Тіпенко Ю.А.
Киевский национальный университет технологий и дизайна

СТЕРЕОТИП “COSSAK” КАК ЭЛЕМЕНТ ИНТЕРПРЕТАТИВНОЙ МОДЕЛИ

Аннотация
В статье рассмотрена реалия “казак” как составная часть одного из стереотипов в восприятии Украины и украинцев в англоязычном мире и как элемент рецептивно-интерпретативной модели. Обращено внимание на общие и различные черты в понимании Украины как “земли казаков” украинцами и англичанами.

Ключевые слова: стереотип, казак, рецепция, интерпретативная модель, Т. Шевченко.

Topenko Yu.A.
Kyiv National University of Technologies and Design

THE STEREOTYPE “COSSAK” AS AN ELEMENT OF AN INTERPRETATIVE MODEL

Summary
In the article, the culture-specific concept “Cossack” is considered as a component of one of the stereotypes in the perception of Ukraine and the Ukrainians in the English-speaking world and as an element of receptive-interpretative model. The focus is placed on common and distinctive features in the understanding of Ukraine as “the land of the Cossacks” by the Ukrainians and the British.

Keywords: stereotype, Cossack, reception, interpretative model, T. Shevchenko.
Аналіз останніх досліджень і публікацій. Концепт з позиції різних підходів розглядали та досліджували такі науковці як В. І. Карасєв, Є. О. Іванкова, О. О. Сєнова, А. І. Сєпін, О. І. Сєпін. В. І. Іванов, О. О. Сєнова, А. І. Сєпін, О. І. Сєпін. Іванов, О. О. Сєнова, А. І. Сєпін, О. І. Сєпін. Концепт стає досліджувався доцільно в контексті навчання відповідної лексико-семантичної парадигми, а план змісту залучав спільні для усіх його мовних реалізацій понятійну основу [6, с. 150]. Кожна конкретна одиниця мови репрезентує відповідну її ментальну одиницю. Всі значні у мові одиниці (мають план вираження і план змісту) репрезентують відповідній їм явища поза- ментальні дійсності (зверніть на них увагу). Слово репрезентує предметивого світу і концепти свідомості; морфема репрезентує свідо мі своєї, тобто елементи концептів свідомості; речення репрезентує ситуацію, в якій власне концепт повністю розкривається [2]. Мовні одиниці перебувають у взаємній ієрархій підпорядкованості. Вищим в ієрархії є дієс лова і йменники. Серед дієсловів у. Чейф використо вує вибіркові одиниці (селективні), що охоплюють завдания області поняттєвого простору, такі як став, процес і дія [2]. Дієслова, що асоціюються з іменем концепту LANGUAGE/MOVA не викликають прямих образ них ситуацій, проте логічну суть дії, пов'язаної з концептом LANGUAGE можна простежити, підливши їх на тематичні сфери виразення даного концепту. Спілкування: tell, speak, talk, say, ask, argue, discuss, communicate: The fact that sparks flew between the couple is not unusual because of their age- she’s 97 and he’s 85- but because of their circumstances: they don’t speak the same language (The Daily Mail); Our language, like most all languages, makes it relatively easy to talk about “differences between groups” in ways that make us think that the members of the groups differ in the same way, even when the groups overlap (Plain English); Now, a hearing person could come to that kiosk and ask questions of the deaf person and wouldn’t have to understand or use sign language …the system could help them communicate (The Daily Telegraph). 2. Сосуди: marry, offer, warn, lie, lead, join, let, treat, thank, protect, meet, call: A language is the crucial asset of any society - it’s what binds us, animates us, permits us to accomplish things. It is part of our common space, and perhaps it should be protected as such (Plain English); But by treating language “as distinct from other aspects of daily life, don’t we promote the idea that it is a specialized activity to be pursued by those with the leisure and the inclination to do so? (The Daily Mail); For J700 a day he will visit offices and the shop floor offering tips on how to avoid bad language in the workplace (The Daily Mail). 3. Модальність: can, may, must, have to, should: Particularly important are his careful efforts to review and explain all the ways in which human language can be simpler than we normally think, from the “home sign” systems that emerge in households of Deaf children with hearing parents, to the pidgins and creoles of suddenly formed communities such as the plantation slave populations of the New World (TLS); WHOEVER coined the awful but effective phrase “body language may well have been inspired by watching Colin Montgomerie enduring an agonising day in a major golf championship (The Daily Mail); ‘He is a free player on the field, which has great influence on the game, with amazing quality, but sometimes his body language is not what it should be for a player of his class.’ (The Daily Telegraph). 4. Фізична діяльність: play, put, open, tear, look, make, do, keep, perform, produce, publish, work, use: One of these reasons is that grammar, or more specifically syntax, has for more than half a century held centre-stage in the science of language and in attempts to define what makes language special (Plain English); © Ярч М.В., 2015.
Liberman suggests that the language used in The Economist seems to suggest that one group of girls performed well and the other group performed badly (The Daily Mail).

