

platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer. It always has its own rules of verbal behavior and intertextuality.

In today's world media discourse is the main source of people's knowledge about the world and the events. It often appeals to colours and color terms. A color term (or a color name), is a word or phrase that refers to a specific color. It may refer to human perception of that color, or to an underlying physical property. Color terms, used within every media text, influence people's consciousness, playing the main functions: informing – to represent features and peculiarities of the facts, events and objects; orientational – to help a reader to find important information; appealing-suggestive – to influence emotional text perception; function of text formation and expressive function – to show the author's general mood and attitude to the event described. The prior feature of modern media discourse is manipulative speech influence, which is embodied in various ways and means. To make media discourse more effective the authors resort to use of metaphors, idioms and functional periphrasis with color terms in their structure. Colour terms equally with colours themselves are often used in headlines and texts to attract maximum attention. Such devices generate various communicative effects and influences. But despite the increased attention of scholars to the media discourse, the question of colour terms, used within it, and their characteristics are still incomplete and actual.

Key words: *discourse, media discourse, colour term, semantics.*

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ADVERBS WITH DERIVATIVE TWO-COMPONENT SUFFIXAL FORMANTS IN THE MODERN UKRAINIAN

This article deals with the peculiarities of forming the lexico-grammatical class of adverbs by means of two-component suffixes of the structure «vowel + sonorous consonant». Due attention has been paid to distributive characteristics of these suffixes, their productiveness and statistical analysis as part of inflexible contentives, which reveals the peculiarity of this lexico-grammatical category and its exceptional phonomorphological potential as a meaningful part of speech.

Key words: *adverb, word-forming, two-component, suffix, distributive, vocal, onsonant, sonorous, phonomorphological, productive.*

The Ukrainian language in the process of its constant development has formed both an orderly sound and distinct grammar systems. It has well-organized means of expression. «A constant change within the system of parts of speech, in particular, the transformation of words and separate word forms of other parts of speech into adverbs» [6, p. 33] has been one of its distinctive features on all the stages of its development.

It is worth mentioning, that in the Ukrainian linguistics the problem of strict separation and dividing words into lexico-grammatical classes has been studied thoroughly enough. «The system of the adverbs formation in the modern Ukrainian language is a result of continuous, complicated and heterogeneous, according to its features, historical processes, [7, p. 1], therefore, it is natural that the adverb as a part of speech, which «combines in its

structure a cluster of words of a general categorical meaning, which has the characteristics of unprocessing properties of the action or state, another unprocessing properties or the object» [9, p. 399], has also been paid attention to by linguists, including I. Bilodid [8], I. Vykhoivanets' [10], K. Gorodenska [4], I. Uzdygan [9], I. Chaplia [11], G. Yarun [12] and many others.

In research explorations the authors choose this lexico-grammatical category as an object for the analysis in terms of its semantic-functional characteristics, morphological and syntactical peculiarities. In addition to that, the linguists' attention is focused on studying merely grammar aspects of these inflexible contentive words, whereas the problem of the phonomorphological features of the adverbs' morphemic structure has not been finally clarified yet, thus causing the topicality of the present study, and that's why **the question of this research is becoming increasingly urgent**.

«The study of the linguistic units is impossible without appealing to the word-forming and morphonological levels of the language» [3, p. 25], especially as regards the research of the adverb itself. Thus, the works concerning «word-forming and innovative problems of different parts of speech during the last years, were devoted to this matter by the following researchers: O. Zemska, I. Ulukhanova, O. Kubriakova, N. Yanko-Trynytska, N. Klymenko, Y. Karpilovska, O. Taranenko, O. Styshova, V. Oleksenko, A. Neliuba, V. Izotova, S. Il'yasova, O. Lukashanets', L. Ratsyburs'ka, T. Popova, L. Kysliuk, O. Yermakova, L. Plotnikova, L. Nikolina, O. Petrukhina, V. Fatkhutdinova, I. Onheiser and others» [2, p. 44]. However, the morphonological structure of inflexible words has not been the subject matter of a separate and detailed consideration. So, **the paper aims at** making the synthesized description and the analysis of some morphonological regular occurrences of the adverbial word formation.

«According to its semantic, syntactic and morphological criteria of singling out the parts of speech, the adverb represents a separate lexico-grammatical class, which significantly stands out pursuant to its peculiarities» [1, p. 185].

Adverbs belong to such a lexical-grammatical class of inflexible contentives that even though they don't have a morphological paradigm, they are characterized by a variety of the morphemic build and structure. Long since they have been replenished at the expense of new formations on the basis of all factual contentive parts of speech with the help of various word-forming formants – prefixes, suffixes, and confixes as well.

