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LITERATURE OF FOREIGN COUNTRIES

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TRANSGRESSION VERSUS COUNTERCULTURE IN AMERICAN NOVEL BETWEEN 1960-1990S (W.S. BURROUGHS, CH. PALAHNIUK)

The article studies origins of two terms, 'counterculture' and 'transgressive literature' based on the avant-garde tradition of American writers of 1960-1990s. We are looking into the difference between counterculture and transgression in order to understand, which of these two terms can be more productive in current literary studies, and why. The study has a literary foundation in Beatniks (with William S. Burroughs as their proponent), and X Generation (first and foremost, Chuck Palahniuk). T.Roszak's "The Making of Counterculture" was the work that introduced the term of counterculture to American society. It was later on widely used by mass media, such as Time, Chicago Tribune, Life, etc. Whereas readership of such papers comprised 30+

WASPs, almost all avant-garde literary movements were written off as alien, or 'countercultural'. Since the term presupposes a binary opposition of pro/contra, it has always been politically charged, and thus has been for the most part studied by social sciences. This factor posed a problem to literary studies and caused the emergence in 1990s of another term 'transgressive literature'. In contrast to counterculture, transgression, initially employed by George Bataille, centers literary research around "limit-experiences" and taboos, that are bound to be pushed by a certain text. Thus the term of transgressive literature, unlike countercultural one, helps researcher to study the inner mechanisms of how literary texts work.

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WORKING ON LITERARY ANALYSIS: FROM THEORY TO PRACTICE

To analyze something means to break it down into smaller parts and then examine how those parts work, both individually and together.

Literary analysis is a creative process and there is no strict way to follow, however, we offer an approximate scheme of it to facilitate the procedure:

Work on the Setting: is a description of where and when the story takes place. The aspects that make up the setting (geography, weather, time of day, social conditions); the role that the setting plays in the story (being an important part of the plot or theme or being just a backdrop against which the action takes place); studying the time period, which is also part of the setting (all the criteria that affect the plot, the language, atmosphere – time of action, period of creation).

Characterization in a literary analysis deals with the way the characters are described: through dialogue, by the way they speak, physical appearance, interaction between the protagonists, static or dynamic way of expressing the characters.

Plot and structure: The *plot* is the main sequence of events that make up the story (the most important events; linear, chronological structure of the plot, the turning points, a climax and/or an anticlimax).

Narrator and Point of view: The *narrator* is the person telling the story. *Point of view*: whose eyes the story is being told through.

Conflict: *Conflict* or tension is usually the heart of the novel and is related to the main character. The conflict may be of two kinds in a story- *internal* or *external*.

Theme: The *theme* is the main idea, lesson or message in the novel. It is usually an abstract, universal idea about the human condition, society or life, to name a few.

Style: The author's style has to do with the author's vocabulary, use of imagery, tone or feeling of the story. It has to do with his attitude towards the subject. In some novels the tone can be ironic, humorous, cold or dramatic.

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SYMBOLS AND IMAGES OF ETERNAL RETURN IN THE WORLD OF JOYCE

The article deals with the symbols and images of resurgence in *Finnegans Wake* by James Joyce. As it is known, this novel does not finish with a dot, which involves an open end, implying a lot of variants of its ending. But this idea can be put aside if instead of closing the book one would return to its beginning, to the first sentence, which starts from its middle with a lowercase letter word. Thus, it is possible to assume that on page 626 *Finnegans Wake* does not end but commences. By returning from the end of the novel to its beginning, Joyce connects two extreme points, making a circle in which he creates his own world of eternal life, which is shown

by the resurrection of his protagonist. The circle is the symbol of eternal return to life in different cultures of the world. The novel has neither the beginning nor the end, it is an integral composition, a circle, a kind of an eternal egg-like Cosmos of Joyce. Like Dante James Joyce guides his readers through the circles of Hell, which is life itself. The readers experience this Hell by making their way through the thicket of complex, confusing, consisting of elements of many languages words many of which need deciphering. James Joyce is a writer who has bridged the gap between past and future - modernism, postmodernism and metamodernism.

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SELF-CHARACTERISTIC OF SHERLOCK HOLMES AS A MEANS OF CREATING AN IMAGE OF «EXCEPTIONAL CHARACTER»

The self-characteristic of the hero in literary fiction is an important means of creating an image. This means not only allows showing the level of self-centeredness and self-criticism of the character, but also clearly demonstrates its relationship with the «outside world.» The purpose of the article is a systematic analysis of material that contains self-characteristic of Sherlock Holmes and is an instrument of creating of his image. Forming the image of Holmes, Conan Doyle, as researchers have already noted (V. Mazin, G.K. Chesterton, K. C. Smith, R. Dilts, S. Antonov etc.), follows the «principle of exclusion». Also the combination of historical, aesthetic and social factors that were relevant to the late nineteenth century and often defined the concept of literary personalities of the period, as well as the writer's desire to portray his character better than all his «literary fellow detectives» determined that the image of Sherlock Holmes initially endowed with such qualities, which allows us to consider it in the context of the idea of the overman.

Sherlock Holmes is a person who knows his worth and has positioned himself so that he becomes almost an object of worship among all those with whom the author crosses him

in the conduct of investigations. The reader also adopts the author's unwittingly reverence for the hero, and this line is seen in each work of the cycle, which creates a constant and purposeful suggestive influence. So in the mind of the reader rooted the idea of truly exceptional personality of Holmes and his unique capabilities. This aspect has played an important role in the mythologizing of the image: even the reader who isn't closely familiar with the literary works about Doyle's detective undoubtedly convinced that Sherlock Holmes is the best expert in uncovering the mysteries and is a character with qualities that go far beyond the usual human potential.

Replicas of self-characteristic of Holmes may be divided into several thematic groups. These are: assessment of his own abilities; quotes about cases in which he takes part; Holmes' understanding of the concept of fame; replicas, forming savior myth; remarks about his character traits and personality in general. The analysis of these quotational groups allows suggesting that direct replicas of Holmes' self-characteristic create a view on his personality, which is correlated with exclusivity, «otherness» and the supremacy of the overman.

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THE PECULIARITIES OF PERCEPTION OF AN ANTIQUE HERITAGE IN FRENCH LITERATURE OF RENAISSANCE

Within the article, which is a part of the research on antiquity perception in the French novel of XX-XXI centuries, the specific perception of the antique and mythological text in French literature of Renaissance is analyzed. The researcher's interest is motivated by sequential nature of the perception process, since perception and interpretation of the antique heritage in contemporary literature depends on its intertextual competence. Each epoch alters and corrects the antique text in accordance with its social and cultural context and experience that generates new meanings and expands the horizon of the historical impact of the ancient world.

To replace Virgil and Ovid who were well-read and even transliterated by scholastics, Homer, Pindar, Anacreontic, Euripides and others have come, like a number of genres groundlessly denied by clerics.

Mastering of the ancient plots has an imitative nature for neo-latinists, and from the point of view of the Pleiad reception acquires the features of competition and bears the imprint of its own socio-cultural context.

Among the mythological complexes the most productive for an active perception are Trojan series and Hercules myths (dynastic myths) and Olympic period of mythology (royal myths) to create a political myth of France and establish the absolute monarchy.

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VICTORIAN GENRE MODELS IN POSTMODERN INTERIOR OF GRAHAM SWIFT'S NOVEL «EVER AFTER»

Radical cultural shift of mid-XIX century caused by revolutionary evolvement of natural sciences has been reconstructed and critically re-interpreted in numerous neo-Victorian novels striving to establish parallels between Victorian spiritual crisis and post-modern Weltanschauung. Based on F. Jameson's concept of genre and using both L. Wittgenstein's concept of «familiar resemblance» and M. Bakhtin's idea of «generic memory», the author investigates generic aspects of diegetical metanarration in G. Swift's neo-Victorian novel «Ever After» in order to trace down Victorian sociosymbolic messages and their transformations in post-modern interiors of the novel.

The arch-textual interaction of such genre models as

romance, sensational novel, family saga, naturalistic novel, neo-chivalric novel has been examined according to their leading imperatives, i.e. moral imperative, genealogical imperative, natural teleology imperative and nostalgic imperative correspondingly. The following reasons for destruction of axiological codes and generic conventions of the above-mentioned Victorian genre modes under the influence of post-modern paradigm have been identified: a) stressing simulative and relativistic nature of narration with regard to post-modern vision of chaotic world; b) re-directing interpretative strategies from the result to the process of narration in order to actualize its therapeutic potential; c) focusing on epitomization of traumatic experience on «generic memory» level.

POLYSTYLISTICS OF THE BIOGRAPHICAL NOVEL “NOTHING LIKE THE SUN” BY ANTHONY BURGESS

The multilevel stylistic pattern, the interaction of different art systems and semantic complexity of the biographical novel “Nothing Like the Sun” by Anthony Burgess (1964) substantiate the necessity of studying the artwork in the polystylistic aspects.

The purpose of this article is to analyze the originality of the polystylistics of the biographical novel “Nothing Like the Sun” by A. Burgess. Achieving this goal involves the following tasks: identify the techniques for creating the polystylistics and explore the novel from the perspective of usage of its dominant aspects, as well as reveal the peculiarities of building the novel fragmentation.

The object of study is the biographical novel “Nothing Like the Sun” by Anthony Burgess. The subject of investigation is the techniques for creating the novel polystylistics.

Polystylistics is a term that originally emerged in musicology but turned out to be popular in literary criticism in the second half of the twentieth century. Polystylistics elements have always existed in the literature, but only in the twentieth century the technique of intentional mixing different kinds of discourses was formed in the conscious artistic device, becoming the prevalent means for philosophical basis for the ideas of the new reflection of the more complicated picture of the world.

The biographical novel “Nothing like the sun” by Anthony Burgess is no exception. The polystylistics is a leading

artistic technique of the novel, because it covers various levels of the artwork: image, genre, linguistic, semantic and compositional. Polystylistics at the image level is expressed by a combination of different artistic systems and historical traditions (Antiquity, Christianity). The genre polyphony is presented as a synthesis of the biographical novel with other genres of fiction – memoirs, epistolary, autobiographical, essayistic and literary-critical. The linguistic level contains a combination of different language styles (theological, pedantic, poetic, journalistic, legal). The intertextual plan expands the literary context of the novel and proposes a new way of reading the artwork so that additional semantic and associative relationships are intensified. As a result of blending different artistic systems formed a new semantic field with a different meaning, which are not inherent in the original structures separately.

Polystylistics at the compositional level is embodied in the form of narrative fragmentation by introducing into the text quotations, diary entries, inserts of various genres, etc. The combination of poetry and prose passages strengthens the effect of collage structure of the biographical novel “Nothing like the sun”.

The novel polystylistics is represented by a combination of different, often conflicting, forms, and at the same time, focused not on the mechanical juxtaposition of these text fragments, but turns them into an integrated dynamic unity.