Every primary school child on the Canary Island of La Gomera is required to learn a whistling language called Silbo in a bid to keep the archaic language alive (The Daily Mail).

5. Розумова діяльність: try, read, think, suggest, seem, write, understand, believe, acknowledge, consider, forget, know, comprehend:

But if you think it’s difficult to understand the garbled language of soccer, spare a thought for all those players who can’t even make any pretense to speak English (The Daily Mail).

We value the role of the Plain English Campaign in helping us communicate sometimes complex medical terminology in a language that is easy for people to understand (Plain English).

Gesture is a flexible way of communicating, one that can work with language to communicate or, if necessary, can itself become language (The Daily Telegraph).

6. Володіння: possess, belong, have:

According to the map, Arabic is the official language of 21 countries, including Syria, Yemen and Oman. It belongs to the Semitic branch of the Afro-Asiatic family, and in this language and script the word science is translated into (The Daily Mail);

It’s clear that the earliest humans did not possess language as we know it (TLS).

The number of pupils who have English as their second language is reported to have risen by a fifth to almost 1.1 million in the past five years (Plain English).

7. Збагачення, придбання: bring, take, send, collect, carry, catch, contribute, get, gain, give, receive:

After all, the path children take in acquiring their first language is a proven solution to the puzzle of how to go from having no language at all to having a complete linguistic system of great size and complexity, all in a few years (The Daily Mail);

Lord Dearing demanded language lessons for all primary school children and urged ministers to prepare to reverse their policy and bring back languages for all 14-year-olds if necessary (The Daily Mail);

To paraphrase what seem to be common ideas about these languages: “Latin the dead language which gives you access to Classical Culture” (The Daily Telegraph).

8. Рух: come, move, remove, return, run, go, travel, visit, arrive, enter:

Mr Tansey uses the scenario of a deaf person visiting a physician who doesn’t know sign language (The Daily Mail);

Dr Keysar wrote: ‘A foreign language provides a distancing mechanism that moves people from the immediate intuitive system to a more deliberate mode of thinking.’ (The Daily Mail);

She also says that if possible young people should be encouraged to travel abroad, requiring them to speak in another language, as a way to “bring the study of languages to life” (The Daily Telegraph);

9. Дієслова емоційного стану: hope, want, like, love, wonder:

‘Some of the words and phrases that can cause offence have, whether we like it or not, become part of everyday language and it would be unrealistic for broadcasters to suggest they are not widely used in a range of contexts (The Daily Telegraph).

England midfielder Owen Hargreaves, who plays in Germany for Bayern Munich, hopes the language barrier was to blame in last night’s alleged racism row at the England Under-21 match (The Daily Mail);

He loves the language but, as a writer, it does not belong to him (Plain English).

10. Перебування/існування: be, stay, stand, sit, live, exist:

If language were just a way of scratching each other, they reason, why would it need to be so fancy, with all its declensions and conjugations, morphology and syntax, inverse systems and evidentials? (The Daily Mail);

Don’t stay here without making any effort to learn the language (The Daily Telegraph);

‘Gemma is crazy about Eduardo. They fell for each other pretty much on day one and language didn’t stand in the way of their feelings’ (TLS).