In our opinion, two-component suffixes, which have a model of expression «vowel+consonant», are the most productive elements in the structure of adverbs. The suffixes «vowel+sonorous consonant», which have been chosen as the object for the analysis in this article, are the most distinctive and active ones among them.

The achievement of the goal, set by us, envisages the solution of the following **tasks**: 1) to circumscribe the distributive features of these suffixal formants; 2) to clarify the productivity of these affixes as a part of adverbs.

The reference dictionary book «Morphemic Analysis» [5] by I. T. Yatsenko, which comprises over one hundred and seventeen thousand linguistic units served us as the material for research.

By implementing the method of the all-embracing selection, 408 of adverbs have been selected and analysed, the structure of which has two-component suffixes «vowel + sonorous consonant».

Among the determined word-forming units, the most widespread suffix is the one, for example, which contains a derivative suffix -ом-: мовчком, експромтом, жужмом. 203 lexemes have been found out of them. Characteristically that the suffix -ом- occurs more

often after the root, which ends in a consonant phoneme in the models « $\bar{\text{C}} + \bar{\text{C}} + \text{-ом-}$ » (75 words: облогом, наїздом), « $\bar{\text{C}} + \text{-ом-}$ » (63 cases: кругом, скопом).

The phonetic pattern of the prepositive suffixes is rather diverse and it provides us with some interesting material for the research. This is the point concerning the character of the prepositive suffixes, that is the distributive peculiarities dealt with the suffix -ом- combinability, which is rather productive after the suffix ending in a consonant. For example: ходором, мовчком, порожняком (38 lexemes). It seems to be very interesting to us that the suffix -ом- can be used in forming adverbs together with several derivative suffixal elements. Also, it should be pointed out that the affix described here, can be placed after a single suffix « $\bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \text{-ом-}$ »: поспихом, потайком, викрутасом (10 occurrences). It encounters that two suffixes are placed in front of it « $\bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \hat{\text{C}} + \text{-ом-}$ »: раночком, рядочком (4 words). More rarely we can come across the models « $\bar{\text{C}} + \bar{\text{C}} + \text{-ом-}$ » (8 adverbs – тимчасом, мимоїздом), « $\bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \text{-ом-}$ » (1– самопливом). In solitary instances the following models are used: « $\bar{\text{C}} + \bar{\text{C}} + \text{-ом-} + \hat{\text{C}}$ » (завідомо), « $\bar{\text{C}} + \bar{\text{C}} + \bar{\text{C}} + \text{-ом-}$ » (незабаром), « $\bar{\text{C}} + \bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \text{-ом-}$ » (неоглядком), « $\bar{\text{C}} + \bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \hat{\text{C}} + \text{-ом-}$ » (піднапитком).

The suffix -ом- is the most actively used after a voiceless consonant (123 occurrences: ненароком, часом, покотом). It can be found considerably seldom after a voiced consonant (51 words: бродом, плазом, бігом). It is less used after a sonorous consonant (29 lexemes: валом, даром, екстерном).

Totally, 42 adverbs are formed by means of the suffix -ем- . Моделі « $\bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \text{-ем-}$ » (16: назирцем, підбігцем, підтюпцем), « $\bar{\text{C}} + \hat{\text{C}} + \text{-ем-}$ » (12: одинцем, тюпцем, прямцем), which are the most characteristic ones. More rarely there can be found adverbial formations of the following character: « $\bar{\text{C}} + \text{-ем-}$ » (4: жерцем, порожнем), « $\bar{\text{C}} + \bar{\text{C}} + \text{-ем-} + \hat{\text{C}} + \hat{\text{C}}$ » (4: надаремне, потаємки), « $\bar{\text{C}} + \bar{\text{C}} + \text{-ем-}$ » (3: замужем, запоєм), « $\bar{\text{C}} + \hat{\text{C}} + \hat{\text{C}} + \text{-ем-}$ » (3: живцем, ливнем), « $\bar{\text{C}} + \text{-ем-} + \hat{\text{C}} + \hat{\text{C}} + \hat{\text{C}}$ » (1: даремнісінько).

The suffix -ом- is more often placed after a voiceless consonant in adverbs. (30 words): уривцем, перехильцем; less often – after a voiced consonant (10 occurrences): порожнем, черенем; rarely – after a sonorous (2 lexemes): гужем, замужем.

Five words have been chosen with the suffix -ім- . The models « $\bar{\text{C}} + \bar{\text{C}} + \text{-ім-}$ » і « $\bar{\text{C}} + \bar{\text{C}} + \bar{\text{C}} + \text{-ім-}$ » are used twice at a time: передовсім, передусім; назовсім, ніпочім. The model « $\bar{\text{C}} + \hat{\text{C}} + \text{-ім-} + \bar{\text{C}} + \hat{\text{C}}$ » is single: раннім – рано.