ROMANCE, GERMAN
AND ORIENTAL LANGUAGES

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THE COMMUNICATIVE ROLE OF REACTION TO THE COMPLIMENT IN THE DIALOGUE PROCEDURE

The work is dedicated to the problem of possible reactions to the compliment in the literary English dialogue. The author understands compliments as the means of the speech tactics objectivized in the text the utterances expressing admiration, praise, approval of a certain event, personal characteristics and achievements. Also the article considers compliment as a phatic utterance which is a part of the speech etiquette serving to harmonize cross-cultural and personal communication. The author also looks upon the problem of realization of the communicative tactics «compliment» in the process of speech interaction. We ground upon the conception that a compliment is an effective aim and optimizing the dialogue procedure in general. The article focuses on the problems of subjective

modality of appreciation, expressed by the communicants in the dialogue. The author analyses a functional role of the compliment in striking contact and conditioning pleasant atmosphere for the further speech communication. The aim of the present work consists in singling out and concretizing the verbal types of reactions to the compliment, their classifying relations and defining quantitative and qualitative relations between positive and negative reactions. The work results in the conclusion that modern compliments and possible reactions registered un the literary dialogue reflect speech evolution in real communication and social and psycho-cultural changes taking place in the English speaking society on the level of language and speech.

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THE PECULIARITIES OF THE SPEAKER'S POINT OF VIEW PROSODIC ORGANISATION (ON THE MATERIAL OF THE ENGLISH POLITICAL DISCOURSE)

In the paper the author emphasises the peculiarities of prosodic presentation of political discourse aimed to influence and persuade the audience in speaker's point of view. The point of view is regarded as a product of the intellectual-and-communicative human activity, which is a completed whole and is based on the perceptual and cognitive experience, faith, convictions acquired earlier. It also determines world perception, categorization and evaluation of the totality of perceived external impressions and internal feelings as well

as the process of perception itself. Thanks to prosody serving conscious and deliberate instrument of influence, oratorical intentions of reporting the speaker's thought to the listener are realized, the desire to convince and win over the audience, and even a certain image of the communicant is formed. With the help of a specific use of prosodic components, the key moments highlight is not only occurred and the text meaningful distribution is formed, but the perlocutionary effect is also achieved.

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UTTERANCES WITH IMPLICATIVE PREDICATES: SPEECH ACT APPROACH

The paper deals with the definition of speech act concept and analysis of functioning specifics of utterances with implicative predicates through the prism of modern pragmalinguistics.

We outline the structure of discourse and define speech act as its minimal unit, initial part in the sequence of speech transactions. In this paper speech act is understood as a phenomenon in two aspects: as a process, speech interaction of communicants in discourse based on their collective intention, in the course of which they construct propositional, illocutive and perlocutive meanings; and as a result – a part of speech activity functioning in a situation characterized by the following features: speaker; hearer; speaker's attitude; utterance.

While studying the speech acts grounding on utterances with implicative predicates, we stand on the position of the

speech act typology, taking into consideration declaratives, contactives, quesitives, directives, commissives, expressives and assertives. The analysis of our empirical data showed that these utterances due to their multicomponent semantic structure are able to function in speech acts of different illocutive types, the most usual speech act type being assertive, and the rarest – contactive one. The only one exception to this row is the declarative type – these speech acts are characterized by the maximum conventionalization of meaning because of their cliché form leaving no space for the usage of utterances with implicative predicates.

The paper also deals with the definition of direct and indirect, simple and complex speech acts, and specifies such concepts as utterance and sentence.

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PRAGMASEMANTICS OF CONTEXTUAL SYNONYMS IN GERMAN

The connection between semantics and pragmatics and their delimitation are still subject to discussions in the modern linguistics. Researchers have not yet succeeded in classifying contextual synonymy as a pragmatically conditioned linguistic phenomenon. Nevertheless, the relevant experiments help to set new boundaries in language understanding and to establish the basics of language creativity.

Some linguists draw a semantic-pragmatic boundary between what an expression means always and what it means sometimes. Since this difference is sometimes very difficult to find out, linguists come to the conclusion that pragmatic information is linked to semantics, so that it is hardly possible to allocate the pragmatic meaning of the whole utterance to separate linguistic units.

The pragmasemantic analysis of autosemantic linguistic units is carried out through the holistic interpretation of the general social, emotional and cognitive background knowledge of the speaker/writer.

In a certain context, contextual synonyms have the same reference. They are used to differentiate between the nuances of meaning and function as means of cohesion. Therefore, they should be considered in terms of special pragmatic links between nominative units in a text/discourse.

The speaker/writer-related pragmatic parameters that play a decisive role in the naming of a concept are age, gender, social stratum, group (ethnic group), social role, and emotional state. For this reason, it is important to establish the informational elements corresponding to the parameters mentioned above, which is only possible on the discursive level.

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THE EXPANSION OF THE ORIGINAL MODEL ON THE MATERIAL OF POSTMODERN GERMAN TEXT

The text has its own micro- and macrosemantics, micro- and macrostructure. The semantics of the text is caused by the communicative task of transferring information. The structure of the text is determined by the peculiarities of the text internal organization and the relationship regularities of these units within the framework of an integral message.

Fiction emotivity, defined by the unity of semantic and emotional perception, is created by the explication in the text of knowledge, character and ways of their representation, explanation and interpretation of which actually causes the emotional perception of fictional reality by a hypothetical reader. In German fictional post-modern prose many thoughts are veiled and hidden through the introduction into the text of various syntactic and stylistic markers. The interest to the expressive syntax is caused by the necessity of studying of language means, with the help of which can be achieved maximum impact on the reader, which is especially important

for the fictional post-modernist communication. The position of the words in the German sentence is determined by certain grammatical rules that are often violated. The reason for violation of these norms is the intentional use by the authors of the post-modernists different syntactic and stylistic markers. Thus, the variability of syntactic structure takes place. Variability means a deviation from the norm, and more unusual the word order in the sentence is – more statement expressiveness becomes.

In the article the means of expressive syntax is considered – the expansion of the original model, on the material of German post-modern novel of the end of XX – beginning of XXI century. Special attention is paid to the study of syntactic structures and their functions. Statistical and quantitative estimates of the use of expressive markers expansion are provided, which are stylistically-marked and enforce the speech.

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THE OBJECT OF EVALUATION IN POSITIVE EVALUATIVE SPEECH ACTS

The article provides a typology of positive evaluative speech acts, seen as approval, praise, compliment and flattery.

The article reports on the objects of evaluation in positive evaluative speech acts, taking into consideration interjacent cases.

Approval has been defined as a positive evaluative expressive syncretic speech act, having, as a rule, a direct form of realization, serving mostly as a reactive or, less often, as an initiative communicative move. In a dialogic discourse approval functions as a tactics realizing two positive politeness strategies: a contact-establishing strategy and a phrase alleviating strategy, as well as emotional influence strategy and manipulation strategy. The objects of evaluation in approval speech act are nature and weather phenomena; abstract concepts (ideas, suggestions, traditions, news, etc.), art objects (discussed in their creator or owner's absence), interior items (discussed in their owner's absence), food (discussed not with its cook); health state, hobbies, habits of an interlocutor or of other people.

Praise is seen as a positive evaluative expressive syncretic speech act, functioning in a dialogic discourse as an initiative, reactive or following-up communicative move. Praise is predominantly directed from a socially superior communicant to a socially inferior communicant. In a dialogic discourse praise functions as a tactics realizing, apart from an emotional influence strategy, a phrase alleviating positive politeness strategy. The objects of evaluation in praise speech act are moral and intellectual traits, an interlocutor of a third person's skills and actions, and a third person's actions.

Compliment is seen as a positive evaluative expressive syncretic speech act, characterized mainly by convergence of an addressee and a positive evaluative utterance object, and also characterized by a slight expected exaggeration of an interlocutor's merits. Compliment is predominantly formed as an initiative communicative move. Compliment is more often

addressed to a communicant who has the same of a lower social status as an addresser. In a dialogic discourse compliment functions as a tactics realizing, apart from an emotional influence strategy, three positive politeness strategies: a contact-establishing strategy and a face-saving strategy, as well as intimating strategy. The objects of evaluation in compliment speech act are an addressee's appearance and achievements. A compliment topic might be an addressee's home, his or her home environment, interior objects, as these objects reflect their owner's taste. Compliment objects are also art pieces, assessed in a conversation with their creator, as well as food assessed in a conversation with a person who has bought or cooked it. Positive evaluation of a third person's appearance is also seen as a compliment if an addressee and an object of evaluation are close relatives.

Flattery has been defined as a pseudo-sincere positive evaluative expressive syncretic speech act, characterized by the presence of self-interest in an addresser's motivation. Flattery speech act always has a direct explicit form of evaluation realization and is stated predominantly as an initiative communicative move. Flattery is mainly directed from a socially inferior communicant to a socially superior communicant. In a dialogic discourse praise functions as a tactics realizing two dominant strategies: an emotional influence strategy and manipulation strategy. Flattery speech act is directed at the same objects as praise and compliment speech acts: an addressee's appearance and achievements, moral and intellectual traits of an addressee or a third person, close to an addressor, an interlocutor's skills and actions.

Obviously it is impossible to classify a positive evaluative utterance only on the basis of evaluation object criterion; one should bear in mind the object of evaluation and the addressee's relationship (ownership, authorship, blood relation), as well as the addressor's illocutionary aims and the way they are realized in artistic dialogic discourse.

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COGNITIVE LINGUISTIC MODELING OF KNOWLEDGE: METHODOLOGICAL ASPECT

The remarkable feature of modern cognitive scientific paradigm is viewing a man as a universal thinking machine with the ability of processing and retrieving various types of information. Thus, human cognitive activity is considered to be a sort of calculations which can be modeled on a suitable type of computer. Modeling human cognitive activity goes in parallel to modeling human verbal activity, the last being regarded as the object of cognitive linguistic modeling.

In view of implementing the methodological accuracy into linguistic research, we offer to involve the procedures of *emulation* and *simulation* as the key methodological techniques to represent verbal knowledge modeling. Language

means used in emulation and simulation are analyzed from the perspective of activating their categorical meaning. Linguistic categories are, thus, treated as a source of encoded information which serves to model various types of knowledge.

The following definition of emulation and simulation are used in our research: emulation – when one system performs in exactly the same way as another; simulation – attempting to predict aspects of the behavior of some system by creating an approximate model of it.

Establishing the emulation and simulation techniques in cognitive linguistic modeling offers new perspectives for verifying the results of linguistic research due to their methodological exactness and simplicity in use.

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COMMUNICATIVE AND PRAGMATIC POTENTIAL OF PHRASEOLOGICAL UNITS WITH A SOMATIC COMPONENT IN GERMAN

Phraseological units have cultural information and reflect national specificities. While the lexical units are used for nomination the objects and phenomena and are stylistically neutral, phraseological units, in addition to the nominative (informative) function, have stylistic functions i.e. their semantics includes expressive, emotional, evaluative information about the relation of a communicant to the realities of surrounding reality. Communicative-pragmatic function of the phraseological units is implemented in the context, increasing the informative value of the expression. But sometimes they can be without connotations.

Phraseological units have connotative colouring, evaluation relations. As somatic phraseological units have a

strong emotional orientation and national specifics, the role of phraseological units in the communicative act is very big. Phraseological units with the somatic component are used as a means of implementing certain communicative tasks, strategies, and tactics, and also function as an instrument of mental influence on the communicant. Phraseological units can describe the objects and situations with the minimal expenses of broadcasting effort.

