

переважно історичні, які пояснюють, чому такі слова з'явилися в мові. Особлива увага звернута на найпродуктивніші словотвірні моделі та зразки, за якими утворено аналізовані слова: афіксація, блендинг та різні типи скорочень.

Ключові слова: мова, війна, національна історія, упередження, словотвірні зразки, зневага, стереотип.

Рогач Оксана. Язык войны. Проведен семантический, структурный и этимологический анализ лексики войны, отображающей отношения между участниками разнообразных военных конфликтов, с учетом тех экстралингвистических факторов, которые послужили причиной её появления и использования. Особое внимание обращено на тот факт, что язык войны является стилистически маркированным, именно поэтому каждый дерогатив, каждый стереотип, каждое националистическое или расистское убеждение является «войной без оружия». Лексика расистской, националистической нетерпимости может вызывать обиду или боль, и в мировой истории множество примеров эффективных пропагандистских и информационных войн. Такие слова могут быть только причиной, но их эффект – потенциально летальным, именно поэтому их силу необходимо принимать во внимание и изучать. Анализ языка войны предусматривает также изучение национальной истории, международных отношений, экономических и культурных связей, поэтому приняты к рассмотрению экстралингвистические факторы, преимущественно исторические, которые объясняют, почему такие слова появились в речи. Особое внимание обращено на самые продуктивные словообразовательные модели и образцы, по которым образованы анализируемые слова: аффиксация, блендинг и различные типы сокращений.

Ключевые слова: язык, война, национальная история, предубеждение, словообразовательные образцы, презрение, стереотип.

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APPLICATION OF THE DISTRIBUTIONAL AND DESCRIPTIVE METHODS IN STUDIES OF IDEOGRAMS AND PICTOGRAMS

This article is devoted to the description of the practical application of the two main methods of linguistic research: the descriptive and distributional methods. Special attention has been paid to considering these two methods and describing their procedures and practical applications, doing an analysis of two paralingual units – pictograms and ideograms – and then achieving conclusive results. We discovered that with the help of the descriptive method it was possible to describe and analyze the structure and typology of the pictograms and ideograms that are widely used in present day Australian newspapers. Attention was given to the correlation between the verbal and non-verbal elements of creol texts and to the realization of paradigmatic and syntagmatic relations of pictograms and ideograms. These connections point out the connectivity and cooperation of the visual units with the verbal units of a language system on phonological, morphological, lexico-semantic and syntactic levels. Realizing their combinability, pictograms and ideograms can be combined with units of the same type or with one or several verbal units. Besides such cases, their combinability can be implemented inside a pictogram, within the frames of an advertising message, a newspaper article or a newspaper in general, for example, in its title.

Key words and phrases: pictograms and ideograms, descriptive and distributional methods, syntagmatic and paradigmatic relations, Australian mass-media means.

Formulation of the research problem and its significance. The descriptive and distributional methods are inseparable parts of the majority of linguistic research, as they enable scholars to perform a fundamental description of pictograms and ideograms, distinguish their differences and similarities, establish their place in the language system, and to define their distribution, combinability and pragmatics. As modern mass-media texts become more and more multimodal their linguistic description and analysis are topical and important.

Analysis of our research into this problem. The application of the distributional and descriptive methods in the studies of the environments of pictograms and ideograms and description of their structure and taxonomy is done in the frames of the researches conducted by Z. Harris, I. Rayevska, E. Morokhovska, Ch. Fries, I. Arnold who paid their attention to the distributional analysis of linguistic units of different types. Studies of visual non-verbal means of communication such as pictograms and ideograms have been conducted by scholars such as S. Iljasova, O. Anisimova, T. Anokhina, O. Sorokin, I. Vashunina, D. Crystal, R. Abdullah, L. Makaruk and others who have analyzed pictograms and ideograms, paying attention to their structure, pragmatics, correlation with verbal units and role in the present day mass communication.

The specific goals of the article. The purpose of the study is to describe and analyze the structure, pragmatics and combinability of ideograms and pictograms in Australian mass-media texts with the help of the descriptive and distributional methods.

Statement regarding the basic material used in the research and a justification of the results obtained. Sharing the point of view of M. Kocherhan, we explain the structure and functions of pictograms and ideograms at a certain stage of a language development, also known as synchrony [1, 360]. The usage of the descriptive method presupposes the following stages:

- a) selection of pictograms and ideograms for the analysis;
- b) secondary segmentation or division of pictograms and ideograms into separate elements;
- c) separation of verbal and non-verbal elements of combined visual complexes;
- d) taxonomy and interpretation of the analyzed ideograms and pictograms.

The description of the elements under consideration presupposes a secondary segmentation of the text itself which means a selection of verbal and non-verbal units and then segmentation and description of the visual units. The methodology of the descriptive method makes it possible to distinguish the correlation between verbal and non-verbal units and to describe the complex structure of present day mass-media articles and messages that consist of a number of elements of different sign systems used to create structural and semantic unities. Based on the established similarities and differences, this methodology allows scholars to create the typology of the studied units and to suggest their classification.

Within the frames of this method we also applied a direct and indirect interpretation. Direct methods of interpretation are the most interesting ones as they give the opportunity to study different verbal and non-verbal units based on their paradigmatic and syntagmatic relations.

