

1. LINGUISTICS

1.1. GENERALLY QUESTIONS

Lysejko L.V.

STYLISTICS, STYLE: SIMILAR AND EXCLUSIVE AND THE CONCEPT OF FUNCTIONAL STYLISTICS

Suggested article considers style as linguistic category from position of dichotomy on the level of langue and parole. Style is analyzed from point of view of generative transformational grammar, semantics and literary works. The article defines categories of style deflection.

***Key words:** style, linguistic, semantics, literary work, generative grammar, language, speech.*

Such concepts as stylistics and style are the branches of science that once belonged to one another, but in the last decade have been developing separately. It is well known that linguistics deals with grammatical theories describing modern languages and their didactics, while literature interprets mainly language works and is engaged in their aesthetic evaluation, i.e., literary and historical subordination. But even today, general studies are held, for example, the historical study of sounds and their preservation in written relics is more important than aesthetical perception of literal works.

The main importance of the following article is the difference between linguistics and literature. It has always existed, but was due to the fact that on

both sides there were prejudices regarding other disciplines. Especially from the side of linguistics, that held many literary interpretations and comments as subjective and not scientific. However, despite the controversy, both linguistics and literature have much in common in object: they research texts.¹ But what is crucial is the fact that literature analyzes written texts and linguistics studies language expression. In recent years, not only exemplary literary works are researched, but also trivial texts. So there is no reason to say that linguistics can't analyze and research literary texts and their features in the sphere of the communicative process. According to this the stated purpose of the presented article is to describe the differences and similarities between stylistics and style. In order to solve the stated goals the following tasks should be fulfilled: to characterize the peculiarities of the stylistics and style, to analyze objects of study for both of them.

Leo Spitzer in his "**Study of Stile**" distinguishes two concepts as following: "*Language styles*" and "*Styles of languages*." "*Language styles*" are researched in the area of comparative stylistics, the task of which is the study of specific structures and means of expression in one language and in compare to others. According to the research of E. Koseriu - style of literary texts and their analysis from the perspective of literary criticism have nothing to do with the use of the word "*style*", it should not be stated that the style of a literary text is independent from grammatical and lexical inventory of any language, in our case, from German.²

So when it comes to comparing the methods of style comparison in specific languages, it actually refers to the grammatical and lexical system of the language. Also it is not possible to define style without comparison, i.e. instead of the term "*style of German language*" one should use "*the system of language*." The system is described linguistically in the language and grammar vocabulary. The term "*style*" is used in sociolinguistics in the description of language of social groups, dialects, professional and special languages, taking in account all the differences between spoken and written language.

Thus, there are many parallels between stylistic and sociolinguistic variations.

Bernd Spillner considers individual style as a category that applies to specific texts and utterances, i.e. events that occur at the level of parole from the position of the generative transformational grammar. Category of style can be described by the following definitions: style - a phenomenon or an epiphenomenon, is available in the narrated or written texts and set in the perception of the text and is not described in the linguistic area by grammar or semantics. Style also refers to the author of the text in order to achieve an aesthetic effect. From this position, his concept is defined in the theory of style and is seen as part of linguistics or literature.³

Theory of style defines the object of research, where it has and at the same time sets his scientific position and relationship with other categories of the discipline. This includes also the style of the literary texts. Theory of style reflects the relationship of language system at the level of langue to the style of a particular text at the level of parole, thus this trend is seen as a part of theoretical linguistics.

In the applied linguistics there is a connection between the theoretical linguistics and the research of a specific style that brings the research methods in the categories of style. We support the view of Bernd Spillner whereby literary analysis can develop in the direction of linguistics and linguistic - on the contrary, in the literary criticism. In this case the research is seen as linguistically grounded analysis of the literary style mentioning its reference to the interdisciplinary field.

Specific stylistic research is held from the perspective of style analysis. Here the methods of developed linguistic manifestations in the communication process are applied, which means their analysis on the level of parole. Style analysis is based on the three main components:

- Linguistic components: it is a coded language expression;

- pragmatic components: make it possible to balance the categories of "author", "reader", "historical situation" and "the subject of the speech";

- Literary and aesthetic components: develop relationships to influence the reader for literary interpretation and evaluation.

In the analysis of the text all three components may not be involved simultaneously, but they all depend on each other and complement each other. Thus, a thorough linguistic-pragmatic analysis of style in this case provides baseline data for the final literary interpretation. The purpose of this detailed analysis is methodically organized integration of all three components in the study of style. The linguistic part of the proposed model would look like this:

- Theoretical Linguistics - theory of style;
- Applied linguistics - the study of style;
- Sphere of use - analysis of style.⁴

In practical study, the combination of all the components is made to obtain objective results. Therefore, for the analysis of style it is important to consider a particular style of literary works and trends of the specific historical era.

Thus, a good and sensible style is a certain kind of correct language that matches the subject of broadcasting and the participants. The style duality was established in antiquity. Its properties are associated with the concept of expediency and conformity. With this began the development of understanding of the functional and social differentiation of the language.

The second issue that we consider in the article refers to the functional stylistics, which deals with the research of different style types. The statement by B. Eroms should be mentioned: "*The basic concept of this science, namely the concept of language norm, is practically used in the construction of grammar, lexicology, word studies, and especially syntax, so the fate of the style is in helpless theorizing*".⁵

Functional stylistics is a discipline that researches not only the language but also the speech. It is the science that studies speech, analyzes laws, nature,

specificity, extralinguistic condition, i.e. different language variations of speech. Under the extralinguistic factors we understand those, relating to the structure of language, which could be found in its linguistic form of reflection and affect the structural organization of the speech, rather than promote it.

According to the work of B. Sowinski, we agree with the idea that stylistics researches the principles and effects of choice and use of lexical, grammatical and phonetic means for transmitting thoughts and emotions under different conditions of communication. The stylistics of the language studies the specifics of language subsystems, called linguistic styles, as well as different connotative language devices.⁶

The stylistics of the speech is studying some real texts, based on the significant deviations from the rules of language. Separating these types of style always correlates with the reverse process - the search for integration. It is characteristic for the linguistics to distinguish four types of stylistics: descriptive stylistics, functional stylistics, which studies large classes of texts in their functional genre and role attribute; stylistics of individual speech and comparative stylistics adding two more classes - practical stylistics and text stylistics, which are at crossroads with functional stylistics and stylistics of individual speech. Differentiation of types of stylistics depends on the way in which the main concept is researched, the concept of style. According to the type of stylistics style gets different attributes: language, speech, functional and unique. From the standpoint of language stylistics style is determined as an invariant of a large number of similar meanings and language devices in real texts where styles are defined as subsystems that are specific to different areas of communication. This definition is related to the key concept of speech situation.⁷

Thus, studying the stylistics, you should note the following: stylistics - a science which is in the process of its formation, since there is no unambiguous definition of its object and status in other linguistic disciplines, though with the works of L. Spitzer its linguistic nature becomes almost

axiomatic. Meanwhile, there are two areas that are inherited from ancient rhetoric: the types of styles and types of their expression and it's possible to conduct research in each of these areas independently, within the dichotomy language - speech. The subject of stylistics is not clearly defined, so it is differently determined in the sphere of language culture, practical stylistics, linguistic analysis of the text and even rhetoric. Areas that have been traditionally distinguished in stylistics, seemed to lose its boundaries, dissolving in individual speech stylistics or in rhetoric and poetics.⁸

In other words - stylistics as a branch of linguistics, as a set of basic operations and private research is a conglomerate of various concepts. This basic stylistic paradox is that the fuller, deeper, more described lexico-syntactic and grammatical features of styles, the less clear became stylistic specificity of each of the types of speech.

The reasons for the current situation B. Spillner sees, firstly, in the absence of the essential research of the stylistic phenomena, and secondly, in very simplistically interpreted thesis of the unity of the national language, and thirdly, in the absence of the same approach to the study of stylistics in the sphere of language, speech, language systems and standards, and fourthly, there is no reasonable classification of stylistic phenomena and, fifthly, the question of the subject of stylistics is not settled.⁹

Everything that was said about any type of stylistics is directly related to the functional stylistics, there wasn't any supplied or developed structural problem in comparison with what has already been done by the representatives of the Prague Linguistic Circle (School). According to the scientist, the only achievement of stylistics was the recognition that there are no completely homogeneous texts. Such heterogeneity is due to the fact that a single national language has a series of "sublanguages".¹⁰

Thus, the very diversity of languages serves as a manifestation of its importance. From this perspective, every native speaker is a polyglot who speaks not one language, but several and enjoys each depending on the

conditions of the communication. However, the nature and degree of this “ownership” can be varied. The ability of a modern man to distinguish speech from noise is the first lower stage of linguistic competence. The second stage of linguistic competence is the ability to say what kind of language the speaker uses. The third level of language competence - understanding the content, the meaning of utterances. The fourth stage - understanding of different connotations, understanding, how a speaker chooses an inappropriate linguistic form, the highest stage - active ability to build speech patterns according to the given stylistic connotations. The vast majority of ordinary members of a linguistic community has the third stage, in part, mainly based on intuition have stage four and even less - five.

Thus, linguists suggest that in order to become a native speaker, you must learn the rules, and must behave as if you know these rules. Understanding the language and using it means knowing the rules of its usage, adopted in a specific social group.

REFERENCES AND NOTES

1. Spillner, Bernd Linguistik und Literaturwissenschaft / Bernd Spillner. – Stuttgart: Verlag W.Kohlhammer,1974. –174 S.
2. Dittmar, Norbert Sprache und soziale Rolle /Norbert Dittmar. –Hönigstein / Taunus: Athenäum Verlag GmbH, 1980. – 325 S.
3. Sowinski, Bernhard Grundlagen des Studiums der Germanistik T.1./ Bernhard Sowinski. – Köln-Wien: Böhlaus Verlag, 1994. – 273 S.
4. Chomsky, Noam Reflexionen über die Sprache / Noam Chomsky. – Frankfurt am Main: Suhrkamp Verlag, 1997. – 314 S.
5. Coseriu, Eugen Einführung in die Allgemeine Sprachwissenschaft / EugenCoseriu. – Tübingen: A. Francke Verlag GmbH, 1988. – 329 S.
6. Eine neue Geschichte der deutschen Literatur / Eine neue Geschichte der deutschen Literatur. – Berlin: University Press, 2007. – 1219 S.

7. Eroms, -Werner Stil und Stilistik / Hans-Werner Eroms. – Berlin: Erich Schmidt Verlag, 2008. – S.255
8. Spitzer, Leo Stilstudien B.1 / Leo Spitzer . – Darmstadt: WBGI,1961. – 294 S.
9. Див.пос.7 с.171
- 10.Див.пос.1 с.123

© Lysejko L.V., 2013

O. Solovyova

INTERCULTURAL COMPETENCE IN MODERN COMMUNICATION

The article states that while studying it is very important to form linguistic competence and ability of forming a successful intercultural communication, the formation of interest in the culture and traditions of the countries is studied. Language and the ability to represent their country and culture is very important.

Keywords: *interpretation, communicants, culture, linguistics, linguistic competence, communication, intercultural interaction, intercultural competence, intercultural communication, language and professional communication, dialogue, tolerance, empathy, learning efficiency.*

Object is intercultural competence in modern communication. The purpose of this paper is to study the role of intercultural competence in modern communication as a reserve to increase the effectiveness of learning a foreign language. New political and socio-economic changes in Ukraine in recent decades, and its desire to actively collaborate with Western countries significantly affected by the expansion of the functions of a foreign language and have led to a rethinking of goals, objectives and content of teaching foreign languages. The new

political situation, the expansion of international cooperation and international contacts require deep today (free) foreign language and, as a result of new educational technologies.

In the era of globalization, the rapid development of intercultural communication occurs in many different areas. In all situations, professional communication specialists directly involved in "*dialogue and cultural interaction*". There is no doubt that to achieve successful communication they need to have the ability to effectively solve the problems that inevitably arise in the process of communication between people belonging to different communities. Thus, a very important formation of linguistic competence of power of successful intercultural communication, ie the formation of interest in the culture and traditions of the country study of language and the ability to represent their country and culture. Intercultural communication is a clash of different views on the world in which communicators are not aware of the differences of opinion, considering his vision of the world "normal" [2, p. 45].

In intercultural communication probability is much misunderstanding grows, as communicants belonging to different cultures often violate their expectations [2, p.46].

Formation of intercultural competence includes the following aspects: empathy, the ability to distance themselves from its position (change of perspective), the recognition of cultural diversity, tolerance, cultural identity, ethnic identity. In foreign science concept of "*intercultural competence*" arose in the early 1970s, in the process, at the turn of 1970 - 1980. relevant issues are relevant to other cultures and their values.

In the context of research on these problems intercultural competence has been regarded as a set of analytical and strategic skills, expanding interpretive range of the individual in the process of interpersonal interaction with representatives of other cultures.

Based on these characteristics, we can conclude that intercultural competence is a combination of knowledge, skills and abilities by which an

individual can successfully communicate with partners from other cultures, both everyday and at the professional level. For example, the practical expression of intercultural competence can serve as a knowledge that, for example, in England depending on the interlocutor to ask how much he earns, but paid for a thing, you should not pose questions of a personal nature (of the age, marital status, status health, etc.).

The skills of a competent intercultural communication requires its participants to understand that when, whom and how it can and should say or do. The successful implementation of these facilities they need: socio-cultural (contextual) knowledge, communication skills, language skills, and psychological skills.

The language is most clearly manifest differences between cultures. Therefore, knowledge of the language of another culture - a necessary condition for intercultural competence, as it provides an adequate understanding of the cultural characteristics of the country. Knowledge of the language allows the individual to adapt their behavior to the behavior of partners, which means that it has formed a high capacity for intercultural communication, communication adequate understanding of participants belonging to different cultures. Language skills and personal qualities forms the subject of communication - openness, tolerance and willingness to dialogue with representatives of other cultures. At the same time, the study of foreign scientists allowed to formulate rules that will ensure competent intercultural communication.

To do this: good to know themselves and their own culture, to be patient, listen carefully to the interlocutor, to monitor the situation and not make hasty conclusions, easy to carry and store uncertain situation, the ability to make decisions more likely to seek information and advice to competent sources, carefully weigh their decisions, be sincere curiosity for everything new and unusual, get as much information about the culture of their partners to recognize their own mistakes, to avoid confusion, to find ways and means to communicate with partners in the widest range of issues. The conscious use of these rules allows

to manage the process of cross-cultural interaction, adequately interpret it, to acquire new knowledge of the cultural context of a particular cross-cultural interaction and thus provide an effective and successful intercultural communication.