Phraseological units can be operating in different functional styles, but with the evident domineering in everyday spoken language. Almost all everyday spoken phraseological units have figurative character. They make the language «alive», give it simplicity, brightness and figurativeness.

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SAGA OF THE FOLKLORE SMALL GENRE (ON THE MATERIAL OF ENGLISH PROVERBS)

Texts are communicative structural units with inherent categories of coherence, completeness, integrity, discreteness, informative value and modality. They (texts) are informative and non-informative, emotional and unemotional, oral and written, verbal and nonverbal, serious and unserious. These units belong to folklore small genre of non-typical make. In the scientific picture of the world the mentioned communicative units are identified as typical and non-typical. Alongside with sayings, humorous stories and riddles proverbs, in their outer and inner structures, lack title, plot, beginning and ending – so called strong text positions. Traditionally they are classified by their thematic charge. In this investigation another criterion is being suggested – the proverb taxonomy of good

and evil connotation. Proverbs are marked not only by their laconic, allegoric properties, but also by their epigrammatic power. Their beneficial force consists in making secondary constructions, linguistic play on words involved. Proverbs are open to changes and are charged with epigrammatic power. Proverbs as folklore small genre texts are flexible, open to transformation, reproduction, semantic and textual deviations. These communicative units are distinguished by dynamism, evolution, formal and semantic deviations. They go back to the precedent texts, starting their new life.

The novelty of the paper consists in the above mentioned approach and new perspective vistas in terms their evolution and involution.

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NON-VERBAL COMMUNICATION IN THE LANGUAGE AND IN A SPEECH OF THE DEPRESSION

The main parameter of non-verbal behavior is a kinesis component, arising from communicative & significant motion of face, as well as gesture of body or limb of a man. The whole range of these actions forms the closest relative to the main (verbal) semiotic sub-system, called the “kinesics system”. Kinemes are defined as a meaningful mimic and pantomimic motions included to the process of communication as non-verbal communication components during direct contact of communicating persons. Among these motions, the gestures are the most common components.

The term “gesture” is derived from the Latin *gestus*, meaning “act”, “action”. According to their communicative characteristics, the elements of sign language compose a

separate system necessary both for effective communication and verbal expression.

Representation measures of non-verbal communication facilities are heterogeneous and differ in composition, structure and semantic characteristics. That’s why there are several ways of verbal presentation of sign communication. Lets distinguish three types of statements: 1) descriptive, 2) interpretative, 3) descriptive & interpretative.

Using of non-verbal languages of doldrums characters of person is stipulated to the specific situation of interaction and serves to compensate for the missing or insufficient senses when sending messages.

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EMPIRICAL METHODS OF RESEARCH OF ADNOMINAL ATTRIBUTES IN GERMAN

The given research focuses on the study of attributes to the noun in modern German using empirical analysis. Choosing an adnominal attribute as an object of our research is due to the ambiguity in its interpretation in linguistics and the variety of its forms. To identify the attributes the following tests have been applied: interrogative test, displacement test, substitution test, separation test and attributive clause test. The structural peculiarities of the attributes have been explicated and the structural classifications have been presented. According to the rules of empirical analysis our study has the following main steps: hypothesis, collection of data, data processing, data analysis, conclusions. Our

hypothesis was that the use of certain types of attributes is determined by the stylistic features of the text. The attributes have been investigated in a comparative aspect on the basis of 9610 examples of belles-lettres, publicistic and scientific texts. To prove the original hypothesis a detailed empirical analysis has been carried out by means of statistical methods (chi-square test and coefficient K). As a result, the origin hypothesis has been proved and the general conclusion about attributes as statistical parameters of a certain style has been drawn. The prospects of the further research lie in the studies of the rules of the arrangement of components of adnominal attributes.

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SEMANTIC KEY FACTORS OF NON-COMPOSITIONALITY OF FRENCH PHRASEOLOGICAL UNITS

In spite of the fact that the problem of semantic stability of phraseological units occupies already a long time a central place in linguistic papers, it got neither single determination nor single terminology denotation until now.

First to this question appealed the Swiss linguist Ch. Bally, grounding his "theory of equivalence" in obedience to which the meaning of phraseological unit is never equal to the sum of meanings of its components. Exactly these considerations lay down the foundations of modern scientific papers relative to the semantic fixedness of phraseological units. Studying this linguistic phenomenon, they attract the different factors of semantic order, which, to them mind, serve as main in the determination of non-compositionality of phraseological units.

As one of factors, linguists attract *the semantic opacity* which prevents from understanding the meaning of a phraseological unit. However, understanding of any expression depends not only on objective, but also from subjective factors, that proves pointlessness to consider this factor as determining.

Semantic transformation, as any discrepancy between the plan of maintenance and plan of expression of fixed combination of words and accordingly between the meaning of this combination of words and meaning of its prototype, according to linguists, results in the use of fixed expressions in figu-

rative sense. But in French there are expressions, which can be used both with the direct and figurative meaning.

Probing the *non-reference* of phraseological units, linguists assert that every lexical unit, as component of fixed expression, loses its reference property in behalf of an integral meaning. This factor is closely related to two previous.

One of reasons of non-compositionality of fixed expressions is considered also *deviation from semantic logic*. However, this factor can be applied only to the negligible quantity of phraseological units, because overwhelming majority of these linguistic units are formed in accordance with lexico-semantic compatibility of words.

One of factors of semantic fixedness is also *lexicalization*, i.e. components of phraseological units lose partly or fully the independence.

Probing semantic fixedness, linguists talk also about their *conventionality*, as the impossibility to predict the meaning of components, coming from the meaning fastened after them in the free functioning.

The analysis of the factors of non-compositionality showed that none of them can execute a leading role. They are so correlated, what only on the basis of complex consideration it is possible to find out essence of this difficult linguistic phenomenon.

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BIBLE AS PRECEDENT PHENOMENON AND ITS ROLE IN THE POSITIVE IMAGE CREATION OF THE MODERN POLITICAL LEADER (BASED ON THE SPEECHES OF AMERICAN PRESIDENTS)

The article looks at the essence of precedent phenomenon in political discourse and its role in the political leader's positive image creation. The work is based on 58 original political speeches of American Presidents. The actual material dates from the post-war period to nowadays. The investigation results in the conclusion that the most common precedent phenomenon in presidential oratorical speech is the Bible, which enhances the effectiveness of pragmatic performance and, consequently, contributes to a positive image of modern political leader.

Positive political image is used as the main means of influencing public opinion. The ultimate purpose of the presidential speech is its effect upon the minds of the audience, its choice, life position, thoughts, beliefs. Analysis of the factual material suggests that presidential speech in the USA is based on the peculiarities of religious sermons, that's

why the speech of a political leader is characterized by the use of vocabulary that defines the traditional ideological values and national mental features of American society. In their speeches politicians appeal to the Bible, which is the source that promotes the highest moral values.

Appealing to the universal values and ideals, emphasizing the positive prospects of development by using biblical vocabulary, religious motives, president reminds citizens about the basic laws that must be followed for the sake of stability and peace in society. Bible as a precedent text used in the speeches of politicians serves to establish contact between the political leader and the public, ensures the formation of a positive attitude towards a political figure. Religiousness of the political leader promotes public confidence in government institutions, and thus creates his positive image.

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COMMUNICATIVE PROCESS ON THE INTERNET: STRUCTURAL ASPECT

The paper deals with definition and description of the structure of communicative process in Internet communication. Several communication models are analyzed. It was found out that models of speech communication are based on the set of communicative models, but first of all they are focused on the process of information transfer from a sender to a recipient with the preferred usage of language code. It is proved that virtual communication is mediated by a computer, that is it takes place only through computer communication channel, which provides an opportunity to transmit a message according to the principle both “from one – to one” and “from one – to many”. A lot of people can take part in a conversation,

no matter where they are physically present. Landmarks of time and space as elements of a communicative situation lose their traditional correlation, since an interlocutor can join the conversation at any time; support the already discussed topic or suggest his own one; talk with all interlocutors or choose a single one; appear once or become a regular member of a certain community of interlocutors. So, thanks to computer communication channel, categories of time and space become units of conditional, unreal character. Comparison of online communicative act with traditional speech act is made. Specific features of the communicative process on the Internet are determined.

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LANGUAGE OF LAW AS A PROFESSIONAL LANGUAGE

The article is devoted to research the professional language of civil law – which serves to the German Civil Law and all areas of that field of law.

A civil law is a right for everyday life, which touches each in his civil legal relationships with an environment. The main task of civil law is a “settlement of legal relationships of citizen in general”.

That’s why by a purpose we put a task to probe the features of language of right in professional linguistics and jurisprudence, to consider essence of right as the whole discipline, to mark off the language of right after its belonging to the sphere of professional communication.

The special legal maintenance is represented at the level of language on the special way. Not only linguists are engaged in the problems of legal professional language, which appear in connection with the high level of abstraction and difficult method of expression, lawyers also spare it a large value. We carried out a short review of linguistically legal and legal researches and their basic tasks. As a result of the research of language of right as professional language it is possible to do next conclusion, that becoming language of right as a professional language appears the appropriate stage of development of linguistics, jurisprudence in general.

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LINGUISTIC SYNERGETICS: FIRST RESULTS OF MULTIDISCIPLINARY SYMBIOSIS

In the article, synergetics is positioned as a novel research paradigm. Special focus is laid on application potential of the synergetic approach in linguistic research of language change. At the present stage, linguosynergetics includes the following two principal branches – synergetics of language and synergetics of speech (performance). The latter can further be subdivided into text synergetics, discourse synergetics, idiolect synergetics and synergetics of speech deviation.

Synergetics of language deals with principles of language change and development. The article advances a new multidisciplinary research approach within linguistic synergetics – diachronic linguosynergetics, focusing on principles and mechanisms of language change and development, and employing methodological integrity of philosophy, linguistics and synergetics. The main aim of diachronic linguosynergetics is seen in capturing language in the state of change, when the language system follows a non-

linear path, through numerous fluctuations and dissipation leading out of chaos to order and stability. Diachronic linguosynergetics also aims at revealing and understanding the main laws of language evolution – the emergence of language, peculiarities of language non-linear development, coherent behavior of its components and subsystems, the impact of external factors (including language contacts) on language structure, and the like.

Language is considered as a non-linear and self-organized complex dynamic system that changes and develops in compliance with the universal principles of the complex system's behavior revealed within the theory of synergetics.

Diachronic linguosynergetics is capable of addressing a broad range of issues concerning language change. It sheds new light on language development and permits better descriptions of phase transitions, or reconfigurations, of language as a synergetic megasystem.

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THE PECULIARITIES OF PROFESSIONAL LANGUAGES IN THE STRUCTURE OF NATIONAL LANGUAGE

In modern linguistics special attention is paid to the research of language functioning in speech. This tendency can be traced in the study of linguistic units within the small language subsystems operating in different spheres of communication.

