

*This institution should be not consultative but should have authority of true regulator, in particular it should carry out language certification of TV channels and radio stations, which would be obligatory condition for them (while violations of linguistic norms do not lead to real consequences and penalties, it is difficult to achieve respect for them). Observance of language norms in media, improvement of its language ecology will make it possible to turn media from the instrument of surzhykization of Ukrainian population into a true exemplar of speech culture.*

*Thus, the profession of an editor in the context of implementation of the Ukrainian state language policy in press and on television becomes one of the key positions. Editors responsible for raising the prestige of the Ukrainian language: they are able to do it through presentation in media its best samples. Observance of language norms in media, improvement of its language ecology will make it possible to turn media from the instrument of surzhykization of Ukrainian population into a true exemplar of speech culture. For this, it is necessary to take measures at the state level for: 1) raising the prestige of the editor's profession as a 'language ecologist'; 2) teaching of philological disciplines in proper scope that is necessary for formation language proficiency of future editors; and 3) legislative mintage of institutions which could provide language certification of media and giving to it real tools for regulating and controlling quality of speech in mass media.*

**Key words:** language policy, an editor, media, language situation.

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#### **MEANS OF VERBALIZATION OF THE MIND CONCEPT IN MODERN ENGLISH DISCOURSE**

*The article covers the main means of verbalization of the MIND concept as one of major emotional concepts in Modern English. On analyzing lexicographic sources thoroughly, there has been made a conclusion about the main meanings of the synonymous and antonymous words of the mind substantive. In addition, we can judge about the MIND concept structure, its core and periphery. We can refer the concept main features to the core, and additional and figurative ones to its periphery.*

**Key words:** concept, emotional concept, substantive, lexeme, verbalization, lexical-semantic variant, frame, subframe, slot, derivative, structure, core, periphery.

**Introduction.** Cognitive linguistics (from English *cognition* «knowledge», «cognitive ability») considers language functioning as a kind of cognitive activity, and studies cognitive mechanisms and human consciousness structures through language phenomena [19, p. 24].

The research material is a dictionary definition and interpretation of the mind substantive, its synonyms and antonyms as well as their linguistic usage in the English idioms.

While doing the linguistic research, the following methods have been used: method of contextual analysis, distributive method, the method of dictionary definitions analysis.

**Theoretical background.** Concept is the basic semantic notion in cognitive linguistics and this is precisely what differs cognitive linguistics from other areas of semantic research

like logical, structural, etc. which have been confirmed by numerous works by foreign, Ukrainian and Russian scholars (C. Goddard, A. Wierzbicka [14], R. S. Jackendoff [15], R. W. Langacker [16], V. A. Maslova [4], M. Minskyi [6], A. M. Prykhodko [7], I. A. Sternin [10] and others).

A lot of scholars have contributed enormously to cognitive linguistics. We can state about a few approaches to conceptual analysis. As a rule, concepts are being investigated on the basis of compatibility, mostly predicative, less frequently attributive or complementary, and sometimes a wide range of language contexts (folklore, artistic, publicistic and other works) are taken into account. C. Goddard and A. Wierzbicka are sure «that all languages share a small set of “universal concepts” which are culture-independent and they differ significantly in their content» [14].

A great number of social, political, ideological, philosophic, cultural, mental, and mythological concepts have already been studied: *freedom, justice, truth, fate, soul, spirit, heart, path, woman, man* etc. (studies by N. D. Arutyunova [3], S. G. Vorkachov [1], S. S. Melnyk [5], T. V. Radzievska [8], E. A. Solovyova [9], A. Wierzbicka [21] and others).

Every concept is associated with some other concepts, and together, they form domains, that is, the backgrounds from which the concept is singled out.

H. M. Udovichenko determines the basic notion of cognitive linguistics, namely «the concept», as well as she focuses on the concept multi-level structure, considers the suggestions concerning the methods of its research and displays the ways of this analysis and classification of the concept [13]. Thus, she defines the *concept* as conception, scheme, notion, frame, scenario, gestalt.