The suffix -ім- has 4 positions after a voiceless consonant and one position – after a sonorous consonant.

The suffix -им- is a part of 2 lexemes after a sonorous consonant in the models like these: « $\bar{\text{C}} + \bar{\text{C}} + \text{-им-}$ » (замалим), « $\bar{\text{C}} + \text{-им-} + \bar{\text{C}} + \hat{\text{C}} + \hat{\text{C}}$ » (повним-повнісінько).

The suffix -ам- has been found in one example in the position after a sonorant in the model: « $\bar{\text{C}} + \bar{\text{C}} + \text{-ам-}$ » (пополам).

30 adverbs with the suffix -ин- have been analysed. The model « $\bar{\text{C}} + \bar{\text{C}} + \text{-ин-} + \hat{\text{C}}$ » has been fixed 15 times : по-качиному, щоднини, по-комариному; the model « $\bar{\text{C}} + \bar{\text{C}} + \text{-ин-} + \hat{\text{C}} + \hat{\text{C}}$ » – 9: по-грузинськи, по-тваринному, по-родинному; the model « $\bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \text{-ин-} + \hat{\text{C}}$ » – 4: вдалечині, по-пташиному, посередині; the model « $\bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \text{-ин-} + \hat{\text{C}} + \hat{\text{C}}$ » – 2: по-материнськи, по-материнському. The suffix -ин- is used after a sonorant in the equal quantity of (11 occurrences: усередині), and after a voiced consonant (11 words: по-яструбиному); a little bit rarely – after a voiceless consonant (8 lexemes: по-цапиному).

17 adverbs are formed by means of the suffix -ан- . The model « $\bar{\text{C}} + \bar{\text{C}} + \text{-ан-} + \hat{\text{C}} + \hat{\text{C}}$ » is implemented 8 times: по-слов'янському, по-міщанському; the model « $\bar{\text{C}} + \bar{\text{C}} + \text{-ан-} + \hat{\text{C}}$ » – 5: доп'яна, по-п'яному; the model « $\bar{\text{C}} + \bar{\text{C}} + \hat{\text{C}} + \text{-ан-} + \hat{\text{C}} + \hat{\text{C}}$ » – 4: по-африканськи, по-християнському. The suffix -ан- can be found after a sonorous consonant (11 words): по-

бірманськи, and after a voiceless (6 examples): по-американському. The position after a voiced consonant is not characteristic of this affix.

There have been considered 5 adverbs containing the suffix -ян-. The model « $\bar{\square} + \bar{\square} + \text{ян-} + \wedge + \wedge$ » is used 4 times: по-селянськи; the model « $\bar{\square} + \bar{\square} + \text{ян-} + \wedge$ » – 1: по-весняному. The suffix -ян- can be found after a sonorant three times (по-селянському), after a voiced consonant – twice (по-радянському).

The suffix -ін- is involved in word-forming of the three words. Only the following placement in the model is characteristic of it: « $\bar{\square} + \bar{\square} + \text{ін-} + \wedge$ » (по-слов'язіному). This affix is used only after a sonorous consonant (по-зміїному).

4 lexemes have been selected with the suffix -ен-. This affix can be placed exceptionally after a sonorous consonant in the model « $\bar{\square} + \bar{\square} + \text{ен-} + \wedge$ » (осмислено).

As for the suffix -ов-, its presence is observed in the composition of 12 adverbs. The models, where it has been found, are the following: « $\bar{\square} + \bar{\square} + \text{ов-} + \wedge$ » (5 – по-бойовому, по-ярмарковому), « $\bar{\square} + \bar{\square} + \text{ов-} + \wedge + \wedge$ » (1 – по-войовничому), « $\bar{\square} + \bar{\square} + \wedge + \text{ов-} + \wedge$ » (3 – по-казковому, по-ранковому, по-святковому), « $\bar{\square} + \bar{\square} + \wedge + \wedge + \text{ов-} + \wedge + \wedge + \wedge$ » (2 – по-більшовицьки, по-більшовицькому), « $\bar{\square} + \bar{\square} + \bar{\square} + \text{ов-} + \wedge$ » (1 – по-науковому).

This affix is put after a voiceless consonant in 8 cases (по-празниковому), and after a sonorous consonant – in 4 words (по-діловому).