The term “professional language” hasn’t been defined at last. In earlier studies it was considered to be equal with terminology. For some time passed the conception of this term became broader. Nowadays professional language is defined as the sphere of language aimed on monosemantic and doubtless communication in a particular professional field; it is a unity of all linguistic means used in professional sphere of communication aimed to provide understanding between people working in this sphere.

The article is dedicated to the study of lexical, stylistic, syntactic and pragmatic peculiarities of professional languages. The objective of the research is to define “the professional language”; to observe different approaches

to the formation and differentiation of the professional languages; to examine and summarize the problems of the development of the professional languages (their characteristics, functions, types); and to analyze the features of the lexical base and the functional styles of the professional language.

The author highlights the theoretical and practical bases for the study of professional languages, outlines various stages of such research and describes the terminology to define the language of professional communication. Special attention is paid to the structural and functional features of professional languages, that consist in the presence of a special set of lexical items, oriented on the needs of a certain profession, and the specific use of appropriate grammatical, syntactic and stylistic means. Special accent is placed on the main strata, on which every professional language “splits”, as well as the relations between professional languages and the language of common use.

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INTONATION MEANS OF CREATING INFLUENCE IN ADVERTISING DISCOURSE

The article provides a contribution to the investigation of oral advertising discourse. It is aimed at establishing intonation means realizing influence on the audience in advertising discourse.

The article reports on the objects of advertising discourse, its functions and, in particular, the suggestive function as a domineering one as well as intonation means of influence on the basis of the auditory analysis.

Advertising discourse is determined as a complete oral message having a strongly oriented pragmatic basis (attracting attention to the subject of an advert) combining distinctive qualities of an oral speech and a written text with all the complex of semiotic (para- and extralinguistic) means. Thus, advertising discourse is interpreted as a type of discourse in which verbal and non-verbal components correlate realizing influence upon the addressee.

The main task of ad discourse is a motivation of a recipient to certain deeds in favour of an addresser. On the one hand, it fulfills many functions: attractive, emphatic, informative, persuasive, suggestive and aesthetic. On the other hand, the main predominating function is the suggestive one. Suggestion is a hidden, mostly verbal, influence upon a recipient's subconsciousness where pragmatically marked units dominate over the information-argumentation on the phonetic, semantic as well as visual registers herewith the rising degree depends upon the suppressed pragmatic tasks. Thus, according to the suggestive function, the advertising discourse addressee unconsciously responds uncritically the commands to certain actions.

The auditory analysis of intonation means that contribute to the influence reinforcement of an ad discourse has been

carried out. At the first stage the degree of participation of intonation components in the influence realization has been determined. As a result, it has enabled us to single out definite parameters: voice range, emphatic stress and pauses. At the second stage the changes in the loudness and pitch have been studied.

According to the analysis the investigated texts are pronounced with a normal or increased loudness: the first part of a text is perceived as a loud, the second – one with a normal loudness, in the third – the loudness is either normal or increased.

The investigation of the variations of a pitch component of intonation has helped us to single out a tendency to intensify influence by pronouncing the first stressed syllable on a medium level pitch and the nuclear tone on a low level pitch but with increased loudness. As to the nuclear tones, the advertising discourse is characterized by the Low Falling, The Rise-Falling and the High Falling nuclear tones.

What is more, the high pitch level of the first stressed syllable and the low level of the nuclear tone are aimed to intensify the gap between the parts of sense-groups as well as between the parts of texts. This tendency helps to recreate the influential tension of an ad discourse. So, the changes of the pitch level are one of the main intonation means helping to increase suggestion. It has been singled out the direction of the pitch is an informative parameter while realizing influence on the nuclear syllables. The pronunciation of nuclear tones with the Low Falling tone contributes to building a serious and significant intention of an ad message which provides credit to the facts.

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FASCISM METAPHORICAL REPRESENTATION (ON THE BASIS OF THE SHORT STORY BY THOMAS MANN “MARIO AND THE MAGICIAN”)

This article is devoted to a metaphor role in fascism representation in the short story by Thomas Mann “Mario and the Magician”.

The metaphor is a figure of speech, by means of which a context gets brighter expression that promotes perception of these or those phenomena in comparative sense. In our research we carried out the comparative characteristic of the fascism phenomenon and behavior manner of one of the main characters, reflecting the peculiarities of the phenomenon under study as the given phenomenon gains the special color in the short story. The metaphor role in the literary text is great and also it can change the sense of some words.

The phenomenon of fascism considered by us has always drawn attention of researchers being ideology, political system and social practice. The reason of it is not only in historical interest to the past, but there are social and political reasons of this interest.

In the course of our practical research we carried out the analysis of the short story and revealed metaphors which widely and brightly reflect characteristic features of the fascism phenomenon, and also we came to a conclusion that the short story by Thomas Mann “Mario and the Magician” will help us to transfer the essence of the phenomenon under study due to the time in which it was created, as for metaphors, they will only increase its meaning.

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ON THE FUNCTIONAL EQUIVALENCE OF BORROWINGS WITH THE SUFFIX *-ieren* IN GERMAN IN THE BEGINNING OF THE XVII CENTURY

Purpose. The article is devoted to the functional equivalence of borrowed verbs with the suffix *-ieren* in the written German language in the beginning of the XVII century in terms of functional assimilation in the recipient language.

Methodology. The methodological framework is based on the principles of historical-comparative and systemic approaches to the lexical material of the XVII century; different devices are used, they are: componential, distributional and contextual analyses.

Novelty. The research has been made on the basis of text corpus of M. Schulz which represents authentic specialist texts from various fields of knowledge in the first two decades of the XVII century.

Results. The article presents the typology of the relationships between borrowed verbs and their equivalents. The overwhelming majority of analyzed verbs are partial synonyms to their equivalents; their lexical meaning is mainly more specific and concrete. Many borrowed verbs have terminological character and refer to various fields of knowledge which limit their sphere of use.

The specificity of semantics and use of borrowed verbs contributes to their further assimilation in the recipient language, in particular to their entrenchment in specialist languages. The present study provides a starting-point for further research of the borrowed verbs in different aspects.

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SYNERGETIC CAPACITY OF HOMONYMY IN THE MIDDLE GERMAN

Synergetics as the theory of self-organization of complex systems, studies the processes of a spontaneous generation and a dynamic development of the collective structures. The language as a complex dynamic system, being capable of self-organization and self-regulation, adapts to the environment by means of the enrichment of its vocabulary and changes of its structure. Radical changes in the structure of the German language were distinguished in the Middle German (XII-XV centuries). They were caused by both socio-political and economic events and intersystem linguistic factors such as homonymy.

A rapid development of feudal relations in Germany and the use of the German language in business, Eastern colonization and the expansion of the territory of the functioning of the German language, the heyday of the knightly literature led to the emergence of the overdialect version of the German language in the XII-XIII centuries. The phonetic level showed the greatest changes in vocalism. The reduction of vowels was especially noticeable in the middle of XI century which led to homonymy of grammatical forms of nouns, verbs, adjectives etc at the end of the Middle High

German period. The destruction of the inflexional system of the parts of speech gradually came to the stage where a successful implementation of communicative language functions was under threat. A situation of chaos appeared which prevented the distinction of subjects from objects, one figure from several ones etc. Homonymous forms disturbed the normalized structures and the paradigms of the language, caused the instability of the language system as a whole. As a result, the language was at the bifurcation point in the Middle High German period and the grammar of the German language had the analytical way of development. The calculations of the Greenberg's index in order to compare the degree of synthetical / analytical character of the German language in different periods of its history suggests that the synthetical degree of the Middle High German period has significantly decreased in comparison with the Old High German period. It means that homonymy of the grammatical forms of different parts of speech in the Middle High German period caused reorganization of all synthetic grammatical structures of the German language in the direction of a greater analytical character.

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STUDIES OF GERMAN SURNAMES KERKELING, KIRCHMANN, KERKMANN, KUNZ, HINZ, KONRAD RECORDED IN THE COLONIES OF SOUTHERN UKRAINE

Statistical calculations of German surnames in the Southern Ukraine are given according to the following time frames: 1899 to 1910 – this period is marked as the beginning of the colonization of the Southern Ukraine by German settlers; about 265 German surnames were found. 1910 to 1920 – during this period a second wave of settlement by the Germans took place; this period records about 245 surnames. History does not specify the facts indicating the reasons for population decline; it is likely to be caused not by decrease of the German population, but absence of documents containing information about the German population. 1920 to 1930 – during the third wave of settlement of the Southern Ukraine were found documents containing information on 256 German surnames. 1930 to 1949 – the post-war period saw a significant decline – about 119 variants of German surnames.

This article explores some of the German names in the South of Ukraine, namely **Kerkeling, Kerkmann, Kirchmann, Hinz, Hiltz, Kunz, Kuhnert, Kühn, Konrad, Conrad.**

The surname **Kerkeling** is of considerable interest. In the colonies of South Ukraine residents with that name appear in the time period from 1910 to 1920. In Germany people with such a surname live north of Duisburg. **Kerkeling** is a Low

German name, which comes from **kerk(e)**, or **kark(e)** and means not “prison,” but “church,” “**Kirche**.” **Kerkeling** means the occupation of people who were known as the church’s ministers, deacons, sextons.

During the analysis of the surname **Kerkeling** attention should be also paid to the names **Kerkmann** and **Kirchmann** which, according to the above analysis, have the same roots with **Kerkeling** and appeared on the territory of the South of Ukraine together with **Kerkeling**. **Kerkmann** is a form of the word **Kirchmann** in Low German. In Germany 110 records of the surname **Kerkeling** are found. A movie star Hape Kerkeling also bares it

More than 20,035 people with the surname **Kunz** are recorded in Germany. In the South of Ukraine, this name appears in the second wave of migration. **Kunz** is a short form of the surname **Konrad**. Form **Conrad** is also found in Germany, but often as a first name. **Konrad** and **Conrad** are ancient German names of kings and emperors. In Silesia four dukes had the same name: Conrad White (**Konrad der Wyße**), Conrad Black (**Konrad der Swarze**), Conrad Red (**Konrad der Rote**), Iron Conrad (**Konrad der Kale**).

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SPECIFICS OF THE VERBAL REPRESENTATION OF THE CONCEPT – ‘THOUGHT’ OF HUMAN MENTAL SPHERE IN CHINESE

The article is devoted to the analysis of verbal representation of the – thought’ as a concept of the mental plane in Chinese.

Verbalization of the concept – ‘thought’ inherent in all languages of the world and there are language universals. Verbal representation of concept – ‘thought’ in Chinese is composed of a number of meanings, including ‘thinking process’, ‘the result of the thinking process’, ‘a branch of knowledge or ways of thinking’, ‘fill the mind’, ‘memory’, ‘views’ of followed by more specific conceptual distinguishing characteristics.

Affiliation of the concept – ‘thought’ to abstractions defines the specificity of its content – the special importance of imaginative group of characters. All items through a

comparison with which it is updated figurative features of this concept is the basis for his knowledge, to identify properties that constitute it inaccessible to direct perception of a piece of human’s inner world.