We consider intercultural competence as an important part of professional communicative competence of specialists in various fields. The most effective, in our view, the pragmatic use of materials to ensure familiarity with the realities of the country's language study and reflect communicative situations close to reality. Tasks that stimulate compare culture invariably cause the interest of students and contribute to the development of intercultural competence.

Intercultural competence is regarded today as a tool to succeed in intercultural interactions and is determined by the detailed performance characteristics of international cooperation. Among the performance criteria of intercultural communication and intercultural competence possession bases allocated successfully perform their professional tasks in a foreign environment, the ability to have a constructive dialogue, including a good knowledge of the language, harmonious social relations between the guest and the host side, the absence of stress symptoms, identification of foreign society. Thus, in the sequential acquisition of knowledge about the national characteristics of communicative behavior interlocutors practical skills to take into account cross-cultural differences in the direct daily contact with native speakers promotes intercultural competence. It should be noted also that professionally oriented education provides students with additional educational and informational material from different areas, thus expanding professional horizons of future specialists.

REFERENCES AND NOTES

1. Bondarenko OR Cross-cultural aspects of communicative competence in a foreign language / O.R. Bondarenko // Methods and organization of foreign

- language teaching in language high school. Proceedings of the Moscow State Linguistic University. MY. 370. - M., 1991. 2. Vasiliev N.N. Intercultural competence. Strategies and techniques to achieve it / N.N. Vasiliev // WPC. - [Access Mode]: <http://rspu.edu.ru/university/publish/journal/lexicography/conference/vasilieva%20N.htm>.
3. Grushevitskaya T.G., Popkov V., Sadokhin AP Fundamentals of Intercultural Communication: A Textbook for high schools / T.G. Grushevitskaya // - Moscow: UNITY-DANA, 2002.
4. Karnyshev A.D. Personality and intercultural competence / A.D Karnyshev // [Access Mode]: <http://ecsocman.hse.ru/data/2011/02/08/1214887819/14.pdf>.
5. Teslin O. Design forms of English language lessons / O. Teslin // Foreign languages in school. - 2002. - № 3.

© Solovyova O., 2013

1.2. ENGLISTIC

Olena Dymo

SEMIOTIC ANALYSIS: THE INTERPRETATION OF VISUAL AND VERBAL SIGNS IN ONLINE ADVERTISING

The article deals with the semiotic approach to online advertising analysis in order to identify the linguistic resources that are used to create an impact on consumers and reveal new underlying content of advertising messages.

Key words: *online advertising, language sign, interpretation, semiotics, communication, iconic sign, symbolic sign, meaning.*

The Internet advertising has long been a global advertising environment through which trading companies, firms try to offer the consumer their goods and attract more and more customers. The continuous growth of the Internet audience and the emergence of new more effective advertising media caused the emergence and growth of the online advertising market, while "*papers are increasingly becoming a communication dying model*".¹

Modern online advertising is studied as a common symbolic space, which incorporates the elements of natural language and elements from different sign systems.² Natural language signs are of great importance because through verbal signs communicative purpose of advertising messages is implemented, new meanings are created, aimed to form a definite opinion of needed benefits and evaluations.

In online advertising all types of signs are used, isolated by Ch.Peirce,³ which form new meanings. The interpretation of signs in the advertising message is just one of the variants of advertising interpretation. Roland Barthes was the first who drew the attention to the semioticians of determining the value of advertising.⁴ Identifying the encoded meaning in an advertising message is performed by decoding where the code is a way to organize a sign system, thus communicative function of language is implemented. Therefore, at current state of advertising content semiotic analysis is the most comprehensive. For the purpose of analysis was chosen an advert from the site <http://www.iherb.com>.

Chosen for the analysis the online advertising will discover how text is organized, what signs are used and how they reveal the deeper meaning of the text. Following professor E.A.Yelina, who studied the generalized semiotic analysis of advertising, we consider the entire structure of online advertising and define the mechanisms of influence on the consumer.⁵

Let us consider American company "Green Mountain" coffee advertisement. The online advertising consists of two units. The first unit shows an image of the advertised product, the company name and the product name. The second unit has a product description and a marketing text. Coffee advertisement is a package of

coffee in the upper left side of the block, in the right - company name and product name. The second unit is under the first. Two units of the advertisement are placed on a white background.

First, we select all the messages contained in the first ad unit. The first message shows the image. A signifier of the message is a real pack of coffee beans and a signified - the same package, but photographed. In such iconic sign (image) the relationship between the signifier and signified is constructed by analogy, by motivation.⁶ So iconic message has a physical resemblance to the signified real object and corresponds to the "letter" of the image, so it can be called a literal iconic message.⁷

The second language message consists of the company name and product name. English language skills are needed to decode the message. Even the product name has a word "*organic*", indicating the "*American style*" diet. Thus, language message has dual character - denotative (direct meaning) and connotative (reveals additional meaning), which is a symbolic sign.

Third iconic message is discrete. The first iconic sign is presented on the package in the form of image of the company owners. Their classic elegant clothing resembles the last century, indicating a continuation of long family tradition of making coffee.

The second iconic sign is a cup of coffee that brings together the owners not only with family ties, but also joint production. Above the cup is a hole through which you can smell the coffee beans if you inhale aroma of freshly brewed coffee.

The third sign in the third iconic message is the color of the package designed as a combination of different coffee colors that suggests the possibility of making different kinds of coffee (americano, cappuccino, latte, etc.).

Fourth language message is in the image of the product, in its packaging (include images and inscriptions on the package). We first read language message - company name and product name, the names of the owners of the company Nell Newman and "Pa" Newman, are linked by family ties as father and daughter, that is confirmed by the phrase "*The second generation*" on the packaging.

As to the second ad unit, it consists of a slogan and marketing text. The first and the only message in this unit has a linguistic nature. In the marketing text we find linguistic sign «*To dunk or not to dunk the choice is yours. Understanding of the phrase depends on knowledge needed for interpretation and assimilation of linguistic signs that are related to the field of culture*». ⁸ This expression is reminiscent of a famous monologue "To be, or not to be" from the play "**Hamlet**" by William Shakespeare, where the main character Hamlet calls in question the meaning of life, and whether or not it is necessary to stay alive when life has so much difficulties. In the marketing text is an example from history that all noble deeds begin with a passion for change, a great desire to make our world a better place. Great performances need a good and sure foundation. "Green Mountain Coffee" and "Newman's Own Organics" have teamed up to represent a brewed coffee, which should be cooked with care and attention to get the perfect cup of coffee that will inspire you for changes. All the power of coffee is in your hands. Even the owner of the company reveals her secret of success. First you need to drink a cup of coffee and dunk some cookies. To dunk or not, resolves the consumer.

Thus, a linguistic sign is symbolic because it requires going beyond the obvious, in the area of additional meanings, that is based on some code - a system of symbols that encode information you want to decode. ⁹

As a result, we conclude that in the analyzed online advertising, there are five messages:

1. iconic message, based on the code;
2. language message with code;
3. iconic message, based on the code;
4. language message with code;
5. language message with code.

David Ogilvy argued that especially when reading advertising messages the reader's eye sees the illustration first, no matter where it is on the page. ⁹ In iconic message consumer perceives literal and non-literal image simultaneously. Literal

iconic message plays the role of "*support*" for non-literal, it is basic. Then we read the first language message with code. This literal message is overlaid with the second iconic message, which meanings are realized in three signs. Fourth language message gets the meaning by reading other iconic message.¹⁰

The last language message has a certain linguistic autonomy and may exist separately, but in conjunction with previous messages shall have a complete meaning.

The usage of different types of signs creates new, deeper meanings. In summary, it is clear that semiotic analysis examines online advertising in detail. In general, the structure of online advertising consists of two units. Content of the first unit is presented in the form of image, names of company and products, and the second - with marketing text.

Each of the units uses different types of signs. In the first unit the clothe is an iconic sign, that resembles the past century and indicates the period of company foundation. Next iconic sign is a cup of coffee, that indicates the union of owners of the company and continuation of the family tradition. Language sign "*organic*" is a symbolic sign, as an organic way of eating in America. Also symbolic linguistic sign "*The second generation*" suggests a multi-family business. The phrase "*To dunk or not to dunk ... the choice is yours.*" is a symbolic language sign, which indicates the play "**Hamlet**" by William Shakespeare, and the content is decoded by cultural knowledge.

The process of recognition and interpretation of signs contributes to the memorization of advertising messages as forcing the consumer to recall the previous experience, reflect acquired cultural knowledge. Through the use of various types of signs online advertising becomes more expressive, better remembered.

REFERENCES AND NOTES

1. Kokhtev N.N. Advertising: The art of the word. - M.: Publishing House of

- Moscow State University, 1997.
2. Yelina E.A .The semiotics of advertising. - M.: CTI "Darya, and K", 2008.
 3. Pierce Ch. Elements of logic // Semiotics. - Moscow: Raduga, 1983.
 4. Barthes R. The zero degree of writing. Semiotics. - M.: Raduga, 1983.
 5. Ibid, 2.
 6. Losev A.F. The problem of the sign and realistic art. - M.: Art, 1995.
 7. Lotman Y.M. Semiotics of Culture. In 3 volumes - Tartu: Alexandra, 1992.
 8. Agueyev V.N. Semiotics. - M.:Worldwide, 2002.
 9. Morris C. Foundations of the theory of signs // Semiotics. - M.: Raduga, 1983.
 - 10.Ogilvie D. Ogilvie advertising. - M.: Publishing house Penguin Books, 2006.

© Olena Dymo, 2013

УДК 811.111'276.6:001,4

Stevanovich R. I.

**INTERPRETATION OF CONCEPT “INTUITION” IN THE
“NAIVE” AND SCIENTIFIC WORLD LANGUAGE PICTURES
(BASED ON ENGLISH AND RUSSIAN MATERIAL)**

The given article deals with the investigation of the concept “intuition” in scientific and “naive” pictures of the linguistic world using Russian and English material. A conceptual analysis was applied for investigation. In the process of investigation conceptual and imagery features have been found in the structure of the concept “intuition”.

At the present time two sciences got a quick development; they are heuristic and a cognitive science, which have much in common. Both sciences are of origin integrated. They were born on the crossing of psychology, philosophy, logic, linguistics.

N. N. Boldyrev states that “*the cognitive science is one of the most promising and perspective fields of modern linguistics. It analyses the language in its close connections with different mental structures and processes*”.¹

Heuristic is a science investigating creative thinking. The subject of heuristic is the process of creative thinking which synthesizes logic and intuition. The aim of this science is to study the ways and devices which ring a scientific discovery.

Both sciences are anthropocentric. It means that they put a person in the centre of their investigations from the point of view of the linguistics.

A conceptual analysis is considered to be the main method of linguistic investigations – which helps to connect the language the people speak with their life and their national peculiarities. This method helps to describe abstract and complicated concepts with the help of metaphors and metonymy.

The conceptual analysis defines the way an individual interprets the surrounding world and his or her mental sphere. The conceptual analysis interprets different meanings of a word taken from dictionary definitions in the form of its lexical components. It reconstructs the knowledge of people about the surrounding world which is transformed into a language world picture. This knowledge is reflected in a “naive”, practical picture of the world which is represented in the language. Following the thesis offered by Pimenova M. V. “*we define a linguistic world picture as a complete set of knowledge about the world, which is reflected in the language*”². A scientific picture of the world differs from a “naive” picture of the world in many aspects, as it has its own terminology, a special language of interpreting different scientific phenomena. It is strict and realistic. Language itself reflects the knowledge of people about the surrounding world. E. S. Kubrjakova writes that “*with the help of the language we penetrate both into the mysteries of the brain and into the language itself*”³.

A famous Russian scientist of linguistics A. A. Potebnja states the fact that “*each science takes its roots in everyday life of the people*”⁴.

A key point of a cognitive science to study is a concept which represents an invisible category of thinking. The concepts first of all represent a product of thinking and then they are verbalized in the language. A concept is given birth in the form of an image and then it is climbing of abstraction.

The investigation and description of a concept is performed in several steps.

The first step is to find a motivated sign which is responsible for the name given to a definite concept.

The second step is to analyse the main word which nominates the concept under investigation with the help of different metaphors.

The third step is to study the valuable and functional qualities of a concept and the fourth step consists in finding conceptual features included into the main meaning of the word into nominating the concept which means finding the components included into the meaning of the main word and describing a synonymous line of the word, representing the concept.

The aim of the given article is to investigate the concept of intuition on the basis of the language material and to compare its verbalization in Russian and English naïve and scientific language world pictures. To investigate the concept of intuition we had to illustrate it with the large number of contexts in order to interpret this concept. The concept of intuition is an abstract phenomenon, it is invisible and in order to describe it we have to compare to the surrounding world and find qualities which are similar to some material objects.

Sh. Bally states the fact that “*we compare abstract concepts with some objects of the material world looking for some similarities as it is the only way to understand them and to acquaint them with other people*”⁵. And this process is performed with the help of metaphors. That is the metaphor is used to verbalize the concept “intuition” which can’t be described and interpreted in any different way. Metaphor is based on analogy.

An individual living in natural and social sphere used to apply different characteristics of the surrounding world to interpret some strange phenomena in a common language which can be understood by everybody. And it is performed with the help of metaphors on the basis of likeness and comparison. Concepts of the inner world of a person are expressed and interpreted by the qualities of the outside world phenomena.

So, in our investigation it happens that we describe the concept “intuition” like being a plant, a living being, some objects of the surrounding world. An individual does not have to invent new words to describe a mental sphere, he uses words and expressions which he knows perfectly well and other people know and understand them as well.

The analysis of the structure of the concept “intuition” was performed by analyzing words and word combinations verbalizing the given concept; which helps to find out some constituents of the concept “intuition”. Collocations of words used to describe the concept under investigation help to categorize the phenomenon of intuition. Cognitive metaphors which are found out during a linguistic analysis should be understood and analyzed as definite features entering the structure of the concept “intuition”. So, the description of the given concept is performed on the basis of the found out features characterizing the concept under investigation. We understand the structure of the concept as “*a whole unity of potential signs characterizing the concept*”⁶.