The suffix -ів- occurs in 10 adverbs. So, it is fixed by four times in the models: « $\bar{\square} + \bar{\square} + \text{ів-} + \wedge + \wedge$ » (по-синівськи), « $\bar{\square} + \bar{\square} + \wedge + \text{ів-} + \wedge + \wedge$ » (по-батьківському), by once: « $\bar{\square} + \bar{\square} + \bar{\square} + \text{ів-}$ » (повік-віків), « $\bar{\square} + \bar{\square} + \bar{\square} + \bar{\square} + \text{ів-}$ » (споконвіків).

This suffix can be found after a voiceless consonant 5 times (по-родичівському), after a sonorant – three times (по-синівському), a voiced consonant – twice (по-дідовськи).

The suffix -ев- is engaged in the formation of two lexemes in solitary instances after a sonorant and voiceless consonants in the model « $\bar{\square} + \bar{\square} + \text{ев-} + \wedge$ »: по-березневому, по-міщевому.

13 inflexible words containing the suffix -ій- have been analysed, which have the following model of expression: « $\bar{\square} + \bar{\square} + \text{ій-} + \wedge + \wedge$ » (по-крутійськи). This suffix is placed after the sonorant 7 times: по-австрійськи, after the voiceless – 4: по-російському, after a voiced consonant – twice: по-індійськи.

The suffix -ој- is used in four adverbs in the model « $\bar{\square} + \bar{\square} + \text{ој-} + \wedge$ » only after a sonorant: надвоје.

The suffix -ай- contains in the two lexemes in the model « $\bar{\square} + \bar{\square} + \text{ай-} + \wedge + \wedge$ » (по-шахрайському) after a sonorous consonant: по-шахрайськи.

Two words with the suffix -ей- are formed in the model « $\bar{\square} + \bar{\square} + \text{ей-} + \wedge + \wedge$ » only after a voiceless consonant: по-європейськи, по-європейському.

The suffix -іј- is fixed in two adverbs in the position after a voiceless consonant in the model « $\bar{\square} + \bar{\square} + \text{іј-} + \wedge + \wedge + \wedge$ »: по-християнськи, по-християнському.

25 inflexible words with the suffix -ер- have been selected. Out of them the following structure encounters 16 times « $\bar{\square} + \bar{\square} + \text{ер-} + \wedge$ »: вдесятеро, the others – rare cases: « $\bar{\square} + \bar{\square} + \text{ер-} + \wedge + \wedge$ » (4 – по-четверте), « $\bar{\square} + \bar{\square} + \text{ер-} + \wedge + \wedge + \wedge$ » (4 – по-материнськи, по-чудернацькому), « $\bar{\square} + \bar{\square} + \wedge + \text{ер-} + \wedge$ » (1 – укільканадцятро).

This affix can be observed after a voiceless consonant 12 times (ушестеро), after a sonorant – 11 times (всемеро), after a voiced consonant – twice (по-чудернацьки).

The suffix -ар- takes part in the formation of 11 words in the following model: « $\bar{\square} + \bar{\square} + \text{ар-} + \wedge + \wedge$ » (по-кустарному). This suffix is after a voiceless consonant (7 – по-лицарському) and after a voiced consonant (4 – по-господарськи).

4 adverbs with the suffix *-ир-* have been considered, which have the only one model of expression « $\bar{\text{C}} + \bar{\text{C}} + \text{-ир-} + \text{^} + \text{^}$ » (по-богатирському) and can be come across twice after a voiced (по-командирському) and voiceless consonant (по-богатирськи).

The suffix *-ур-* is implemented in three lexemes in the position only after a voiceless consonant: по-культурному. This suffix is a part of the following models: « $\bar{\text{C}} + \text{^} + \text{-ур-} + \text{^} + \text{^}$ » (піхтурою), « $\bar{\text{C}} + \bar{\text{C}} + \text{-ур-} + \text{^} + \text{^}$ » (по-літературному).

Two adverbs with the suffix *-яр-* have been analysed in the model: « $\bar{\text{C}} + \bar{\text{C}} + \text{-яр-} + \text{^} + \text{^}$ » (по-школярському), which are used after a sonorous consonant: по-школярськи.

The suffix *-ор-* is a part of the one lexem after a voiced consonant in the model: « $\bar{\text{C}} + \text{ор-} + \text{^}$ ». For example: ходором.

The suffix *-ун-* is involved in the formation of two inflexible words after a voiceless consonant in the model: « $\bar{\text{C}} + \bar{\text{C}} + \text{-ун-} + \text{^} + \text{^}$ »: по-пластунськи.

In the conclusion we must point out that 25 two-component suffixes have been analysed in details in this research, which have the structure «vowel + sonorous consonant» (as it is the structure, which is extremely active among the above-mentioned affixes).

