1. LINGUISTICS

1.1. GENERALLY GUESTIONS

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GENERAL LINGUISTICS IN GERMAN UNIVERSITIES (XIX – 1ST HALF OF THE XX CENT.)

The article is an analysis of the establishment of general linguistics as a discipline in the German universities during the XIX – 1st half of the XX century. The author gives a review of scientific achievements in this field, as well as gives the characteristics to the scientists who have paid a considerable contribution to the development of the field of language studies with their activities. An incentive to the appearance of new philological disciplines in the XIX-XX century Germany is the process of consolidation of the German nation as well as the development of diplomatic relations with the new countries, whose languages were not taught at the universities before.

Keywords: *English philology, Assyriology, German language studies, Egyptology, general linguistics, Indian language studies, Coptic studies, oriental studies, Slavic studies, Tibetan language studies, Turkic language studies.*

Science showed great development together with the spreading of university network. It was designed to form the values oriented on the national, but not the nationalistic, idea, as it used to be, for instance, in times of the Third Reich (1933-1945), when everything was evened, even the higher education.

The names of the German researchers who devoted their scientific work to the named problem are the following: H.Adrom, M. Hartmann,[1] K. Bartsch, R.[2] Bernstein,[3] W. Behschnitt, A. Nix, Th. Monike,[4] S. Gerd,[5] F. Gundlach, J.[6] Hanneder,[7] M. Knueppel,[8] A. Kraetzner,[9] F. Paul,[10] H. Walravens[11] and others. Unfortunately there are no scientific researchers performed by the Ukrainian scientists in this field, therefore the scientific interest to this topic is totally understandable.

The aim of the article is to characterize the peculiarities of the development of general linguistics in the German universities during the XIX – 1st half of the XX century.

According to the famous linguist M. Kochergan, "*General linguistics studies common peculiarities of the language abstracted from the concrete languages. These include the essence of language, its nature, origins, laws of development, connection to thinking, culture etc. It also studies the structure and conformity for functioning of all the languages of the world. Therefore, the subject of general linguistics is, on one hand, the language as a mean of human communication, and on the other hand – common peculiarities of all the languages (so it is sort of a generalization of concrete linguistics). Concrete linguistics creates the linguistic theory, therefore it is frequently referred to as the theoretical one. Theoretical linguistics is a controversy to the applied one*".[12]

Considering the what has been said above, we have characterized and analyzed the peculiarities of development of general linguistics in the German universities during the XIX – 1st half of the XX century:

I. The establishment and development of Germanistics as a language science in German universities

There has been an increase in attention to own culture and language in the XIX century, during the time, when Germany was already separated into smaller princehoods. Such a complicated state of the land has lasted for over 300 years and demanded the rebirth of national traditions, consolidation of the German nation while keeping its own spirit – and it all resulted in the appearance of the new discipline in the German universities called the "German language studies".

For instance, the first institute researching the German language and literature (Lehrstuhl fuer Deutsche Sprache und Literatur) appeared 1811 in the city of Thuebingen, in the Eberhard and Karl University. Nevertheless, according to the famous linguist belonging to this university G. Simon, *"Noch im 19. Jahrhundert wurde an deutschen Schulen aber in lateinsicher Sprache gelehrt. Tübingen gehörte zu den ersten Universitäten, die die deutsche Sprache als Unterrichtssprache generell einführten. Das heisst aber auch, dass selbst Germansistik in den Anfängen in lateinischer Sprache unterrichtet wurde"*. In the University of Leipzig the establishment of German language studies as a scientific discipline (1837) is connected to the name of **M. Haupt**, a lecturer in German and classic philology. 1841 is the year when the **"Journal of German Antiques and Literature"** was first published in the Philippe University of Marburg.

06/11/1858 **K. Bartsch**, a professor of German philology from Rostock University organizes the first of such kind **"German Philological Seminar"**. This event resulted in the fact, that new philological institutions appear under the patronate of the universities as components of them: 1873 – **Institut fuer Germanistik** appears in Leipzig, founded by **F. Zarncke**; the very 1873 K. Bartsch organizes another **Seminar for Newer Languages** at the Heidelberg University of Krl and Ruprecht. A little later other seminars subdivide from this seminar in 1920 as self-sufficient institutes of different linguistic directions: **English**, **German** and **Roman languages seminars**.

1874 was the year of the creation of Contemporary **German philology Seminar** that took place in Albert-Luedwig University in Freiburg. 1876 the

Institute of the German Language is founded by the a German linguist **W. Wilmanns**, on the basis of Moritz Arndt University in Greifswald. 1889 there appeared a **German-Roman seminar** (later divided into two different ones in 1907) at the Justus Liebig University in Hissen. Another name strongly connected to the university is **W.O. Behagel** (1854-1936), who was the author of such works as **"Geschichte der deutschen Sprache"** (1891), as well as the 4-volume set **"Deutsche Syntax"** (1924-1933). W.O. Behagel was also the executive editor of journals like **"Germania"** (1888-1892) and **"Beitraege zur deutschen Philoligie"**.

The **seminar for German philology**, which was first held in Goettingen at the George-August University in 1889, is famous for being not only the youngest seminar of that kind at the German universities, but also for the fact that the professors of the university were, for example, Grimm brothers (1830-1837), who are not only famous for the exceptional fairy tales collection, but the linguistic works as well.

The dialectology of German and its development also deserves special attention when remembering the XIX century. The "**Bayerisches Woerterbuch**" (1827-1835), composed and edited by the dialectologist **J.-A. Schmeller**, was published in the Munich University of Luedwig-Maximilian. A research centre of German dialects appears in the Marburg Philippe University due to **G. Wenker**, and it remains the oldest not only in Germany, but in the whole world as well. According to the words of **W. Ahlers**, "*Schon als junger Wissenschaftler hatte sich Wenker mit der regionalen Verbreitung von Dialekten und Mundarten intensiv beschäftigt. Es begann seine Arbeit 1876 mit einer Erhebung im Rheinland. Daraus entstand zunächst eine Dialektkarte für die nordische Rheinprovinz. Später folgte ein Werk für die Gebiete westlich und östlich des Rheinlandes zwischen Mosel und Siegerland*".[14]

A whole constellation of dialectologists was working at the Eberhard and Karl University, Thuebingen: **K. Bohnenberger**, (1863-1951), **K. Haag**, (1860-

1946), and **H. Fischer** (1851-1920), who is also the author of "**Schwabisches Woerterbuch**" (1888).

II. New directions of studies and linguistic research

1. English language studies.

The English language studies starts actively in the mid-XVIII century. And English seminar was first held in the Albert-Luedwig University in Freiburg in 1808, and the **Institute of English language studies** was founded in 1876.

Since the very 1800 there was a number of different professors of English language studies in Moritz Arndt University in Greifswald, and they all had different specializations. This university also had a **department of contemporary languages** until 1853, and in 1882 there was a **seminar** founded in 1882 devoted to contemporary languages, and in 1911 – a **seminar dedicated to problems of the English language.**

Due to George II, King of England and the prince of Hannover, English studies start in Goettingen, at the Georg-August University. They practically start at the very foundation of the University in 1737, and the peculiar **seminar in English philology** takes place in 1888.