In our investigation we put under analysis that kind of intuition which is connected with a heuristic way of problem-solving and the intuitive approach to problem solving.

It should be noted that a mysterious field of the inner sphere of a scientific creative process is very seldom highlighted in the documentary literature concerned with the autobiography of scientists, so any attempt to analyse the creative spirit in this field is valuable.

The first step in our analysis is to look at the inner form of the word representing the concept of intuition and to find out its etymological aspect. The

word intuition was borrowed into English from Latin which had the form of *intueri* – to consider, look upon, see within and came to the science of heuristic from psychology. In psychology it means “*knowledge obtained without knowing the ways of its getting*”⁷. In the field of heuristic it means a heuristic process concerned with finding out the solution of the problem on the basis of search without using any logic. The characteristic features of intuition is to intuit spontaneously a hypothesis and take a decision. A heuristic interpretation of intuition is presented by an American psychologist Westcott: “*In the context of general problem-solving intuition is defined as reaching conclusions on the basis of little information which are ordinarily reached on significantly more information*”⁸.

It should be mentioned that there exist various definitions of this concept both in Russian and English which is explained by a complexity of this phenomenon and by little information about its interpretation. Westcott confirms, that the word intuition hasn't found yet its final decision though it had been known long ago. “*The term “intuition” appears to have fewer meanings in psychology than in philosophy, but it remains true that the last word of intuition is as for as in the future as the first word of intuition is in the past*”⁹. In the dictionary Ch20CD the word intuition is defined as “*the power of the mind by which it immediately perceives the truth of things without reasoning or analysis*”¹⁰. A famous French mathematician H. Poincare admitted a great role of intuition in a scientific discovery. He called intuition as “*unconscious device*”, which helps to guess better than consciousness. Poincare spoke of many incidents when intuition played a key role in scientific discovery. He called it “*sudden illumination*”, “*sudden inspiration*”¹¹. In English scientific literature the concept “intuition” is analysed from three sides: 1) philosophic; 2) psychological; 3) heuristic and it is emphasized that this concept has a lot of different definitions: “*The form intuition has a great many different meanings and a very long history of investigation in both philosophy and psychology*”¹².

Philosophers apply three approaches to analyse the phenomenon of intuition: “*Conceptions of intuition within philosophy range from the most primitive*

*functions to the most sublime ... 1. Intuition as the most primitive mental function on which all perception and reason depend; 2. Intuition as realization of fundamental truth – “I am a person”; 3. Intuition as a special “knack of the mind” by which some persons arrive at conclusions without formulation of the premises*¹³. Psychologists analyse intuition as a mental ability based on the senses. “A famous psychologist Carl Jung presented intuition as one of four mental functions – the others being sensation, thinking and feeling – possessed by all people but developed to a greater or better degrees in different individuals”¹⁴. From the practical point of view intuition is considered as a heuristic function: “Most empirical studies involving intuition as a concept have been more concerned with the outcome of decision-making or judgment than with the intuitive process itself”¹⁵.

In scientific literature connected with a heuristic problem – solving it is emphasized that while describing intuition some paradoxes and contradictories are observed. It is explained by the fact that there exist little information about the intuition. “The intuitive experience contains contradictions; it is unexpected but somehow fits; it comes from within, but at the same time from some unnamable other; we produce it, but it also seems to happen to us; we are involved but uninvolved, absorbed but detached”¹⁶. Creative people experience an unusual feeling as if they are not initiators of problem-solving but are used as “channels” through which information is passing as being “agents” of some Divine.

“Creative people often describe themselves as “agents” or “channels” of some other source”¹⁷. There is always a paradox observed during problem solving. Nevertheless scientists feel themselves as being “agents” or “channels” of some Divine at the same time during the process of “illumination”, they consciously surrender following the will of someone unknown.

“Creative people report that in addition to being “channels” they are self-possessed in self-surrender at the moment of revelation”¹⁸. In the dictionary of CODCE two definitions of the word intuition are observed: 1. Immediate apprehension by the mind without reasoning; 2. Immediate apprehension by a

sense. The first definition, to our point of view, reflects a heuristic content of the word intuition, as it is connected with the intellectual activity of the brain, and the second definition is connected with a psychological meaning as it is connected with a senses. Difference in interpretation of intellect and senses is clearly seen in the definition of word sense: “*The senses considered to be a total function of the bodily organism as distinguished from intellect (WNUUD)*”¹⁹. Taking that fact into consideration there are distinguished two types of intuition: sensual and intellectual. The intellectual intuition as itself is clearly reflected in a creative intuition: “*My view may be expressed by saying that every discovery contains “an irrational element” or a creative intuition*”²⁰.

Let’s discuss the approximate structure of the concept “intuition”. Concepts are realized in the language in different ways. One and the same concept may have different ways of verbalization. The concept “intuition” is verbalized in the language by the following words: *intuition, intuited, intuitive, intuitional, intuitively, intuiter, intuitionalism* and by some free and fixed word combinations, such as: *intuitive approach, intuitive thinking, intuitive judgment, intuitive mind, intuitive feeling*. In the English language we come across some attributive schemes: N+Prep.+N, for example: *function of intuition, notion of intuition, conception of intuition, feeling of intuition*. These combinations are formed by a Genitive case using preposition *of*; another scheme is: A+N+N – *infinitive solution procedure, intuitive learning process, intuitive problem solving*, as well as predicative constructions: *to be guided by intuition, to have a great power of intuition, to be under the influence of intuition*. The situation of intuition is expressed by a verb *to intuit*, for example – *to intuit a hypothesis, to intuit a solution*. The imagery part of the concept intuition is formed by a group of features concerned with the words of nature and different objects surrounding a living being.

The word intuition forms a group of synonyms: *intuition, instinct, automatic reaction, light of nature, sixth sense, insight, direct apprehension, perception*.

In the “naive” world language picture of the English people the intuition is understood as an event or occurrence with characterize a rare happening of intuition. The following contexts illustrates this opinion: “*In ordinary usage intuition might signify an event or occurrence (I had an intuition)*”¹, or “*Intuition is a single event as opposed to series*”²¹.

Functional features of the concept intuition are characterized as mental abilities, of an “inner person”. Intuition is understood as a living being. It is an “inner person”, functioning inside functional features are verbalized with the help of nouns, adjectives, verbs.

It should be noted that “*mental abilities while solving problems are closely connected with the brain functioning and are most often described by adjectives, which show and emphasize mental abilities. “Intuition is a faculty of the mind. (I used my intuition)*”²². “*Intuition is an extraordinary mental ability*”²³. Metaphors are used to show a certain twist of the brain. “*Intuition is a special knack of the mind*”²⁴.

Categorization of the concept “intuition” in the English world language picture is accomplished by the feature of a mental power. “*Intuition is the power of the mind*”²⁵; “*Intuition is the power of understanding or realizing smth. without thinking it out*”²⁶. Intuition is an irrational phenomenon. It is opposite of logic. “*Some people assume that the way to be more intuitive is to be less rational*”²⁷.

A famous scientist K. Erberg writes: “*The first step of creativity is through intuition. Brain is involved after the intuition has displayed itself and continues the only way shown by intuition*”²⁸. The intellectual intuition is connected with a heuristic problem-solving and the way it is displayed is expressed by two groups of adjectives which are quite opposite in their way of reflection. The first group is formed by adjectives on the basis of the mutual meaning – “resultiveness”. It includes the following adjectives: *creative, developed, evaluative, productive, lucky*. In this group it is worth speaking about the evaluative intuitive. The following context gives a definition of this kind of intuition: “*Evaluative intuition might work directly on possibilities that present themselves from outside. Einstein*

*must have had the evaluative intuition on this theory of general relativity, because he seemed to be unreasonably confident it would stand up to empirical testing*²⁹. The second group is integrated having a mutual component – “weak, imperfect”, and includes the following adjectives: *dim, feeble, undeveloped, faint, unproductive*. Metaphysical ingredients of the concept “intuition” are actualized as the feature; of a person who perceives smth. Perception as itself is not based only on traditional ways of perception but includes nontraditional ways of perception which are associated with folk classification of ordinary people (forecasting, presentiment).

In the English language picture of the world it is expressed by word combination *intimacy of intuition*. “*Intuition is the most primitive mental function on which all perceptions and reasons depend*”³⁰. A feature of a human being can foresee, forecast is included into the structure of the concept “intuition”. “*Intuition is increasingly recognized as ... a forecaster, a revealer of truth*”³¹.

Features of anthropomorphic character are realized in a group of emotional functions. One of them is “body awareness” and is expressed by a metaphor. The following context proves that: “*Some people suggest that intuition is body awareness and that the way to be more intuitive is” to get in touch with your body. It is important to acknowledge that the body contains information and transmits messages*”³². Another emotional sign is singled out in the language picture of the world Englishman as “physical sensations” which is associated with the solution of the problem: “As expressions like” I felt it in my bones” and “I had a gut feeling” indicate physical sensations are often associated with intuition. Often they are global feelings that seem to radiate all over. People describe them as a “glow”, a “burning sensation”, a “cold chill”, “tingling”, or “electricity running through me”. A. E. Housman wrote that his skin bristled and added: “*This particular symptom is accompanied by a shiver down the spine*”³³.

But physical sensations are not often negative. Sometimes they are pleasant. People are happy to experience an intuition: “*It was an intuition I was happy at this moment. I had the feeling: “Now I see through the matter*”³⁴. Another scientist

shares his positive experience as well: *“I experience a strange lightness in my step as through a great load were taken off my shoulders, a sense of joy”*³⁵.

One more sign of emotional feeling connected with intuition is the so-called “Intellectual sympathy”, which is associated with a deep plunging into the problem under investigation. *“Henry Bergson called intuition a “kind of intellectual sympathy” by which one places oneself within an object in order to coincide ... what is unique in it and consequently inseparable”*³⁶. An occasional emotional characteristic associated with intuition is registered in the structure of the concept “intuition” which represents an anthropomorphic essence, that is – “intuition is an oddest friend”.

*“Intuition can be like one of those friends who shows up at the oddest times, even though all attempts to get him to call ahead or to keep an appointment are in vain”*³⁷.

Temporal code includes features of time units. All of a sudden experience of intuition is described by adjectives like: *spontaneous, instant, momentary*. *“Intuition is a spontaneous phenomenon”*³⁸. The feeling of unexpected experiencing the intuition is described by a metaphoric word combination – *“shock of recognition”*, which describes a psychological shock situation. *“Bruner calls the shock recognition” a certain obviousness that, as soon as surprise wears off, makes us think”*³⁹. Instantaneity of intuition coming is expressed by a metaphor – *“flash in the mind”*. *“We think of intuition as a flash that comes and goes instantaneously”*⁴⁰. Intuition is compared to a snapshot due to its momentary action. *“Intuition is a snapshot as opposed to motion picture”*⁴¹. *“Intuition is often so concentrated that it flashes by before we can seize it”*⁴². The concept “intuition” is characterized as well by an occasional author’s expression of a metaphoric nature – *“a feeling in a funny bone”* – *“Ray Rock followed a “feeling in his funny bone instead of the advice of his experts”*⁴³.

A group of features characterizing different objects of the world of inanimate nature are included into the structure of concept “intuition”, which are verbalized by means of metaphors.

In the author's texts we come across a comparison of intuition with a snowflake. *"It is like trying to capture a snowflake; as soon as it hits your warm hand it is no larger a snowflake"*⁴⁴. Intuition is characterized by an adjective – *sharp a sharp intuition* by analogy to a sharp knife.

Intuition is described by a metaphor: *intuition-train*. *"Intuition is like a train speeding fast your field of vision: you don't see any details, just a blur accompanied by ... – and yet in that instant you know, at the very least, that it was a train"*⁴⁵. Intuition is conceptualized as image. *"Intuition will always come in visual images"*⁴⁶.

A cognitive model – "Intuition is surprise" is used to describe the concept of intuition. *"When surprise (intuition) wears off it makes us think"*⁴⁷. Intuition can be described by the feature of a message. *"A fact may appear to be a message"*⁴⁸.

Concept "intuition" includes in its structure a biological feature of a "bud", which sometimes comes unexpected. *"Intuition arrives like a bud in springtime, but without any predictability"*⁴⁹.

While describing the concept "intuition" it was noted that it may be interpreted by the features of the Divine, God, Good Lord as there are a lot of mysterious things accompanied intuition and scientists consider it's coming as a God's will. *"Intuition is an instrument of the Divine"*⁵⁰. A great composer Bach noted that he felt the God's will: *"It is God who makes the music"*⁵¹. A famous physicist A. Einstein believed in God's assistance: *"As an adult Einstein frequently spoke of God or Good Lord when discussing scientific theory"*⁵².

The structure of concept "intuition" includes a feature of a "gift" as many scientists being unable to explain the unexpected arrival of solution experience of intuition they consider it to be a Gift of God. *"An idea might seem to be a gift"*⁵³. *"I wake up in the morning wondering what will my intuition loss upon me, once gifts from the sea"*⁵⁴. *"Illumination itself simply occurs when it occurs, and is described as grace, a divine gift"*⁵⁵.

Some esthetic features were observed in the structure of the concept intuition. The central emotion connected with intuition is a feeling of esthetic beauty. “As Keals wrote: “*Beauty is truth, truth is beauty*”⁵⁶.

Esthetic elements are especially a characteristic of mathematical creative process. H. Poincare spoke about – esthetic feelings in mathematics – *elegant proof, esthetic judgment, a beautiful combination of figures*. “*Exceptional mathematicians are capable of “intuition of mathematical order that makes us divine hidden harmonies and relations”*”⁵⁷.

So, make a conclusion we may say that the constituents of the structure of the concept “intuition” include features of living beings and of inanimate things of the surrounding world. It has been found out that features of anthropomorphic nature, of biological origin, theomorphic features (God), temporal function, have been used to describe the conception of intuition in the form of metaphors.

The biggest group of features ascribed to intuition are of anthropomorphic origin. Intuition is mostly described as “inner person” with all the characteristics of a living being, such as ability, mental functions, emotions, immediate apprehension. Synonym to concept “intuition” is *revelation*. The conceptual features of the concept “intuition” found in different dictionaries are the following:

1. Ability;
2. Immediate apprehension;
3. Mental function;
4. The power of the mind;
5. “Knack of the mind”;
6. Judgment.