It has been determined that vowels (according to the order of gradation) are used in the suffixes, which have been under study: *-о-* (221 case), *-е-* (75), *-и-* (38), *-і-* (31), *-а-* (31), *-я-* (7), *-у-* (5). Also, it has been clarified that some suffixes, described here, are characteristic of the presence of such sonorous consonants as: *-м-* (254 times), *-н-* (61), *-р-* (46), *-в-* (24), *-й-* (23).

So, the research of the only separate word-forming formants of the inflexible words (two-component suffixes) discovers and emphasizes the peculiarity of this lexico-grammatical structure. Speaking about the **perspectives of our further research** in the future and new challenges as well, we envisage them in a detailed study of the word-forming morphonology of the adverb, and the reveal of its exceptional phonomorphological potential as a meaningful part of speech.

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ПРИСЛІВНИКИ ЗІ СЛОВОТВІРНИМИ ДВОКОМПОНЕНТНИМИ СУФІКСАЛЬНИМИ ФОРМАНТАМИ В СУЧАСНІЙ УКРАЇНСЬКІЙ ЛІТЕРАТУРНІЙ МОВІ

У статті йдеться про особливості творення лексико-граматичного класу прислівників за допомогою двокомпонентних суфіксів структури «голосний + сонорний приголосний», які є надзвичайно активними при формуванні незмінних повнозначних слів у сучасній українській мові. Дослідження позиційних властивостей цих суфіксальних одиниць у будові прислівників дозволило з'ясувати механізм їхньої реалізації, виокремити принципи його дії. Виявлено закономірності фонемного наповнення даних суфіксальних структур, найбільш активним у творенні яких є клас сонорних приголосних у позиції після голосного. З'ясовано інвентар голосних і приголосних (сонорних) фонем двокомпонентних суфіксів, серед яких надзвичайно

висока частотність характерна для фонем |о| і |м|. Приділена належна увага дистрибутивним характеристикам цих суфіксів, їх продуктивності та кількісному аналізу в складі незмінюваних повнозначних слів, що розкриває своєрідність даної лексико-граматичної категорії та її винятковий фonomорфологічний потенціал як повнозначної частини мови.

Ключові слова: прислівник, словотвірний, двокомпонентний, суфікс, дистрибутивний, вокальний, консонантний, сонорний, продуктивний, фonomорфологічний.

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O. I. Mizina

STRUCTURAL-SEMANTIC AND FUNCTIONAL-STYLISTIC PROPERTIES OF COMPLEX ZERO-SUFFIX ADJECTIVES WITH THE MEANING OF THE PERSON'S EXTERNAL CHARACTERISTICS IN THE MODERN UKRAINIAN LANGUAGE

The article describes derivational, structural-semantic and functional-stylistic capabilities of usual and specifically authorial adjective composites with materially non-expressed suffix created on the basis of adjective-noun word combination with the first component of non-color semantics indicating a person according to the external characteristics. The author ascertains their place, role, and spheres of functioning in the modern Ukrainian language.

Key words: zero suffix, formant, usual derivative, SAN (specifically authorial neologism), adjectival composite with zero suffix, motivated, half-motivated, non-motivated derivative.

Complex zero-suffix adjectives are created through stem combination complicated by suffixation (the formant is the order of stems, a single stress, interfix (or lack of it), zero suffix, inflexion). On its part the adjective zero suffix is the historically grounded morpheme, that has been considered a part of the Ukrainian morpheme system for a long time. Together with the inflexion it is an important part of word-building formants of the modern Ukrainian language, creating a branched system of word-building types

Zero suffix as an element and a means of word-formation in the noun sphere has been studied most profoundly (T. Bilenko, P. Bilousenko, L. Bereghovenko (Kostych), V. Vasylychenko, T. Viljchynsjka, T. Ghavrylkina (Utkina), A. Zvjerev, V. Lypych, Gh. Lohvynenko (Volyneć), I. Procyk, L. Rodnina, T. Savela, L. Stovbur, A. Ternova, L. Tretevych (Nevidomsjka) and others).

As for adjectives, even those linguists acknowledging the notion of zero morpheme are not unanimous in their views on this component as a morpheme or a derivateme. Word-building types of adjectives with materially non-expressed suffix have been mentioned in the works by P. Bilousenko, A. Ghryshhenko, A. Zvjerev, N. Zvjerkovsjka, O. Zemsjka, Zh. Kolojiz, V. Lopatin, O. Rudj, I. Toropcev and others.

Among structural-semantic types of composites with materially non-expressed suffix the structures with the first adjective and the second noun component are sufficiently productive both in the usage and among SAN. Among them it's possible to highlight those