On April 1ˢᵗ 1886 a **Roman-English seminar** was held in the Westfalen Wilhelm University in Munster, which had a result: "*Durch Erlass des Herrn Ministers vom 3. Juni 1905 sind die beiden Abteilungen als bis dahin bestanden romanisch-englishen Seminars getrennt undin zwei selbstständige Seminare – für romanische bzw. englische Philologie – umgewandelt worden*".[15]

2. Indian language studies and Tibetan language studies.

Indian and Tibetan language studies have Bangladesh, Butan, India, Nepal, Pakistan and Tibetan languages for a research subject. In the XIX century Indian language studies are represented in the following educational institutions: Friedrich Schiller University in Yena (1817), Rhein University of Friedrich Wilhelm in Bonn (1818), Philippe University in Marburg (1845). It was the Marburg University that was most famous for its Indian language researchers: **J. Gildemeister** (1812-1890), **F. Justi** (1837-1907), **A. Thumb** (1865-1915), **K.F.**

Geldner (1852-1929), **H. Oertel** (1868-1952) and **J. Nebel** (1887-1960). One of the XIX century's most significant Sanskrit researches "**Handbook of Sanskrit**" belongs to A. Thumb.

The appearance of the Indian language studies and Tibetan language studies department in the Georg-August University in Goettingen became possible due to the efforts of **G.H. August** (1803-1875), who held a lecture "**On Sanskrit and Literature**" during the winter semester of 1826-1827. The lecture later became a basis for further development of this linguistic direction. Another names referred to as famous specialists in the field of Indian and Tibetan language studies are **Th. Benfey** (1809-1881), **F. Kielhorn** (1840-1908), **H. Lueders** (1869-1943), **H. Oldenberg** (1854-1920), **R.F. Fick** (1867-1944). Most famous among all of them is considered to be Th. Benfey, a professor who was the head of the department and is known as the founder of comparative research in the field of fairy tales and Vedic texts (sacred text of Hinduism). 1859 he issued a book "**Pantachantra – Five Books of Indian Fables, Tales and Short Stories**", and dtailed results of his Vedic text researches were issued in volumes of "**Concise Grammar of Sanskrit**", (1852-1854) "**Vedic Language Grammar**" (1874), "**History of Language studies and Oriental Philology in Germany**" (1869).

The main clauses of Indian language studies are given in such research papers as "**Indian Phonetics**" (1894), or "**Pluperfect in Vedic Texts**" (1928) by H. Oldenberg.

In 1818 the glorious traditions of Indian language studies were started by the Rhein University of Friedrich Wilhelm in Bonn. The university has once invited the Schlegel brothers. **August Wilhelm Schlegel** (1767-1845) was one of the biggest authorities in the Sanskrit literature in Germany at that time. He has studied it in Paris. His brother Friedrich von Schlegel (1772-1829) issued a book in 1808 called "**On the Indian Language and Wisdom**". In the 1820th A.W. Schlegel founds a journal "**Indian Library**". Later Schlegel's successor professor of ancient Indian literature and culture **Ch. Lassen** (1800-1876) edited

a four-volume set "**Ancient India**" (1847-1862). A famous Sanskrit researcher and Lassen's follower **Ernst Windisch** (1844-1918) issued two volumes of "**History of Sanskrit Philology and Indian Antiques**" (1917; 1920).

3. Oriental studies (Assyriology, Egyptology, Coptic studies, Turkic studies)

a) Assyriology.

Its development is connected with the Georg-August University in Goettingen, where the **seminar on ancient East languages** was originally held. The scientists working at the university were **E.G. Klauber** (1887-1914), and **P. Haupt** (1858-1926), who wrote a Ph.D. research paper "**On the Sumerian Dialects**".

b) Egyptology and Coptic studies.

It was **H. Brugmann** who founded the **Egyptology department** at the Georg-August University in Goettingen, in 1867, and in 1869 thanks to the professor of oriental philology **P.A. de Lagarde** (1827-1891) the researches in Coptic studies started. The most famous *Egyptologists* to have worked at the university of Goettingen are **H. Brugsch** (1827-1894), **R. Pietschmann** (1851-1923), **H. Kees** (1886-1964), **S. Schott** (1897-1971), **L. Stern** (1846-1911), **G. Steindorf** (1861-1951), **K. Sethe** (1869-1934), **H.J. Polotsky** (1905-1991).

So, the concise grammar of Coptic language was issued by L. Stern in 1880, and in 1884 G. Steindorf wrote a research paper on "**Prolegomena in Coptic Nouns**". In the period from 1899 till 1902 K. Sethe has edited a 3-volume set "**Egyptian Verb in Old Egyptian, New Egyptian and Coptic**", and then came the "**Nominative Sentence in Egyptian and Coptic**", 1916.

c) Turkic studies

Researches on Turkic language and studies started in Georg-August University in Goettingen in the XVIII century, but during the XVIII-XIX centuries the early Turkic studies did not have an exact direction of researching. The Turkic language and culture scientists belonging to this period are **G.Th. von Asch** (1729-1807), **P.S. Pallas** (1741-1811), **J.E. Fischer** (1697-1771), and

A.L. von Schloezer (1735-1809), who published one of the first Turkic studies "**History of Kuman People**" (1795-1797).

Oriental languages at Christian-Albrecht University in Kiel were represented since the time the university was founded (1665). There were many famous collaborators in the field of oriental studies: **A. Dillmann** (1859-1864), **M. Lidzbarski** (1896-1907), **G. Hoffmann** (1872-1911), **Th. Noeldeke** (1864-1892), **F. Taemner** (1912), **R. Hartmann** (1914), **Th. Menzel** (1929-1937). Later **G. Jacob** (1862-1937) created the first **Oriental Seminar** which took place in 1911-1929. So G. Jacob is considered to be the founder of contemporary Turkic studies in Germany.

4. Slavic studies.

First Russian class was held officially in Moritz Arndt University in Greifswald back in 1800, and the **Institute for Slavic Studies** was only created in 1934. **A. Leskien** (1840-1916) is considered to have founded the Slavic studies at Leipzig University, and they officially started in 1870. The corresponding Slavic institute at the Karl and Ruprecht University appeared in 1931 only.

The first Slavic researcher in the Humboldt University in Berlin was **W. Cybulski** (1808-1867), who worked as a private docent since 1841 till 1861. Later was professor **V. Jagic** (1838-1923), who became the head **of the institute for Slavic language and literature studies** and started composing the **Archive of Slavic Philology**. Only in the first half of the XX century there appear the lecturers reading Polish (1921), Serbian (1921), Russian (1894), Ukrainian (1919). Later **M. Vasmer** (1886-1947) founded the seminar of Slavic Philology (1925-1947).

1930 was the year of the foundation of **Slavic-Baltic languages** in Wilhelm University, Munster.