N. V. Tatsenko [11] analyses the concept as a key notion of cognitive linguistics stating that the concept is both an individual and general idea of reality at the same time which makes it similar to an artistic image although they are absolutely different and must not be confused because image is a direct «imprint» of reality, which we receive as a result of sensory perception, and the concept is a generalized, abstract imprint, mediated by human mental activity.

O. Tomenyuk [12] studies the main stages of the cognitive linguistics formation and development focusing his research on cognitive approach definition to the language phenomena analysis.

We share M. O. Krasavskyi's definition of the concept (he studied «emotional concept») which he describes as «ethnically, culturally determined, structurally meaningful, lexically and / or phraseologically verbalized coinage grounded on a certain conceptual basis, which includes, except for the notion itself, an image, a cultural value» [2, p. 216]. It should be noted that, in our opinion, not only emotional but any other abstract concept can be determined in the way offered by M. O. Krasavskyi.

It is known that the ordered combination of concepts in human mind is its conceptual system. It is not static. On the contrary, it is dynamic, always changing under the influence of the knowledge constant process.

Frames are constituent parts of any conceptual system. M. Minskyi introduced the notion of «frame» in 1974. According to him, «frame is a hierarchically ordered representation of a certain reality standard» [6, p. 23]. The frame has a linguistic and extra-linguistic essence like the entire conceptual system. The frame is not a closed structure. It can be supplemented by deepening the information about the situation and its figurative (symbolic, metaphorical etc.) representation.

**Research and discussion.** A human being is considered to be a sensitive creature as he / she reacts to any external stimuli emotionally to some extent experiencing both positive and negative events the consequences of which can be unpredictable and beyond the mind

control. And since the mind is something intangible, the attempts to identify the linguistic features of verbalizing the *MIND* concept have been made.

It is necessary to note that mind (or brain), like heart, is the organ without which any living creature (especially a man) can exist. These two organs are constituent parts of a human body. To consider the role of the *MIND* concept in Modern English, we have had a deep reference to lexicographic sources. Thus, *New Webster's Dictionary and Thesaurus of the English Language* gives the following definition: **mind** – **1** *n.* the seat of consciousness, thought, feeling and will || the intellect || opinion, *they were of the same mind* || desire, purpose, *he had no mind to put up with any nonsense* || sanity, *to lose one's mind* || a person viewed as an intellect, *Freud was a seminal mind* || mentality, *the liberal mind* || (philos.) consciousness as an element in reality (contrasted with matter). **2.** *v.* to have charge of, take care of || to look out for, be careful of, *mind the step* || to object to (often in polite questions or commands), *would you mind closing the door?* || to concern oneself with, *mind your own business* || to pay attention to, heed, *mind what I say* || to obey || to worry about, *you mustn't mind the discomfort* || *v. i.* to worry, *don't mind about the gossip* || to be vexed or have an objection, *if nobody minds, I'll open the window* || to be attentive, *Now mind! You must hurry home!* || to be obedient never mind do not worry.

*American Heritage® Dictionary of the English Language, Fifth Edition. Copyright © 2011 by Houghton Mifflin Harcourt Publishing Company. Published by Houghton Mifflin Harcourt Publishing Company* complements the lexeme **mind** definition: *n.* a person or group that embodies certain mental qualities, *the medical mind; the public mind* || the thought processes characteristic of a person or group; psychological makeup, *the criminal mind* || a healthy mental state || *v.* be careful about || to be concerned or annoyed by; care || to dislike || (regional) to remember || to become aware of; notice || to intend. *v. i.* to take notice; give heed || to be cautious or careful || to be concerned or troubled; care.

