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***Прокойченко А. Общие и дифференциальные признаки категорий эмотивности, экспрессивности и оценочности.***

*В статье рассмотрены общие и дифференциальные признаки категорий эмотивности, экспрессивности и оценочности. Установлено, что эти три категории являются движущей силой любого языка, поскольку они способствуют созданию в нем новых средств, которые в свою очередь помогают нам лучше передавать свои мысли и чувства. Проанализировано соотношение понятий эмотивность, экспрессивность и оценочность как ключевых категорий эмотиологии текста и доказано, что эти понятия не являются синонимами, хотя наличие общих признаков свидетельствует об их тесной взаимосвязи. Установлено, что сложность и многоаспектность такого психофизиологического феномена как «эмоция» обуславливает существование в лингвистике различных подходов к трактовке понятий эмотивности, экспрессивности и оценочности. Также выделено три типа оценочного значения и проанализированы основные различия между ними. Доказано, что категории эмотивности, экспрессивности и оценочности не являются синонимичными, хотя наличие общих признаков и свидетельствует об их тесной взаимосвязи.*

***Ключевые слова:*** эмотивность, экспрессивность, оценочность, категория.

***Prokoychenko A. Common and Distinctive Features of the Categories of Emotiveness, Expressiveness and Evaluation.***

*The article presents the common and distinctive features of such linguistic categories as emotiveness, expressiveness and evaluation, which are the driving force of any language. The correlation between the categories of emotiveness, expressiveness and evaluation, which are the key concepts of text emotivity, is analyzed and it is proved that that these three categories are not synonymous, although the common features indicate that they are closely interconnected. It is also specified that the ambiguousness of such psycho-physiological phenomenon as 'emotion' stipulates the existence in linguistics of different approaches to the interpretation of such concepts as emotiveness, expressiveness and evaluation. The three types of evaluative meaning are also characterized and the article provides the analysis of the main differences between them. It is also proved that the categories of emotiveness, expressiveness and evaluation are not synonymous, although the presence of the common features signifies that they are closely interconnected.*

***Key words:*** emotiveness, expressiveness, evaluation, category.

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УДК 811.11'221.2

**THE CONCEPT OF FLIGHTS SAFETY THROUGH  
AMERICAN NEWSPAPER DISCOURSE ANALYSIS**

*The article presents an attempt at newspaper discourse analysis, with the focus on the concept of safety. Purely linguistic elements in the wider context of social (aviation-related) interactions were studied on the basis of the narrative semiotics theory, developed by Algirdas J. Greimas. The paper dwells on the concept under study and peculiarities of its representations in the form of semantic fields (isotopies) on the upper, explicit discursive level. Typical narrative programs have been traced, and basic values of the sphere and their correlations have been highlighted on the abstract level. The following isotopies have been elicited in the selected newspaper articles: aviation professionals, travelers, officials, experts from non-aviation sphere, terrorists, relevant things and objects, security measures. Within the last few years the focus has shifted from the opposition travelers vs. terrorists to humans vs. things, topped by airport / aircraft security inconveniences and inconsistencies issues. On the most abstract level the scale of general*

*transformations includes the following stages: Hazards – Airport / Airline Security Challenges – Inconveniences – Norm with the newspaper discourse abounding in attributes of the unsafety concept, caused by things and objects rather than human beings.*

**Key words:** SAFETY concept, flight security, the narrative semiotics theory, Algirdas J. Greimas, discourse.

**Problem statement.** Multifaceted and overwhelming, the concept of safety has plenty of manifestations. First and foremost, the current 24/7 of flights involving millions of passengers and professionals both in the air and on the ground includes a variety of aspects. Starting with purely technical ones through psychological points to the theoretical level of risks estimations, hazards modeling, tests and reports on technical travel and communication issues. And finally, the virtual level of safety discourse which unfolds in the media and over the last decade, since Sept. 11, has been balancing within shaky conceptual uncertainty of (UN)SAFETY.

**Recent papers and materials analysis.** The media discourse reflects the mainstream tendencies in and about the aviation industry. We have selected a range of articles from the New York Times archive on the problems of airports and air flights safety, thoroughly highlighted in the media as: «All of these topics need to be explored in the coming year, especially as the T.S.A. works to carry out new procedures based on what its director, John S. Pistole, calls “intelligence-driven, risk-based” and multilayered approaches to security, including the expansion of the so-called known-traveler program» (CO). The texts exemplify typical topics of aviation security and attitudes to the issue under study, potential threats, airport / aircraft security inconveniences and inconsistencies in particular. The subject of research combines both linguistic elements and a wider context of social interactions, which dictates an interdisciplinary approach to be adopted. We have chosen Algirdas J. Greimas' narrative semiotics which differs from an exclusively linguistically oriented semantics, presenting a promising perspective as a relevant tool to carry out the study on discursive level, narrative level, and abstract level of deep laying conceptual structures of a discourse.