III. Establishment and Development of Indo-German Language Studies in German Universities.

Among the universities that made a considerable contribution to the development of Indo-Germanic Language studies in the XIX- 1st half of the XX century one can name Leipzig, Munich, Thuebingen, Freiburg etc.

Indo-German language studies started their way in Munich in 1826 and developed considerably due to the efforts of many famous scientists like **O. Frank** (1770-1840), professor of Eastern non-biblical languages, **G. Herbig** (1868-1925), professor of Indo-German language studies, **E. Kieckers** (1882-1938), professor of Indo-German language studies, **E. Kunh** (1846-1920), professor of Indo-Iran philology, **M. Leumann**, (1889-1977) professor for comparative language studies, **J.A. Schmeller** (1785-1852), professor of ancient German language and literature, **F. Sommer** (1875-1962), professor of general language studies, **W. Streitberg** (1864-1925), professor of Indo-German language studies, **W. Wissmann** (1899-1966), professor of general and Indo-Germanic language studies. Each one of the scientists working at the university made some researches, due to which the contemporary German language studies keeps developing and controversial questions keep being discussed even today. So, according to **H. Adrom** and **M. Hartmann**, E. Kuhn's research "*Beitrage zur Pali-Grammatik und seine Akademierede „Barlaam und Joasaph" waren seine wichtigsten Werke. Er war zugleich der erste Münchener Gelehrte, der sich in seinen Vorlesungen „Allgemeine Übersicht des Indogermanischen Sprachstammes" (SS1878) und „Anfangsgründe des Sanskrit mit besonderer Berücksichtigung der sprachvergleichenden Standpunkte" (WS 1880), „Gothische Grammatik vom sprachvergleichenden Standpunkte" (WS 1881) oder „Ethnographie des indogermanischen Völkerstammes vom historisch-linguistischen Standpunkt" (WS 1886). Nach dem Tod seines Vaters, des Indologen Adalbert Kuhn, setzte Ernst Kuhn 1873 die Herausgabe der „Zeitschrift für vergleichende Sprachforschung auf dem Gebiete des Deutschen, Griechischen und Lateinischen" fort, die heute unter dem Titel „Historische Sprachforschung" weitergeführt wird*".[16]

In 1884 the Institute of **Comparative Linguistics** has been created in the Albert-Luedwig University in Freiburg, it was led by the famous scientists **K. Brugmann** (1849-1919), **A. Thumb** (1865-1915), **R. Thurneysen**, **L. Suetterlin** (1863-1934), **J. Lohmann** (1895-1983) and **H. Rix** (1926-2004).

Some time after in 1887 in Leipzig the first **Institute for General Linguistics** is organized, and in 1891 Indo-German Institute is founded.

Thus the general linguistics has passed a long and arduous was of formation and development in the XIX – 1st half of the XX century.

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16. See 1, с. 32 - 33.

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1.2. ENGLISTIC

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THE PECULIARITIES OF ACTUALIZATION OF LINGUISTIC UNITS OF DIFFERENT LANGUAGE LEVELS IN THE TEXTS OF ADVERTISING OF THE FOODSTUFF IN ENGLISH

The present article is devoted to the study of peculiarities of actualization of linguistic units of different language levels in the texts of advertising of the foodstuff in English. The attention is given to the study of alliteration and assonance in the advertising texts, besides that the main lexical means used by advertisers are mentioned in this article. Syntactic organization of the advertising text is the further subject of investigation.

Keywords: *phonological level, alliteration, assonance, lexical units, comparative constructions, lexical repetitions, morphemic repetitions, degrees of comparison, syntax, simple sentences, parceling, nominative sentences, exclamatory sentences, colloquial style, imperative mood.*

The recent linguistic researches are devoted to the study of the texts of mass communication, advertising texts in particular. It is not surprisingly as advertising rushes into our life, and, therefore in our speech. Thus, the interest of native and foreign scientists is caused by those things.

The great number of researches conducted on the basis of different languages is devoted to the analysis of linguistic and stylistic (Y. V. Kulikova, Z.M. Tsygankova, L. Hidalgo Downing), structural (L.G. Pavlyuk, Y. V. Kulikova), typological (S.K. Romanyuk), gender (O.M. Turkina), axiological (L.G. Pavlyuk, M.L. Kramarenko, A. Goddard) and pragmatic (N.V. Yakymchuk, Y.M. Moroz, O.S. Gorshkova, J. Pelclová) peculiarities of advertising texts.

However, little is known about actualization of linguistic units of different language levels in the texts of advertising of the foodstuff in English.

The main task of this research is to provide main peculiarities of actualization of linguistic units of different language levels in the texts of advertising of the foodstuff in English.

Advertising is an indispensable part of modern life which appeared in ancient times. Nowadays, advertising is a part of mass culture, means of communication; and manufacturers communicate with consumers with its help.

Advertising must be unbiased and precise, truthful and ethical; it must contain all the necessary information about the product advertised and it must be aimed at the addressee. Advertising is often realised in the form of text.

An advertising text is a specific type of text which is structured in a certain way; it has both communicative and pragmatic aims; it performs a function of persuasion and influence.[1]

The majority of elements of advertising communication are focused in the advertising text. The above mentioned elements include the idea of communication and codes used; the latter help the recipient to perceive the idea of communication.

An advertising text is remarkable not only for its functional and communicative parameters, but also for its structure. Despite their peculiarities advertising texts have precise form caused by advertising rules.

Advertising texts can often be divided into the following structural and compositional parts as title, main advertising text and slogan.[2]

Other elements of advertising texts include subtitles, insets and frames, signets, logotypes and autographs (inscriptions).[3]

An advertising text is a specific type of text which is also called creolized text as two components, verbal and visual ones, correlate with each other. The former includes title, main text, slogan, advertising sign whereas the latter includes pictures or visual sequence, colouring, prints, photographs. These two parts of advertising text have different functional purposes. Verbal text specifies visual images seen by consumers; it leads their perception to the necessary direction. While perceiving, images created by visual sequence are the first things that draw our attention; however they are so abstract and polysemantic that only the text allows us to perceive it in the right way.

The main task of the visual part is to draw attention of the recipient to the advertising but for all that picture has a minimum amount of information which should be transmitted by the author of the advertising text to the consumer.

Language units of different language levels are combined in the advertising as in every type of text. Language levels are some certain parts of the language, subsystems of language system which can be characterized with the number of relatively homogeneous units and rules regulating their usage and grouping into different classes and subclasses. The level embraces the number of those relatively homogeneous units or units of the same degree of complexity which can enter into syntagmatic and paradigmatic relations between each other, but they cannot enter into hierarchical relations, i.e. phonemes cannot consist of phonemes, morphemes cannot consist of morphemes and so on. So, one language level embraces those language units which are subordinated to the rules of language combination. The main difference of units of different language levels is their qualitative originality which lies in their peculiarities of combination, i.e. syntagmatics.

The following principles are used for differentiation of language levels:

1) each language level shall have its own language unit; units which constitute one level shall be homogeneous;

2) units of any level are distinguished through the segmentation of more difficult formations;

3) units of lower level constitute the units of higher levels, i.e. they have hierarchical relations.