In the study, a reconstruction of meaning and structure of this concept, as well as methods of their verbalization carried out. Through a series of metaphors that explicates the concept – ‘thought’, there is a generalized ethnically meaningful way of thinking, with the paradoxical position of surface-conceptual structures of language designated for the Chinese culture cognitive somatic symptom localization in the heart, the soul, the internal organs and the brain.

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USING VERBAL MARKERS IN INTERACTIVE COALITIONS

Building coalitions, it is one of the specific features of multi-party interaction. We define multi-party interaction as a communication in which three or four persons participate. Foreign researches (C.Kerbrat-Orecchioni, J.T. Polzer, E.A. Mannix, M.A. Neale, V.Traverso) define a coalition as a temporary alliance of persons who are involved in an interaction, and whose common interest is ‘to win or a conversation, where can be seen as the formation and re-formation of teams’ (E.Goffman).

In order for a coalition to exist, the fact that two participants are opposed to a third does not suffice: it is father necessary that two be ‘in league’ with each other, and that the conversational text contains some indicators of their alliances.

The main verbal markers of an interactive coalition are *agreement markers, prompts and argumentation*.

Such words as ‘yes’, ‘exactly’, ‘sure’, ‘right’ are agreement markers. Such support is almost always accepted by the person to whom it is offered.

According to C. Kerbrat-Orecchioni prompts can be:

- 1) *solicited or unsolicited;*
- 2) *accepted or refused (if the former, accepted with or without rewording).*

A coalition can also be based on active collaboration on the part of a potential ally, who comes to the aid of a particular party and helps to fulfill his/her or their illocutionary and argumentative goals. One form of collaboration is *the production of joint speech acts*. Another form of collaboration is *the production of co-oriented arguments*.

Personal pronouns also constitute good indicators of existence of a coalition. By means of *we*, participants often show their coalition.

Thus, participants of multi-party interaction form interactive coalitions and use verbal markers, which show the existence of their coalitions.

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SUPERSEGMENTAL PECULIARITIES OF THE FEMALE SPOKEN LANGUAGE

The conversational female spoken language became an important part of the scientists' research at the beginning of 90s. It's hasn't been discovered well enough before, so the interest regarding this scientific field grows every year.

An interesting fact is that the matter of gender and age has a huge impact on the way the sentences are pronounced (phonetic peculiarities). Our research is based on the phrase basis. According to our investigation, we received the following results: the female conversational language is more varied. Being very emotional, women make more pauses. The nature of the last differs according to the tempo the speaker is using (there are three variants: fast tempo, slow and the one in the middle), in our case the non-final pauses prevail, as the women's speech is very chaotic, so the tempo is fast. The tempo in men's conversational language is better logically

organized, they make long pauses which help to end the sentence in a better understandable way to the listener.

The scales differ as well. At the end of the sentences which are pronounced by men, we can observe the falling head and the opposite situation with the ladies' speech, the rising head is the leading phenomenon in their conversation.

Regarding the matter of age, young women use hesitation pauses while the ladies of the middle age prefer a logically build structure of their sentences, though the emotional side of the female nature makes it still chaotic.

Taking all these facts into consideration, without following the strict syntactic limits, using the prosodic comparison, different pauses, we can observe the natural and emotional way of the conversational language, which is obvious in the female speech.

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SECONDARY DISCOURSE OF THE ENGLISH MODERN MASS CULTURE TEXTS: SPECIFICITY OF THE NARRATIVE STRATEGIES

This paper introduces a case study of the narrative strategies in the process of secondary discourse production. Therefore, it aims at the clarification of such notions as "secondary discourse" and "narrative strategy". The research material is G. R. R. Martin's "A Song of Ice and Fire" and its secondary text space.

Secondary type of discourse is a popular way of expressing intense feelings towards the various objects of admiration. Today, it is viewed as an established phenomenon, made more accessible and popular through the Internet by means of its unique modern discursive environment. Secondary discourse is a specific secondary creativity, a dynamic process of textual communication, mediated by precedential text corpora, aimed primarily at information, ideas and emotions exchange, thus reflecting the productivity, creativity and empowerment of the secondary authors.

The discursive cybercommunity is comprised of the individuals' functioning in the cognitive-communicative

secondary discourse matrix, where multilevel interaction (verbal, narrative, conceptual, stylistic) of source-text and a secondary text as response-text to it occurs. Within the secondary type of discourse, "narrative strategy" is viewed as a graphically or verbally encoded method of the primary text interpretation. Since both the producers and recipients of the secondary texts are aware of the source materials (primary text), as well as of sources that are extratextual to the secondary productions, a rich interpretive space is created. In this space, textual communicators participate actively through narrative tools with their source materials. Every secondary author utilizes canon to different degree, from simply using main concepts and characters in a new yet linked way, for a story from a different point of view, to diverging from canon at a given point, or even presenting characters in an environment that is diametrically opposed to that canon.

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IS THE ACCUSED A MORALIST? (VERBALIZATION OF ETHICAL CONCEPTS IN A BARRISTER'S SPEECH)

The article is dedicated to the study of conceptualization of basic moral values of a defendant in the English defensive speeches. It argues about verbal representation of ethical concepts and ways of their objectification in the studied oratory. It is found out that an effective impact on the mentality of the judicial audience is achieved by creating a positive image of the defendant through the individual speech techniques of a barrister. An appeal to universal norms of ethical conduct and client identification as the material embodiment of these standards contributes to a certain conception of him as a positive, moral person. If he is a moral person, he can not do wrong, so the defendant is innocent.

In defensive speeches there are used ethical concepts with positive content, in particular loyalty, love, happiness, with the help of which a barrister emphasizes the relation between motives for committing the offense and the character of the defendant. They are disclosed in the content of the speech, the context of which is based on causality and usage of modal-and-subjective elements. The use of ethical concepts in defensive speeches provides semantic content of barrister's presentation based on a combination of emotive impact on the audience with a sequence of logical conclusions, guiding the audience to make decisions that are based on the emotional component, empathy and sympathy for the accused.

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FOREIGNISMS AS A MEANS OF LOCAL-TEMPORAL INDICATION IN THE FICTION TEXTS

The article is devoted to the function analysis of the foreignisms in the fiction texts based on the English language. Relevance of the current research is based on the importance of interactive of different linguistic codes in connection with the development of close political, economic and cultural relations between different countries. The role of foreign language inclusions in hronotop, creation historical atmosphere and local coloration in the texts are worked out and presented in detail. Much attention is paid to foreignisms in the texts written in the genre of travelogue where the author tries to describe local customs, habits, and features of life of a country. Sometimes there are no verbal analogues of certain words and phrases in the native language of the

writer. In That case the author resorts to primary foreignisms relevant to objects and phenomena, sometimes explaining their meaning, and sometimes leaves their interpretation to the readers.

It is noted in the article that usage of foreign-language inclusions allows the author to create an authentic picture of events and show the interaction of cultures. Due to the fact mentioned a mimetic effect of described space and time is reached in the fiction texts. Thus we could say that one of the most important functions of the foreignism in the fiction texts is creation local and historical coloration of actions that are described in the texts. Due to the function mentioned they are becoming indirect indicators of place and time.

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PRAGMATIC ASPECT OF MODERN ENGLISH IT TEXTS

The article focuses on pragmatic aspect of modern English IT texts. Further research analyzes grammatical, lexical, and stylistic features of English IT texts and ways of their rendering into Ukrainian. The notion of modern English computer textual space comprises a whole range of IT texts, which relate to modern computer and Internet technologies, communication of people, mediated by IT, or thematically related to this field. Modern English computer textual space is characterized by a high level of imagery. Emotive lexical units (innovative computer terms, abbreviations etc.) and stylistic means (antithesis, anaphor, simile etc.) used in IT texts by

authors focus not only on professionals, but also on amateurs. Pragmatic background of IT texts cedes on both scientific and common knowledge. The article underlines that modern translators should convey not only denotative meaning of innovative lexical units in IT texts or their information content, but also render emotive and imagery components, which are dominant in English computer textual space though they are not typical of the Ukrainian scientific-technical texts. Therefore, modern translators should have a high level of bilingual competence and possess extra linguistic knowledge to mediate pragmatic adaptation of English IT texts.

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ARGUMENTATIVENESS OF ENGLISH ECONOMIC DISCOURSE

The article is dedicated to the argumentativeness of English economic discourse which has the characteristics of scientific discourse (informativeness, narrative logic, argumentativeness etc.).

Many linguists have studied the written language of science determining its linguistic features but there still exist certain rhetorical, text semantic and syntactic characteristics that have not been fully articulated. This concerns argumentativeness of economic discourse, the feature that has not been fully studied yet.

Economic discourse comprises various text types: in some of them the authors explicitly declare their attitude to what is described, other texts feature implicit argumentation that can be expressed by means of tropes and figures, by appeal to expert opinion etc. The choice of means of argumentativeness depends on the authors' personality, their intentions, purposes and views, but also it can be determined by socio-cultural

factors (national mentality, historical stage of a country development, actual events and so on).

Argumentation in economic text can be viewed as the persuasion through logic and through emotions. Logical argumentation appeals to reason basing on evidence, established facts, and references to authorities. The types of logical argumentation are as follows: 1) explanation; 2) commentary; 3) problem statement; 4) appeal to expert opinion, and 5) statement of fact.

Psychological argumentation is related to emotional sphere, relies on recipients' feelings and emotions and is realized with the help of means of expressiveness (irony, epithet, periphrasis, emphatic structures with the verb do(es) etc.).

Argumentativeness is an integral part of economic discourse and it is used to convince the recipients, to change their viewpoint on economic problems, to come to certain conclusions under the influence of the authors' arguments.

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ASSOCIATIVE AND SEMANTIC PECULIARITIES OF THE SECOND MACRO-URBANISTIC NAMES

The second macro-urbanistic names research is important in modern linguistics. Certainly, a number of questions of the second cities nominations have already been investigated by some research workers; however, the problems of common classification of the second macro-urbanistic names, basing upon associative and semantic peculiarities, have not been analyzed heretofore.

Thereby, the object of this research is to systematize the second cities names according to associative and content features, to present their classification under study and to demonstrate peculiarities of each group on specific examples.

Examinational material is taken from fiction extracts, promotional leaflets, reference books, handbooks, encyclopedias, etc., where different information about cities all over the world is presented. Alongside this, the problem of the second cities names is analyzed on the base of various languages, such as English, Italian, French, Spanish, Ukrainian and Russian.

The second cities names, in other words, unofficial macro-urbanistic nominations are classified according to associative and semantic peculiarities. There are different groups, which include the following ones: geographical position of the city; natural features and climatic peculiarities of the cities; cultural and religion characteristics; scientific and educational importance of the city; professional activities of local citizens; meaning of the relevant cities as centres of political life of the country; politicians and other famous people; architectural peculiarities; zoological and floristic characteristics of urban landscape; peculiarities of gender and ethnic population of the city; history of the city; emblem of the city; literal and graphical characteristics of the first city name.

Analyzing selected material, it was obvious, that the synonymy is widespread among the macro-urbanistic nominations. A field of the second cities names is also distinguished by stylistic variety, such elements as colloquial, including substandard lexemes, alongside the literary elements can be met there.

