the form of a monologue and a dialogue (in the open and hidden forms). It is stipulated by the dominant role of the informative and persuasive functions in the genre and the sphere of its usage as well.

According to the analysis political leaders use both traditional linguistic means and the means typical for Internet-communication in general. However, politicians use these means with varying degrees of frequency. It allows speaking about individual styles which characterize every politician.

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LINEAR COMPRESSION AS A METHOD OF FORMATION OF COMPOUND NOUNS-UNIVERBS IN THE MODERN GERMAN MEDIA LANGUAGE (BASED ON NOUNS IN SPORT)

This article provides an attempt to describe the compound nouns-univerbs of modern German language, which were formed on the basis of complex sentences.

The article presents compound nouns in sport selected from the modern German newspapers. We examine the reasons of formations of the compound words from phrases and sentences and the mechanism of their formation. Composites are considered by the syntactic approach. It means, we describe the process of compression and define the functions of such compound words.

Three types of linear compression are recognized in the scientific linguistics literature. Due to selected nouns we can

add the other one. All types of compression are considered in detail and supported by numerous examples. We emphasize the presence of the peculiar type of linear compression – participle with noun as basis for formation of compound nouns. The synonymic relations of genitive and prepositional constructions are compared.

The focus is also placed on multi-compound nouns and their syntactic equivalents.

The problems in deploying of complex structures in their initial constructions are described.

At the end of the article the further analysis of such compound nouns due to partial opacity in their deployment is argued.

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THE FUNCTIONING PECULIARITIES OF ANTHROPONYMS IN THE GERMAN LANGUAGE

Anthroponomy is the special science because it belongs to one of the youngest disciplines but at the same time its roots come from the ancient times.

Anthroponym determines a certain personality from the great quantity of people. This statement is very deep because it takes lots of peculiarities of the determined subjects and also the speaker's attitude to the surrounding world. The origin history of the proper names is closely connected with culture and ideology of society where they are used. This aspect interprets the fact that anthroponyms are frequently used in proverbs and in fiction texts. So, the problem of the article lies in the great functional potential of anthroponyms.

The functions of names in the society are determined by social needs. It means that all the functions of proper names are social because they are realized only in social and speech situations. Proper names serve likely as the national symbols, namely they realize the function of the ethnic symbol that point the belonging of native speakers to a certain ethnic group. Many researchers point out the informative function of anthroponyms,

The anthroponyms of the German language play the important lexical functions that are connected with the peculiarities of a subtext. That is why it is very important to point out the lexical and cultural ground of anthroponyms.

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MAIN FORM– AND SENSE FORMING CONSTITUENTS OF FRENCH LITERARY NARRATIVE

The present article is devoted to the phenomenon of French literary narrative which is considered to be a written text of any literary genre narrating one or several events and/or actions which are temporally and logically related. The peculiarities of the mechanism of form– and sense formation in a narrative can become apparent through such text categories as voice, temporality, space and modality. The functioning features of text categories of voice, temporality, space and modality in a French literary narrative have been revealed. For the purpose of determining the specificity of form– and sense formatting constituents of a French literary narrative the main attention is paid to finding out and to the lineation of principal ways

and mechanisms of realization of their text forming role in a literary text narrative reality formatting. It has been outlined that a literary text narrative matrix is formed by the way of text nets which are correlated with such text categories as voice, temporality, space and modality. It has been also proved that the main form– and sense forming constituents of a literary narrative generate the special individual author's narrative strategies in a literary text narrative reality formatting. In a French literary text, narrative strategies include a chain of narrative mechanisms, ways and tactics which can be used by author for the purpose of creating a certain type of text narrative reality.