The main and intermediate levels can be distinguished among the all language levels. The former includes phonological, morphological, lexical and semantic and syntactic. Each of them has its own unit: phoneme for phonological level; morpheme for morphological one; lexeme for lexical and semantic one; syntactical construction for syntactical one.[4]

Each of the above mentioned units performs its functions in the system of the whole advertising text.

The analysis of factual material will be started from examination of units of *phonological* level. Phoneme is known to be the unit of phonological level. It

is defined as minimal unit of sound system of language which is used for identification and differentiation of sense units, or morphemes constituting it.[5]

Phoneme is an abstract unit which is realised in speech with the help of sound, or concrete unit. Being in some certain sound surrounding, some notions take place. The notions of **alliteration** and **assonance** are the most widespread of them.

Repetition of one or more consonant sounds with the certain fictional purpose is called alliteration.[6]

Alliteration is used in the texts of advertising of the foodstuff in English as a means of creating specific emotional tone which refers to the contents of the utterance, and at the same time it is the effective way of expressiveness:

*Seriously strong (**Nolan's Cheddar**); It has to be Heinz (**Heinz**); Bring out the best of Boxing Day (**Hellmann's**).*

In the first case repetition of consonants *s* and *r* highlights the necessity to try the product advertised. The effect of directive for potential customers is used in the second and third cases respectively.

Assonance is one more characteristic feature of the advertising texts of the foodstuff in English; it is defined as repetition of one or more stressed vowel sounds in the middle of the line or phrase. Such kind of repetition creates the special rhythmic pattern which adds intonation of persistence to the utterance as in the following examples:

*Funny, yummy cheese! (**Dairylea**); Ah McCain…you've done it again! (**Mc Cain**).*

Moreover, language means of phonological level serve for transmission of peculiarities of individual speech of certain groups of speakers:

*Don't make yourself crazy! Make **Farm Rich**! keep 'me happy!(**Farm Rich**)*

The above mentioned example demonstrates the notion of **assimilation**, or influence of consonants on the neighbouring sounds.

Thus, sound variations add to the advertising text of the foodstuff in English rhythmic, distinct and expressive features. Such advertising text can be easily remembered either by adults or by children. And at the same time sound repetitions must be pleasant for hearing, not outspoken and imposed as they have the reverse effect and begin to irritate customers.

Any advertising text is known to be pragmatically oriented and all the language means used in it are aimed at making addressee do the necessary actions, and namely buy the products advertised. Thus, it can satisfy the needs of subject and addressee of utterance. An addressee is very important in advertising communication, his or her needs, motivation, interests; and the aim of advertiser is to make the interests of addressee identical to his or her own ones. An advertising which allows customer to become the advertiser, use the product bought for drawing attention of others, take their approval, high social appraisal and support their own feeling of dignity, is considered to be the most effective.[7]

So, the customer has the most important role in the process of advertising communication, i.e. the category of addressee proves to be ultimate in the advertising text.

The choice of main *lexical* units used in advertising texts will depend on the status of customer, his or her age and gender. Thus, if the advertising refers to people who care about their health and consume only healthy food, then such advertising texts will contain references to the useful properties of the product advertised and it is usually supported with statistics to ensure trust of potential customers. For instance:

*School, free time activities and studying to succeed, all that weakens his body defences. For that you should give him Actimel every morning to strengthen his body defences. **Actimel** is a **new generation of dairy drinks** that contain **Lcassei imunitas cultures** that **scientifically proved** to strengthen our body defences. Strengthen your body defences with Actimel every day. Actimel is successful in over **30 countries** with millions of satisfied consumers.*

If there is a need to differentiate the product advertised among the others, **comparative constructions** are used as in the following example:

*The tea leaf...Could it make **the best** beverage in the world, rich and protective in antioxidants, naturally refreshing, naturally healthy? **Lipton** – tea can do that.*

Such constructions have latent comparison to avoid obvious antiadvertising of the similar product. The comparable feature is expressed with the semantics of the word: *the best beverage in the world.*

Sometimes **lexical repetitions** are used in advertising texts to emphasise these or that ideas. For instance:

*Chill out turkey salad, Christmas turkey, and couple then curry pudding, mango chutney… and Hellmann's Mayonnaise. **Simply** marvelous! Bubbly, jubbly, squeak. Mash rest of the vegetables in the spot, snuggle then Hellmann's, lit in a pan and grill. **Simply** glorious!*

So, the expressiveness of the advertising text is reproduced with the help of specific *lexical means*. Such lexical means deliver necessary for the potential customer information, and at the same time they prompt him or her to certain action necessary for the advertiser by means of emotional influence and persuasion.

Every advertising text has its own set of *morphological* means. Repetition of one and the same morpheme in different words should be mentioned here. For instance, in the advertising text of trade mark **Hellmann's**:

*Bub**bly**, jub**bly**, squeak; marvel**ous**, glori**ous**.*

Certain expressive and rhythmical features are created in this advertising.

Adjectives in comparative and superlative degrees are among other morphological means in advertising texts of the foodstuff in English:

***The best** beverage in the world (**Lipton**); a **better** taste just as good (**McCain**).*

The usage of such adjectives in the above mentioned examples underlines the uniqueness of the products advertised, i.e. it differentiates them among the similar products.

Thus, *morphological* means also play an important role in advertising texts. The effective advertising message is created with their help; it informs the customer and at the same time it influences him or her.

The aim of advertising, namely to inform, secure the success of the product advertised in the market, evaluate the product, form the conceptual image of the product in the minds of the recipient, will influence the choice of *syntactic* organization of advertising text.

The syntax of advertising texts is characterized by the usage of simple sentences that intensify the perception of the advertising, make it more expressive. The utterances with more difficult structure alternate with simple sentences as such text is perceived better than usual one:

When my kids were babies, they were so sweet. I'd just wanted to eat them up! (***Farm Rich***).

The most widespread syntactic constructions in advertising are ***parceling***, or splitting the sentences into smaller parts when the contents of the utterance is realised in two or three intonation or sense language units[8]. Simple or complex sentence is splitted into shorter independent fragments. For instance:

This is your tea time. ***Lipton forest fruit.*** *Experience the pyramid!*

Nominative sentence which underlines the uniqueness and qualities of the products advertised is the other example of syntactic constructions used in advertising texts. The example of such constructions is given below:

Dairylea. *Funny, yummy cheese!*

Nolan's Cheddar. *Seriously strong.*

The usage of ***exclamatory sentences*** is one more peculiarity of syntax of advertising texts. They have the meaning of signals that indicate the importance of advertising and add expressiveness to it.[9] As in the following example:

Cravendale! *The milk matters.*

The means of ***colloquial*** syntax is widely used in advertising texts. Direct speech belongs to it as it adds simplicity to the advertising texts:

- *What are we doing?*
- *What's wrong?*
- *Is fish in there? What's wrong?*
- *We've got to eat a lot.*
- *Let's go to Farm Food. There we've got the amazing deals!*

The syntax of advertising texts of the foodstuff is characterized by the wide usage of inductive constructions that are expressed with the help of verbs in ***imperative*** mood. For instance:

Try *a new TLC plan and* ***see*** *how eating* ***Activia*** *every day as a part of healthy diet and lifestyle can start to back on track (14 days plan includes advice on diet, fitness and lifestyle).****Get*** *your own start with TLC (****Activia****);*

Lipton Green Tea with Citrus*. Drink on the bright side (****Lipton****).*

Such verbs in the above mentioned examples reproduce the manufacturers' appeal to potential customers to use the products advertised.