Dictionaries *Collins English Dictionary – Complete and Unabridged, 12<sup>th</sup> Edition, 2014* and *Random House Kemerman Webster's College Dictionary © 2010 K Dictionaries Ltd Copyright 2005 by Random House, Inc.* present similar definitions of the lexeme under consideration complementing its notion with the meanings of *temper* and *sentiments*.

So, on analyzing various medical, linguistic and explanatory dictionaries we can see that all of them describe the noun *mind* as a container and emotions. First of all, the brain is opposite to the heart when it comes to human's feelings and emotions. For some representatives of mankind, feelings are the most important, for others, who are more mercantile and sensible, the mind is. But both heart and brain (mind) are inherent in man, although they perform quite different functions. However, it should be noted that *mind* lexeme, according to the analyzed dictionaries, has 14 lexical-semantic variants or noun semes, 4 of which coincide in all dictionaries: 1) *receptacle of consciousness, thought, feeling and will (desire, energy)*; 2) *a part of the human body due to which a person feels, perceives, thinks, remembers, desires and pictures*; 5) *a mental process*; 8) *consciousness as an element of reality (opposed to the mind grey matter)* and 18 lexical-semantic variants of the verb, both transitive and intransitive, in which the following semes are the same: 15 and 26) *to pay attention to*; 16 and 30) *to be careful*; 17 and 28) *to obey*; 21 and 31) *to deny, to object to, to mind*.

Moreover, **mind** can have other, additional meanings, which include another 11 lexical-semantic variants of words namely: **a noun** – 3) *an individual consciousness, memory, or recollection*; 4) *a person or group that embodies certain mental qualities*; 6) *the intellect*; 7) *a healthy mental state; sanity*; 9) *a person viewed as an intellect*; 10) *opinion or sentiment*; 11) *attention*; 12) *a psychological portrait*; 13) *a mental process, characteristic of a certain person or group of people (for instance, the criminal mind)*;

14) *desire, purpose or inclination*; a **verb transitive**: 18) *to take care or charge of; look after*; 19) *to be concerned or annoyed by; care*; 20) *to worry about*; 22) *to remember*; 23) *to become aware of; notice*; 24) *to intend*; 25) *to concern oneself with*; a **verb intransitive**: 27) *to worry*; 28) *to be obedient; to behave obediently*; 29) *to be concerned or troubled; care*; 32) *to be attentive*.

The analysis has shown that only eight lexical-semantic variants can form subframes due to derivatives of the *mind* lexeme, for instance:

Lexical-semantic variant 2 of the word *mind* is based on the «emotional state» slot – *mind boggling* (incredible).

Lexical-semantic variant 3 in the meaning of *individual consciousness, memory, or recollection* has the «functioning» slot – *mind's eye* (an imaginary look).

Lexical-semantic variant 6 in the meaning of *mind* is based on the «quality» slot – *mindless* (senseless, stupid).

Lexical-semantic variant 7 in the meaning of *healthy mental state* has the «emotional state» slot – *mind expanding* (be in a state of intoxication influenced by hallucinogen).

Lexical-semantic variant 13 in the meaning of a *mental process, characteristic for a certain person or group of people* has the «functioning» slot – *weak-minded* (have a specific mind, a lexeme is usually a part of compound words).

Lexical-semantic variant 14 in the meaning of *have the ability to do something* has the «functioning» slot – a) a person who possesses extraordinary natural abilities – *mind reader* (telepath); b) unusual natural abilities – *mind reading* (telepathy).

Lexical-semantic variants 19, 32 in the meaning of *be attentive and caring* have the «quality» slot – *mindful* (careful, attentive, memorable).

Thus, the analysis of the slots comprising lexical-semantic variants 2, 3, 6, 7, 13, 14, 19, 32 has shown that the «emotional state» slot is common for lexical-semantic variants 2 and 7; the «quality» slot is common for lexical-semantic variants 6, 19, 32; the «functioning» slot is common for lexical-semantic variants 3, 13 and 14.