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PECULIARITIES OF PRONOMINAL ANTHROPOGENDER TRANSPOSITION IN THE SPHERE OF ZOOSEMIC CONCEPTS

Anthropogender transposition as one of the contaminated forms is widely applied in fiction, folklore and author's fairy tales where simultaneous personification and gender identification of the portrayed object have taken place. The phenomenon is realized by means of corresponding pronominal units within which a gender category is actualized.

Figurative and stylistic functioning of pronominal transpositive peculiarities is revealed in anthropogender

transposition as a powerful means of metaphorization.

It is anthropogender transposition that specifies a gender marker for a pronominal substitute (mare – she; bull – he) while personifying animals having an explicit gender seme. By using ambivalence or full gender ambiguity of a noun-zoosemism author's subjective approach is observed. At the same time the choice of a gender marker depends on the specific creative targets of the author.

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GIVE A SIGNAL – AND YOU’LL BE HEARD!

The article is dedicated to the problems of speech communication and to the functional role of key remarks, speech signals and communicative noises in the process of speech interaction. It argues about the problem of dialogue speech efficiency from the point of view of communicative and psychological linguistics. The process of information exchange is understood as a complicated procedure of the ideas clashing where each of the communicants strives to realize their communicative intention. Grounding on the research of the actual material, the author singles out the main principles of optimizing the communication process by means of applying functionally different types of the communicative utterances.

The speaker’s communicative goal is achieved not only by choosing the corresponding winning speech strategy, but also by providing the highest comprehension degree of his / her speech. The inner wish of being heard and understood finds its realization in the subjective orientation. The latter presupposes drawing the listener’s attention to the key issues under discussion with the help of certain speech signals. The work results in the conclusion that it is speech signals that are the basic verbal regulators in conversation providing adequate comprehension of information and speech efficiency. Thus, ‘give a signal – and you’ll be heard’ is not only a title that sounds good, but a universal rule of efficient speech communication.

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AFFIRMATIVE-NEGATIVE WORD-SENTENCES AS A KIND OF PARTIAL OR ZERO PREDICATION UTTERANCES: STRUCTURAL AND CONTENT CHARACTERISTICS

The article reveals the problematic status of the so called Yes/No word-sentences; describes particular results of investigating their functioning in the XXI century English language fiction; offers modelling of their structure; and analyses the contents of this type of Partial or Zero Predication Utterances.

Structural and contextual analysis of ‘Yes / No’ Zero Predication Utterances expressing consent / disagreement leads to the following conclusions:

- The category of consent / disagreement, as well as language means of expressing it, may be viewed as a gradually scaled continuum – from absolute categorical disagreement through various stages of tentative disagreement / consent to absolute undeniable agreement.

- Structurally, such utterances consist of 1 to 4 words – Yes / No or their stylistically marked analogues-substitutes (72,83%), adverbs (14,13%), nouns (9,05%), exclamations (3,99%). In multiword utterances repetition of the same

lexeme or insertion of modal adverbs and other elements affects the contents –making the statement either less or more categorical.

- From the view point of communicative semantics, such utterances express the speakers’ evaluation of the truthfulness / possibility / probability of the previous sentence propositional contents. So ‘Yes/No’ utterances represent in a condensed way both the referential content of the previous sentence and the subjective modality. While the modal semantics is explicitly expressed, the factual (propositional) one – is implied.

- Associated with the previous sentence and directly connected with a particular speech act, a ‘Yes / No’ utterance is characterized with the predicativity (in broad sense, as it is seen by O. Zhaboryuck). This predicativity of ‘Yes / No’ utterances turns out to be an abstraction of both the particular sentence contents and the numerous typical situations nominated by ‘classical’ predication-structured sentences. Such predicativity is qualified in the article as ‘secondary’ predicativity.

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PARANTHESE AS A SPECIFIC TYPE OF SENTENTIAL CLAUSES

Paranthese as a special type of sentential clauses provides additional information and has optional character. Typically, inserted constructions are separated by dashes and commas. Separation of sentential inserted clauses by brackets is rare. The main objectives of its contents are the information-specifying and expressive. Paranthese contributes to the matrix sentence clarification, explanation, commentary and more.

Predicative organization of paranthese as a form of sentential clause is correlated with features of the latter. The most common temporal relations are the relations of simultaneity expressed by the connection «Präteritum /

Präteritum». In the aspect of modality predominant is the use of indicative, indicating correlation of the event to reality. In the category of person sentential paranthese is characterized by the correlation with the third person singular, often caused by the semantics of a conjunction.

Clauses with sentential paranthese tend to complicated structures with mainly three predicates. Structural and semantic models can be divided into three groups, depending on the nature of the inclusion of paranthese into structure of main clause. The most common is paranthese standing in the interposition between the clauses and does not affect the structure of main clause.

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WAYS OF MOTION'S INTERPRETATION IN MODERN CHINESE

Purpose. Grammatical phenomenon of motion verb can be found in every language, so in terms of grammatical concepts' compatibility it can be easily explored in related languages. However speaking about different unrelated languages (e.g. Chinese and Ukrainian), one can face number of problems (starting from the adequacy of translation and interpretation of the term; the question of language expression and function in the sentence).

The aim of the study is to obtain data of motion events' interpretation in Chinese with explication to Ukrainian and English languages; quantitative classification of motion verbs.

Methodology/approach. A theoretical framework proposed is based on western sinologists' studies dedicated to

motion events' interpretation features as well as to directional verbs' selection.

Findings. It is possible, for example, to apply the theoretical framework to case studies in order to build a background for practical experiments.

Research limitations/implications. The present study provides a starting-point for further research in.

Originality/value. The framework has proven to be useful in case of motion verbs' classification due to its functional characteristics and quantitative indicators; it also summarize results to present the most vivid and rich data in the selected linguistic aspect.

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LET'S AGREE TO DISAGREE?

The article looks at the agreement / disagreement speech acts employed by the main characters in the Western novels. The main aim of the article is to find the regulations between the type of character and his use of agreement / disagreement speech acts in portraying the author's concepts of the positive and the negative. While the protagonist has no real preference for agreement or disagreement speech acts and uses them almost with the same frequency, the antagonist shows his verbal agreement in more than half of all cases, though does not act accordingly to his words. The results of analysis prove it

that the speaker's constant agreement actually presupposes his inner disagreement, though his lack of moral strength doesn't allow him to oppose in the open. In fact, this type of speaker literally 'agrees to disagree' and in the end fails to make a good or trustworthy impression on readers. On the contrary, by disagreeing with his interlocutor, a character can achieve his positive taking by readers due to the flare of readiness to back up his ideas and opinions. Thus, the research shows the functional role of the personage's agreement / disagreement speech acts as to their manifesting the author's concept of the positive.

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NON-VERBAL MEANS OF AFFECT REALISATION IN ENGLISH ARTISTIC DISCOURSE

In psychology affect is seen as a non-conscious experience of intensity, a moment of unformed and unstructured potential. Of the three central terms in this essay – feeling, emotion, and affect – affect is the most abstract because it cannot be fully realised in language, and because affect is always prior to and/or outside of consciousness.

Unlike emotions, affects occur as a response to an already arisen situation and thus seem to be shifted to the end of an event, while emotions anticipate events, that haven't still taken place.

The way we see it, affect is always a combination of a few highly intense emotions that are predominantly negative.

We suggest that affect should be defined as violently evolving short-time intense emotional reaction, mainly negative, characterized by loosening or losing completely will control over the recipient's behaviour.

It has been argued that in a state of affect speech activity is blocked or is limited to the use of interjection, inarticulate screams and depressed lexis. Thus, non-verbal communicative components get foregrounded.

Non-verbal ways of expressing affect are seen as kinetic gestures (shaking head, making helpless gestures, lifting hands in dismay, throwing hands up in despair, poking a finger into the interlocutor, forming fists, waving fists, approaching the interlocutor), face mimicry (frowned brows, popped out eyes, widely open mouth or clenched teeth, trembling lips, blown nostrils) and certain actions (jumping up, hiding a face behind hands, cowering, hitting a table with palms or fists, pushing the interlocutor, attacking and beating the interlocutor, rhythmic hitting the wall with one's head).

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SPECIFIC FEATURES OF THE CRIMEAN WAR (1853-1856) ONOMASTICS IN THE TITLES OF THE ENGLISH LITERARY TEXTS OF THE VICTORIAN ERA

This article focuses on the peculiarities of the Crimean War (1853-1856) Onomastics in the titles of the English literary texts of the Victorian era. The paper identifies and describes a special class of toponyms that include place names of the Crimean origin: *Crimea, Sevastopol, Alma, Balaclava, Inkerman, Malakoff*. The research shows that these geographical names contain unique historical and cultural extralinguistic information. Due to their ability to take strong dominant positions in fiction titles, place names turn into compressed image-associative center of the text. The article develops appropriate structural-grammatical and semantic taxonomy of the literary text titles with place names in dominant positions. According to their structure the titles with Crimean War place names vary from single

word to collocation and sentence length. Semantically such titles can be described as narrative, descriptive, predictive, satirical and ironic, double, chronotope-like, plot-like, titles with axiological component and titles with complicated semantics. The research shows that onomastic lexicon of Crimean War origin in Victorian fiction is characterized by high level of hyper semantization due to frequent distribution throughout the text structure. On stylistic level this phenomenon is a part of framing effect when title recurrence provides text coherence at all levels. Such ability illustrates the importance of onomastical vocabulary as the theme dominant of the text structure and shows that place names are unique verbal geopolitical markers of British global expansion.

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GRAMMATICAL CATEGORIES OF NOUNS IN RUSSIAN AND ARABIC IN A COMPARATIVE-HISTORICAL PERSPECTIVE

The article gives a comparative analysis of the parts of speech and the main grammatical categories of nouns in Russian and Arabic, such as: gender, number, case and animateness. The article describes similarities and distinctions in the grammatical traditions of these two languages. Consideration of this question taking into account the diachronic aspect allowed to reveal essential coincidence in the studied categories at various stages of development of Russian and the modern Arabic language the grammatical system of which did not change during the whole period of its existence.

The description of category of number indicates existence of dual number in the modern Arabic language and absence

of this category in modern Russian. Research of the Russian grammatical system in diachronic aspect showed existence of dual number in all-Slavic language and its gradual disappearance approximately since the XIII century. The article gives some examples indicating existence of the remains of dual number in modern Russian.

The category of an animateness in the Arabic extends only on the nouns relating to the person and doesn't cover the words designating animals, birds, insects, etc. Moreover, the term designating this grammatical category at more close translation means concepts «reasonable» and «unreasonable» that more corresponds to the content of this category.

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HUMOROUS COMMUNICATION AS A COMPONENT OF PLAYING ACTIVITY

The analysis is underpinned with the postulates of functional and communicative linguistics thus integrating formal/compositional, textual, genre and discourse aspects of jokes.

The joke is considered as a discourse format, the appearance of which is conditioned by perceiving a person's communicative activity within the laughing culture and examining it in the context of its social setting and situation of performance. Integrating the corresponding linguistic elements, communication between people is realized with the help of the joke which functions in the humorous variety of discourse and manifests incongruity at the discourse level.