Thus, advertising texts have their own *syntactic* peculiarities caused by different extralinguistic factors which are connected with the psychology of advertising influence. Syntactic means can reveal the contents of the advertising and add emotional expressiveness.

So, the all analysed means of actualization of language units of different levels serve the main aim of advertising communication – incentive and manipulative influence on the recipient.

In linguistics advertising can be called specific sphere of human activity, the product of which is an advertising text. Its aim is to ensure the secure, stable and effective process of communication. Different means of underlying language means are used in advertising texts, i.e. forms of their usage which draw attention and perceived as unusual and original. The analysis of advertising texts of the foodstuff shows the usage of different phonological means. Alliteration and assonance are among the most widespread of them. Such means

create some certain emotional tone in the advertising and intensify its expressiveness. Moreover, they sometimes transmit the individual peculiarities of speech. Lexis of advertising texts indicates that manufacturers use main or "key" words which express the necessary information for the advertiser. Actualization of language means at the morphological level is found out by means of repetitions of the same morphemes intensifying the advertising. Furthermore, adjectives in comparative and superlative degrees differentiate the product advertised among the others. Syntactic organization of advertising text depends on its main aim, i.e. informing, formation of positive attitude among potential consumers. Syntax of advertising, as a rule, is characterized with the usage of simple sentences. Besides that, it has the splitting of sentences into shorter parts. The usage of nominative sentences is another characteristic feature of advertising. The usage of exclamatory sentences adding more expressiveness is one more peculiarity of advertising texts. Constructions used in advertising, as a rule, are approached to the real speech, that is why colloquial style is mainly used here. Advertising must induce potential customers towards certain actions, and namely to buy the product advertised, that is why there are a lot of verbs in imperative mood. Manipulative influence of advertising is reveled with the help of these means.

Further perspectives of the research are seen in the study of pragmatic potential of slogans in advertising texts of the foodstuff in English.

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1.3. GERMANISTIC

Chorna S.S.

PECULIARITIES OF EMOTIONAL EVALUATIVE LEXICS IN PUBLICISTIC TEXT (BASED ON GERMAN PRESS)

In the article we have analyzed peculiarities of emotional evaluative lexics in publicistic text, considered such means of emotiveness as: metaphors, epithets, paraphrases, oxymoronands, idioms.

Key words: *emotional evaluative lexics, publicistic style, metaphors, epithets, paraphrases, oxymoronands, idioms.*

One of the urgent problems of modern linguistics is the study of emotive evaluational vocabulary. This problem is reflected in many works of foreign and native linguists (A. Alexeev , A. Beletsky , T. Winokur , A. Wolf, B. Dyevkin , A. Moskalska , V. Chabanenko , V. Shakhovskoi et al.).

The purpose of the article is to analyse the peculiarities of functioning of emotive evolutional vocabulary in journalistic text.

In modern linguistics they traditionally present two views on the linguistic status of emotiveness categories, according to it emotivity is regarded either as a stylistic also as a functional category.

Proponents of the first concept regard emotivity as one component of stylistic connotations along with expression, emotion and functional stylistic component.

Proponents of (representatives of)another vew (in our view , the most rational) consider emotivity as a functional category, and nominative - evaluative function of words - as a kind of nominative function.

Evoluaive may be a characteristic of both referents and konnotate which are parts of one whole - verbal expression, and are in dialectical interdependence. This is confirmed by findings of linguists as I.C ream , D. Shmelev , N. Muravlova[1].

General features reviews are analyzed in the book A. Wolf " Functional semantics of evaluative." The main feature of assessment is its modality. Expressions, which contain assess whether other modalities, include descriptive component and non-descriptive modal component [2] .

Linguistic researches are characterized by the desire to provide all variety of lexical items strictly limited number of "emotive lexicon ". The ambiguity in understanding the place and role of the evaluative component in the sense highlights a variety of qualifications assessed vocabulary. However, almost all the authors who are somehow considered this issue, pointing out that so far not clearly identified the linguistic resources that belong to this area, and the

problem of "evaluating vocabulary" needs analysis from different points of view[3].

Thus , E. Galkina - Fedoruk considers the scope emotive -evaluative vocabulary: words that express feelings that are going through the person ; words score that qualify a thing , object or phenomenon positively or negatively by all its lexically ; words that emotional attitude is not expressed lexically and grammatically , ie suffixes or prefixes.

The author notes that the evaluative overtones differ as abusiveand vulgar words , that connects the emotional words of his stylistic characteristics. The question of what part of emotional vocabulary includes words which called emotions and feelings, is controversial. From the above it is clear that E. Galkina - Fedoruk gives them an affirmative answer .

This point of view followed A. Finkel and M. Bazhenov . The opposite opinion expressed Arnol'd, who excludes the evaluation of the vocabulary words that are called emotions and feelings[4].

Given this, explored journalistic style to emotive -evaluative vocabulary include: words that call feelings; words score which qualify things, items , events , or the positive or negative side ; ambiguous words in their literal the certain neutral, but in a figurative sense are evaluative ; words that score is expressed suffixes and prefixes.

In journalistic style emotive - evaluative words are used quite often and peculiar. They are available in all genres of journalism : the articles, correspondence, notes on , in news reports, in reviews, essays .

In journalistic style it is owned by newspapers , political magazines, appeals and proclamations , it reports, speeches , discussions, debates , etc., which contain political information . Political information includes events, facts and events of the political aspects of society - the relationship between population groups , nations, states , notification of events and phenomena that occur in culture, economy and have political significance. Journalism today is the scope of mass communication , it successfully combines the logic of

presentation of emotional expressive colour. A. Ponomarev emphasizes that in a journalistic style with its elements such as logic and emotion should be mutually equilibrated[5].

In journalistic style it is commonly used socio- political vocabulary , political slogans and appeals winning phrases , rhetorical questions , the means of humour and satire. Significant place in journalistic style take figurative language means . The main feature of journalistic style that sets him apart from other styles is emotivity linguistic resources.

Analysis vocabulary was made on the basis of newspaper and magazine issues for 2010, 2012 .: "Frankfurter Allgemeine"; "Der Spiegel", "Die Zeit" (online version).

In modern media there are formal ways of expressing indirect assessment. Among them the most important are quotes.

The most common means of expression evaluation in today's newspapers , there are two types of use quotes.

1 Pseudo quote . In this case quotes help convey the idea that the situation does not really fit the disclaimer. In the foreign press official versions often have low levels of trust: newspapers (and readers) are opposed to them. Quotes is an effective way to distance the position of the newspaper from the official version .