The valuable feature of the concept “intuition” is that it is the “key element in discovery”. It should be noted that this article is one of the first attempts to analyse the concept “intuition” from the cognitive point of view.

REFERENCES AND NOTES

1. Boldyrev N. N. Cognitive semantics: A course of lectures on English philology / N. N. Boldyrev. – Tambov, T.S.U., 2000. – P 3.
2. Pimenova M. V. The language picture of the world / M. V Pimenova. – Kemerovo, 2011. – P. 53.
3. Kubrjyкова E. S. Language and knowledge / E. S. Kubrjanova. – M., “The languages of Slovenian culture”, 2004. – P. 52.
4. Potebnja A. A. The idea and the language. – 1983. – P. 72.
5. Sh. Bally French stylistic: a course of lectures. – 1973. – P. 221.
6. Flew A. Thinking about thinking / A. Flew. – England; Glasgow, 1976. – P. 23.
7. Short Psychological Dictionary (SPD) / ed. by Petrovsky A. V. and Igroshevsky M. G. – M., 1985. – P. 127.
8. Westcott M. R. Toward a contemporary psychology of intuition / M. R. Westcott. – N. Y., 1968. – P. 71.
9. Ibid. – P. 72.
10. Chamber’s 20th Century Dictionary (Ch20D) / ed. By E. Kirpatrick, 1983. – 1583 p.
11. Poincare H. Mathematical creation / H. Poincare // Creativity. – U. K., 1969. – P. 78.
12. Wertheimer M. Productive thinking / M. Wertheimer. – N. Y., 1945. – P. 154.
13. Bastick F. Intuition. How we act and think / F. Bastick. – England; Willey, 1982. – P. 214.
14. Encyclopedia of psychology / ed. by R. I. Carsin. – N. Y., 1989. – P. 457.
15. Ibid. – P. 456.
16. Vernon P. E. Creativity / P. E. Vernon. – U. K., 1964. – P. 126.
17. Goldberg F. The intuitive edge / F. Goldberg. – Los Angeles, 1983. – P. 71.
18. Ibid. – P. 72.
19. Ibid. – P. 70.
20. Ibid. – P. 71.

21. Concise Oxford Dictionary of current English (CODCE) / ed. by H. W. Fowler. – Oxford, 1993. – 870 p.
22. Webster's new universal unabridged Dictionary (WNUUD). – N. Y., 1983. – 41819 p.
23. Goldberg F. The intuitive edge / F. Goldberg. – Los Angeles, 1983. – P. 71.
24. Bono de E. The mechanism of mind / E. de Bono. – NY: 1969. – P. 32.
25. Flew A. Thinking about thinking / A. Flew. – England; Glasgow, 1976. – P. 3.
26. Goldberg F. The intuitive edge / F. Goldberg. – Los Angeles, 1983. – P. 32.
27. Ibid.
28. Ibid. – P. 68.
29. Ibid. – P. 47.
30. Webster's new universal unabridged Dictionary (WNUUD). – N. Y., 1983. – 41819 p.
31. Flew A. Thinking about thinking / A. Flew. – England; Glasgow, 1976. – P. 28.
32. Erberg K. The aim of creativity / K. Erberg. – Vodoley, Tomsk, 1997. – P. 93.
33. Goldberg F. The intuitive edge / F. Goldberg. – Los Angeles, 1983. – P. 51-53.
34. Ibid. – P. 52.
35. Ibid. – P. 15.
36. Ibid. – P. 79.
37. Ibid. – P. 77.
38. Ibid. – P. 151.
39. Ibid. – P. 81.
40. Ibid. – P. 71.
41. Ibid. – P. 69.
42. Ibid. – P. 24.
43. Ibid. – P. 69.
44. Ibid. – P. 72.
45. Ibid. – P. 32.
46. Ibid. – P. 72.

47. Ibid. – P. 22.
48. Ibid. – P. 73.
49. Ibid. – P. 82.
50. Ibid. – P. 73.
51. Ibid. – P. 71.
52. Ibid.
53. Ibid. – P. 70.
54. Ibid.
55. Vernon P. E. Creativity / P. E. Vernon. – U. K., 1964. – P. 137.
56. Goldberg F. The intuitive edge / F. Goldberg. – Los Angeles, 1983. – P. 71.
57. Ibid. – P. 83.

© Stevanovich R. I., 2013

1.3. GERMANISTIC

Chorna S.S.

ENTERING OF ANGLECISES INTO MODERN GERMAN LANGUAGE: CAUSES AND CONSEQUENCES

The article discusses the reasons for the English words penetration into the German language system (extra-linguistic and interlinguistic), analyzes the main methods of borrowing (direct borrowing, terminology synonyms, compound words, false anglicizes, etc.) and the scope of their use (advertising, technology, sports,

media , medicine, music, youth vocabulary, etc.). We also consider the attitude of the German public to the issue of anglicizes' penetration into German language.

Keywords: *borrowings, anglicizes, ways of borrowings, extra-linguistic and interlinguistic reasons, German, false anglicizes, "German language Protection Unity"*

Foreign words exist in every language, including lexical structure of the modern German language. Especially notable entry of foreign words in the German language took place in the mid-twentieth century. The most intensive German language lexical composition increased due to the English language. This is due primarily to the global spread of English and the prestige of its use.

Subject of English borrowings in German became the object of study of many both native and foreign linguists (V. beta, IA Baudouin de Courtenay, William Vaynrayh, AL Vasiliev, M. Gerlach, E. Hordyshevskaya, L. Krysin, B. Carstensen, J. Kosenko, G. Fink, E. Haugen, S. Hilhendorf, Scerba, W. Yang et al.), the interest in this issue does not fade with time, indicating its multidimensional nature and inexhaustible.

H. Tsindler was one of the first in linguistics who started Anglicises researching, proposed the definition: Anglicises - are not just borrowed words or unusual combinations of words, also any use by British or American model. This term is usually used by modern scholars to refer to borrowings from English (Vihter S., R. Glan, K. Tautenhan, J. Fink, B. Young, C. Yanhik etc..) .1

The purpose of the article is to analyze the causes of German Anglicises penetration and organize them.

Practically every scholar who has studied borrowings, somehow touched consideration extra linguistic and the intra linguistic causes of foreign words borrowing.

Thus, S. Green, analyzing work of many linguists covering problem considered following extra linguistic reasons: cultural influence of one nation to another, the presence of oral or written contact countries with different languages,

raising interest in the study of a language, the credibility of the source language, historically conditioned capture of certain social culture strata of another country, the social strata terms of language culture, deriving new word. 2

Inter linguistic reasons for borrowings are:

- 1) lack of native language equivalent for the new object, phenomenon, or concept;
- 2) the tendency to economy of language;
- 3) commitment to improve and maintain communicative definition of lexical items, which is to eliminate polysemy and homonymy;
- 4) need for detail corresponding value, distinguishing between some of its connotations by attaching them to different words (synonyms enrichment);
- 5) The trend toward expressiveness, leading to the emergence of foreign stylistic synonyms;
- 6) lack of native language capabilities to create original, while borrowed from synonyms are possible;
- 7) the accumulation of similar words in a language with a tendency of isolating one of these items and borrowing in this way and derivational morphemes elements. 3

There are many so-called "supporters" and "opponents" of Anglo-American influence on German. According to the "fans" of borrowings from English, it has, for the first structural advantage, compactness of Anglo-American debts comparing with German replacements, and secondly, it is the economic benefit associated with the simplification of global communication in the global world and thirdly, the English language gives the opportunity to participate in the global communication culture (youth language, Internet).

Anglicises opponents argue that, firstly, the German loses its former power, and secondly, that it ceases to be a prestigious and thirdly, that the Germans are not enough conscious and they do not perceive the value of their own language as a sign of their own identity. 4

However, recently in Germany it became fashionable to use English words instead of German. Use some of them is appropriate, but some is not. For example, in the major German cities at each step there are English expressions: Mc Clean, Moonlight, Check in, Image - Center, City - Shopping.⁵

Very often uses British and American concept of German advertising and thus promotes a different way of life. The German advertising Anglicises perform the following functions: attracting the attention of the consumer, serving for the nomination of new objects and phenomena fashionable to provide promotional text color to another country, so people are buying Lotion, Snacks, Shorts, Conditioner. Everyone knows the advertising lexicon - Slogans, Marketing, Corporate Identity, Promotion, Image, Message. The appeal of the English language is to provide a sense of advertising success, opening a world where globalization is usually combined with use of English, which is international. ⁶

Technology, especially the world of computers and the Internet, the language also imposes a special mark: Scanner, Browser, Netbook, Mouse, E-Mail, Online, Provider, Bit, CD-Rom, Computer, Hacker. But before that in German there were technical concepts in English from other areas of technology: Airbag, Display, Playstation, Gameboy, Joystick and so on. It is the development of information technology has affected not only the language but also on the nature of intercultural communication in general. Spreading of the Internet played an important role.

In the sports field is becoming more typical American sports titles with relevant concepts that facilitate communication athletes and fans: Fan, Match, Cross, Freestyle, Penalty, Badminton, Sprint, Finish, Team, Handicap.

Anglicises are also widely used in other areas:

- Media - Feature, Primetime, Print, Slow, Entertainer, Offset, Yellow Press, Reporter, Interview, Comic, Monotype, Charts, Comics, Jingle, Headline, Hit, News, Playback, Serial, Show, Single, Trailer, Bestseller, Essay, Love-Story, Promoter.

- Cosmetics industry and medicine - Lifting, Scrub, Piling, Make-up, Foundation, Fluid, Strip, Cover, Strew, Body Lotion, relaxing;
- Fashion - Fashion, Dress, Look, Top, Boots, Blazer, Sweater, T-Shirt;
- Music - Hit, Single, Trek, Poster;
- Catering - Bar, Brandy, Chips, Cream, grilled, Fast food;
- Nature and Environment - Greenpeace, Smog, Setter;
- Job - Babysitter, Bodyguard, Controller, jobbing, manager;
- Youth vocabulary-Girl, Boy, Date, crazy, cool, OK, Punk, Tattoo.

One of the main ways of borrowing anglicises defined:

1. Direct borrowing, without changing the meaning of the word: Talkshow, CD-Player, Team, Meeting, Sprint, T-shirt-painter, simple, different, small-talk.

2. Terminology synonyms - there are the names that already exist in the language and create competitive German synonyms: leasing - Vermietung; marketing - die Massnahmen eines Unternehmens; consulting - der Berater; investor - der Investitionsträger; slang - die Umgangssprache; user - Nutzer; Magazine - Zeitschrift.

3. Mixed - compound words, one of which was borrowed from English, the rest from German: Powerfrau - Geschäftsfrau; Livesendungen - Sendungen über das Alltagsleben; Reiseboom - grosse Reisenachfrage; Service-Dienst; Service-Seite; Top-Lage; Inter-CityZug ; Euro-CityZug.

4. English borrowings may be used in the German language not in their literal sense. Yes, the U.S. "Administration" in the German language is not used to refer to the administrative apparatus of American President and the Government of America.

5. False anglicises are borrowings that derived from the English-speaking parts, but in the German language used in a different sense. For example: Dressman, Oldtimer, Shorty, Showmaster, Twen. Mobile phones are only in German-speaking call Handy.

False anglicises generates a great interest of Germanists. The fact that in English some of these words are not used at all, and some are used in other senses.

For many Americans or Englishmen who come to Germany, these words are not clear.

For example, the German word fatal matters «misslich, peinlich - doubtful, difficult, unpleasant," while the English adjective fatal means «unbehebbar, tödlich - inevitable death."

6. Borrowed verbs can be reformed in accordance to the German grammar (accession infinitive ending-en, - n). This makes it easy to conjugate the verb to form Partizip: to trade - traden, to swap - swappen, to manage - managen.

It turns out that the trend of increasing the vocabulary of the German language by the British borrowing even become dangerous forms and cause anxiety in different German populations. Therefore, this issue came to the state level.

In 1899, the German linguist Hermann Dunher warned against excessive use anglicises. He wrote the book "Explanation instead of English words." To draw attention to this phenomenon, several years ago in Dortmund was founded "Society for the Protection of German", its founder - Walter Kramer, Professor of Economic Statistics at the University of Dortmund. Since 1997, the company annually confers the title "Forger German" because in his speech he uses many English words that its meaning was not clear to listeners. Typically, they are well-known businessmen, politicians, cultural figures. Assigning a title always causes a stir in the community. So community leaders draw attention to the problem "Denglisch" (derived from the words Deutsch and English). In 1999 this title was Joachim Lundeveh, manager of the German railways for what he renamed stations resistivity German words into Anglicises: Auskunftsburo - at Service Point, Fahrkartenschalter - at Ticket Counter, and Bahnhofstoilette - in Mc-Clean. 7

There a scientific elite of all universities in the country is in Society of B. Cramer. It employs about 14,000 people and plans to organize mass protests. Members of the Society and its activists wrote thousands of letters of protest to trading companies in their advertisements anglicises abuse. "If you are promoting your product in English - speaking in German - then sell it in England or New Zealand." Every German is a pack of mail leaflets. In those where a lot of English

words, members of the Society stamp: "Talk to me in German" and sent back to the company. Given this assessment of his advertising firm necessarily will think and react to the comments. The members of the Society paste on shop windows, which "make a slip 'bright stickers:" And you can say it in German? ".

Newspaper Society in each issue positions list of those firms are particularly maim German. These lists are remade other newspapers, heard on radio and television. To get to that list nobody wants - a loss. Thus society creates a negative attitude to capture and forms foreign thought this way.⁸

Also, the Company issued Dictionary «Anglismenliste», comprising of 5085 units. It is designed for the general public: everyone has the opportunity to easily find the German equivalent to the Anglo-American loan itself decide which of the words (German or English), he used in speech or written. ⁹

What Anglicises currently filled German - more than obvious. H. Schmidt spoke about the state of the modern German language as: «Englisch ist überall in und up to date, Deutsch ist vielfach, schon vollig out» .⁹ Every one understands that the German language - it is not just the German people and its cultural heritage, and it should keep for themselves and for future generations.