Consequently, considering the meaning of the *mind* substantive, we can draw the conclusion that its generalized meaning is reduced to the meanings of *mind, thought, feeling, consciousness* and *common sense*.

In order to get a more complete picture of the verbalization of the *MIND* concept, it is necessary to refer to the phraseological units containing the *mind* substantive and the dictionaries of synonyms and antonyms.

While analyzing specificities of realization of the *MIND* concept in Modern English we cannot help paying attention to the idioms which comprise the given lexeme. It is very important to state that all idioms have a definite semantic loading and can be classified in the following way: 1) a mental process: a) the ability to think (*a mind of (one's) own*), b) be plunged into one's thoughts (*on one's mind*); 2) memory: a) remember (*bring / call to mind*), b) keep remembering (*to bear in mind, to keep in mind*), c) be a reminder (*to bring to mind, to put (someone) in mind of*), recall (*to have a good mind to*); 3) mental state: a) be mentally healthy (*to be in one's right mind*), b) be mentally ill (*to be out of one's mind*); 4) hesitation / determination: *to be out of one's mind / to make up one's mind, to set one's mind on, to speak one's mind*; 5) motivation (*bring / call to mind, to have in mind, put (smth) from (or out of) one's mind, to take (someone's) mind off*), 6) agreement (*to be of one mind*).

Therefore, all idioms which comprise *mind* substantive are divided into the following slots: a) «a mental process», b) «memory», c) «mental state», d) «hesitation», e) «motivation», f) «agreement». If we compare the subframes of the *mind* substantive and

the idioms comprising it, we can see that they overlap in the meanings of the «mental process», «memory» and «mental state», which refer to the emotional sphere.

The dictionary of synonyms and explanatory dictionaries give the following synonyms of the *mind* substantive: mentality (thinking, intellect, intellectual potential – *the manner of thinking, esp. the attitude toward life, society etc. of an individual or group; intellectual capacity*), brain (intelligence – *that part of the central nervous system within the cranium that is the organ of thought, memory and emotion; in invertebrates, the corresponding regulating ganglion; the intellect*), capacity (mental abilities – *the ability to contain or accommodate, mental ability, faculty, capacitance*), comprehension (intelligence, wisdom – *the act of understanding, the faculty of understanding, the capacity to include, sympathetic understanding of differing opinions*), consciousness (purity, understanding, awareness – *the state of being conscious, esp. being in one's senses and aware of one's surroundings, mental activity, including emotion and thought, the upper level of mental life, as opposed to subconscious mental processes*), faculties (gift, abilities – *a mental or physical power, a gift for some special activity*), intellect (sense, intelligence – *the faculty of knowing, as distinct from feeling or willing; mental power, intelligence; a person of superior reasoning power*), intelligence (intellect, wit – *the ability to perceive logical relationships and use one's knowledge to solve problems and respond appropriately to novel situations; news, information*), judgment (criticism, assessment – *the pronouncement of a decision, an opinion, the ability to weigh matters prudently*), perception (apprehension, feeling, awareness – *the act of perceiving; the ability to perceive, esp. to understand; the action of the mind in referring sensations to the object which caused them; awareness through the senses of an external object; a percept*), psyche (spirit, heart – *the soul; the mind, both conscious and unconscious*), reason (intelligence, sense, mind – *the ability to think logically, to understand, to draw inferences; the cause that makes a phenomenon intelligible; sound thinking; the faculty which provides a priori principles (as opposed to the understanding, which is the mere ability to think logically); within reasonable limits*), reasoning (thinking, argumentation, justification – *the act of someone who reasons or an instance of this*), thought (idea, thinking, reflection, imagination – *the action or process of thinking; the capacity to think; an idea or patterns of ideas; the patterns of ideas characteristic of a period, a person, social group or field of activity; consideration; intention; meditation*), understanding (consciousness, intelligence, wit, wise – *the ability to understand; the act of one who understands; the power to form reasoned judgments; an informal agreement that is only morally binding; feeling and showing sympathy, tolerance*), wisdom (sagacity, prudence, erudition – *the quality of being wise; intelligence drawing on experience and governed by prudence; a store of knowledge; such knowledge converted into teaching*), disposition (mood, inclination, bent for – *a being disposed; temperament; the power to dispose of smth*), inclination (mood, bent for – *a mental propensity; liking; a physical tendency*), intention (inclination, purpose – *that which one is resolved to do, the purpose; meaning, significance; a concept*), purpose (aim, intention, result; to plan – *a result which it is desired to obtain and which is kept in mind in performing an action; willpower*), will (desire, will, energy, willpower; to want – *the faculty of determining one's actions; the act or action of willing; smth willed, an intention, command or request; moral strength or energy; disposition towards others*), wish (desire, will, order, requests – *a desire felt or expressed; smth wished for; a request*), tend (have a tendency, take care, watch – *to have a prevailing direction; to be prone to act or think in a certain way; to lead or be directed towards a condition or result*).