11. Пошук: find, search, seek:

Lord Dearing said he would “start from scratch”, adding: “I believe the answers to the questions we have about the recent decline in modern languages are out there in the education community and it is my job to find them.” (The Daily Mail);

If his revelation is surprising, perhaps it is because employers give the wrong message by putting language skills low on their list of criteria when searching for employees (The Daily Telegraph);

The committee’s report said that ‘as a matter of extreme urgency’, ministers should seek to get the directive changed ‘to enable the GMC to test the clinical competence of doctors and undertake systematic testing of language skills so that everything possible is done to lessen, as soon as possible, the risks of employing another unsuitably trained or inexperienced doctor in out-of-hours services’ (The Daily Mail).

12. Зміна статі: stop, start, become, begin, change, continue, cease:

During the 20th Century, French has almost become the exclusive language of France with around 85% of the French population speaking French natively (TLS);

That since society is changing, it is only logical that the English language will change as well (Plain English);

Primary school pupils will begin learning foreign languages from the age of seven under separate proposals from Miss Morris due to be in place by 2010 (The Daily Mail).

13. Розвиток, виникнення/створення: emerge, construct, build, combine, create, design, discover, develop, evolve, establish, invent:

The authors find “significantly more lexical change along paths in which more new languages have emerged,” which they take to be evidence of punctuated evolution (The Daily Telegraph);

After an initial version was released on Monday, conservative bishops vowed to change the language, saying it had created confusion among the faithful and threatened to undermine the traditional family (The Daily Mail);

The biologist Robin Dunbar made headlines in the 1990s with his proposal that language evolved so that we could gossip (TLS).

14. Навчання: educate, examine, explain, learn, practise, repeat, study, review, revise, teach, test, translate:

If they wish to teach an additional language, they will be allowed complete freedom of choice, raising the prospect of pupils learning to speak languages as diverse as Russian, Portuguese and Arabic (The Daily Telegraph);

Ideally, schools should excite pupils with more foreign trips, better lessons and a greater focus on younger children so they choose to study languages as they grow up, he said (The Daily Mail);
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**Sписок літератури:**
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Ярич М.В.
Черновицкий национальный университет имени Юрия Федьковича

ГЛАГОЛЫ-ВЕРБАЛИЗАТОРЫ КОНЦЕПТА LANGUAGE / ЯЗЫК
В ПУБЛИЦИСТИЧЕСКОМ ДИСКУРСЕ

Аннотация
В статье рассмотрены глаголы-вербализаторы концепта LANGUAGE / ЯЗЫК в публичистическом дискурсе. Определено понятие концепта как единицы когнитивной лингвистики. Установлено языковые единицы, которые представляют концепт в языке. Проанализированы сопутствующие к лексеме имени-концепта глаголы как способ текстовой репрезентации образности и содержания концепта LANGUAGE / ЯЗЫК на основе актуализации концепта в статьях из британских журналов. Осуществлена классификация глаголов-вербализаторов данного концепта по тематическим сферам выражения концепта.

Ключевые слова: концепт, когнитивная лингвистика, глаголы-вербализаторы, лексема-имя концепта, языковая единица, языковая реализация.

Yarych M.V.
Yuriy Fedkovych Chernivtsi National University

VERBS, VERBALIZING THE CONCEPT LANGUAGE
IN THE PUBLICISTIC DISCOURSE

Summary
The article deals with the verbs, verbalizing the concept LANGUAGE in the publicistic discourse. The notion of the concept as a unit of cognitive linguistics is defined. Linguistic units which represent the concept in the language are determined. Adjoining to the concept's nominative lexeme verbs as a method of textual representation of imagery and content of the concept LANGUAGE on the basis of its embodiment in the articles of British newspapers are analyzed. The classification of verbs, verbalizing this concept, based on the thematic areas of expressing the concept LANGUAGE, is carried out.

Keywords: concept, cognitive linguistics, verbs, verbalizing the concept, concept's nominative lexeme, language unit, linguistic realization.