REFERENCES AND NOTES

1. Міщенко А.Л. Адаптація англіцизмів до системи сучасної німецької мови (на матеріалі англіцизмів комп'ютерної галузі й технологій): автореф. дис. ...канд. філол. наук: 10.02.04. / Міщенко Алла Леонідівна: Донецький національний ун-т./ Донецьк, 2009 – 20с.
2. Гринев С.В. Введение в терминоведение. / С.В. Гринев. - С.: Московский лицей. – 1993. – 309с.
3. Дундїй П.Н. Англійські лексичні та термінологічні запозичення в німецькій мові / П.Н. Дундїй // Лінгвістика ХХІ століття: нові дослідження і перспективи. –С. 82-90.

4. Zifonun G. Überfremdung des Deutschen: Panikmache oder echte Gefahr? Institut für Deutsche Sprache, 2002.
5. Langenscheidt, Grosswörterbuch Deutsch als Fremdsprache, Berlin, 2003.
6. Патрикеева А. Англицизмы в немецком языке (на примере рекламных слоганов): дисс. канд. филол. наук / Патрикеева Анна Александровна. - Москва, 2008.-183с.
7. <http://www.vwds.de>
8. http://www.relga.rsu.ru/n43/lg43_1.htm
9. Шавкун Н.С. Англо-американские заимствования в современном немецком языке / Н.С. Шавкун // Университетские чтения: Актуальные проблемы языкознания и литературы. - ПГЛУ, 2006. [Электронный ресурс]

© CHORNA S.S.< 2013

Melinchuk N.V.

THE HISTORY OF GERMAN WRITING

The article is an analysis of the history of German writing. The author characterizes different periods of development and changes in writing. The events are highlighted, that took place in cultural, political and socially-economical life of Germany and had had direct influence on the development of writing

Keywords: *German philology, dialect, history of language, lexis, German orthography, original text, translation, Orthographic conference of 1876 and 1901, Reformation, syntax, stylistics, runic writing, phonetics.*

The fact that the German nation realized its identity took place only under the circumstance of keeping its own language and culture. It has a tight connection

with the processes of political consolidation of the German people, as well as with the social and economic factors and historical events that took place within the society. «One should consider the language politics of the publishers (since 16th century), Reformation and Luther's activity (first half of the 16th century), periodical press of the 17th-18th century and the classical German literature (since second half of the 18th century) as the factors that determined the establishment of literary German language in its written form».¹

The domestic and German authors, that are to be named here due to the strong devotion of their works to the problem of existence and establishment of the German writing, reforms and norms of the German orthography, German philology and the history of language, are the following: M. Arsenieva, S. Balashova;² A. Bach,³ V. Berkov,⁴ I. Boguslavskaya,⁵ V. Bublik,⁶ A. Klu,⁷ V. Levitsky,⁸ O. Moskalskaya,⁹ N. Rachmanova,¹⁰ A. Fadeeva,¹¹ N. Filicheva,¹² S. Halevina,¹³ Karin Rädle,¹⁴ Jesse Russel und Ronald Cohn.¹⁵ Another source to be named here is Duden. Die deutsche Rechtschreibung,¹⁶ Zur Reform der deutschen Rechtschreibung. Ein Kompromißvorschlag.¹⁷

The aim of this article is characterizing the history of German writing, its origins and establishment.

In accordance with the aim, the tasks were the following:

- define the notion «runes»;
- name and characterize the basic stages of development of German writing.

The first written relics in German appeared in the VIII century. The type of writing used by the German tribes at that time was a runic one. «Runen, germ. Schriftzeichen, urspr. in Holz geritzt, später auch in Stein, Elfenbein u. Ä., fast nur für Inschriften u. dgl. benutzt; zunächst zu einem Alphabet von 24 Zeichen entwickelt, später zu 28 Zeichen erweitert (angelsächs. R.)».¹⁸ Another name of the runic writing is futhark.

ƿ	ᚋ	ᚑ	ᚕ	ᚖ	<	ᚨ	ᚦ	ᚨ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
f	u	p	a	r	k	g	w	h	n	i	j	e	p	z	s	t	b	e	m	l	ng	d	o	

Примечание: Фонетическая природа руны (13) не вполне ясна.

ƿ	ᚋ	ᚑ	ᚕ	ᚖ	*	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ	ᚦ
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16									
f	u	p	d	r	k	h	n	i	a	s	t	b	m	l	r									
v	o	d	æ		g	γ		e	æ		d	p												
	y		ē		ng			æ	e		nd	mb												
	ø		o		nk			u	o		nt													
	w							y																
	am							j																
								æ	i															

Примечание: В младшем руническом ряду различаются (4) и (10) (т. е. а носовое и а) и два вида r ((5) — исконное r, (16) — r < z).

Krepak E.M., Sotnikova A.L. The type system in Northern Europe VIII-XV cent.: uncialis, Carolingian minuscule and Gothic type.²¹

SAELEM ET SEPULIERUN
 ILLUMIN MONIMENTO
 PATRIS ILLIUS IN BETHLE
 ET ABIERUNT TOTANOCTE
 JOAB ET VIRI ILLIUS E IIO
 XIT ILLI SINCH BRON CT
 FACIA EST TUCR A IOAEN

CEZ R
 NMSC
 II L
 ILI
 CXTUS
 O ACl
 ISI

karolingische Minuskel

I uo buah quad uuēizent. thaz mán ouh gôta heizent.
 giuuiſſo ſāgen ih iz iú. thaz man ſic nennit thaz zichiú
 Nuthic zigote ſint ginānt. thie buent hiar thiz uuorolt
 then gôtes uuort gizaktun. uuaz ſic iú ió ſagen ſcoltun.
 Ouh mán nihein mlougnit. thaz giſerib iú thaz giqunt
 miz allo uuorolt frifti. ſi ió filu feſta.

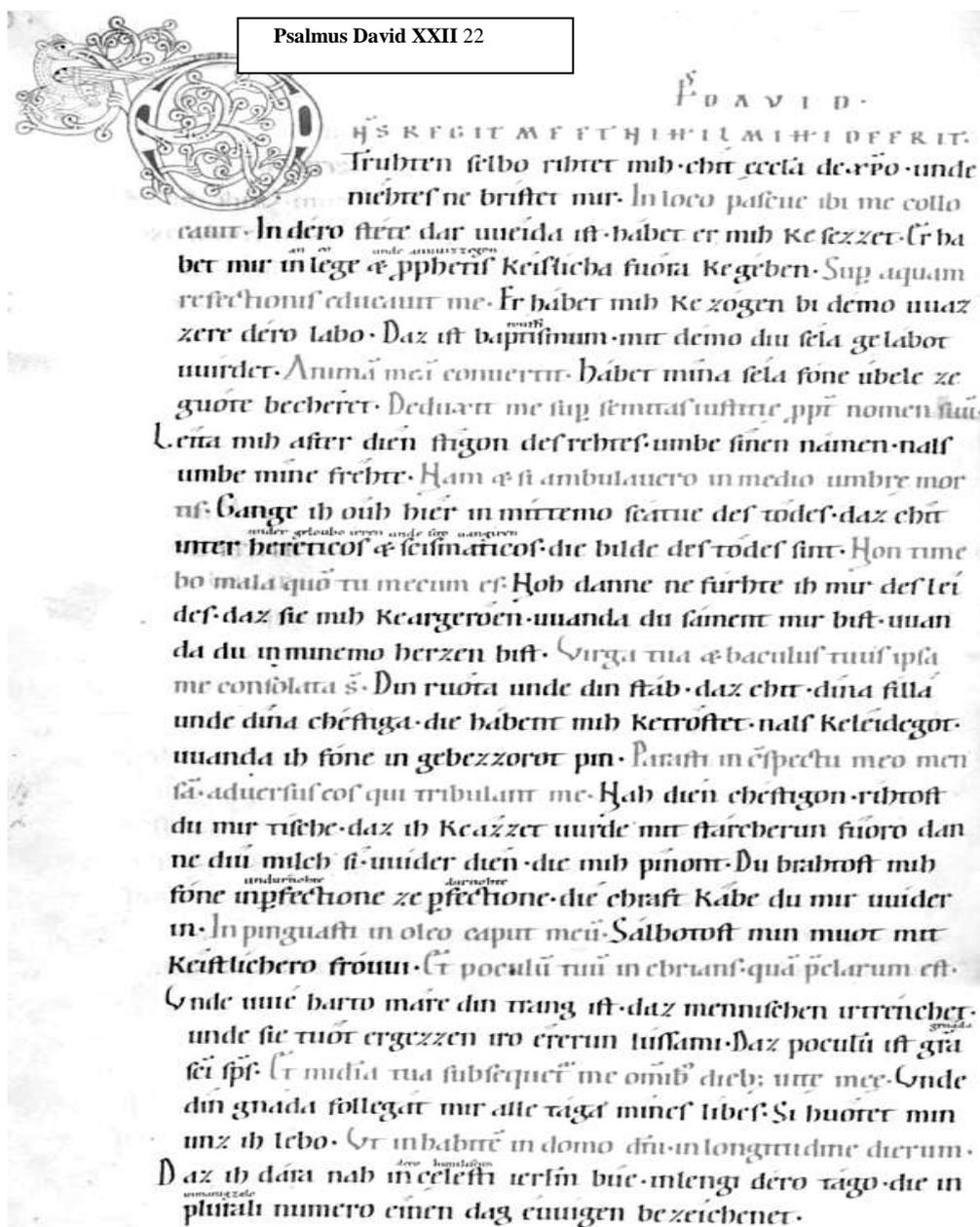
gotische Buchschrift

gheſlagen. In ſoue de
 hertoghe uederic. wande
 wile de ſtat vñ herberge
 de dar inne. En borch lach
 binnen der ſtat. dar was
 upe de ſoldan. vor der bor
 ch laghen de xpenen alſo
 lange. want ſe den ſoldā

Dar wart grot iamer in
 der xpenheit. Dar ſtarf oe
 de greue ludolf. vnde gre
 ue willebrant van halre
 muut. vnde der xpenen ue
 le. Des keiſers be grofme
 en del to antioch. dar ander
 del uordemen to ſuis vñ

Some time after, at the very border of X and XI centuries a famous Benedictine Notker the German, or Notker III created the first known grammar of Old Upper German and made a number of translations into this variation of

language from other languages. He is considered to be an unsurpassed stylist of the German literature. The author of the article below is Psalmus David XXII, the translation comes with a commentary.



- 1 *Dominus regit me et nihil mihi deerit.* Truhten selbo rihtet mi, chît ecclesia de christo, unde nihtes ne bristet mir
- 2 *In loco pascuae ibi me collocavit.* In déro stete dar uuéida ist, hábet er mi kesezzet. Er habet mir

*Super aquam refectionis
educavit me.*

in lege et prophetis (an eo unde an
uuizzegon) kéistlicha fûora gegében.

Er hábet mih kezógen bi démo
uuazere dero labo. Daz ist
baptismum (tóufi), mit démo diu
sêla gelábot uuírdet.

3 *Animam meam convertit.*

Hábet mîna sêla fône úbele ze
gûote bechêret.

*Deduxit me super semitas
iustitiae propter nomen suum.*

Léita mih after dîen stîgon des
rehtes, umbe sînen námen, nals
umbe mîne frêhte.

4 *Nam etsi ambulavero in medio
umbrae mortis.*

Gange ih óuh hîer in míttemo
scáteuue des tôdes, daz chît inter
hereticos er scismaticos (under
geloub-írren unde síto-uángiren), die
bilde des tôdes sint.

*Non timebo mala quoniam tu
mecum es.*

Noh danne nefúrhte ih mir des
léides, daz sie mih keargeroên,
uuanda du sáment mir bist, uuanda
du in minemo herzen bist.

*Virga tua et baculus tuus ipsa
me consolata sunt.*

Din rûota unde din stáb, daz
chît, dîne fíllâ unde dîne chéstiga, de
hábet mih ketrôstet, nals
keléidegot, uuanda ih fône in
gebezerot pin.

5 *Parasti in conspectu meo mensam, adversus eos qui tribulant me.* Nah dien chéstigon ríhtost du mir tíske, daz ih keâzzet uurde mit stárcherun fûoro danne diu milih sí uuíder dîen, die mih pînant. Du brahtost mih fóne inperfectione (undurnohte) ze perfectione (durnohte), dia chraft kâbe du mir uuíder in.

Inpinguasti in oleo caput meum. Sálbotost min muot mit kéistlichero fréuui.

Et poculum tuum inebrians, quam preclarum est. Vnde uuîo harto mâre din trang ist, daz mennicken irtrénchet, unde sie tûot ergezen iro êrerun lústsami. Daz poculum ist gratia (genâda) sancti spiritus.

6 *Et misericordia tua subsequetur me omnibus diebus vitae meae.* Vnde din gnâda fóllegât mir alle tága mînes líbes. Si hûotet min unz ih lébo.

Ut inhabitem in domo domini, in longitudine dierum. Daz ih dára-nah in celesti (dero hímiliscun) ierusalem bûe, in lengi dero tágo, die in plurali numero (in mánigzalo) éinen dag êuuigen bezéichenet.