Thus, the analysis has shown that the core meanings of the synonymous words of the *mind* substantive are the «capacity», «intelligence», «brain», «mental ability», «reason», «disposition» slots which complement and enhance the core meaning.

We can refer the below mentioned to the antonyms of the analyzed substantive: *corporeality* (materiality – material possession, physical which is opposite to spiritual), *materiality* (essence, corporeity, substance – the quality or state of being material, matter), *matter* (material, content, substance, essence – that which any physical thing is composed of; content as distinct from form, subject matter; a substance serving a special purpose; a circumstance, issue, topic).

The meanings of *materiality* and *matter* prevail among the antonyms of the *mind* substantive. Thus, the *mind* and its synonyms can be referred to the human's immaterial, spiritual sphere while its antonyms are the prerogative of material sphere. In addition, the *substance* meaning points to the brain itself, its «grey» matter, only due to which a human being mental processes occur.

**Conclusions.** So, after comparing all the meanings of the *mind* substantive, we can judge about the *MIND* concept structure, its core and periphery. We can refer the concept main features to the core, and additional and figurative ones to its periphery.

The core of the *MIND* concept includes:

1) container for the «grey» matter (*Psychology is the study of the human mind*); 2) intelligence (*he reads to improve his mind*); 3) mentality (*a liberal mind*); 4) mental abilities (*the great minds of the day*); 5) sense (*lose one's mind*); 6) intention («*Maybe, we could celebrate tonight.*» – «*What did you have in mind?*»); 7) memory (*call to mind*).

The periphery of the *MIND* concept comprises:

1) reasoning (*an excellent training for the young mind*); 2) judgment (*they are all of the same mind*); 3) understanding (*awareness of, consciousness of*); 4) soul (*my mind is crying*); 5) energy (*he did it with all his mind*); 6) purpose (*he had in mind to see his old teacher*); 7) will (*they could interpret that way if they'd a mind to*); 8) wish (*be of a mind to listen*).

The distant periphery of the *MIND* concept includes:

1) determination (*I have a mind to go*); 2) motivation (*put (smth) from (or out of) one's mind*); 3) agreement (*be of one mind*).

Thus, having analyzed the structure of the *MIND* concept, we made the definite conclusions about its core and periphery. The concept core includes all basic notions, the concept periphery comprises all figurative meanings.

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### **ЗАСОБИ ВЕРБАЛІЗАЦІЇ КОНЦЕПТУ *MIND* У СУЧАСНОМУ АНГЛОМОВНОМУ ДИСКУРСІ**

