

fulfilling the requirements of a maniac, though in the final it turns out that kidnapping, dependence on maniac horror and suffering caused by his actions were just special effects and elements of the television game.

Describing a particular reality show and transmitting a specific atmosphere characteristic of it, writers face a fundamental problem of failure to embody in a written equivalent of a television broadcast, the cause of which lies in the dissimilar play nature of reality. However, reality novel tries to solve this problem. Aiming to create identity – the symbolic visual range through which a certain image is build up in the minds of the show-viewers, the writers describe detailed screensavers and logos of their own reality show. Due to this, they achieve the integration of space, and also unify the minds of the crowd of spectators, who feel belonging to one source of visual images and information. Thus this article is concentrated on the specificity of time, space and characters in survival reality novels.

Key words: *the survival reality novel, media, time, space, character.*

Отримано: 8.07.2015 р.

УДК 811.161.2+811.161.1+811.111]'373

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THE CORRELATION BETWEEN THE APPRAISAL AND COGNITIVE PROCESS

As an integral part of the cognitive process, the evaluative activities seem significant in view of the fact that they largely determine the intensity of the action of human adaptive mechanisms in his adaptation to the environment, both natural and social. The actualization of appraising activities can be verbal and nonverbal.

Language as a representative system should include the units of nomination of appraising activities and units of its expression or indexing.

In his relation to the world (and to himself in this world) the subject of the appraising action has a range defined by the boundaries of the absolute evaluation predicates “good”–“bad” (axiological appraisal) and “to know”–“to believe” (epistemic evaluation).

The relevance of the research is determined by the importance of the appraising process to ensure all sides of life of the individual and society. In this regard, there is a need of theoretical understanding of the problem of linguistic representation of negative meanings of evaluation.

The person presenting the living matter is different from other objects of ontological world by the ability to learn this world. This duality of human entry into the world determines the particular view of the world [13, 52], which is represented in the form of a specific model, or abstractly detached from the individual knowing it or centered on him. In most cases, this feature is the basis for the formation of the objective and subjective models of the world.

Appraisals are considered as statements about values. The word “value” can be equated with the term “positive value” or “good”. The subject is valuable if it is good, the object of positive interest, aspiration or desire [3, 12]. Value as a moment of practical relations between man and the world can be characterized from a qualitative and quantitative side. According to some definitions values are divided into positive, negative and zero [3; 4, 90]. It is noted that the society in its existence gave rise to the so called term that philosophers tend to call “negative values”, these include: inequality, dishonor, injustice, violation of the law, lack of freedom, and so on [6, 14]. However, we mean not values, but the presence of certain phenomena which acquire negative appraisal in the perception and understanding [4]. Phenomena that contribute to the subject in his life program performing, have a positive value. A negative value is proposed by the phenomena affecting his life and projecting the cause of his death. The traditional use of the word “value” is associated with the idea of something positive. However, the real contradiction of phenomena to human activity requires the introduction of such a thing as a negative appraisal.

Using the concept of a negative appraisal allows us to take into account the fact that such phenomena and processes, like epidemics, accidents, natural disasters, economic crises, and wars are negative factors of destruction and death [4, 91]. So, any phenomenon can be classified as good – that is having a positive value, or evil – that is having the negative value.

Among the infinite variety of natural phenomena surrounding man there are the following that don't interact with the subject, or the correlation is so weak that the value of such objects is zero. They are of neutral value [4, 90].

Thus, the value as a moment of practical interaction between subject and object is equally unthinkable without a subject, as well as without object. Out of the relationship to the human, objects and phenomena of the environment lose their value.

Cognition as a mental process begins with sensations, which add up to create certain representations in perception (in the consciousness) [10]. However, as mentioned before, the cognitive process cannot be simply stated as the adaptation to the conditions of existence involves the appraisal of the perceived environment.

There is also the opposite view that all cognitive activities, and, therefore, linguistic structures transformed by it, can be viewed as appraisal. The realization of the language system is carried out in a speech in such a way that the scope of the speech becomes a field of valuation. The moment of appraisal is in any cognitive act, which is by its nature a fragment of the human mind. Evaluation is the operation of subject's mental activity on the subject of the statements (understanding, generalization, conclusion, evaluation). Thus, the appraisal is everywhere, where the subject of cognition is in contact with objective reality, and where there is a linguistic expression of this process [5, 28]. It is noted that this approach has little heuristic value, since it ignores the fact of the partial coincidence of the category of appraisal and subjectivity [2, 69].