The whole situation about writing became even more complicated due to the fact there was actually no common writing as an entity. Thus, in pace with the development of state economics, cultural and social relations during the XV-XVI centuries, German begins expanding actively. This was also promoted by the fact that the majority of people did not want to learn Latin, the influence of burgers increased, so German became the “office” language (for instance, in 1328 the

German emperor Ludwig the Bavarian introduced the German language to the official documentation as a mean to fight the Catholic Church. «*So, the dialect peculiarities of East-mid-German have mirrored in the official documentation language in Prague, especially the combination of the eastern regional diphthongization of the mid-German monophthongization. The Vienna official documentation language had its own peculiar features (new diphthongs and monophthongs, affricative **pf**), as well as there is a large proportion of south-German elements: devocalization of **b** into **p** like in *pruder – brother, punt – motley, usage of *ai* instead of *ei*: *stain – stone, klaid – dress* etc.*».²³*

Another important event took place during the Reformation, when Marthin Luther (1483-1546) translated the Bible into German. «*Resting upon the given tradition of East-mid-German variety of the written language, Luther deliberately popularized this tradition with its phonetics and orthography. He proved to be a true innovator in lexis and rhetorical figures selection, sentential syntax and in the development of the German prosaic style, free of Latinisms. Luther understood the importance of language unification, and therefore consciously propagated «die gemeinste Deutsche Sprache» - common German language, the basis to which was exactly the East-mid-German written language of Saxon official documentation*».²⁴

However, during the XVI – XVIII centuries a struggle, caused by the socially-economical and political atomism of Germany as a state, took place between the local variation of the German writing. Only after the political union of Germany in 1871 a new stage started in the formation of the unified German written language. From 4th to 15th of January 1876 the first orthographic conference took place in Berlin (in German **I. Orthographische Konferenz**). The most famous participants of it were Raumer, Sanders, Duden, Wilhelm Scherer. The second orthographical conference (**II. Orthographische Konferenz**) took place in Berlin as well in the period between 17th and 19th of June 1901. According to Michael Schneider,²⁵ the basic resolutions of the conferences were the following:

I. Orthographische Konferenz (1876):

(1) Systematisierung der Vokallängen Kennzeichnung: Nur noch bei (*e*) und (*i*) soll die Vokallänge in gewohnter Weise gekennzeichnet werden, da nur diese haupt- und nebenbetont vorkommen; bei den übrigen Vokalen treten Dehnungs- (*h*) und Buchstabenverdopplung nur noch zur Bedeutungsunterscheidung auf (z.B. *vs. Bote, Ruhm vs. Rum*; dagegen *Fane, Han, Bone, Höle, Hun*)

(2) Entsetzung von (*th*) durch (*t*)

(3) Beseitigung von Schreibvarianten (z.B. *wieder/wider, todt/tot, samt/sammt, giebt/gibt*)

(4) vermehrte Fremdworteindeutschung, besonders Ersetzung von (*c*) durch (*k*) und (*z*) (z.B. *Kasse, Kultur, Zelle, Zirkel*)

(5) „Heysesche“ s-Regelung: (*ss*) nach Kurzvokal (z.B. *Fass, Fässer*), (*ß*) nach Langvokal oder Diphthong (z.B. *Fuß, Füße, heiß*)

(6) Trennbarkeit von (*pf, st, tz*)

II. Orthographische Konferenz (1901):

(1) Silbentrennung bei (*sp, pf, tz*) erlaubt, nicht jedoch bei (*st*)

(2) Beibehaltung der verschiedenen Möglichkeiten der Vokallängen Kennzeichnung

(3) Ablehnung der Heyseschen s-Regelung (die in Österreich bereits praktiziert worden war)

(4) keine systematische Regelung der Fremdwortschreibung, der Groß- und Kleinschreibung und der Getrennt- und Zusammenschreibung; in diesen Bereichen nur Einzelfallfestlegungen

(5) keine Ersetzung (*ph, rh, th*) durch (*f, r, t*)

(6) keine Regelung der Zeichensetzung

Dagegen kommt es u.a. zu folgenden Neuregelungen:

(1) generelle Ersetzung des (*th*) durch (*t*) in deutschen Wörtern

(2) weitere Ersetzung von (*c*) durch (*k*) und (*z*) in assimilierten Fremdwörtern

(3) Einzelregelung wie *gieb>gib, Epheu>Efeu*

Thus came the gradual changes in the German orthography, including the period of Weimar Republic.

Between 1933 and 1945 there was another attempt of the German orthography reformation, however it proved to be a failure. The impulse came from Bernhard Rust. The system of rules was developed by Otto Basler, Erich Giersch, Karl Reumuth. The rules concerned the following: germanization of loanwords, (*Filosof, Fosfor, Rabarber, Teater, Tese, Kautsch, Miliö, Trainer, Tur*); elision of the third consonant (*Blattrichter, fettriefend, stickstoffrei*), canceling the comma in a complex sentence before *und* or *oder*; changes in hyphenation (*wa-rum, Fenster*). These rules were not approved by Adolf Hitler. Later, in 1948, Otto Basler developed the system further, nevertheless, it was not implemented either, however, a part of the proposed rules mirrored in the 1996 reform of the German orthography.

So, After WWII German stalked upon huge metamorphoses in social aspect. The ways of language development are always connected with the social modernization. The reforms in the German orthography (second half of XX – early XXI century) had a complicated way of development, as long as after 1945 there was no clearly defined normative act determining the rules of German writing. It is connected with the fact that numerous project of reforms in orthography appear after WWII. Almost all the proposed changes concerned minuscule writing of nouns and denial of Gothic type.

In 1954 the first council of the representatives of such German-speaking countries as Switzerland, Austria, German Democratic Republic and the Federative German Republic took place in Stuttgart. The results of the discussions held were summed in the document called “The Stuttgart Recommendations” («**Stuttgarter Empfehlungen**»). There were 9 basic statements in the “Stuttgart Recommendations”, referring to minuscule writing of the nouns (**Kleinschreibung**), arrangement of the loanwords orthography, marks for long and short vowels pronunciation etc. Despite the radical tone of the document, the GDR specialists were ready for cooperation with the West German linguists. A working

group (**Arbeitskreis**) was created in Federative German Republic in 1956 in order to consider the reforms proposed within the “Stuttgart Recommendations” with further discussion and more precise specification. So 1958 the “**Wiesbaden Recommendations**” appeared in Wiesbaden, but the project was not a success anyway due to the modified minuscule and majuscule noun writing.

Therefore, neither the “**Stuttgart**”, nor the “**Wiesbaden Recommendations**” were a success, because they did not manage to come to a certain decision about the final reformation of language education. The question still remained open at the agenda. In 1973 a congress of specialists in Germanic studies took place in Berlin, where the famous linguists D. Nerijs and Y. Scharnhorst held a report on the “**Linguistic basis of German orthography reform**”. The scientists published a number of works on the origins of the German orthography, its practical use, and after that a book was published («**Deutsche Orthographie**»).

Another conference of linguists from GDR, FRG, Austria and Switzerland was organized in Basel, Switzerland. The main concern was further reformation of language education, more specifically the correspondence of letters and sounds and questions of solid and separate writing. In 1992 a work was published in Tübingen, called «**Deutsche Rechtschreibung. Vorschläge zu ihrer Neuregelung**». It was a result of cooperation between ex East-German and West-German linguists, prepared as the final version of the approved document for the commission “Vienna Discussions on German Orthography Reform”. The commission took place in Vienna in November 1994, not in 1993, as it was planned previously, for 1993 was devoted to the discussion and settlement of the key question referring to the reform. The result of this commission was a new stage in the existence and refinement of German writing.

Next step was the signing of the common “**Application of Intentions**” («**Wiener Absichtserklärung**») by the representatives of Germany, Austrian Republic, Swiss Confederation, Principedom of Lichtenstein, Italy, Romania and Hungary on July 1st 1996 in Vienna. According to it, the new rules of German orthography will be implemented as acting ones from August 1st 1998 (the official

name was «**Deutsche Rechtschreibung. Regeln und Wörterverzeichnis**»). A seven year period of transferring to the new orthography was planned from August 1998 to July 2005.

So, during the time between 1954 and 2005 brand new reforms of language education took place in FRG universities. The linguists of Mainz University have made calculations showing 1100 new rules and definitions and 105 new words created thanks to the bespoken reform. However, there is no clear attitude to this reform among the academics and other Germans. There are followers and deniers of this reform. The followers, headed by a young scientist W. Kremer, have organized a special community called “Community for the Protection of German Language” («**Verein für Sprachpflege**»), publishing an own newspaper «**Deutsche Sprachwelt**». There is also a special council on questions of German orthography («**Rat für deutsche Rechtschreibung**»), headed by D. h.c. Hans Zehetmair). Another powerful institution is the Mannheim University (**Institut für deutsche Sprache**), where the implementation of the reforms started in the first place, and whose members have contributed to it a lot. The deniers of the reform have formed a community as well; it is the “**Common initiative of the Orthography reform Antagonists**”, whose head is Matthias Dräger.

NOTES AND REFERENCES

1. Introduction into German Philology / Arsenyeva M., Balashova S., Berkov V., Solovyeva L. – Moscow, GIS, 2006. – p. 277;

Введение в германскую филологию / Арсеньева М.Г., Балашова С.П., Берков В.П., Соловьева Л.Н. – М.: ГИС, 2006. – С.277.

2. See note 1.

3. Bach A. History of German Language / Adolf Bach. – Moscow, Editorial URSS, 2003. – 344 p.;

Бах А. История немецкого языка / Адольф Бах. – М.: Едиториал УРСС, 2003. – 344 с.

4. Berkov V. Introduction into Germanistics / Valeriy Berkov. – Moscow, Vishya Shkova, 2006. – 199 p.;

Берков В.П. Введение в германистику: Учебник для университетов / Валерий Павлович Берков. – М.: Высш. шк., 2006. – 199 с.

5. Boguslavskaya I. History of German Language. / Irina Boguslavskaya. – SPb, KARO, 2006. – 320 p.;

Богуславская И.В. История немецкого языка. Хрестоматия / Ирина Виленовна Богуславская. – СПб.: КАРО, 2006. – 320 с.

6. Bublik V. History of German Language / Vasiliy Bublik. – Vinnytsya, Nova Knyha, 2004. – 272 p.;

Бублик В.Н. Історія німецької мови / Василій Назарович Бублик. – Вінниця: Нова книга, 2004. – 272 с.

7. Klue A. Origins and Establishment of the German Writing : Author's Abstract of Ph. D. Dissertation. – Moscow, 2012. – 25 p.;

Клю А.В. Возникновение и становление немецкой письменности : автореферат дис. на соискание ученой степени канд. филол. наук: спец. 10.02.04 – «Германские языки» / Анна Вячеславовна Клю. – Москва, 2012. – 25 с.

8. Levitsky V. History of the German Language / Victor Levitsky. – Vinnytsya, Nova Knyha, 2007. – 216 p.;

Левицький В.В. Історія німецької мови / Віктор Васильович Левицький. – Вінниця: НОВА КНИГА, 2007. – 216 с.

9. Moskalskaya O. History of German Language / Olga Moskalskaya. – Moscow, Academia, 2006. – 288 p.;

Москальская О.И. История немецкого языка / Ольга Ивановна Москальская. – М.: Академия. – 2006. - 288 с.

10. Rakhmanova N. History of German Language. Theory to Practice / Nataliya Rakhmanova. – Moscow, Vishaya Shkova, 2004. – 334 p.;

Рахманова Н.И. История немецкого языка. От теории к практике / Наталия Игоревна, Елена Николаевна Цветаева. – М.: Высш. шк., 2004. – 334 с.

11. Fadeeva A. Extracts of History of the German Writing / A. Fadeeva // News of Moscow National University, “Linguistics”. – 2010. №1. – pp. 195-199;

Фадеева А.В. Из истории немецкого письменного языка / А.В. Фадеева // Вестник Московского государственного областного университета. Серия «Лингвистика». – 2010. - №1. – С.195-199.

12. Filicheva N. History of German Language. / Ninel Filicheva. – Moscow, Akademia, 2003. – 304 p.;

Филичева Н.И. История немецкого языка / Нинель Ильинична Филичева. – М.: Академия, 2003. – 304 с.

13. Khalevina S.N. German Orthoepic Dictionaries in Historical Contest / S. Khalevina // News of Moscow National University, “Linguistics”. – 2008. №2. – pp. 183-189;

Халевина С.Н. Немецкие орфоэпические словари в историческом контексте / С.Н. Халевина // Вестник Московского государственного областного университета. Серия «Лингвистика». – 2008. - №2. – С.183-189.

14. Rädle K. Groß- und Kleinschreibung des Deutschen im 19. Jahrhundert. Die Entwicklung des Regelsystems zwischen Reformierung und Normierung / Karin Rädle. – Universitätsverlag WINTER Heidelberg. – 2003. – 247 S.

15. Russel J., Cohn R. Reform der deutschen Rechtschreibung von 1996 / Jesse Russel und Ronald Cohn. – 2012. – 104 S.

16. Duden. Die deutsche Rechtschreibung. Das umfassende Standardwerk auf der Grundlage der neuen amtlichen Regeln. Bd.1, 24. Auflage. – Dudenverlag: Mannheim-Leipzig-Wien-Zürich. – 2006. – 1216 S.

17. Zur Reform der deutschen Rechtschreibung. Ein Kompromißvorschlag. Hrsg. von der Deutschen Akademie für Sprache und Dichtung. – Wallstein Verlag, Göttingen. – 2003. – 141 S.

18. Bertelsmann. Das neue Universallexikon. – Wissen Media Verlag GmbH, Gütersloh/München. – 819 S.
19. Режим доступа: <<http://vved-v-germ-phil.cvsw.ru/6.html>>
20. Режим доступа: <<http://vved-v-germ-phil.cvsw.ru/6.html>>
21. Режим доступа: <<http://vved-v-germ-phil.cvsw.ru/6.html>>
22. Kommentierende Psalmenübersetzung. Text: Die Werke Notkers des Deutschen (Altdeutsche Textbibliothek 32. 33. 34. 37. 40. 42. 43) Hrsg.: Edward H. Sehr/Taylor Starck , Halle 1934ff. Abbildungen: St. Gallen, Stiftsbibliothek, Cod. 21, 70; 21, 242 Режим доступа: <http://www.hs-augsburg.de/~harsch/germanica/Chronologie/10Jh/Notker/not_psal.html#069> (28 лютого 2013 р.)
23. See note 1, p. 276.
24. See note 1, p. 280.
25. Michael Schneider. Geschichte der deutschen Orthographie unter besonderer Berücksichtigung der Entwicklung seit 1944. Materialien zur (neuen) Orthographie. [Электронный ресурс] <www.decemsys.de>

© Melinchuk N.V., 2013

1.4. COMPARATISTIC

Golovnyova O.O.

THE NOTION “INTONATION” FROM ANCIENT TIMES TO NOWADAYS

In article is about intonation, as an object of research of many scientists. The historical analysis of concept of intonation as linguistic phenomenon is carried out the point of view of scientists who paid attention to studying of the notion in

Russian, Ukrainian and English languages is considered. The understanding of concept of intonation and its components from the most ancient times to nowadays is traced.

Key words: *intonation, analysis, specificity, phonetic phenomenon, prosody, linguistics, tempo, timbre, tune.*

Without regarding to the wide use in linguistics of the term «intonation» and in spite of considerable experience in industry of studying the features of intonation, the question about its specific in the Ukrainian and English languages needs more detailed study and experimental research. Theoretical literature gives many determinations of this concept that is why generalization is an important base for interpretation of the phonetic phenomenon.