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SEMANTIC STRUCTURE OF THE UKRAINIAN AXIONOMENS WITH THE AVERAGE DEGREE OF POLYSEMY

The article is dedicated to the investigation of the nouns denoting national values in their formalized representation on the material of the English language. The polysemantic axionomens consisting of 9 lexical meanings have been taken from the modern English thesauri by means of the step-identification procedure of matrix method. Matrix representation of non-material values gives an opportunity to describe in detail the structure of lexical meanings of axionouns, to distinguish the degree of their related semantics, to expose the functional character of generalized semes forming definite structures within the framework of analyzed words. Complex analysis of 12 axionomens *glory, piety, spirituality, civilization, democracy, beauty, good, virtue, hope, diligence, charity, blessing*

interpreted with 108 lexical meanings has been made in the present research. In the process of investigation it has been defined that the semantic structure of the every analyzed axionomen is regarded as the individual system of lexical meanings organized under certain rules. Axionomens are united with 19 semantic indications: "state (of), condition", "quality of", "act (of), action(s)", "in phrases", "in plural", "virtue", "attitude(s)", "person(s)", "thing(s), object(s)", "feeling (of)", "worth, merit", "righteousness", "kindness", "property", "benefit, profit", "belief(s)", "bliss", "praise, thanksgiving", "aid". It considers being perspective to investigate all lexico-semantic sub-systems of the value paradigms of the French language society.

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EVOLUTION OF FEMALE IMAGES IN AMERICAN SONG FOLKLORE

American song folklore has been widely investigated focusing both on linguistic and cultural aspects. In the last decade considerable attention has been paid to gender issues. However, most of the previous studies do not take into account gender and folklore in synergy. The purpose of the paper is to give a comprehensive overview of the evolution of a woman, her role in the family and American society through song folklore being a key illustrator of major changes. America, a comparatively young nation formed only several centuries ago, seems to incorporate by far the best song treasures born in America and brought by immigrants from Europe and Africa. Obviously American folk songs are tied in with prominent historical events of this country, so it seems sound to analyze female images depicted in it on

the historical background. The analyzed reference list and 85 selected songs with female images allow speaking about positive changes in perception of an American woman. Her social status is proved to be strongly dependent on history, national values and her own self-esteem and dignity which is numerously reflected in the folk songs. Whatever female image is regarded, it has dominant features of love and tenderness with additional serious shades of melancholy or humorous, sometimes ironical descriptions. The 17th century images show more irony while love prevails in the 19th century folk songs and on. Based on the results it can be concluded that a woman in America has passed through hardships and gained the status of an independent lady loved and respected in her family and society.

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HYPERONYMY IN ENGLISH TERMINOLOGICAL SYSTEM OF ENVIRONMENTAL SCIENCE

The article deals with the essence of lexical and semantic category of hyperonymy as a kind of paradigmatic relations in terms, as well as with peculiarities of its functioning in English terminology of Environmental Science. Besides, the major functions of hyperonyms are defined, and formal means of their representation in the terminological system under investigation are analyzed. Hyperonymy as a lexical and semantic relation between words is one of the key paradigmatic relations in the terminological system of Environmental Science, as it involves over 90% of the total number of terms. It is obvious that the majority of terms – hyperonyms and terms – hyponyms in Environmental Science term system are either nouns, or

terminological combinations consisting of a noun and an adjective, or a noun and a noun (with or without a preposition). Hyperonymic terms in the term system of Environmental Science can consist of one, two or more term elements. When involved in hyperonymic – hyponymic relations, terms usually form a certain type of a semantic field. It turns out that polyhierarchical hyperonymic relations are more typical of terms in the terminological system of Environmental Science than monohierarchical hyperonymic relations. Thus, being an inseparable part of the lexical system, terms in the terminological system of Environmental Science preserve the main semantic peculiarities of the common language words.

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METAPHOR IN BUSINESS DISCOURSE (MORPHOLOGICAL ANALYSIS)

The material for this study were linguistic units selected by continuous sampling of the magazine *The Economist*, which is a prominent representative of the business media discourse and performs informative and polemical function. Informative function specifies standardization of publications, while polemical function involves the function of influence which is emotional function as well. These functions provide basis for the existence of a large number of expressive language means in the magazine articles, one of which is a metaphor. Metaphor in the media business text is not just a mean of creating visualization and drawing readers' attention to specific aspects of publication, but also a mean of presenting business information in an accessible form to the reader. On the one hand, these are terms and clichés that are

erased metaphors and they make the business media discourse standardized. On the other hand – these are individual author's metaphors, created by the author of a business publication or by the primary author, as a source of information, and are full of a rich imaginative potential.

