

### **Список використаних джерел:**

1. Алексеева И.С. Профессиональный тренинг переводчика: Учебное пособие по устному и письменному переводу для переводчиков и преподавателей Текст / И.С. Алексеева. СПб.: Издательство «Союз», 2005.
2. Селіванова О.О. Сучасна лінгвістика: напрями та проблеми / О.О. Селіванова. – Полтава: Довкілля-К, 2008. – 712 с.
3. Селіванова О.О. Світ свідомості в мові. Мир сознания в языке / О.О. Селіванова. – Черкаси: Ю. Чабаненко, 2012. – 488 с.
4. Словник української мови: в 11 томах / АН УРСР. Інститут мовознавства; за ред. І.К. Білодіда. – К.: Наукова думка, 1970–1980.
5. Oxford Dictionary. [Електронний ресурс]. – Режим доступу: <https://en.oxforddictionaries.com/>.
6. Urban Dictionary. [Електронний ресурс]. – Режим доступу: <http://www.urbandictionary.com/>.

**Shurkovska N.V.**

*Student,*

*Uzhhorod National University*

### **VERBALISATION OF CONCEPT POWER IN AMERICAN AND UKRAINIAN PUBLICISTIC DISCOURSES: LANGUAGE PECULIARITIES**

The relevance of the theme is determined by the need for a comprehensive coverage of the concept *power* in American and Ukrainian publicistic discourses taking into account the recent advances in cognitive linguistic.

The purpose of the research is to compare semantic cultural views on the concept *power* in American and Ukrainian linguocultures.

The term *concept* has many definitions. In my opinion, concept is a mental unit which reflects the object of real or imaginative world and is kept in the national memory of native speakers in the verbalized form. This term is widely used in various fields of linguistic. Concept exists in the real mentality of an individual, thus, to communicate they have to be verbalized, that is, to be expressed by language means. Each language has its own peculiarities. The concept can be verbalized both by words and phrases, by sentences and the entire texts, which determines the concept itself.

*Power* is a broad concept, but it is typically associated with policy, politics, influence and authority. This concept occupies a very important place in the investigated discourses. After analyzing the contexts of using concept *power*, we investigated that this concept is expressed by the word *power* and a number of synonyms: authority, control, influence, government, dominance, jurisdiction etc.

The concept *power* is one of the basic concepts of any culture and has a great axiological value. Every language has a word *power* which has similar definitions. Let's take a look at the presentation. Here you can see definitions of the word *power* which occur in dictionaries. The most common definitions are: *the ability or right to control people or event, political control of a country, physical strength* [6]. Here you can see definitions of the word *влада*:

- 1) *право керувати державою, політичне панування;*
- 2) *керівні, державні органи, уряд;*
- 3) *право та можливість розпоряджатися, керувати ким-, чим-небудь;*
- 4) *сила чого-небудь, могутність;*
- 5) *право управління державою, політичне панування;*
- 6) *права і повноваження державних органів;*

7) *органи державного управління, уряд;*

8) *право і можливість розпоряджатися, управляти, керувати ким-, чим-небудь;*

9) *могутність, сила [7].*

The research established that dictionaries of the Ukrainian language give us 5 definitions of the word *влада*, and in the English dictionaries we can find 11 definitions of the word *power*. Each of these definitions reflects certain stylistic features of the word. In American society, the understanding of power dominates as *the ability to manage people*. As a concept, power includes the components of *influence, control*, reflected in all aspects of human activity, and therefore divided into many types. Usually, power is associated in human consciousness with politics.

The diversity of expressions of this concept conveys the peculiarities of the development of the people. The analyzed concept is an integral part of society. Synonymous and antonymic means, derivative words from the sound component help to uncover the meaning of the concept. Words *power* and *government* are often used to verbalize the concept *power* in the American press. The periphery of the concept power consist the adjective *powerful* and its antonym *powerless*, nouns that describe the person, empowered (*leader, president, governor*).

An example *five other world powers* shows the powerful country that has an authority to rule the world.

The words combination *the most powerful man on Earth* also represents the concept power by using the superlative adjective; *powerless group* means people have no power to control events or others.

The analysis of American press determined that power is divided into three types: soft, hard and smart power.

The term *soft power* – the ability of a country to persuade others to do what it wants without force or coercion – is now widely invoked in foreign policy debates.

The term *hard power* is defined as a coercive approach to international political relations, one that involves the use of military and economic power to influence or control the behaviour or interests of other states or political groups. Successful states need both *hard* and *soft power* – the ability to coerce others as well as the ability to shape their long-term attitudes and preferences. They need *smart power*: the combination of soft and hard power in the right mix in the appropriate context.

The concept *power* in the Ukrainian conceptual sphere has certain stylistic and semantic features. It consists of two conceptual zones: *power-system* and *power-influence*. Each of these zones undergoes significant changes in the process of social and political life of the people, and these changes are reflected through the means of representing the concept. The best of these changes can be seen exploring the verbalization of the concept in the publicistic discourse.

The conceptual zone *power-system* meets frequently in Ukrainian press. This conceptual zone describes power in the sense of public administration. Letters of this conceptual zone are represented by means of personification and vocabulary of socio-political content. Personification means transferring of various attributes and properties of human to inanimate objects and abstract concepts. Analyzing the linguistic realization of the concept «power» in Ukrainian publicistic discourse the following cases of personification were found: *Міністерство інфраструктури запланувало, Верховна Рада підтримала, влада думає, змагається, ігнорує [1]*.

The concept has no stable structure and is verbalized in different ways in certain aspects. There are many words of foreign origin: *mayor, inauguration, spiker*.

Conceptual zone *power-influence* is more dynamic. The core of this zone is the political terminology, which represents the relations of a political nature: *expansion, protectorate, genocide, domination, dictatorship, management, etc.*

The concept *power* plays an important role in shaping the national view of the world. Every nation has its own vision and understanding of this concept, and its role in modern life is extremely important. Every day we are faced with information about government, officials and government, we hear about power from TV, read in newspapers and magazines. Power serves as a way of organizing society, conducting joint cases, ensuring the management of the most important spheres of public and public life. Its functioning is aimed at satisfying the needs of people, raising the level and welfare of life.

### **Список використаних джерел:**

1. День: газета. – Режим доступу: <https://day.kyiv.ua>.
2. Качмар О. Ю. Концепт МЕНЕДЖМЕНТ в управлінському дискурсі США: лінгвокультурний та когнітивний аспекти [текст]: монографія / О. Ю. Качмар. – Ужгород: Бреза, 2015. – 251 с.
3. Полюжин М. М. Функціональний і когнітивний аспекти англійського словотворення / М. М. Полюжин. – Ужгород: Закарпаття, 1999. – 240 с.
4. Приходько А. М. Концепти і концептосистеми в когнітивно-дискурсивній парадигмі лінгвістики / А. М. Приходько. – Запоріжжя: Прем'єр, 2008. – 332 с.
5. Словник української мови: В 11 т. – К.: «Наукова думка», 1980. – 780 с.
6. Longman Dictionary of Contemporary English: словник. – Режим доступу: <http://www.ldoceonline.com>.
7. New York Times: газета. – Режим доступу: <http://www.nytimes.com>.