For example : Der Wahlkampf in den USA wird immer aggressiver: "That's a bullshitter" - mit diesem drastischen Schimpfwort hat Barak Obama seinen Herausforderer Mitt Romny nun in einem Interview bezeichnet. ("Der Spiegel")

2 Estimation based on citations. Quote from time serves as a means of indirect estimation .

This feature is mutational quotes in two ways: they characterize the author quotes , transfer ratio journalist to that reported. For example : Außenminister Guido Westerwelle bezeichnete die Parlamentswahl in der Ukraine als "wichtige

Bewährungsprobe für Demokratie und Rechtsstaatlichkeit". ("Frankfurter Allgemeine")

Hitlers Werk "Mein Kampf" sei "politische Pornographie", die verfolgt werden müsse, argumentierte Lem. ("Der Spiegel")

In both cases, the estimated dominant quotes are ironic . It can transmit and pseudo quotes. Use quotes to create pseudo quote ironic effect leads to divergence semantics of words and phrases from his pragmatics[6].

Ironic quotes are determined by the choice quotes: " pulling " out of context , place quotes in the text and that the information quoted obviously contrary to reality.

The advantage of quotes as covert means of evaluation is still in the back. Not every reader is able to absorb the information. This in turn allows enables to maintain objectivity .

Most of the studied literature taken in quotes paraphrases . Paraphrase - a descriptive phrases that are used instead of the usual names of persons , objects, events. Most scientists believe that they are connected with the new evaluative semantics of words and phrases. Paraphrase arises from the desire to give the object, phenomenon, person of some estimation[7].

In newspaper texts paraphrases dominate that are used instead of proper names of persons. Basically paraphrases names - those used for political leaders. For example , Boris Yeltsin called "der Steuermann im Todesboot", VI Lenin "spirituellen Genius der slawischen Völker", Fidel Castro "ein größerer Clown als Chaplin", against his colleague called "persönliche Hexerin", Nicolas Sarkozy - "das Phantom des Elysee" and "Elysee-Chef", Wladimir Klitschko - "Hoffnungsträger " Chinese Premier , according to the journalist ," Schildkrötenei mit null Intelligenz ".

Interesting in newspaper texts are such stylistic figures as an oxymoron. Oxymoron - a literary device in which the connecting opposite in meaning contrasting concepts that together give a new idea , this new semantics

oxymoron is usually estimated[8]. For example "streitbaren Demokratie", "nützliche Idioten", "stillen Katastrophe".

In newspaper and journalistic style is the most common epithet, which is expressed emotive adjective or participle which have negative connotations :

For example :Mike Tyson gerät ausser sich, wenn er seinen Gegner im Boxring mit der brutalen Attitüde nicht beeindrucken kann. ("Die Zeit")

One of the standard methods of expressing negative opinions are adjectives of foreign origin having a pronounced negative- evaluative designation such as : infam, rigoros, spektakulär, katastrophal, bestialisch, despotisch, extremistisch etc.

For example : Indonesien wird wieder einmal deutlich, welche korrupten, despotischen Systeme der Kapitalismus unterstützt. ("Der Spiegel")

Quite often in journalistic style it is used adjectives with a positive sign : der triumphierende Wahlsieger Bush, hochinteressantes Forschungsfahrzeug, absoluten Kassenschlager, der süßeste Mann, galanten Handkuss.

Universal feature of the press is looking for new , fresh expressions - words , images, stylistic devices . To create evaluative effects and imagery in newspaper and journalistic speech used metaphors. For example : "Nazi- Schweines", "politischen Harakiri", "der Affen-Mann", "die Nilpferd-Männer".

From antiquity to today metaphor is a rhetorical ornaments, stylistic devices , for this reason it has been studied and studied in research on poetics , rhetoric, stylistics. In the definitions of metaphor named the following symptoms: "transfer from ... to ... ", " unusual usage ", " replacement ", " hidden comparison ."

In literary metaphor is also called " improper language " because its meaning other than the meaning of the words that form it . In journalism there are cases of new, original metaphor , the so-called individual authors metaphor[9].

In the German press , a group of metaphors that stem from national and cultural characteristics of the people who has a unique history of its own

characteristics and interpretation of cultural traditions, as reflected in the metaphorical fund.

For example : etw. jm spanisch vor (expression arose during the Emperor Charles V, who was the King of Spain, implemented on German soil Spanish customs, which were unusual for the Germans and incomprehensible).

Some metaphors connects with certain customs and traditions : Pfingstochse - a tasteless person (associated with ancient custom paint bull on the day of the Trinity).

However, you can select a group of metaphors , the disclosure of which does not require much on cultural commentary : der Kopf der Zeitung, ein heisses Eisen, alles aufs Spiel setzen.

Metaphors in the newspaper and journalistic language perform a particular role : they not only unused for imagery , how to create an emotional effect, positive or negative : streitbaren Demokratie, ideologischen Blockaden, flüssige Valuta, Gulag-Infrastruktur.

Idioms of newspaper texts are also play a role. They do tend to be evaluative function , because not only are called objects, phenomena , but still give them a description and evaluate them. The quality characteristics of phraseological units are divided into 2 groups : one gives a positive assessment , while others - negative. Phraseological units occur in the text, usually in the form in which they are recorded in the dictionary and modified , transformed .

In the studied texts most idiomatic phrases have in their values negative evaluation , which includes seven :

- condemnation : Der Chefvolkswirt der Hypo Vereinsbank, Martin Hüfner, forderte ebenfalls, kein weiteres Geld in das russische "Fass ohne Boden" zu werfen. ("Die Zeit")
- condemnation and contempt : Barschel sei nach Angaben eines ihrer Informanten "eine absolute Null" gewesen. ("Der Spiegel")
- censure, ridicule, irony evil : Amtsinhaber und Ministerpräsident Hans Eichel galt lange als Mann ohne Profil und Fortune

"Kleinkariert" sei er, meinte seine Parteifreundin, und der frühere Ministerpräsident Holger Börner, auch ein Genosse, spottete gar: "Nicht aus jeder Eichel wird ein Baum ". ("Der Spiegel")

Emotive evaluative as part of the semantics of FO appears on the background of evaluative use of PI in the language. Estimated use of phraseological unit of language is in each individual case , but the general observation of the body proprietorship give rise to a designated evaluative as functional properties.

In journalistic style dominated the analysed newspapers such forms of expression evaluation: metaphor, paraphrase , oxymoron , epithets and phraseology . They arise from metaphorical meaning that the new speech situation is further connotative meaning. These values tend to form the journalists themselves , giving utterance emotionally . Along with the traditional means of expressing emotion in contemporary newspapers involved and peculiar , indirect , formal means (quotes) for pseudo quotation and ratings contained within a quote.

Thus , the use of individual - creative emotive impact of verbal vocabulary in a journalistic style does not go beyond the rules of this style , and is an integral feature.

Brovchenko T.A., Yablonskaya T.N.