The structural analysis of metaphors, according to the morphological principle, makes it possible to understand the influence of the choice of language metaphorical transfer on the realization of informative and pragmatic strategies of the author. Noun creates a new nomination with a distinct assessment and expression; adjective softens evaluation; verb indicates procedural action, projecting business realities mainly into human activity, thereby bringing business to everyday life, well-known for recipients.

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SHORT SHORTS OF THE YEAR 2014 FROM THE LINGUISTIC-SYNERGETIC PERSPECTIVE

The study analyzed fifty short short stories from the website wingleaf.com to identify the ways of further development of an epiphanic model in such texts with a limited word count. It was found that the macrostructure of modern flash fiction is based on events-scenes that are bound by the cognition of ACTION. In the context of limited space, flash fiction has difficulty developing epiphanic revelations when it revives narration instead of enhancing verbal fluctuations and deviations. Very few short shorts under analysis were marked by innovations to stimulate linguistic-synergetic exchange in

fictional discourse. It can be concluded that short shorts show the trend of destroying the epiphanic model by focusing on ACTION and substituting the TOGETHERNESS matrix in individual-authorial conceptions by the ruined dichotomy of ACTION, NON-ACTION, UNITY, NON-UNITY that used to be harmonized in the classic epiphanic model of Joyce and his contemporaries. This is possible due to the integration of the interpretive channel into events-scenes of ACTION, which can be considered a characteristic feature of present-day flash fiction.

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THE TEXTUAL CONCEPTUALIZATION OF BELGIAN SYMBOLISM IN THEORETICAL WORKS OF ALBERT MOCKEL

The article is devoted to the reconstitution of the conceptualization of basic philosophical, aesthetical and poetical peculiarities in works of Albert Mockel, a prominent theoretician of Belgian Symbolism. This conceptualization is generated by a number of different influences and confluences: the integral idealism by Fichte, the philosophy of Nature by Schelling, the works of Iena romantics (Novalis, Shlegel) and those of French symbolist movement (Mallarmé, Moréas, Ghil). The most important conceptual patterns such as SOUL, EGO, GOD, IDEA, HARMONY, RHYTHM, BEAUTY, TRUTH, INSPIRATION are revealed in their lingo-philosophical background. Besides that, interpretation gives

the opportunity to determine such lingo-poetical realities as SYMBOL, VERS LIBRE, OEUVRE TOTALE, VERBAL HARMONY, PHONETIC SYMBOL and others. Moreover, the relevance of Mockel's aesthetic works is proved in comparison with other researches in conceptualization of literary text during the symbolist period in French-speaking cultural area. The conclusion makes perspective to use theoretical concepts of Albert Mockel aesthetical background during the analysis of literary texts of Belgian symbolists' works for the texts of Maurice Maeterlinck, Emile Verhaeren, Charles Van Lerberghe, Max Elskamp, Georges Rodenbach among others.

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BLURBS AS A WAY OF INCREASING ADDRESSEE'S INTEREST

The article aims at identifying the mechanism of realization of manipulation in secondary English blurbs through the concept of strategy and tactics.

The communicative purpose of blurbs, placed on book covers, fly-leaves and in the Internet, is the message about the release of a new book and what feelings it evokes in the reader – the potential author of a blurb. Blurbs are considered to be a product of conscious design which purpose, planned in advance, is to influence the audience, to cause the consumer itch. The following sequence of actions is determined: Goal > Strategy > Tactics > Perlocutionary effect.

A typical blurb is based on a manipulative strategy which should be understood as the “general plan” or “vector” of verbal behaviour of a particular author. The goal of a manipulative strategy is activation of addressee's interest. Strategies are implemented through certain tactics, which gain their forms due to verbal means, aimed at solving a particular communicative task. The system of verbal means

allows to introduce into the consciousness of a person under manipulation the necessary for the author point of view, to impose evaluation system, to create the recipient's illusion of independent decision-making.

The following tactics are typical for blurbs: 1) tactics of awakening of interest towards the topic of the message; 2) tactics of direct address to the reader; 3) tactics of guidance / advice to the reader; 4) tactics of creating the effect of oral speech; 5) tactics of attracting readers to dialogue; 6) tactics of author and reader solidarity; 7) tactics of honesty / openness of the author with the reader; 8) tactics of design of an addressee that allows the addresser to model a person of the addressee, constructing, thus, a certain image of the consumer; 9) tactics of direct influence on decision-making process.