**The aim pursued.** The key concept of (UN)SAFETY is represented either explicitly or implicitly on each of the levels mentioned. We are going to focus on the peculiarities of its representations in the form of semantic fields (isotopies) on the upper, explicit discursive level, trace the typical narrative programs and highlight the concepts representing the basic values of the sphere and their correlations on the abstract level. The complex study of the all three levels of meaning in the outlined air travel segment of the media discourse will help us to elicit the fundamental transformations the concept of safety has recently undergone.

We will start with the figurative component of the first, discursive level. The term covers all the text elements (figures) which refer to the external, physical reality open to the five human senses. This most explicit level of verbal textual representations is opposed in form to the internal, abstract reality of concepts on the most implicit, the third level of meaning. Successive interpretation of these consistent levels of discourse provides further detailing of particular segments of the language picture of the world (the English one) and adds to their better understanding. Here is a typical discursive fragment under analysis: «**I believe that my name** is on a Transportation Security Administration watch list. Often **when I fly, the letters “SSSS” on my boarding pass alert gate agents to pull me aside for extra screening. But** on a recent trip, a T.S.A. employee **failed to notice the “SSSS.” I am not** a threat to civil aviation. **I was happy to avoid yet another bothersome search, but should I have spoken up? I wouldn't want** the guy **to miss** an actual threat. *NICK A., FLORIDA. Despite posing no danger to air safety, you feel you are treated like a potential shoe-bomber, singled out for even more hassles than the average flier. Yet your concern is not how to escape this surveillance but how to increase it»* (WY).

**Research results.** The basic figures in the textual fragments under study include lists of words, which refer to: a) actants: air safety, *gate agents, a T.S.A. employee, a threat to civil aviation, an actual threat*, a potential shoe-bomber, the average flier, screeners, your screener's — or perhaps his supervisor's — attention, false negatives, one kind of security risk, false positives, dangers, law-abiding people, dangerous people, someone scary, airport security, innocent people, the system, the bad guys; b) place of action: *on a Transportation Security Administration watch list; aside*; back into focus; in a realm where the wrong move, or even an ill-advised joke, can land you in handcuffs; on the F.B.I.'s

radar; near checkpoints; elsewhere in airport terminals; c) time of action: *often, on a recent trip*, as long as you have free access; since the 2001.

Other meaningful figures – the textual expressive elements – include grammar / syntactic characteristics, such as frequent use of subjunctive mood: «*With airports, if you were to build a new terminal from scratch, sure, you could do a better job of anticipating certain security issues*»(BN); peculiar aspect: Present Continuous forms for temporary situations, actions in progress within the context of the present unsafety and the possibility of some safety perspectives: *you're going to have these potential issues; while technology for detecting explosives is being improved*.

Narration characteristics:

- wide quotations of officials, decision-makers, airline representatives, paragraphs of direct speech, citing of regulations, instructions e.c., which add much to the reliability and cogency of editorials, as well as numerical data: «*Millions of Americans who got on a plane over the Thanksgiving holiday heard the admonition: "Please power down your electronic devices for takeoff"*» (BD); «*Nevertheless, Les Dorr, a spokesman for the F.A.A., said the agency would rather err on the side of caution when it comes to digital devices on planes*» (BD);

- numerical information (in bold) is hardly ever displayed using tables and charts in this type of discourse, in contrast with emotional evaluations and expressive means (underlined) being more characteristic for the discourse type under study. Dramatizing and exaggerating both positive and negative features of the aviation sphere are frequent – through emotionally coloured words, set expressions, idioms, collocations: «*A lot of frequent flier miles have been **piling up in the 10 years** since the terrorist attacks **brought the domestic airline industry to its knees in autumn 2001**. Airlines in the United States **lost \$55 billion** and **shed 160,000 jobs** during that decade*» (SS);

- modality presents various degrees of uncertainty: «*The government **might** be causing **more unnecessary** interference on planes*» (BD);