Incongruity is the basic cognitive mechanism which manifests itself both at the linguosituational (deviation from ontological, referential, logical, conceptual, discursive norms) and the linguistic level (deviation from lingual, speech, textual and genre norms). Incongruity displays itself in a paradox, the essence of which is formulated as follows: deviation from a norm is a norm of the laughable perception of the world. Linguistic tools common for jokes have been established (functions of epithets, numeric elements, oppositions, etc.). The paper also explores the interpretative role of the addressee, pragmastylistic functions of anthroponyms, intertextuality in the narrative joke.

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CONDITIONAL CLAUSE AS AN INDICATOR OF CONVERSATIONAL IMPLICATURE

This paper defines linguistic and pragmatic properties of reactive utterances in German dialogical discourse, which have a structure of conditional clause and realize conversational implicatures. Implicature is understood as implicit meaning intended by the speaker and derived by the addressee on the basis of discourse context.

Such implicatures are presented in five types.

1) $p?$ – *Wenn p, dann q.* $\rightarrow \sim p$. The speaker puts an implicature into the unreal conditional clause, which corresponds with the negation of the proposition of the initial utterance.

2) $p?$ – *Wenn $\sim p$, dann q.* $\rightarrow p$. The speaker puts an implicit proposition into the unreal conditional clause, which asserts a state of affairs negated in the initial utterance.

3) $p?$ – *Wenn nur p, dann q.* $\rightarrow p \& r$. Together with asserting the initial proposition p the speaker intends to convey another state of affairs r to the addressee.

Reactive utterances with implicatures of these three models contribute to realization of the assertive speech act – an answer to the question.

4) $p?$ – *Wenn q.* \rightarrow *Wenn q, dann p.* Utterances in form of elliptical real conditional clause realize the speech act of permission as a reaction on the speech act of request.

5) $p.$ – *Wenn q.* $\rightarrow \sim q$. The proposition of the utterance expressed through unreal conditional clause, doesn't match the proposition of the initial utterance, thus realizing an assertive speech act.

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CHARACTERS' DIALOGUE IN THE LIGHT OF THE COGNITIVE NATURE OF THE LITERARY GENRE OF "DETECTIVE STORY"

Interests of modern linguistics focus on the problems of lively spontaneous, and converted by the author's concept verbal communication. The work is devoted to the study of the surface structure and the communicative content of characters' speech in the literary genre "detective story." It is obvious that, as a particular form of information coding, literary genre of the work is characterized by its common author's narrative types and quite specific principles of construction of characters' speech in the dialogue.

On the other hand, for readers to adequately perceive the speech of a character, character's lines must adequately reflect the main trends in speech at a given time and be psychologically and situationally motivated. It is clear that the characters' dialogue in a literary work is a certain set of

dialogue unities determined by the characteristics of the genre and the national language.

Results of the study reveal the conceptual meaning of the nature of detective story which P. Harvey defines as "Who done it?" In other words, in the broad sense, detective story is an explicated question, the answer to which is given at the end of the novel.

These peculiarities of the use of certain structural and communicative types of sentences in the dialogue of character allow us to identify the detective story as a genre only by the syntactic structure of its dialogic discourse.

Thus, the article gives the key to understanding the cognitive nature of the detective story as a literary genre. Prospects for the present study we see in the creation of detective's speech algorithm common to all types of literary works of this genre.

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ECONOMIC TERMINOLOGY OF MODERN CHINESE LANGUAGE AS AN OBJECT OF RESEARCH

Because of its diversity and complexity Chinese economic terminology can be divided into the following groups: 1) the terms which function only in specific sectors of the economy; 2) terms that function simultaneously in several related industries; 3) terms that function simultaneously in one or more sectors of the economy and other related sciences; 4) terms, which function in the economy and in general use vocabulary. Structurally the Chinese economic terminology is divided as follows: 1) simple economic terms; 2) complex terms, which in turn are divided into terms- complex words (T-CW), terms-phrases (T-Phr). There are three types of term formation: terminologization, affixation and compounding. Nouns,

adjectives, verbs and numerals pertain to terminologization and compounding. Affixation occurs by attaching prefixes and suffixes to the word. In Chinese language there is a big importance of foreign language borrowings as phonetic, semantic and graphic borrowings. Economic terms of modern Chinese language are presented in various fields of application like banking sector, insurance sector, economic processes sector and purchase and sale sector etc. Modern Chinese economic terminology includes core (core terminology fund) and periphery (the terms of the related fields of economics, general terms). Not all units of economic terminology become the elements of the economic vocabulary.

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ON COMPOUND NOUNS DENOTING THE STATE OF BEING ILL IN THE GERMAN LANGUAGE AT THE BEGINNING OF THE XXTH CENTURY

The paper deals with the study of the German nominal compounds with the second immediate constituent *-krankheit* denoting the state of being ill. The purpose of this study is to investigate semantic peculiarities and to identify paradigmatic relationships of the mentioned nouns. The material of the investigation comprises nominal compound nouns obtained from Brockhaus Kleines Konversation-Lexikon (1911).

The analysis of the semantics of the units under consideration has been carried out. It permitted to point out semantic groups of the nouns added to *-krankheit* and the objects of the illness. It has been found that a human being is the most common object of the illness. The paradigmatic relations within the material under consideration have been analyzed. A close

examination of the nominal compound nouns with the second immediate constituent *-krankheit* lets determine the synonymic rows and pairs.

The conclusions concerning the main features of the German nominal compounds with the second immediate constituent *-krankheit* have been drawn. Among those there are the following: anthropocentric character of the language, the absence of unified medical sublanguage at the beginning of the XXth century.

Following future research agendas are suggested: the study of structural and semantic peculiarities and paradigmatic relationships of the nominal compound nouns with the second immediate constituent *-krankheit* on the texts of earlier periods of the German language.

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THE TERM “PREDICATION” IN THE MODERN ENGLISH LINGUISTICS

This article analyzes the concept of predictive and linguistic predication in scientific literature. The analysis shows that there is no consensus as to outline the concepts of predictive and predication, there are no clear criteria for differentiation of primary and secondary predication. In particular, in contemporary syntactic theory remains controversial interpretation of secondary predication structures and features predictive expression in sentences with these structures.

There is a number of studies that have comprehensively examined the nature and functioning of the grammatical structures of secondary predication in English linguistics.

The purpose of the article is to determine the structural and functional characteristics of the structures of secondary predication in Modern English for their formal description.

In the course of our study was revealed that in modern linguistics secondary predication is studied:

- 1) compared with primary predication
- 2) as part of the doctrine of predicative constructions
- 3) as part of the study of the syntax of the simple sentence

Analysis of the structure of secondary predication is complicated by the fact that there is no clear criterion for their identification and classification. There are different understandings of the phenomenon of secondary predication.

During our research we applied to works by Z.V. Sulymovskaya, which considers the nature and functioning of the grammatical structures of secondary predication in Modern English, and H.T. Isayeva that analyzes the phenomenon of condensation SP propositional structures.

In summary, we note that we differentiate the term predication, as it represents two different concepts.

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SEMANTICS OF EVALUATIVE ERGONYMS IN MODERN ENGLISH

The paper is devoted to a linguocultural study of semantic peculiarities of the evaluative ergonyms in British and American English, considered as one of the ideographic groups of the evaluative realia, which constitute a vast layer of the nominative units whose meaning is characterized by the interaction of the national culture and evaluative components and which denote objects, phenomena, customs and traditions specific of a certain socium or ethnic group.

The use of componential analysis permitted to single out common and differential evaluative semes within the language variants under consideration. The main evaluative semes common for both linguocultures are “prestige”, “privilege”,

“charity”, “popularity”. The ethno-specific evaluative semes are “fascist”, “chauvinistic” in British English and semes denoting crime (“gang”, “crime”, “mafia”) in American English. It has been revealed that positive evaluative realia prevail in both variants of English (BrE 250 units – 96%, AmE 98 units – 93%).

It has been determined that the dominant semantic group of evaluative ergonyms in British English is evaluative names of educational establishments, which England is famous for and the British are obviously proud of. On the other hand, in American English evaluative names of sport clubs and teams prevail. This suggests that sport occupies a central place in the value system of Americans.

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SUMERIANS AND TRYPILLIA

Analysis of certain ancient Sumerian words compared to other Slavic and Indo-European languages, along with consideration of the customs and life of the Sumerians allow us concluding the following:

1. Languages of Sumerians and Aryans (Indo-Europeans) are related at the level of the primary structural units, indicating their ancient neighbourhood. Since Aryans are believed to come from Anatolia region, Sumerians lived southwards of them in the highlands. By this time originated the Sumerians dialect as “the language of the highlanders.”

2. During the VI-V millennium BC, Sumerians migrated to the North-East and then towards the West to places of Trypillians’ settlement whose culture has shaped the future tribes. It is believed that Sumerians settled these places before Aryans coming in the IV millennium BC. Under the pressure

of Aryans Sumerians went south through Asia Minor to the lowland of South Palestine. During their stay in Trypillia, the language of the Sumerians acquired dialect known as “women’s language” or “language of the peasants.”

3. After Sumerians’ migration south, on the territory of Trypillia remained their descendants *Cimmerians* whose ethnicon is related to *Sumerians*. The last ones established in Southern Mesopotamia worldwide known civilization, the geniture of which falls on the IV millennium BC.

The conclusions require further study, which we believe is possible to be done by comparing the original Indo-European roots with ancient Protosumerian cognate word forms. Our observation demonstrates that research of the language of the Aryans and the Sumerians testifies belonging of the last ones to **Nos-traffic** group within which they had common language features.

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THE PLACE OF THE CONTINUAL ADVERBIAL INTENSIFIERS AS A PART OF SPEECH

The article is aimed at systemic analysis of adverbial intensifiers of a processual marker in French.

At a constructive level intensifiers are facultative units of a sentence. However, the presence of a verb to the intensifier signifies that a verb as well as intensifier are in the focus of the speech. Thus we have different variations of a logical content of the sentence.

Structural complexity of adverbial intensifiers causes stipulates of an intensification according to such various characteristics as time, way, quantity, intensity. Substantial versions of a category of intensity are: force, vigour, activity, pressure, precipitancy, speed, unexpectedness, suddenness, sharpness, depth, duration, carefulness, persistence, a plenty, a high (extreme) degree.

The use of adverbial intensifiers in fiction is related to the author's intention to express eccentricity of action, behaviour, to show a dynamics of events. Pragmatical

function of the given units is shown in strengthening of expression, a part of the text, the text as a whole, in creation of preconditions for the certain psychological reaction of the reader.

The work sequences the inventory of continual adverbial intensifiers and their functional equivalents. In the research semantic and semantic-etymological classification of adverbs-intensifiers are developed; synonymic relations in the intensifiers' system are studied; their deep relations inside the sentence are identified. The work analyses structural and semantic peculiarities of the intensifiers. The combinability of adverbial lexical units with the verbs from different lexical and semantic groups is identified. On the basis of these intensifiers' functioning in text, their communicative value and their role in the creation of a subjective text modality are specified; expressive and pragmatic functions of intensifiers are analysed.