Undoubtedly, the above mentioned strategy and tactics are not a closed system. We consider study and analysis of emotional, evaluative, rational, narrative strategies, used in secondary blurbs, to be prospective.

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THE PROBLEM OF SECOND LANGUAGE ACQUISITION FOR NON-NATIVE SPEAKERS

The academic discipline of second-language acquisition (SLA) is a subdiscipline of applied linguistics. SLA research began as an interdisciplinary field, and it does appear to have developed a great deal since the mid-1960s. The term acquisition was originally used to emphasize the subconscious nature of the learning process, but in recent years learning and acquisition have become largely synonymous. Second-language acquisition can incorporate heritage language learning, but it does not usually incorporate bilingualism. A complete theory of SLA must include both a property theory (of what the domain of knowledge is and how it is represented) and a transition theory (of how learners get from one knowledge state to another). Much modern research in second-language acquisition has taken a cognitive approach. Cognitive theories view second-language acquisition as a special case

of more general learning mechanisms in the brain. This puts them in direct contrast with linguistic theories, which posit that language acquisition uses a unique process different from other types of learning.

Foreign language learning is much more a cognitive problem solving activity than a linguistic activity, overall. Studies have shown repeatedly that foreign language learning increases critical thinking skills, creativity, and flexibility of mind in students. According to the Cognitivists even a very limited amount of language data may be sufficient to reveal the underlying rules, and once the rule is known, it can be used or applied to produce an infinite number of sentences. The Cognitivists tend to look at only that part of the language where general rules apply because for them language learning is the process whereby the rules of language are discovered and internalized.

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CYCLIZATION AS THE REPRESENTATIVE FORM OF THE COMMUNICATIVE STRATEGY OF THE EMOTIONAL IMPACT IN SPANISH POSTMODERN POETIC TEXTS

This article marks a case for cyclization conditions which originate from different causes. The research proposes an analysis of causes of wide spreading of cyclization in Spanish poetic postmodern texts, the concept which represents the communicative strategy of the emotional impact and the dynamic phenomenon of the aesthetic expression of the author's intention.

Wide spreading of cyclization in the postmodern period is connected with the fact that the cycle becomes one of the most adequate existence forms of artworks, the composition form which to a considerable degree corresponds to deep processes that happen in the art nature in the XXth century and at the same time the cycle suggests the realization model of these processes. The cycle performs three main functions in the postmodern poetic discourse. Firstly, it helps to keep poetic texts from breakup uniting different

texts in the period of destruction of traditional integrity forms – the process we can observe in the second half of the XXth century. Secondly, the cycle performs the archetypal function and it is connected with the symbols of wheel, spiral, chain, circle, ring, etc. that mean unity and revives the process of art return to origin, to deep demonstration of human culture. Thirdly, the cycle is a communicative event with the aesthetic function realization and in this aspect it is the embodiment of polylogue modes in the communication at the level of architectonics of the poetic field. In the second half of the XXth century the strategy of the emotional attack is realized as a communicative event of the cyclic character concerning a specific poetic text or themes. It becomes the source of the aesthetic expression as the reader's consciousness activates new cycle creative connections in the Spanish modern poetry.

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ARTISTIC DIALOGUE IN THE PARADIGM OF RESEARCH

The purpose of this article is to examine the units that are part of the communicative structure of artistic dialogue and to establish factors ensuring their interaction.

The dialogue is the main way to depict the character in the drama and fiction. As a communicative unit specific for a dialogue, there can be recognized a remark and its communicative analogues – verbal communicative course and conversational course. An artistic dialogue in contemporary prose and drama fully depicts such important parameters of the character image as gender, national, racial, local and temporal

characteristics, social status, and emotional state at the time of the speech and the relationship of communicants, traits of character. Both the age and appearance of the character are also reflected in the artistic dialogue, but with less complete coverage. Information on the identity of the character may be contained in his own speech, in his interlocutor's or in the other characters' speech, and expressed both with explicit and implicit means. While creating an artistic dialogue in fiction, the writer selects those linguistic tools that will help him reveal the image of the character.