Modern linguistics examines intonation, as undivided characteristic of the text the arrangement of which, at first, consists of intonation properties of phrases and, secondly, finds such properties in a whole, as general tone, force of pronunciation which are predefined the semantic and emotional filling of the text.

Many scientists were engaged in the study of intonation, but also among them there were and exist disputes. In linguistic literature, understanding of the intonation as the element of structure of a sentence is widespread. It is known that in every suggestion there is a close direct connection of intonation with syntax. The basic components of intonation are: height of voice, tempo, rhythm and timbre of voice. But also there are divergences in this question.

The study of intonation as a speech process is actual and not simple task of modern linguistics. Intonation is an objective reality of broadcasting. It characterizes all varieties of idea, shows it's features. An important fact is that labours of philosophers and rhetoricians of antiquity can be considered to be the first sources in which there was a question about speech. Also they were founders of theory of style. It will be logical to consider that intonation as a notion didn't exist in Ancient times, but the concept of rhetoric which is closely related to it, existed as early as Ancient times. Rhetoric (art of eloquence) appeared in Ancient

Greece approximately at the end of the Vth century B.C. Special attention was paid to oratorical language, its psychological influence on an audience, and also vocal receptions and methods of realization of such influence. Consequently, it is possible to consider that great attention was paid to the features of pronunciation since old times. For example, a Greek philosopher Gorgiy (V th century B.C.) the founder of one of the first rhetorical schools, interpreting a term «*style*» as «*one of facilities of persuasion*» [5, p. 147], paid great attention to the study of phonetic aspect of language, also such notions as consonant syllables and voice repetitions; a contemporary of Gorgiya – Trasimakh - is considered to be the founder of study of vocal rhythm, that in a more late period of antiquity was examined in details [5, p. 148].

Ancient theories of sound and rhythm are considered to be important for modern research of components of intonation. The beginning of study of vocal rhythm was started during the period the first schools of rhetoric (an end of the Vth century B.C). Observation of the features of rhythmic organization of language is in labours of Trasimakh, Isokrat, Aristotel, Demetriya, Ciceron and some other philosophers of antiquity. Many scientists emphasised the value of rhythm in forming of aesthetic aspect of pronunciation. For example, Dionisiy Galikarnaskiy considered that rhythm is one of the main source of “*pleasance and beauty*” of speech [10, p. 181].

Understandaing the term intonation as the linguistic phenomenon was the topic of researches of the known scientists of different epoches and countries (A.M. Peshkovskiy T.O.Brovchenko, G.P.Torsuev, A.Y.Bagmut, I.K.Bilodid, M.S.Trubeckoy and others. Their works were instrumental in the awareness of concept „*intonation*” as an obligatory component of the verbal broadcasting.

The historical stages of research of intonation side of speech shows that the first attempts of explanation the nature of intonation were done in a rhetoric which in XVII-XVIIIth century was the part of grammar. Linguists of that time were interested in the questions of voice language, closely bounding a language with speech, and seeing the beginning of language in speech. For the known Russian

scientist M.V.Lomonosov intonation was in a complete measure the constituent of language and word. A prominent research worker described the typical types of intonation, and in voice distinguished closely connected height, force, duration and timbre colouring. He marked thus, that the rhythm and rate are prosodical features of speech [1, p. 20].

Phonetic traditions of M.V.Lomonosova were continued by O.K.Vostokov which considered intonation such side of language, which took speech (periods and forming them sentences) to the full logical completeness.

In the twentieth of the past century V.O.Artemov began research with experimental phonetics. Fundamental bases of study of intonation were formed. At the time the Russian phoneticians V.O.Bogorodickiy, L.V.Scherba understood vocal intonation as a speech melody. Otto Essen (western Germany) had the same idea and equated intonation with melody of speech. V.A.Bogorodickiy – representative of experimental method. His opinion was that an accent executes important semantic function of the intonation.

In general intonation of Ukrainian language is studied not much. G.Torsuev, which experimentally investigated and compared English and Russian intonations, came to the conclusion, that unlike English, there are two different types of descending tone and two types of ascending tone of intonation in Russian. Obviously there are few different melodious pictures of descending and ascending tones of intonation in Ukrainian. But this problem still only expects the researcher.

Intonation of Ukrainian was investigated by: L.Bulakhovskiy (as a structural element), M. Bazhenov (in the aspect of the expressive reading), E. Krotevich (in connection with the syntagmatic division of language stream), D.Barannik (language of radio and television). From the 60th experimental-phonetical investigation of intonation of Ukrainian and foreign languages started in Odesa's university, Kiev linguistic university.

Intonation is closely related to the emotional speech in which original intonation arrangement shows different emotional tints. However except for the emotionally saturated speech it is peculiar also emotionally to the neutral speech in

which a degree of emotionality is not considerable. Intonation of emotionally neutral speech gives the opportunity to establish certain criteria of intonation structure of speech in general, to define the functions of linguistic intonation.

Many disputable questions in the area of intonation find the decision when intonation is examined not as the isolated phenomenon and not as additional section to phonetics or syntax, but as equal in rights language means which takes part at the transmission of semantic side of utterance as basic unit of communication.

A theory and practice of research of intonation is directly connected with a question of speech functioning— major communicative means of people during a labour process and in the process of cognition of reality. Speech intonation is its component part, transmitter of semantic values and facilities of displaying and transmission of emotionally - expressive character of the utterance. Sentence is considered to be a minimum communicative unit of language and speech [7, p. 232], it underlines from one side the fact that the structural and functional sides of the sentence are as the unique, undisconnected components, that the concept of the sentence takes the place of the phrase and understanding of concrete voice realization of utterance, and suggestion as a structural model. So it's possible to make a conclusion, that the level of the sentence simultaneously belongs to the language and speech. Intonation, being a competent of linguistic element to the basic signs of suggestion and giving to it the fullness is a structural part of the sentence.

Intonation in a language is as «some result of the balanced co-operation of linguistic and out of linguistic factors» [11, p. 29]. Intonation contours it not only a method but also combination of all intonation parameters, which accompany an utterance.

Problem of determination of intonation is enough discussible. Today it is even accepted to use a term „*prosody*” in place of „*intonation*”. In particular, D.Kristal determines intonation as mean of organization of speech in communication, correlating its functions with the use of punctuation in written form. Author

connects the notion of intonation with melody, speed of pronouncing and others using a term "*intonation model*" for description of separate constructions or whole sentences. At the same time, D. Kristal takes melody, accent, rhythm and timbre, also to the "*prosodic*" side of language [15, p. 58], selecting the notion of prosodemi [15, p. 181] as kontrastive, sence distinguishing unit of suprasegmentive phonetics. As A.Y. Bagmut indicates - intonation (from lat. intonare – to pronounce loudly) is a combination of voice language means that help to reproduce the sense, emotionally expressive and modal character of the utterance, communicative value and situation conditionality, stylistic colouring of the text, individuality of expressive means of the speaker [2, p. 210]. Stepanov G.V. - the Russian linguist - connects the study of intonation with the factors of speech situation and situation of communication, social and individual characteristics of the speaker. The same way also thinks famous French scientists D.Bolinger (13) and P.Leon. (14)

A question about the components of intonation is disputable enough and needs analysis. In T.Brovchenko opinion, intonation is linguistically relative and difficult combination of speech melodiya, accent of suggestion, tempo, pausing and the timbre [4, p. 57].

As for S.Leont'eva, intonation is difficult combination of unsegment or prosodical quality of speech: melody; the accent of suggestion; temporal descriptions (longitude, tempo, pausation); rhythm; timbre (quality of voice). [6, p. 153].

M.A.Sokolova thinks that the term "intonation" foresees variations of the level of the tense of expression and tempo [10, p. 147].

In the 18th-19th centuries the problem of intonation was studied by many Russian scientists: L/V/Scerba, A.H.Vostokov and others. The notion of sense of unity was studied by A.H.Vostokovum and was widespread by others. The notion of sense uynity was studied by A/H.Vostokov and soon was developed by other scientists.

The first linguist who studies intonation in a close connection with grammatical meaning of the language was A.M.Peshkovskiy. The scientist determined the principle of correlation between the intonation and syntactical meaning of the language.

Valuable contribution to the comparative study of intonation was done by L.V.Scherboy. He defined that there are two exactly important functions of intonation – semantik-syntactic and organizing.

G.P.Torsuev defined intonation, as a complex of combination of height (pitch), force (intensity), timbre and rate (timbre and tempo), in a pronunciation, which appears basic at expression of maintenance of utterance. In his determination considerable attention is paid to co-operation of all of the tools of intonation.

Intonation is defined as the integral phenomenon: S.I.Bernshteyn, V.A.Artemov, etc. A.A Reformatskiy talks about six components of intonation: melody, rhythm, rate, force, presence or absence of pauses and timbre. Those all of the tools of intonation have a great value but an accent and tone are basic.

English intonation is described in books and articles of foreign linguists. So in the book of Armstrong and Vordsona „*Hand book of English intonation*” basic principles of the use of intonation in English and considered intercommunication are given between an accent and intonation.

Harold Pal'mer „**English intonation**” and „**New classification of English tones**” gives the detailed description of varieties of tones, which are used in English and defends their semantic functions.

Some linguists give the notion to the intonation as a combination of two components : the accent and tohe tone (H. Klinbardt). So D.Dzhouns gave such a notion of the intonation as „*Intonation can be determined, as the changes which take place in the coherent speech and connected with the force of the voice*”.

Foreign researchers pay much attention to the notion of «intonation». There are two different approaches in the study of intonation. The first is known, as a contour analysis and presented by plenty of phoneticians: H.Swit., D.Dzhouns,

G.Palmer, L.Armstrong, I.Vord, R.Kington, Dzh. Konnor, A.Gimson etc. According to this approach the least unit to which a linguistic value can be fastened is a tone group (sense – group) (semantic). Basis of this theory in opinion of linguists is that, this unit consists of function “boxes”. They pay much attention to the these blocks, but not on that, how they can be combined between each other. They think that intonation is a layer which is imposed on a lexical-grammatical structure. Actually the purpose of communication determines intonation structures, but not vice versa. The second approach is grammatical.

M.Kholidey was engaged in the grammatical approach. Basic unit of intonation is the sentence. Intonation is the complex of three system variables: key, tonicity and tone, which are related to the grammatical categories. The key is marked by beginning and completion of a tone group. A tonicity is marked by a central point in every voice-frequency group. Tone is the third unit in the M. Kholidey’s system. Tone can be main and second-rate. They express the person’s opinion, who are talking. Basis of Kholidey’s theory is a syntactical function of the intonation. Famous Russian linguist S.F.Leontieva pointed that [6, p. 198].

Intonation makes a separate level in the hierarchical system of language, however related to syntactic and leksical – semantic facilities. It expresses: structural integrity of utterance (suggestion), its completeness or incompleteness; a communicative type of utterance and his varieties - a story, question, explanation, exclamation, inducing, answer, request, in a form of a question; character of the emotional colouring of linguistic text.

Modern literary languages, functioning in two basic forms – written and verbal, come forward accordingly in graphic and voice realization. Both verbal and writing forms serve a communicative purpose, they satisfy the requirement of members of society in the means of intercourse, transmission of ideas and senses. In modern public life the role of the verbal broadcasting is especially important. It is allowed to fix development of modern informative and technical facilities of mass communication and pass the verbal broadcasting with all its properties, without any break in time between the author of speech and act of perception

which facilitates understanding and co-operate at a transmission and receipt of information. Importance of this task directly contacts with that the role of the verbal broadcasting grows in connection with the technical discoveries which extended its possibility, in connection all our public life, our social life and also speech [5, p. 15].

Intonation is that element of language, which is most inherent to a verbal form, it is though impossible to deny existence of it in a writing form. For the process of linguistic communication intonation is the important mean of expression. Researches of intonation, in particular its structure, voice-frequency, dynamic and temporal changes, give new material about the voice matter of language, possibility to set the intonation signs of basic communicative types of suggestion, – narrative, interrogative and imperative.

So, it is possible to make a conclusion, that intonation was the object of scientific analysis of Ukrainian, English and Russian scientists. Some general features exist in the sturdy. They can be seen in all works of linguists, which were engaged in this question. They showed the intonation in separate parts and also considered it as a complex phenomenon. It should be noted that there are divergences which need to be studied and experimentally investigated.

REFERENCES AND NOTES

1. Артемов В.А. Психология речевой интонации. Интонация и просодия. [Лекции с спецкурсу] / Владимир Александрович Артемов. – М.: Моск.гос.пед.институт иностр. языков им. Мориса Тореза, 1976. – Ч. 1. - с. 76.

2. Багмут А.Й. Інтонаційна будова простого розповідного речення у слов'янських мовах./ Алла Йосипівна Багмут. - К.:Наукова думка, 1970.

3. Білодід І.К. Сучасна українська літературна мова / І.К.Білодід. – К.: Наукова Думка, 1969. – 584 с.

4. Бровченко Т.О., Бант І.Н. Фонетика англійської мови. / Т.О.Бровченко, І.Н.Бант. – К.: Радянська школа, 1964. – 300 с.
5. Костомаров В.Г. Насущные задачи учения о культуре речи / В.Г.Костомаров. – Рус.яз.в школе, 1995. - № 4. – С. 3-16.
6. Леонтьева С.Ф. Теоретическая фонетика английского языка. / С.Ф.Леонтьева. – М.: Высшая школа, 1988. – 434 с.
7. Маслов Ю.С. Введение в языкознание. / Ю.С.Маслов.– М.: Высшая школа,1975. – 327 с.
8. Мельникова-Толстая С.В. Античные теории художественной речи/Античные теории языка и стиля / Под ред. О.М.Фрейденберг. – М.: Л., 1926. – С. 147-167.
9. Мухин А.М. Структура предложений и их модели. / А.М.Мухин. – Л.: Наука,1968. – 230 с.
10. Соколова М.А. Теоретическая фонетика английского языка. / М.А.Соколова. М.: Высшая школа, 1991. – 285 с.
11. Степанов Г.В. Типология языковых состояний и ситуаций в странах романской речи./ Г.В.Степанов. – М.:Наука, 1976. - 224 с.
12. Тахо-Годи А.А.. Античные риторики / Под ред.А.А.Тахо-Годи. – М.:Просвещение,1978. – 352 с.
- 13.Bolinger D. Relative height // In:Analyse des faits prosodiques. 3.Montreal. – Paris- Bruxelles “Studia phonetica, 1970.
14. Leon P. Essais de phonostylistique. – Montreal-Paris-Bruxelles: “Studia phonetica”. - V. 4. – 1971.
- 15.Crystal D. Linguistics. - 2nd ed. - L.: Penguin Book, 1985. – 276 p.