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TEMPORAL PECULIARITIES OF POP MUSICIANS' SPEECH DURING INFORMAL SOCIALIZING

Peculiarities of temporal organization of British pop musicians' speech are presented in the article.

Oral speech is one of the important impact tools in mass culture. Manner of speaking is one of the image-making means.

The actuality of our investigation is determined by the interest of modern linguistics towards the factors providing efficient communication and role of phonetic means in realization of oral conversation at media discourse.

The aim of our investigation is to reveal and describe phonetic means that conduce speaker's image making.

The material of our investigation consists of recordings of British pop musicians' interviews: George Michael,

Amy Winehouse, Adele, Robbie Williams. Total recording time is 1h. 35 min. The main research method was auditory analysis.

Received data showed that speech of media discourse participants is characterized by high pausal saturation. Temporal speech characteristics indicate that speech samples are realized in conversational tonality. At the same time we should mention that acute fluctuations in speech speed are not always motivated by message content. Utterance speed indicators and pausal abundance show that speech of media discourse representatives reflects the lack of public speaking skills and low level of speech culture.

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DEMARCATIION BETWEEN FREE AND FIXED VERBO-NOMINAL PHRASES IN MODERN ENGLISH

The article examines the linguistic features of English fixed verbo-nominal phrases of the type *make a joke, have a look, give a smile* and free phrases in an attempt to establish criteria of demarcation between them.

Contrary to the opinion of some researchers, it is argued that deverbal nouns which denote actions or states are neither a necessary nor a sufficient condition for the verbo-nominal phrase to be qualified as fixed. Fixed phrases are groups of words that occur regularly in a particular combination; they become established by repeated use. Componential analysis of semantic structure of 820 nominal components of fixed verbo-nominal phrases shows that they may express a wide variety of meanings,

e.g., action, act, result or product of an action, period or interval of an action, state, condition, quality, power, ability, etc.

The paper also offers a contrary view on delexicalization of verbal components in fixed verbo-nominal phrases. Verbal components are believed to possess broad meanings characterized by a very high degree of abstraction which remain the same in all instances of use and are concretized by the context or situation.

Fixed verbo-nominal phrases originated from free phrases in Old English. In the course of language development they undergo 3 degrees of transformation: 1) free phrases; 2) fixed phrases; 3) idioms.

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CATEGORY OF “TRANSFORMANTA” IN AMERICAN NEWSPAPER DISCOURSE

This article focuses on revealing of lingua cognitive parameters of innovative units in American newspaper discourse which is seen as variety of media discourse implemented in the language of the media in the cultural and historical continuum of the USA.

It has been proved that lingual and extra lingual factors of word-formation of innovative units are influenced on their word-building. The author of the article focuses on revealing of the key notions of such phenomenon as innovative unit – neologism, its types, word-building and semantic meaning. It is proved that there are many neologisms to denote existing things, to reflect the «old» concepts, which again are conditioned by complex lingual and extra lingual factors. Fixing the new innovative units are driven largely by their popularization through mass communication and advertising.

It is claimed that the category of transformanta that is characterized as a key marker-attractor exists in every conceptual segment of language reality. It should be stated semantic processes of transformanta: shortening of the

meaning, content development, mechanism of analogy and semantic transposition (metaphorical, metonymical). It is figure out that neoframe of English vocabulary which is actualized through transformative units are combined into lexical-semantic groups depicting different spheres of people life. Cognitive segments of new English vocabulary characterize general information which is presented by innovative units contained in all lexical-semantic groups.

The research focuses on establishing the trends in word-formation and semantic processes in their interaction. It reveals the activity of certain word-formation types and mechanisms, analysis the formation of new productive derivational elements. It aims at determining the ways of functional change, the mechanisms and types of semantic derivation, studying the structural and semantic peculiarities of new lexicology and the ways of its formation.

Thus, it is noted that some structural and semantic processes play an important role at each stage of enlarging and researching English vocabulary.

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CULTURAL CONSTANTS IN JAMES JOYCE’S INDIVIDUAL-AUTHORIAL CONCEPTION

This article promotes a new approach to James Joyce’s individual-authorial conception in terms of transformative change of the constants of culture as the up-to-date meanings of his epoch. From our findings, Joyce reconsiders the selected constants of culture in the fictional revelation of conceptualized “togetherness”. The study of cultural constants from the perspectives of a serial preposition “through” and a serial adverb “forth” shows that the concentration of meaning

through time and space in the context of a fluctuating silent soul creates a living system whose continuity generates togetherness with regard to the cultural constants as world in a human being in homogeneity with Joyce’s model of a fictional text. “Through” and “forth” direct Joyce’s conception towards an ideal unity of the illumined language and discursive personality as the truth of togetherness explored by fictional discourse.

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LEXICAL SEMANTIC FIELD “JEWELLERY” IN THE ENGLISH LANGUAGE

The article is dedicated to the investigation of the lexical semantic field “jewellery” on the basis of English explanatory dictionaries. The notion of lexical semantic field is determined and semantic structure of English jewellery nominations is being analyzed in the article. The subject of the study is semantic, motivation, structural and cultural peculiarities of the given field. The work determines the notions of lexical semantic field and concrete vocabulary as well as main approaches to their study, analyzes the peculiarities of the semantic structure of the English jewellery nominations on the basis of explanatory dictionaries, investigates the peculiarities

of specialized encyclopaedic definitions of jewellery terms, considers the inner form of the given nominations, studies characteristic features of their functioning in fairy tales and glossies, states the relations between the constituents of the field and determines its core-peripheral structure. The material of the study are the following dictionaries: The American Heritage Dictionary of the English Language, New Webster’s Dictionary and Thesaurus of the English Language, Webster’s New World College Dictionary and encyclopaedic dictionaries of Jewelry: An Illustrated Dictionary of Jewelry and Glossary of Jewelry-Related Terms.

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THE SPECIFICITIES OF DEFINING THE STATUS OF METATEXT IN SCIENTIFIC DISCOURSE

The present paper deals with the notion of metatext and its status in the texts that belong to the scientific discourse. The concept of metatext can be analyzed from several points of view. One of the first linguists to describe metatext was Anna Wierzbicka who characterized metatext as the additional text about the main text, which makes a “second” text with its own pragmatic meaning.

Two types of metatext can be differentiated. They are intrametatext and separate metatext. Under the term intrametatext we understand parts of the text (parentheses, sentences) which are strongly connected with the main body of the text. Separate metatext is also a part of the whole text

but compositionally it has greater distance from the main text. Separate metatext can take the form of a summary, an author’s commentary, etc.

Scientific discourse is a type of an institutional discourse. The most important characteristics of this type of discourse are abstract thinking, objectivity and accuracy. We presume that separate metatext is widely used in the texts that belong to the scientific discourse, as it gives the speaker an opportunity to provide some additional information (maybe, not strongly connected with the main subject) without any harm to clearness and accuracy of the main scientific text.

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THE CONCEPT OF “PHONETIC SYMBOL” IN THE AESTHETIC THEORY OF BELGIAN SYMBOLISM

The article is devoted to the reconstitution of the conceptualization of phonetic and symbolic interactions in works of eminent theoreticians of aesthetics of Belgian symbolist movement R. Ghil and A. Mockel in the context of the semiotic theory of French late Romanticism and Symbolism (S. Mallarmé, J. Moréas, Ch. Baudelaire, A. Rimbaud). It is shown that phono-semantic relations were constantly on the focus of European philosophers and philologists since the Antique period. It is delimited that the concept of “phonetic symbol” in Belgian symbolist movement is generated by two different tendencies. The first, represented by R. Ghil (conception of “poetic instrumentation”), implicated the possibility of associative

mental connections between the sound of musical instruments and phonetic image in language. The second, represented by A. Mockel, stated the necessity of tonic harmonization of verses and the using of nuances of “dark” and “light” sounds. Besides, it is proved that concepts used by representatives of Belgian symbolist movement are relevant while projecting them on the contemporary phonosemantic studies of literary text in Ukrainian, Russian and Francophone philology (works by S. Voronin, A. Juravliov, V. Levitskyi, M. Grammont, K. Nyrop). This conclusion makes perspective to use theoretical concepts of Belgian symbolist authors during the analysis of literary texts in phono-semantic aspect.

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THE ROLE OF PROSODY IN CREATING THE IMAGE OF A SUCCESSFUL BUSINESS WOMAN

This article is dedicated to studying the impact of prosody in the implementation of successful business dialogic communication in situations of the communicants being at different levels of the hierarchy. The nature of the business conversation, its specific features, topics discussed are defined by business and professional interests of its members, as well as the type of relations between communicants (subordinate «vertical» – from the boss to the subordinate or from the subordinate to the boss; and partner «horizontal»). Classifying the dialogues due to their communicants' relations rank, attention is focused not only at their position in the hierarchy, but also at their gender identity.

The article is devoted to experimental phonetic study of prosodic features of English official-business dialogical discourse in order to establish their dependence on gender identity and subordinate status communicative.

The basic principles of classification of the research experimental material are: 1) style of communication (formal and business), 2) form of communication (dialogical), 3) gender (dialogue between men and women) and 4) the hierarchical status of communicative (boss, subordinate, equal partner). According to these criteria studied dialogic unities were classified into three types: female boss – man-subordinate, male boss – female subordinate, man and woman – equal business partners.

The results of gender-specific prosodic study in English official-business dialogical discourse allow to assert that there is a set of prosodic features (frequency, dynamic and temporal) used by men and women of various subordinate ranks in business communication.

Therefore, parameters derived from the phonetic experiment confirmed the hypothesis of the existing link between prosodic features, gender and rank belonging of the communicants, during the dialogue communication.



REVIEWS



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SUMERIANS AND TRYPILLIA

Analysis of certain ancient Sumerian words compared to other Slavic and Indo-European languages, along with consideration of the customs and life of the Sumerians allow us concluding the following:

1. Languages of Sumerians and Aryans (Indo-Europeans) are related at the level of the primary structural units, indicating their ancient neighbourhood. Since Aryans are believed to come from Anatolia region, Sumerians lived southwards of them in the highlands. By this time originated the Sumerians dialect as "the language of the highlanders."

2. During the VI-V millennium BC, Sumerians migrated to the North-East and then towards the West to places of Trypillians' settlement whose culture has shaped the future tribes. It is believed that Sumerians settled these places before Aryans coming in the IV millennium BC. Under the pressure

of Aryans Sumerians went south through Asia Minor to the lowland of South Palestine. During their stay in Trypillia, the language of the Sumerians acquired dialect known as "women's language" or "language of the peasants."

3. After Sumerians' migration south, on the territory of Trypillia remained their descendants Cimmerians whose ethnicon is related to Sumerians. The last ones established in Southern Mesopotamia worldwide known civilization, the genotype of which falls on the IV millennium BC.

The conclusions require further study, which we believe is possible to be done by comparing the original Indo-European roots with ancient Protosumerian cognate word forms. Our observation demonstrates that research of the language of the Aryans and the Sumerians testifies belonging of the last ones to Nostratic group within which they had common language features.

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