- emphasized pronoun *you*, referring to the reader, i.e. potential traveler, thus sharing responsibility for the feeling of (un)safety with him/her: «***How do you fully secure something** as big and sprawling as an international airport against a terrorist bombing (...) **You cannot**, security experts I spoke with on Monday say*» (BN);

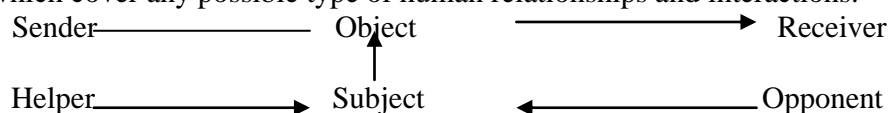
- jokes and irony, with ridiculous situations opposed to some, often minor, inconvenience, provoked by sheer necessity: «*"I thought they confiscated pies at security," I told my daughter. "Not any more," she said. **Now the screener just jokes about having to eat a slice to make sure it's safe***»(CO); «*On the other hand, "gel-shoe inserts are not permitted," the T.S.A. guidelines say. But powdered mashed potatoes are, though Bob Burns, writing on the T.S.A. blog, adds, "**Powdered mashed potatoes are a crime against humanity**"*» (CO);

- rhetorical questions: «*But, why can't I read my Kindle or iPad during takeoff and landing?*» (BD);

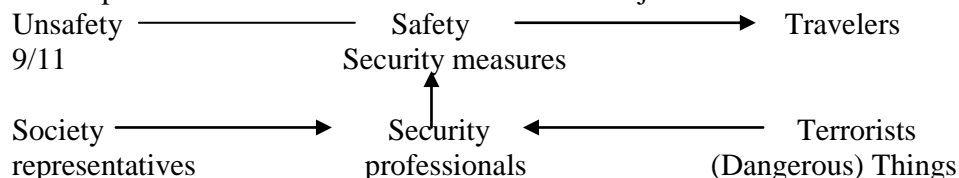
- generalizations, often repetitive with a reinforcement: «*it needs to be made clear that **nothing is 100 percent secure***»; «***Nothing in public is ever going to be anything near 100 percent secure in a free society***» (BD);

As the semiotic analysis reveals on the upper, discursive level there are occasional references to the positive manifestations of the concept under study – SAFETY. Alongside, we have found numerous negative manifestations of the concept, which massively add to its UNSAFETY aspect. The list of actants, both humans and things / abstract notions, may be further subdivided into detailed groups according to the category of cooperation. We have elicited the following isotopies in the selected newspaper articles: aviation professionals, travelers, officials, experts from non-aviation sphere, terrorists, relevant things and objects, security measures.

The second, narrative program level of discourse contains fundamental universal narrative schema. The last consists of six actantial roles / functions, coupled into three pairs of binary oppositions, which cover any possible type of human relationships and interactions.



Dominant isotopies listed above reveal key oppositions which correlate with the actantial roles / functions in the narrative schema of the discourse under study. Sender provokes / motivates certain actions / transformations on the part of Subject, who aims at gaining Object in their search. Subject is (optionally) assisted and hindered by Helper and Opponent respectively. Receiver is affected by Sender and acquires a craving / need to start activity, after that Receiver either transforms into a Subject or delegates their power to start the search to some other Subject.



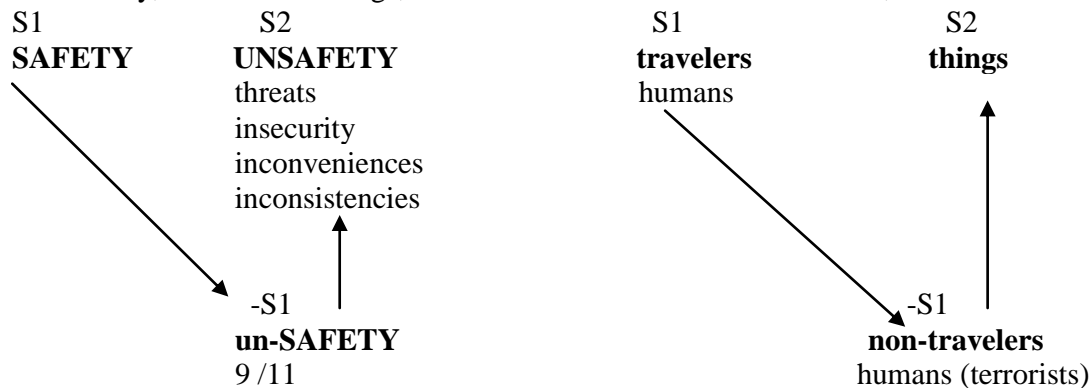
Within the last decade the focus has shifted, or rather widened, from the opposition *travelers vs. terrorists* to *humans vs. things*, as the insecurity problems, provoked by people, are now topped by airport / aircraft security inconveniences and inconsistencies issues. The last have probably arisen mostly in the line of consumerism habits of the modern global community: «*To avoid paying to check a bag, more passengers have been lugging more belongings onto already crowded planes. Some industry analysts have estimated that as many as 59 million extra bags are now being carried onto planes each year. "It's much harder to find space for your bag now on the airplane," Mr. Parker said. He said the trend hasn't created actual departure delays, "but the boarding process takes longer"*» (SS). The *things* include a wide variety of objects, starting with personal belongings up to infrastructure items of the aviation industry: «Over the last decade, Mr. Parker said, the domestic airline business came to terms with the reality that it "had gotten way overbuilt, with too many hubs and too many airplanes"» (SS).