The study confirms that the individual conceptual model of the world (conceptual notion of the world) is developed in the process of human cognition of objective reality reflected by passing the stage of perception and comprehension [8, 9]. Well-known gradual and coherent cognition, inability to perceive the world at once in every aspect make the conditions in which the conceptual model of the world acquires a collective character, based on the corresponding platform of knowledge that is provided with the level of society development, its cultural and moral values and the standard rules of existence in the society [9].

The notions concerning the world can be represented in different forms: verbal (linguistic model of the world), abstract (scientific model of the world) in the form of formulas, tables, schemes and graphs, and can be embodied in music, dance, architecture and painting (cultural model of the world) [13; 1]. It is obvious that language, as an integral component of consciousness and its instrument, is "a medium between the individual and the conceptual model of the world", reflected in the linguistic forms [12, 103]. Language is the means of cognition, allowing to go beyond the empirical experience through the relation of the system of meanings of language units (or their meaning implemented in the speech) to the system of meanings – conceptual system [8, 113-117; 12, 103].

The individual's reflection of the objective reality is the creative process and the presence of "individual or personal in the appraisal contributes to an adequate expression of the subjective relation to the appraised object" [11]. Therefore, the appraisal activities are closely connected with the world view of the individual, his social status, level of his material well-being, as well as a number of individual characteristics (sex, age, occupation, tastes, and talents) [11, 291]. The appraisal is the highest kind of any mental activity – cognitive, creative, and so on, and it plays an important role in the organization of that is diverse components of the overall model of the world [1, 31–32].

Thus, the appraisal as a kind of human activity is directly related to cognitive process. The model of the objective world is created with the help of cognitive-receptive acts, cognitive concepts and propositions. In the act of appraisal the value of things for human life is realized. The appraisal should present an object in its relation to the needs and requirements of the person.

Since a man as a conscious being expects and anticipates an appraisal, it is able to influence and affect his activity, to direct it in one or another direction, increasing or reducing its level. However, the appraisal is carried out on the basis of the results of human activities, including its achievements and failures, strengths and weaknesses, so it must be the result, but not the goal of the activities. In order to achieve a positive appraisal it is necessary to follow the target of one's actions. If the appraisal becomes an individual subject's appraisal which he is reaching without the goal of the action, some disorders may occur [10, 468].

The nature of the appraisal's impact on the human activities depends on his relation to his activities. The motive's impact on the appraisal depends on the nature of the relationship between the subject and environment appraising his activities. The friendly atmosphere allows a person to show his best side, and malevolent one forces people to feel squirm, stiffness and uncertainty. It is important to emphasize that the level of the individual's claims affects the sensitivity to a particular appraisal within the meaningful scope of activities. The nature and level of human claims usually depends on the level of his achievements in this area. As a rule, the higher level of human achievements is, the higher level of his claims becomes. Generalizing, we can conclude that the results of activities change the conditions of the activities. It becomes obvious there is the impact of appraisal factors on the course of actions.

Considering the appraisal as an essence of mental action, it should be noted that the processing of objects' information in the area of real and possible interests of appraisal subject takes place in order to

achieve enough knowledge concerning the object. Since thinking by its nature is evaluative, the mental operations take the form of appraisals. Appraisal is estimation on the qualitative and quantitative characteristics of things and events, but it is not always reliable. In the process of appraisal the subject's knowledge of the object is based on intuition, so the way to obtain this knowledge is enough economical, and the results are very unreliable [7, 7; 4, 91].

The advantage of intuition is the speed of its response to objects and events in the world. Its purpose is to take the appraisal of pragmatic problem solving orientation.

Thus, in the thinking process the appraisal is closely related to intuition. Pragmatic appraisal is carried out in the consciousness through intuition. The intuition correlates with the rational and logical thinking in the field of cognition. The specification of evaluative statements occurs under the influence of such thinking [7, 10; 14].

In the process of cognition of the objective model of the world values are reflected in the form of appraisals – subjective experiences, human ideas about objects / phenomena of the material world, the concepts of the objective existence. Evaluation can be transmitted in the feelings and emotional reactions (admiration, surprise, disgust). The appraising statement is always specific for the conscious appraisal, and its verbal form is suggestion.