*Когнітивна лінгвістика розглядає функціонування мови з точки зору когнітивної діяльності та вивчає когнітивні механізми та свідомість людини крізь призму мовних явищ. Когнітивній лінгвістиці та її поняттю – концепту – присвячено дослідження як зарубіжних (C. Goddar, R. S. Jackendoff, R. W. Langacker, A. Wierzbicka), так і вітчизняних учених, серед яких на увагу заслуговують роботи останніх років, а саме А. М. Приходько (досліджуються концепти та концептосистеми в когнітивно-дискурсивній парадигмі лінгвістики), Н. В. Таценко (концепт аналізується як ключове поняття когнітивної лінгвістики), О. Томенюк (увага приділяється когнітивному підходу до аналізу мовних явищ), Г. М. Удовіченко розглядає місце когнітивної лінгвістики у сучасному мовознавстві. Оскільки концепти є матеріальні та емоційні, останні, на наш погляд, відіграють більш рушійну роль у житті людини, тому і вирішено детальніше розглянути та проаналізувати засоби вербалізації концепту *MIND* (як одного з головних емоційних концептів) у сучасному англomовному дискурсі, взявши за основу визначення емоційного концепту М. О. Красавським «як етнічно,*



культурно обумовлене, структурно-змістове, лексично та / або фразеологічно вербалізоване утворення, що базується на певній поняттєвій основі, що включає в себе, окрім самого поняття, образ, культурну цінність».

Ретельно проаналізувавши лексикографічні джерела, можемо зробити висновок, що лексема *mind* як іменник має 14 лексико-семантичних варіантів, 4 з яких співпадають у словниках, що бралися за основу аналізу; дана лексема як перехідне та неперехідне дієслово має 18 лексико-семантичних варіантів. Крім того, дослідження показало, що у лексемі *mind* є додаткові значення, які включають у себе 11 лексико-семантичних варіантів. Аналіз показав, що лише 8 лексико-семантичних варіантів можуть формувати субфрейми завдяки деривативам лексеми *mind*. Відповідно, враховуючи значення субстантиву *mind*, можемо зробити висновок, що його узагальнене значення зводиться до значень «mind», «thought», «feeling», «consciousness» та «common sense». Тому всі ідіоми, які включають в себе субстантив *mind*, поділяються на такі слоти: а) «a mental process», б) «memory», в) «mental state», г) «hesitation», д) «motivation», е) «agreement». Після порівняння субфреймів субстантиву *mind* та фразеологічних одиниць з ним бачимо, що вони перетинаються у значеннях «mental process», «memory» and «mental state», які належать до емоційної сфери. Крім того, аналіз дозволяє зробити висновок про те, що основними значеннями синонімічних слів субстантиву *mind* є слоти «capacity», «intelligence», «brain», «mental ability», «reason», «disposition», які доповнюють та покращують його основне значення. Значення «materiality» і «matter» переважають серед антонімів субстантиву *mind*. Таким чином, субстантив *mind* та його синоніми належать до нематеріальної, духовної сфери, у той час як його антоніми є прерогативою тільки матеріального світу. Крім того, значення «substance» вказує на сам мозок, його «сіру» речовину, завдяки якій відбуваються психічні процеси у мозку людини. Отже, після порівняння всіх значень субстантиву *mind*, можемо говорити про структуру концепту MIND, його ядро та периферію: основні значення складають його ядро, додаткові та образні – периферію.

**Ключові слова:** концепт, емоційний концепт, субстантив, лексема, вербалізація, лексико-семантичний варіант, фрейм, субфрейм, слот, дериват, структура, ядро, периферія.

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## НЕВЕРБАЛЬНІ ЗАСОБИ ВИРАЖЕННЯ ОБУРЕННЯ

У статті розглядаються невербальні засоби вираження емоційного стану обурення. Особлива увага звернена на використання мовцем, який переживає обурення, паралінгвальних, окулесичних і кінесичних компонентів комунікації.

**Ключові слова:** невербальна комунікація, мовець, обурення, паралінгвістика, окулесика, кінесика, емоція.

**Постановка проблеми.** Спілкування людей являє собою складну суміш мови та невербальних повідомлень. Мовлення – основний, властивий тільки людині спосіб комунікації. Разом з тим ми передаємо інформацію один одному, використовуючи