The *things* entail not only ever more processing operations, but also general lack of stability for a human being in the mainstream of material objects, the *things* isotopy features: bags, footwear, liquids, gels, creams, nonmetallic explosives, electronic devices, E-readers, cellphones, gadgets. A person happens to be blocked / threatened by things / objects, rather than other people: «*When you stand in line at the T.S.A., you see that the line is because of all those bags going through, not because of the people themselves being processed*» (SS); «*As more and more people transition from paper products to digital ones, maybe it's time to change these rules*» (BD).

Operations, which things might undergo, constitute a separate isotopy: to process, to find space for, to be subjected to additional screening, to be limited in volume, to be restricted, to be (strictly) prohibited, to be unwrapped for further inspection, to be confiscated etc: «*Snow globes, which are filled with who-knows-what kinds of liquids, remain strictly prohibited. You can bring that apple pie through, but that merry snow globe with Frosty the Snowman inside will be confiscated*» (CO).

The third text level, the deepest one, contrasts with the physical world of the upper figurative level, here we have elicited the basic values of the text. Taking into consideration the key oppositions of the first and second text levels, we follow their fundamental transformations on the most abstract level.

The semiotic squares below feature the relationships of conflict and contradiction between safety and unsafety, humans and things, as well as the relevant transformations, which have taken place.





**Conclusions.** In order to minimize negative response on the part of travelers due to present security measures, official spokesmen tend to be neutral in their comments, base upon factual information, make frequent references to recent studies, reports, and competent sources among government, military, and police representatives, as well as occasionally add a human touch of humorous remarks. Alongside, they demonstrate a steady reluctance to start changing the policies, which prove to be out of date. A vivid example is the unnecessary interference on board, when people are asked to shut their devices down for take-off and landing. Journalists, often speaking on the part of travelers, are more direct and straightforward when unveiling the slow motion within the extremes of old rules through rational innovations up to new frames of the industry functioning, which have developed over the decade since 2001. The scale of general transformations presented consists of a few successive stages: Hazards – Airport / Airline Security Challenges – Inconveniences – Norm. Nowadays the system is striving through a wide range of inconveniences for the state of balance and mutually accepted norms in perspective. Meanwhile, the newspaper discourse abounds in attributes of the UNSAFETY concept, with non-humans, i.e. things and objects, gradually becoming its ever more significant source.

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**Рибалко М.-М. Аналіз концепту SAFETY на матеріалі американського авіаційного газетного дискурсу.**

У статті здійснено спробу аналізу дискурсивних репрезентацій концепту SAFETY (безпека) на матеріалі газетних публікацій. Текстові елементи суто лінгвістичного характеру розглянуто у ширшому контексті деяких видів соціальної (пов'язаної з авіацією) взаємодії в термінах семіотичної теорії, розробленої Альгідрасом Ж. Греймасом. Розглянуто особливості репрезентації концепта SAFETY у вигляді семантичних полів (ізотопій) на поверхневому дискурсивному рівні, виявлено типові програми наративного рівня тексту і з'ясовано базові цінності, які співвідносяться з досліджуваними поняттями на глибинному, абстрактному рівні. Виявлено такі ізотопії: працівники авіаційної галузі, пасажери, офіційні особи, спеціалісти неавіаційних галузей, терористи, значущі речі і предмети, заходи безпеки. Віднедавна фокус уваги змістився з опозиції пасажери vs терористи на люди vs речі з акцентом на проблемах та незручностях, спричинених останніми. На глибинному рівні інтерпретації тексту загальні ціннісні трансформації відбуваються послідовно між такими етапами розвитку ситуації: небезпека – труднощі налагодження безпеки аеропорту / польоту – незручності – норма. Означення концепту SAFETY рясніють негативними характеристиками, при цьому джерелом загрози виступають радше речі, аніж люди.