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WORD-BUILDING NEST AS THE MACROUNIT OF DERIVATIVE SYSTEM

The article focuses on the word-building potential of verbal bases with the categorial meaning of active movement in the modern German language on the basis of valency and semantic features of verbal derivatives within such a complex unit as a word-building nest. Generative bases of verbs denoting active movement are divided into nominal and verbal. In accordance with their structural and morphological valency word-formation models with semiprefixes and frequent adverbial and adjectival components are productive for the creation of derivative bases under analysis. The meaning of prefixes agrees with the

meaning of generative bases of certain semantic groups. The verbal bases under analysis realize their word-building potential in two main ways: conversion and affixation.

Determination of word-building potential of verbal bases with the categorial meaning of active movement by means of their grouping into word-building pairs and word-building paradigms, which in their turn are united in word-building nests, facilitates the representation of all semantic and word-formation links between words within the corresponding word-formation nests.

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FREQUENCY OF ALLUSIVE TYPES AS STATISTICAL PARAMETER OF THREE TYPES OF LITERATURE

The use of statistical methods to analyze the functioning of allusions in literary texts of British modernism is described in the article. The investigation of the differences of allusive load in three types of literature is based on such indicators as mean value (\bar{x}), root mean square deviation (δ), standard deviation of the mean ($\delta_{\bar{x}}$), sample standard deviation ($S_{\bar{x}}$) and mean value fluctuations ($\bar{x} - 2\delta_{\bar{x}}$; $\bar{x} + 2\delta_{\bar{x}}$) of allusions in three types of literature. To determine the differences between quantitative functioning of allusions in three types of literature the t-test (Student's criterion) and the measure of distance between these types was applied.

Excerpts of literary texts (for prose and drama) or combination of texts (for poetry) served as the basis of investigation of allusions in British literary modernism. The literary texts of such authors as J. Joyce, V. Woolf, J. Conrad, H. D. Lawrence, W. S. Maugham, G. Orwell, A. Huxley

were taken to form the sample of prose type; poems of T. S. Eliot, W. B. Yeats, H. D. Lawrence, W. H. Auden, W. Owen, E. Sitwell, D. Thomas formed the basis for the sample of poetic type; and works of dramatists such as S. Beckett, A. Wesker, W. B. Yeats, W. S. Maugham, J. Osborne, S. O'Casey, H. Pinter comprised the sample of the third type of literature – drama.

The results showed that the type of literature influences the functioning of allusions in general, as well as its certain types. This conclusion is supported by the results of t-test. It showed the significance of difference of allusions functioning in three types of literature with coefficients of 3,52 for pair drama-prose, 6,00 – for drama-poetry and 2,85 – for prose-poetry. Thus, the distance between these pairs is reasonable and equals 0,08 – for prose-poetry, 0,26 – for drama-prose and 0,56 – for drama-poetry.

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TEXTFORMING CHARACTERISTICS OF WORD OF WIDE SEMANTICS “PLACE”

The given article focuses on the analysis of textforming peculiarities of the word of wide semantics «place».

Lexeme „place” was investigated through the prism of its paradigmatic and syntagmatic characteristics.

Comparison of these characteristics shows that not all LSVs (lexical-semantic variants) registered in the dictionaries were found out in the text under investigation. At the same time, the semantic potential of LSVs comprising a semantic structure of „place” is not fully presented in the dictionary entries what was discovered when analyzing functional peculiarities of „place”.

LSV „местонахождение, место” ranking 4-th and 5-th in the dictionaries has the highest frequency on the syntagmatic level owing to its substitution function.

In most cases, the word «place» substitutes its antecedent

losing some part of its nominative potential and thus being desemanticized.

The degree of its desemantisation changes depending on the distance between the antecedent and its substitute. The closer «place» is to its antecedent, the more patent is its desemantisation.

The word «place» can substitute both common and proper nouns. It mainly replaces one antecedent, but there were rare cases when it substituted even four correlations.

The word’s high frequency and ability to give rise to a great number of occasional senses in the process of its actualization greatly enriches its text forming potential.

The suggested technique of analyzing textforming characteristics of «place» can be extrapolated on other words of wide semantics.