Valuable orientation is obviously inherent to perceiving subject and is manifested at the level of instinct. Appraisal is not built over perception, but it is built in it as a full component in the system like “ascertaining of a fact – relation to the fact”.

Thus, we can conclude the following:

1. Appraisal is an integral part of cognition, directly accompanying the statement of the fact of perception.
2. Appraisal defines human relation to the world: its acceptance or rejection. In the latter case, the person either adapts, fitting into the environment, or tries to bring the environment to the desired state.
3. In appraising the object a person starts with the formed ideas about values in general.
4. Appraisal determines the physical and social human behavior.

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Анотація. У статті визначаються ресурси актуалізації оцінної діяльності у суб'єкт-об'єктному взаємовідношенні, з'ясовуються принципи взаємозалежності оцінки та цінностей у валентному відношенні. Проаналізовано взаємозв'язок понять "оцінка" та "пізнавальний процес". З'ясовано, що оцінка є невід'ємною частиною пізнання людиною навколишнього світу, безпосередньо супроводжуючи констатацію факту сприйняття, адже саме оцінка визначає відношення людини до оточуючого світу, тобто його сприйняття або неприйняття. Підтверджується, що концептуальна картина світу кожної людини розвивається в процесі пізнання людиною об'єктивної реальності.

Ключові слова: оцінка, пізнавальний процес, об'єктивна картина світу, суб'єктивна картина світу, концептуальна картина світу, цінність, об'єктивна реальність.

Summary. In the article the resources of actualization of appraisal activities in subject-object relations are determined; the principles of correlation between appraisal and values are defined in respect of valence. The value as a moment of practical interaction between subject and object is equally unthinkable without a subject, as well as without object. Out of the relationship to the human, objects and phenomena of the environment lose their value.

The article envisages the correlation between appraisal and cognitive process, as well as different linguists and psychologists' thoughts on the functioning of these aspects. The study confirms that the individual conceptual model of the world (conceptual notion of the world) is developed in the process of human cognition of objective reality reflected by passing the stage of perception and comprehension. The appraisal is the highest kind of any mental activity – cognitive, creative, and so on, and it plays an important role in the organization of that is diverse components of the overall model of the world.

Thus, the appraisal as a kind of human activity is directly related to cognitive process. The model of the objective world is created with the help of cognitive-receptive acts, cognitive concepts and propositions. In the act of appraisal the value of things for human life is realized.

In the process of cognition of the objective model of the world values are reflected in the form of appraisals – subjective experiences, human ideas about objects / phenomena of the material world, the concepts of the objective existence. Emotional conceptualization of reality is directly related to national worldview that leaves its mark on the national character and national temperament.

We came to the conclusion that appraisal is an integral part of cognition, directly accompanying the statement of the fact of perception. Appraisal defines human relation to the world: its acceptance or rejection.

Key words: appraisal, cognitive process, objective model of the world, subjective model of the world, conceptual model of the world, value, objective reality.

Отримано: 2.08.2015 р.

УДК 81'373.2:659.127.2: 615.45

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ФУНКЦИОНИРОВАНИЕ ПРАГМАТОНИМОВ В РЕКЛАМНЫХ ТЕКСТАХ ФАРМАЦЕВТИЧЕСКИХ ПРЕПАРАТОВ

Постановка проблемы. Феномен рекламы является предметом изучения многих научных дисциплин: философии, психологии, социологии, лингвистики и др. В последние годы к ономастическому аспекту рекламы проявляется повышенный интерес, как в теоретическом, так и в практическом плане. Особенность рекламных текстов состоит в высокой степени их прагматичности, поэтому в них, как правило, используются собственные имена, своеобразие которых – в воздействии на сознание массовой аудитории.

Анализ основных исследований и публикаций. Проблематики ономастического аспекта рекламы касались: Ю. В. Грушевская, А. А. Исакова, О. В. Кирпичёва, И. В. Крюкова, С. М. Кудыба, О. С. Фоменко, А. Г. Халатян и др.

Научная новизна исследования состоит в том, что функционирование прагматонимов в рекламных текстах фармацевтических препаратов исследуется впервые.

Целью настоящей статьи – исследовать функциональные особенности прагматонимов в рекламных текстах фармацевтических препаратов. Задачи: 1) проанализировать употребление прагматонимов в рекламных текстах фармацевтических препаратов; 2) выделить наиболее продуктивные функции прагматонимов в исследуемом материале.