WORD STRESS IN ENGLISH AND UKRAINIAN

The article focuses on peculiarities of word stress in the English and Ukrainian languages. The contrastive analysis of acoustic characteristics of English and Ukrainian stressed and unstressed syllables is being carried out.

Key words: *word stress, stressed syllable, unstressed syllable, acoustic characteristics of syllables.*

Word stress is also considered from the point of view of its position or place in the word and of the degree of acoustic energy with which a syllable is pronounced in the word.

According to the position of the syllable in the word two types of word stress are distinguished – free, i.e. stress may be on any syllable of different words or fixed, when stress falls on the definite syllable in all the words of the language. Thus, in Polish the second syllable from the end is always stressed, in Estonian the first syllable of the word is stressed.

As to the degree of stress, as it has been mentioned, there exist three degrees of word stress in most languages – primary, secondary and unstressed syllables.

In English and Ukrainian word stress is relatively free. The stress may fall on any syllable of the word though what syllable is stressed is fixed for each word.

Two- and three-syllable words and occasionally four-syllable words have only one stressed syllable and all the other syllables are unstressed in English as well as in Ukrainian. The stress may fall on any of the two-syllable or three-syllable words though which syllable is stressed is fixed for each word.

The rules of place of stress in English words are subjected to numerous exceptions what made to admit that foreign students are obliged to learn the stress of each word individually.

Ukrainian students should memorize long English words with the secondary stress on the first or on the second syllable.

Word stress in English and Ukrainian is energetic dynamic in nature. The main physical essence of word stress is an increased impulse of the acoustic energy.

Word stress singles out the accentual centre of the word, organizes the word as a linguistic unit. Word stress is the inevitable element of all the speech units – of a sense-group, a phrase, overphrasal unities and the text – the highest unit of speech on suprasegmental level. Word stress is characterised by some amount of

degree of energy which is the result of muscular tension of the articulating organs in the process of speech. The syllables which are characterised by the increase of acoustic energy in comparison with other syllables in the word are said to be stressed.

In a word consisting of two or three syllables, one of the syllables of which is characterised by a bigger tension of the organs of speech and consequently, by a stronger impulse of the acoustic energy, is said to be stressed. The other or the others syllables of the word that are characterised by a weaker impulse of acoustic energy are said to be unstressed. Thus, each syllable has some degree of acoustic energy. There are as many degrees of energy as there are syllables in a word, but a human being usually can perceive only four of five degrees of syllable energy. Only those degrees of acoustic energy are considered to be degrees of word stress, which are phonologically opposed to other degrees of acoustic energy, and thus, are perceived as word stress.

In English and Ukrainian the majority of phoneticians assert that there are syllables of three linguistically relevant degrees of stress – primary, secondary and unstressed syllables.

The theory of word stress has been considered by linguists in the course of time. Different definitions of word stress were suggested by scientists.

The physiological conception of word stress, proposed by L.V. Shcherba was especially popular in the 1950s. According to this theory the word stress is the result of the increased muscular tension of the organs of speech and consequently, by a longer duration. The exceptional role of duration as the main characteristic feature of a word stress in Russian was later supported by the results of experimental investigations.[1]

It was noted that the force gradation produces the impression of strong and weak syllables in most languages. It was stated that the energetic articulation of speech organs and their coordinate movements involves a strong push of the air from the lungs and gives the impression of intensity or loudness on the level of perception due to which the degree of stress is distinguished.[2]

Rather many scientists have come to the conclusion that due to the tension of articulation, stressed syllables are characterised by higher fundamental frequency and are perceived as higher in pitch than the unstressed syllables.[3]

Higher fundamental frequency cannot be considered a parameter discriminating stressed and unstressed syllables in English and Ukrainian as well as in other languages of a dynamic type of stress. It has been proved in numerous experimental phonetic investigations that frequency characteristics differentiate communicative types of utterances, various modal and emotional connotations on suprasegmental level but are irrelevant on a segmental level.

Some scientists suggested that, besides a greater degree of speech organs tension, stressed syllables have a higher degree of prominence.[4]

This point of view was criticized by some linguists because prominence is a wider phenomenon than word stress – it is a combined effort of timbre, duration, intensity, intensified sentence stress and intonation.

The main physical characteristic feature of a syllable is total acoustic energy.

The total acoustic energy is a complex physical characteristic which might be a coordinated effort of intensity and duration, defined as intensity over time.

Stressed and unstressed syllables are similar in nature. The difference between stressed and unstressed syllables is purely quantitative – the stressed syllable is characterised by a bigger degree of acoustic energy than the corresponding unstressed syllable or unstressed syllables in the same word.

Thus, each syllable in the word has some degree of energy. From the physical point of view there are as many degrees of energy in a word as the number of syllables in it.

From the linguistic point of view there exists a functional discrimination of definite degrees of word stress in any language. But only those syllables are said to be stressed which are phonologically opposed by the degree of the total acoustic energy to other syllables of the word. Several degrees of stress may be opposed to stressed and unstressed syllables in words consisting of more than

three syllables, that is the biggest degree of acoustic energy may be opposed to a weaker degree of energy and both of them may be opposed to the weakest degrees of energy of the word. The majority of English phoneticians assert that there are three degrees of stress in English polysyllabic words – primary, secondary and unstressed syllables.

In Ukrainian three degrees of word stress are observed in polysyllabic words too, but not so often as in English.

The primary stress is characterised by the biggest degree of acoustic energy in the word. The secondary stress is also rather strong, but weaker than the primary one.

In Ukrainian stressed syllables are weaker in acoustic force and are not so vividly opposed by the degree of acoustic energy to the unstressed syllables as in English. It might be explained by the absence of reduction in Ukrainian, by the difference in the grammatic and rhythmic organization of the two languages.

Word stress has not been studied experimentally before the appearance of electro acoustic speech recording apparatuses in the laboratories of experimental phonetics. The results of the first experimental investigations of the acoustic nature of word stress were contradictory.

D.B. Try asserted that duration and intensity were both cues for judgment of word stress in English, but duration was more effective.

P.H. Lieberman tried to prove that intensity is a more important correlate of word stress than duration, though fundamental frequency according to him seemed to be more relevant. Observations of other scientists supported the leading role of frequency characteristics of word stress in British English.[5]

Contradictory results of word stress may be explained by a limited experimental material. Besides the influence of the grammatical and phonetic structure of the languages on the characteristics of word stress were not taken into consideration. The results of the experimental investigation were not verified with the help of methods of the statistic analysis.

Ukrainian word stress has not been studied experimentally until the 1960-70s.

One of the first systematic contrastive experimental analyses of English and Ukrainian word stress was published in the second part of the 20th century.[6]

All the requirements of phonetic experimental analysis were preserved:

• The amount of experimental material (over 3000 units) and the number of speakers (20 speakers of English and 20 speakers of Ukrainian) were statistically sufficient.

• Stressed and unstressed syllables were taken in different positions in the word, in different syllabic structures of the words and in different communicative types of phrases.

• The results of the electro-acoustic phonetic experimental research were subjected to mathematic statistic analysis to prove their reliability.