COMPARATIVE HISTORICAL,
TYPOLOGICAL LINGUISTICS

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SUBJECTLESS SENTENCES DENOTING EMOTIONAL STATE IN ENGLISH AND UKRAINIAN

The article deals with the description of subjectless sentences (SS) denoting emotional state in English and Ukrainian. The research is based on the syntax-semantic approach in linguistics according to which the meaning of any sentence can be described with the help of interpretation formula. The research has shown that SS of emotional state in both languages can be introduced with the help of three common semantic models among which in the English language dominate two-actor SS denoting the EXPERIENCER being in a certain emotional state under the influence of a certain STIMULUS. The majority of Ukrainian SS are one-

actor sentences introducing just the EXPERIENCER being in a certain emotional state. Differences between SS of emotional state in English and Ukrainian have been observed on the structural level as syntactically SS in Ukrainian are more variable than in English and in addition to common types of sentences (full and elliptical two-member sentences) they include also one-member nominative sentences. Semantic roles of actors (experiencer, stimulus, target) have been analyzed in this research. Statistic data showing the frequency of each type of SS in English and Ukrainian have been provided.

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CATEGORIES OF TIME AND MOOD OF VERB IN THE ARABIC AND RUSSIAN LANGUAGES

In this article categories of time and a verb mood in the Arab and Russian languages are investigated. The studied languages belong to different macrofamilies. The Arabic language belongs to Afrasian languages, which were recently called as Semito-Hamitic languages, whereas, the Russian language – to the Indo-European language family.

Comparison of these two languages represents a great interest for philologists, and all those who are interested in questions of an origin of languages. Existence of some coincidence testifies in favor of existence of uniform parent language, and detection of a large amount of distinctions says that each language was formed and developed under the own laws. Categories of time and an inclination exist in both studied languages, but their contents and their use has the features in each language.

These distinctions in these languages are so essential, that it is possible for us to speak about existence of certain verbal forms in one language, and their absence in other. So, the category of an imperative mood existing in Russian in the general system of inclinations in the Arabic language got to category of time and is actually equated to future time of a verb. The categories of inclination used in the Arabic are based not on semantics, but on morphology and are in one system with cases of names.

For designation of verb moods and cases of names in the Arabic language the same terms and even the same inflections are used. The distinctions described in article between two investigated languages testify to their independent development and existence of different sources of an origin. The conclusions drawn in article are important for solution of problems, connected with an origin and the development of languages on our planet.

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GRAMMATICAL CATEGORY OF THE DUAL NUMBER IN ARABIC LANGUAGE AS AN EXAMPLE OF THE INEXTRICABLE RELATIONSHIP BETWEEN LANGUAGE, CULTURE AND RELIGION

The article describes the importance of the dual number category in the development of Arabic and Russian languages. The question about the cause of the disappearance of entire grammatical categories is considered in accordance with the development of present level of language. It should be also mentioned that the grammatical category of number is associated with the category of gender and animate objects category, which once again confirms that in the Arabic language the preservation of dual number category is provided by religion and mentality of people. Besides, the Arabic language does not have the neuter gender propagandized in the modern society. The grammatical category of dual

number in Arabic language is one additional example from real life of language; not only the noun and the verb widely used in dual number. It should be noted that the grammatical category of dual number, operates in oral and written form of the language, contains a single link between link grammar and vocabulary, religion and worldviews, philosophy, and the most common everyday problems. In the existence of a dual number grammatical category the major role is played by the Qur'an, the sacred book, which has more than 100 official translations. For this reason, some of the features of Arabic language get lost, either do not have adequate analogues in the target language.

LANGUAGE AND MEANS
OF MASS COMMUNICATION

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THE LATIN LANGUAGE MENTALITY: HERALD'S ADAPTATION

Having a European (in the broad sense of the word) language mentality, Ivan Franko, who was the main editor of "Literary and Scientific Herald" (LSH) (1898-1906), tried by the power of publicist words to engage fellows to the cultural and intellectual heritage of the world community. Ivan Franko had special beliefs as for Europeanization of the Ukrainian language mentality. Changes in it had to happen during the reception of foreign sources, contextual and intertextual paradigm. Affiliated in the Herald's discourses the communication units of Polish, Russian, German, Latin, French, and Italian languages are represented as original mentales, that is to say verbal speakers of national identity.