Ключові слова: концепт SAFETY, безпека польотів, семіотична теорія, Альгідрас Ж. Греймас, дискурс.

**Рыбалко М.-М. Анализ концепта SAFETY на материале американского авиационного газетного дискурса.**

Статья представляет собой попытку анализа дискурсивных репрезентаций концепта SAFETY (безопасность) на материале газетных публикаций. Текстовые элементы чисто лингвистического характера рассмотрены в более широком контексте некоторых видов социального (связанного с авиацией) взаимодействия в терминах нарративной семиотической теории, предложенной Альгидрасом Ж. Греймасом. В работе изучаются особенности репрезентации концепта SAFETY в форме семантических полей (изотопий) на поверхностном дискурсивном уровне, выявляются типичные программы нарративного уровня текста и определяются базовые ценности, соотносимые с изучаемым концептом на глубинном, абстрактном уровне. Выявлены такие изотопии: работники авиационной отрасли, пассажиры, официальные лица, специалисты неавиационных отраслей, террористы, значимые вещи и предметы, меры безопасности. С некоторых пор фокус внимания сместился с оппозиции пассажиры vs террористы на люди vs вещи с акцентом на неудобствах и трудностях, причиняемых последними. На глубинном уровне интерпретации текста общие ценностные трансформации последовательно происходят между такими этапами развития ситуации: опасности – трудности обеспечения безопасности аэропорта / полета – неудобства – норма. Определение концепта SAFETY изобилует отрицательными характеристиками, источником угрозы при этом являются скорее вещи, чем люди.

**Ключевые слова:** концепт SAFETY, безопасность полетов, семиотическая теория, Альгидрас Ж. Греймас, дискурс.

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УДК 811.161.2'373.7'282.2(477.85)

**ФАТИЧНА КОМУНІКАЦІЯ У ДРАМАТИЧНОМУ ТЕКСТІ  
(на матеріалі творів буковинських письменників)**

Розглянуто прояви фатичної метакомунікації у драматичному тексті, проаналізовано поняття «фатична метакомунікація», «фатична комунікація», «фатична функція», «фатична ситуація», «фатика». Описано основні елементи комунікативних ситуацій: звертання, привітання, прощання, вибачення, подяка, побажання, знайомство, запрошення, пропозиція, комплімент, похвала тощо. Схарактеризовано фатичну комунікацію в усному розмовному мовленні, репрезентованому у драматичному тексті – дворівневому утворенні, чітко розмежованому авторському та персональному мовленні. Визначено роль вербальних і невербальних елементів у фатичній ситуації спілкування та репрезентовано основні етапи і засоби її реалізації. Засоби фатичного мовлення розглянуто на матеріалі творів буковинських письменників – Ю. Федьковича, С. Воробкевича, С. Яричевського, І. Синюка, творчий доробок яких найяскравіше репрезентує усно-розмовне мовлення буковинців кінця XIX – початку XX ст.

**Ключові слова:** фатична метакомунікація, фатична комунікація, фатична функція, фатична ситуація, фатика, встановлення контакту між мовцями, підтримання мовленнєвого контакту, розмикання мовленнєвого контакту.

**Постановка проблеми.** Комунікативно-прагматичний напрям лінгвістичних досліджень сприяв появі праць, присвячених соціальному аспекту дискурсу, ролі чинника особистості в спілкуванні (Н. О. Безменова, Д. Г. Богушевич, В. З. Дем'янков, В. І. Жельвіс, В. А. Звегинцев, В. І. Карасик, Н. В. Павлик, О. Г. Пироженко, О. О. Селіванова, С. В. Шилова та ін.).

У психології поняття „спілкування” витлумачують по-різному: як обмін думками, почуттями, переживаннями (С. Л. Рубінштейн [9]), як один з різновидів людської діяльності (Б. Г. Ананьєв [2], Н. С. Каган [6], І. С. Кон [7], А. А. Леонтьєв [8]), як специфічну соціальну форму інформаційного зв'язку (А. Д. Урсул [10]) та ін.

На думку Л. С. Виготського, спілкування, – це втілена в системі знаків міжсуб'єктна взаємодія [5, с. 142], що передбачає наявність двох аспектів комунікації – змістового та