MYSTERY OF MARRIAGE (WEDDING) IN RUSSIAN LEXICOGRAPHIC TRADITIONS

This article analyzes the concept of "mystery" in the dictionaries of the Russian language, as it is presented in the language picture of the world. We consider the lexical group of "Sacrament", which consists of 7 tokens recognized by the Christian Church. The analysis of the interpretation of one of the Sacraments - Sacraments of Marriage (Wedding) - a linguistic and religious paintings of the world: a dictionary of linguistic formulations are given in the dictionaries, and how these concepts are perceived by clergymen, not whether there is a conflict in the understanding of the terminology.

Keywords: *teolingvistika, language world, the religious world view, Christianity, Orthodoxy, dictionary, language dictionary, terminology, the token sememe, sem, sacrament, ritual, "marriage", "wedding".*

Statement of the problem. More and more researchers are interested in topics related to religion. The concept of "mystery" described by representatives of different sciences: historians, cultural scientists, philosophers, anthropologists, theologians and other scholars. Teolingvistiki development at the end of 20-21 centuries caused interest philologists this problem.

The study of religious language, religious vocabulary involved scientists from different countries: Ukraine (IV Bocharova¹, AK Gadomskiy²), Russia (N. Mihaylova³, IV Bugaeva⁴), Poland (I. Baerova⁵), Serbia (R. Baich⁶). Some lexical groups were considered in detail, some require detailed study. Therefore, religious concepts, terminology remains one of the keys questions the study teolingvistiki.

Are the "sacrament" and "rite" synonymous or ritual - it is only the "visible form of sacred" and 7 as described in dictionaries lexical group of "sacrament";

adequately perceived lexical interpretation of the clergymen and not whether there is a conflict between linguistic and religious views of the world? These and other questions need to be looking for answers to philologists, linguists, lexicographers to correctly interpret adequately terminology.

Therefore, the aim of our work is the analysis of the language vocabulary the term "sacrament" and the token "Marriage" ("Wedding") in linguistic dictionaries.

What is a sacrament itself? As this concept is presented in the language picture of the world?

The dictionary token "Sacrament" is presented most often sememes two, one of which has a value of "secret." Another sememe presented semami, which emphasize the religious affiliation. As evidenced by the wording of word fragments 'of Christianity', 'church ceremony', 'religious ceremony', 'communion of the believer', 'Divine Grace', 'special grace', 'Christian doctrine', 'miraculous powers'.

The data dictionary fragments suggest that such a thing as a "sacrament" refers to the religious life, and not secular. The dictionary says that the sacrament- this is a rite church only.

In secondary school token "Sacrament" is represented by one sememes:

Tainstvo0, in Christianity: church ceremony, designed to be attached to the divine believer blagodati.8

In this token is represented by SU 2 sememes:

Tainstvo1. However, the secret to the 1 and 2 stamp. (obsolete).

Tainstvo2 Rite, having, according to Christian teaching, the miraculous power and giving the faithful a special grace, for example. baptism, communion, etc. (tserk.) .9

In MACE:

Tainstvo1. Portrait. However, the mystery

Tainstvo2. Religious rite, which has, to convince the faithful, miraculous power, which tells a special blagodati.10

In Basho:

Tainstvo1. Ordinarily many others. Ustar. To same as the secret (in the 1st and 2nd stamp.).

Tainstvo2. Church ceremony, allegedly possessing miraculous powers and giving the faithful a special grace (eg, baptism, marriage, etc.) .11

In the BPS token "Sacrament" is a 2 sememes:

Tainstvo1. In Christianity: church ceremony, the faithful to the sacrament of divine grace;

Tainstvo2. Tayna.12

Integral Sema in the semantic structure sememes "Sacrament" is a 'rite': 'church ceremony', 'religious ceremony'.

In SU, Maceo, bass there is such a differential sem, as 'miraculous power' - emphasizing the importance of this ceremony, the main difference from the secular religious rite.

Each of the dictionaries interpretation of the fragment carries connotations.

We see that in the interpretation of the SU fragment with neutral a value ('has, according to Christian teaching, the miraculous power') in the MACE and bass is present unreal, mythical. This is emphasized semami such as: 'the conviction of believers', 'allegedly having' miraculous power.

On the differential semam include 'action that brings the divine grace':

- 'For the initiation of the believer to the divine grace' (AOR);
- 'Faithful to the sacrament of divine grace' (BPS).
- 'Tells the believer special grace' (SS, BAS);
- 'Announcing a special grace' (MAS);

Two Seme are key, "informing" and "partake".

The priest Pavel Florensky in his theological writings writes: "The sacrament of the Church attaches each person in the divine life, the world of the divine light ...". "Sacrament designated special act of Divine Providence for the faithful, by virtue of which the invisible grace of God communicated to them through the medium of the visible." 13

The token "Sacrament" is directly related to the token "mystery."

In SU, Maceo and bass first value of an ambiguous word "sacrament" - is a mystery. In the BPS - This value is the second sememes.

The token "mystery" is presented in three bass sememes:

tayna1 What is not yet known, did not become famous or not yet available knowledge.

tayna2 What deliberately concealed from others, is kept secret.

tayna3 Secrets, pl. (Usually with the word holy.) Same as the Sacrament (2nd stamp.) .14

The sacrament has a certain mystery. Believer, on the action which is close to God, to the mysterious, understands the unknown.

In Orthodox Christianity, the Church recognizes seven sacraments:

- The sacrament of baptism, it is reported grace, cleansing from sin and sanctifying human;

- Sacrament of Confirmation, it reports the grace of supplying man on the path of spiritual life;

- The Mystery of the Eucharist (Holy Communion), it is informed person the gift of deification through union with Christ;

- Sacrament of Penance, it is reported the man's grace that frees him from the sins of the soul and gives the ability to understand the will of God for himself;

- Sacrament of Anointing of the Sick, the man in him by the prayers of the Church bestowed grace heals mental and physical ailments for his fruitful participation in the life of the Church;

- Sacrament of Matrimony (marriage), it is applied to future spouses the grace sanctifying their family union and procreation;

- Sacrament of the Priesthood, it elected from among the believers reported spiritual power and authority to make Tainstva.¹⁵

In this article we analyze the interpretation of one of the Sacraments - Sacraments of Marriage (Wedding) in the dictionaries of the Russian language.

In Basho token "Marriage" is represented by one sememes:

Brak0 Family Union, cohabiting men and women, by mutual agreement; marriage.

The token "wedding" is 2 sememes, but we are interested in the first value, since the second is connected with the ceremony of coronation, enthronement of monarchs. The first value is given litter "Church."

Venchanie1 churches. The marriage, committing religious ceremony brakosochetaniya.16

In the MAC:

Marriage 1 Family union of a man and a woman, marriage

The token "wedding" is represented by two sememes. In this dictionary we are interested in the second value

Venchanie2. Making a religious ceremony brakosochetaniya.17

In SU:

Brak0, cohabitation of spouses, the collection of household and legal relations that bind husband and wife.

In token "wedding" draw your attention to the second sememe with droppings church:

2 wedding ceremony, wedding ceremony church (tserk.) .18

The value of these tokens in the BPS and secondary school is different from the previous ones:

In the BTS:

Brak0 sacrament in Catholicism and Orthodoxy as that joins a man and a woman by family ties; syn. Wedding. For Christians, marriage is a sacrament, not a legal contract between two parties (Proceedings John Meyendorff).

The token "wedding" in the second sense is treated via a synonym.

Venchanie2 Same brak.19

In secondary school token "marriage" is represented by two sememes:

Brak1 Family marital relationship between a man and a woman.

Brak2 accompanied by rituals of marriage Christian sacrament of entry into marriage.

The token "wedding" in the second sense:

Venchanie2 church rite brakosochetaniya.20

We represent the data values of tokens in the summary table (Table 1).

The table shows that in the three dictionaries (ALS, MAC, GC) value tokens "marriage" and "wedding" demarcated, they refer to different areas of use. "Marriage" - the notion of social life, and the "wedding" - religious.

In the BPS tokens "marriage" and "wedding" are synonymous, wedding interpreted through marriage. In the second sememe School is a Christian sacrament of marriage, and sememe "wedding" as the name of the rite.

According to the definition of St. Filaret, Metropolitan of Moscow: "Marriage is a sacrament in which the free promise of true love is sanctified matrimony bride and groom, for the pure birth and upbringing of children and Mutual Assistance in the rescue" of 21

From the above it can be concluded that the Sacrament - it is holy, and the rituals - is the visible form of rites through which we perceive God's grace.

In dictionaries, most often, the token "Sacrament" is interpreted through the rite of 'church ceremony', 'religious ceremony', 'rite that has miraculous powers. Such statements do not give a dictionary accurate representation of this concept.

The sacrament is directly linked with the mystery (in almost all dictionaries of the first meaning of the concept).

In Orthodox Christianity, the Church recognizes seven sacraments: the Sacrament of Baptism, Confirmation, Eucharist, Penance, Anointing of the Sick, Marriage (Wedding) Priesthood.

Analyzing the interpretation of the sacraments in the dictionary, for example, the interpretation of the sacrament of "marriage" ("Wedding"), we saw that in the bass, Maceo and SU value tokens "marriage" and "wedding" demarcated. Where as in BTSe, these tokens are synonymous. In secondary school token "marriage" is represented by two sememes in which the first value refers to the high life, and the second to the religious.

In the religious literature, highlights that "Marriage" - a sacrament, and the "wedding" - an action that rite, performed on Brac. Often, however, the token is interpreted as a sacrament "wedding", which allows to make the assumption that during the sacrament of marriage ceremony, the action "to lay the crown on the head of the spouses" has become so indispensable that the name of the priest, and how they used the name of the sacrament.

Hence, the token "wedding" may be represented by two sememes:

Venchanie1 rite, which is accompanied by the sacrament of marriage.

Venchanie2 the same as the sacrament of marriage.

REFERENCES AND NOTES

1. Bocharov I. B. Lexical semantichni that gramatichni parametric titles religiynih holy in suchasniy ukraïnskiy movi: Dis ... Candidate. filol. Science: special. 10.02.01 "Ukrainian mova" / I. V.Bocharova. - Delhi, 1999. - 189 p.

2. Gadomskii AK On teolingvisticheskikh Ukrainian studies in linguistics / AK Gadomskii, GP Gadomskii, J. Mędelska, E. Titarenko // Dialog kultur. Języki wschodniosłowiańskie w kontakcie z polszczyzną i innymi językami europejskimi. - Bydgoszcz: UKW, 2013.

3. Mikhailova N. Orthodox religious vocabulary, and its fate: Dis ... Candidate. Philology. Science: special. 10.02.01 "Russian language" / N. Mikhailov. - Moscow: Russian State Library, 2005. - 171 p.

4. Bugaev IV Agionimy in Orthodox circles: the structural and semantic analysis / I. Bugaev // Monograph. - Moscow: HPE RGAU - MSHA them. KA Timirjazeva, 2007. - 138 p.

5. Bajerowa I. Język a chrześcijaństwo / I. Bajerowa, M. Karpluk, Z. Leszczyński. - Lublin, 1993.

6. Bajiň, R. liturgical jezik in Serpskoj Pravoslavnoj Tsrkvi / R. Bajiň. - Beograd, 2007. - 413 p.

7. Archpriest Gennady Nefedov. The sacraments and rites of the Orthodox Church / Archpriest Gennady Nefedov // Tutorial on liturgy. - Moscow, 2008. - 319 p.
8. Burns SI Dictionary of Russian / SI Ozhegov, N. Y. Shvedova - M.: Publishing house "Az", 1992.
9. DN Ushakov Dictionary of Russian language in 4 vol / DN Ushakov - Moscow, 1947-1948.
10. Dictionary of Russian language in 4 vol / [Ch. Ed. AP Evgenyeva]. - M.: "Russian language", 1981 - 1984.
11. Dictionary of modern Russian literary language: 17 tons - Moscow, Leningrad, USSR, 1948 - 1965.
12. Babenko LG Great Dictionary of Russian nouns: Ideographic Description. Synonyms. Antonyms / L. Babenko. - Moscow: AST-PRESS BOOK, 2005. - 864 p.
13. P. Florensky, Fr. From the theological heritage / Florensky // Theological Works. - M., 1977. - Fri. Number 17. - P.147
14. Dictionary of modern Russian literary language: 17 tons - Moscow, Leningrad, USSR, 1948 - 1965.
15. Archpriest Gennady Nefedov. The sacraments and rites of the Orthodox Church / Archpriest Gennady Nefedov // Tutorial on liturgy. - Moscow, 2008. - 319 p.
16. Dictionary of modern Russian literary language: 17 tons - Moscow, Leningrad, USSR, 1948 - 1965.
17. Dictionary of Russian language in 4 vol / [Ch. Ed. AP Evgenyeva]. - M.: "Russian language", 1981 - 1984.
18. DN Ushakov Dictionary of Russian language in 4 vol / DN Ushakov - Moscow, 1947-1948.
19. Babenko LG Great Dictionary of Russian nouns: Ideographic Description. Synonyms. Antonyms / L. Babenko. - Moscow: AST-PRESS BOOK, 2005. - 864 p.

20. Burns SI Dictionary of Russian / SI Ozhegov, N. Y. Shvedova - M.: Publishing house "Az", 1992.

21. Russian Orthodox Church [electronic resource] / Russian Orthodoxy. - Mode of access: <http://www.pravoslavie.ru/put/060501124410.htm>

List of Abbreviations:

1. BAS "Dictionary of the modern Russian literary language in the 17 t", 1948 - 1965.

2. BTS - "Great Dictionary of Russian nouns" L. Babenko, 2005;

3. MAC - "Dictionary of Russian language in 4 volumes," ed. AP EVGENYEVA, 1981 - 1984.

4. School - "Dictionary of Russian language" SIOzhegova, N. Shvedova, 1992.

5. SU - "Dictionary of Russian language in the 4-t" DN Ushakov, 1947-1948.