The purpose of this article is a study of the Latin language mentality of Herald's adaptation.

Creating his new nationally creative strategy, Franko as a journalist appealed to the Hellenistic heritage. To the ancient person willingness to the self-sacrifice for the state was for the greatest virtue. Obviously, just this vital credo of the ancient Greeks and Romans made the main editor of LSH to perform the translations of ancient literature and rewrite the pages of his articles in the Herald by Latin maxims.

Ivan Franko anticipated the modernization of the Ukrainian language mentality by three areas of the Latin mentality mentales, which are reflected in the Herald's discourse.

1. Intellectualization: *vide, viā, ipso facto, ad libitum, lapsus-calami, post scriptum (postscriptum), a priōri, a posteriōri, eo ipso, contradictio in adjecto, pro et contra, sui generis.*

2. Upbringing of the LSH recipient's own culture: *modus vivendi, taceat mulier in ecclesia, patria potestas, pium desiderium, optima forma, volens nolens (nolens volens).*

3. National self-awareness: *Rari nantes in gurgite vasto, Qui nimium probat, nihil probat, suprēma lex, implicite, alea jacta est, plebs, plēbis.*

Therefore, composing Herald's staff, Ivan Franko was not limited by specific linguistic mentality of communicators. The main mission of communication he recognized in the modernization of this mentality.

Chief Editor of LSH of Lviv period tried to solve the problem of Europeanization of Ukrainian language mentality by updating, among others, Latin mentales produced in discourse. Ivan Franko created "Literary and Scientific Herald" on the bases of processed in journalism of highly developed Western countries, where for many centuries Latin had been defining spiritual and intellectual face of the nation on the social, psychological, aesthetic, scientific levels of knowledge.

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WAR PHOTO AS PART OF DOCUMENTING AND MANIPULATION TOOL

There are lots of different war photos, especially from Ukraine, from the ATO zone in the Donetsk and Luhansk regions. Lack of sufficient and complete information, including audiovisual, about the events in the Donbas only increases interest in what is happening in the region. Distrust to any official information encourages people to believe in visual material, photo, and video, as well as evidences of direct participants in the events of comments. Moreover, today's media become the part of ideology and manipulation through the development of technology.

They are one of the key elements in the conflict. Therefore, the aim of our study is to determine which modern military photos can be considered documentary and which – manipulative. In our research we describe the defects in perception of visual information in the context of war, by which the process of manipulation and ideological struggle come into action. This article shows how to check the visual content. It also has recommendations for the media to work with.

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COMMON QUESTIONS OF NARRATIVE RESEARCH. LINGUISTIC ASPECT

The paper outlines the problems affected by the modern theory of narrative studies. We suggested linguistic material for practical analysis of the narrative from the perspective of narrative techniques and research. Traits of narrative have been featured. The analysis of English-language narrative and its equivalent Russian translation has been made in the framework of comparative narrative paradigm. The linguistic material of rhetorical texts of politicians, in particular, pre-election speech of Barack Obama has been selected for realizing practical analysis of narrative in the framework of a narrative research methods perspective. The purpose spelled out by scientific and practical tasks of cognitive linguistic expression of personality, modern cognitive linguistics and narrative, is to distinguish the characteristics of the

narrative in the process of linguistic analysis on the example of comparative paradigm English-language narrative units and the Russian translation of the actual research material. According to our assumptions, narrative is communicatively successful rhetorical linguistic unit demonstrating rheme-theme relations, novelty, emotional saturation, units of A-expression, as well as high levels of psycholinguistic factors. Narrative being analysed demonstrates emotional intelligence of a person as ability to recognize emotions, reach and generate them in a way to facilitate its understanding and meaning to use them accordingly. Narrative term and definition are consequently discussed. Conclusions focusing on expressive modal linguistic units intensifying the message of narrative have been given.

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**SCIENTIFIC HERALD
OF INTERNATIONAL HUMANITARIAN UNIVERSITY**

Series: PHILOLOGY

Collection of Research Papers

Issue 11, Volume 2, 2014

The series was founded in 2010