The results of experimental analysis supported the hypothesis that the main physical characteristic of stressed syllables in English and Ukrainian is the total acoustic energy (W_{tot}) – a coordinate action of its components: intensity (A) and duration (t). In all the observed cases the absolute meaning of the total acoustic energy of the stressed syllable was considerably bigger than that of the corresponding unstressed syllable.

The average relative coefficients reflecting the correlation of the total energy characteristics of stressed and unstressed syllables in English – 2.06 rel. units, in Ukrainian – 1.96 rel. units showed that the total acoustic energy was about twice as big as the total acoustic energy of the unstressed syllables and remained stable under various conditions of pronunciation and consequently, is the main acoustic characteristic or word stress both in English and Ukrainian.

Duration and intensity of stressed and unstressed syllables did not differ so much and were not so stable as the total acoustic energy, the relative coefficients were not so big and stable as those of the total acoustic energy. The coefficient of correlation which showed the difference between the relative characteristics of intensity of stressed and unstressed syllables in English was 1.24 rel. units.

The coefficient showing the relation between characteristics of duration of stressed and unstressed syllables were 1.39 rel. units in English and 1.58 rel. units in Ukrainian.

The date about the correlation of the two components of the total acoustic energy, that is about their relative characteristics made it possible to assert that the shares of intensity and duration are not equal in creating the stressed syllables in the two languages. Intensity is a more important component of the total acoustic energy in English, in most cases the share of intensity was much bigger than that of duration. The average relative coefficients, showing the correlation of intensity between stressed and unstressed syllables were considerably bigger than those of duration. Thus, intensity is a more important component of the total energy than duration in English.

In Ukrainian the share of the components of the main acoustic characteristic of word stress – the total acoustic energy was not equal either. Duration proved to be a more important component of the total energy than intensity in Ukrainian. In most cases the share of duration was much bigger than that of intensity. The average relative coefficients showing the relation between the duration of stressed and unstressed syllables were considerably bigger than those of intensity. It shows that duration is a more important component of word stress than intensity in Ukrainian.

Experimental investigations showed that the difference in fundamental frequency both in English and Ukrainian is insignificant. Fundamental frequency cannot be considered a relevant acoustic characteristic of word stress. It belongs to melodical characteristics of suprasegmental units of speech (fig.1).

The auditory subjective analysis testified that most stressed syllables were perceived by the listeners as stronger, louder and longer. The higher pitch of voice of the stressed syllables was perceived by the listeners in rather rare cases.

An equal perception of stressed syllables as longer and louder in a prevailing number of cases, both in English and Ukrainian, while the share of duration – a main characteristic of a word stress is bigger in Ukrainian than in

English may be explained by the phonological length of vowels in English, while in Ukrainian the length of vowels is phonologically irrelevant.
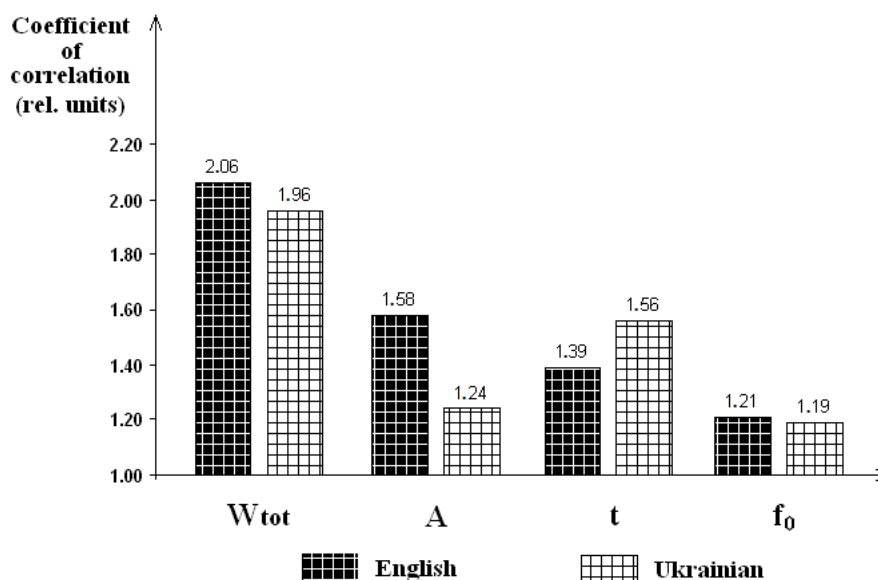

Fig. 1. Average objective acoustic relative coefficients of correlation between stressed syllables in English

The experimental analysis of subjective characteristics of word stress supports their leading role in the perception of stress.

The subjective perceived characteristics of word stress revealed the same regularities as the corresponding objective characteristics. The subjective characteristics of strength as well as the corresponding objective characteristics of the total energy are the main feature of word stress in English and Ukrainian. On the level of perception the share of subjective parameters of loudness and length is different in the two languages as well as of the corresponding objective characteristics.

Though the share of the components of the main acoustic characteristic of word stress – total energy, intensity and duration may be different in different languages and one of them may be more important than the other, it should be taken into consideration that both the components of the dynamic type of stress

are necessary for creating the main characteristic of the syllable in the dynamic type of languages – total energy.

The subjective characteristic of weight was perceived by a rather large number of listeners and may be considered as a characteristic feature of word stress on the level of perception though its physical nature is not clear.

The results of the perceptual subjective analysis of word stress in English are presented in fig. 2.
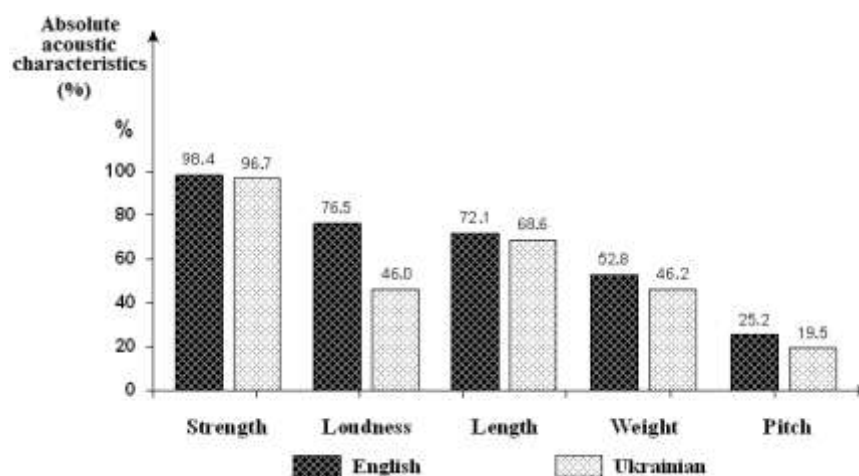

Fig. 2. Average subjective perceived acoustic characteristics
of stressed syllables in English and Ukrainian

The role of word stress is extremely great in the language. The character of stress, its strength and place influence all the phonetic phenomena of the sounding speech.

Word stress, as well as speech sounds and intonation, is one of the phonetic means of semantic expression and can change the meaning or the grammatical form of the word.

REFERENCES AND NOTES