The usage of this methodology allows us to study the pragmatics of ideograms and pictograms as well as their syntagmatic connections. These connections point out the connectivity and cooperation of the visual units with the verbal units of a language system on phonological, morphological, lexico-semantic and syntactic levels. On the lexico-semantic level pictograms and ideograms form different paradigmatic relationships. For example, in newspaper discourse we can find pictograms and ideograms that are synonyms and homonyms. Less often we come across contextual synonyms, antonyms and homonyms. In the picture below there is an example taken from the newspaper *The Age* (January 25, 2013). One can see that under the heading *City* there is a synonymous usage of the traditional inverted commas and ideograms – music notes that perform the function of inverted commas. Such deviation enables copywriters to avoid the repetition of the same signs but also helps to diversify the forms of presenting the information by making it brighter and easier to remember. Besides that, there are also several interesting techniques that are used in this advertisement. The author has used red letters to write the title of the advertised musical work, as well as the variation of the letters' size and with the layout of the text not in the typical straight lines but in the form of music waves. All of the above mentioned factors make a newspaper combined message more attractive, informative and aesthetic.



Picture 1. [The Age (January 25, 2013)].

With the help of this method we can distinguish ambiguous elements that are used in the pieces of written communication that we have analyzed. In such cases the context makes it possible to distinguish a relevant semantic loading of ideograms and pictograms in order to realize their combinatorial possibilities. For example, in the picture that is given above, we can see the usage of ideograms – musical notes not to represent a musical tone but to perform the function of inverted commas.

It is worth mentioning that syntagmatic relationships between ideograms and pictograms are not of less importance. We can find pictograms and ideograms that can be combined with units of the same type or with one or more verbal units. Also, their combinability can be implemented inside a pictogram, within the frames of an advertising message, a newspaper article or a newspaper in general, for example in its title.

In the picture that is given below, we can see that the newspaper logo *The Age* is located between the verbal components that form its name. Such distribution creates more space for the perception of the name of the newspaper itself in comparison to the bigger nomination of the business column that is given on the next line.



Picture 2. [The Age (January 25, 2013)].

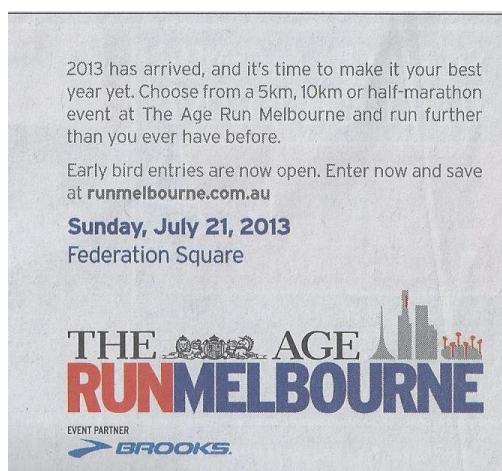
Besides the features that have been already mentioned, a descriptive method allows us to study such phenomena as polyphony, poligraphy and hyponymy.

A distributional analysis makes it possible to perform a complex analysis of language elements, taking into consideration their distribution and the implementation of their potential valency. In linguistics, under the term *distribution* we understand the totality of all surroundings in which this or that element of a linguistic system can appear (phoneme, morpheme, lexeme, etc.), so it is the total of all possible positions of an element in relation to other elements of the same level and their combinability. Distribution is a factor of linguistic context, in implies the position of an element and its combinability with other elements in this or that particular context [2, 65]. Other scholars define distribution as a circle of positions in which a language unit can appear [4, 115]. According to Z. Harris, the distribution of an element is the total of all environments in which it occurs [3, 15].

There are a few procedures that are presupposed by distributional analysis, including performing a segmentation of the parts of a text, distinguishing the units that are needed for the analysis, determining the distribution and comparing the language positions of the units that are studied. Besides, this method allows us to reveal the most typical cases where the units under analysis are used.

The surroundings of the paralingual visual elements vary and because of that their semantic, stylistic and pragmatic loading changes. If a pictogram or an ideogram is found within the boundaries of a word and is its constituent part, then it is used mainly to attract people's attention and/or for manipulation since a visual image is the first to catch the readers' attention, whereas a verbal text is of secondary importance.

There are cases when an ideogram or a pictogram has an initial position, and a right-hand distribution is presented by the verbal units, namely lexemes. For example, below we can see an image that is an informative advertisement about a marathon in Melbourne (Australia).



Picture 3. [The Age (January 25, 2013)].

In the picture above we can see that there is a company's logo in front of the company name – **BROOKS**. This representation of information is provided by the newspaper **The Age**. If we are talking about the advertisement of this marathon, the verbal message is followed by an additional complex message where the verbal part is broken by visual elements in order to create the full general picture. The main information part is provided by the name of the marathon itself which is represented by the combined big blue and red letters – **RUNMELBOURNE**. This creates the effect of a reliable platform for the event that is being advertised and increases the pragmatics of the verbal message. There are cases when pictograms and ideograms are combined and the main communicative message is expressed mainly through non-verbal elements.

The eccentricity of such cases is provided by ideograms and pictograms that have neighboring positions. For example, the next creolic picture shows the usage of a customized ideogram – an arrow in the initial position and in the title that tells about the beginning of a new carrier – together with numbers-ideograms, so we see the usage of pictograms-images that represent different professions.



Picture 4. [The Herald Sun (2013)].

It is worth mentioning that such examples are not very typical and are found mainly in the advertisement discourse that is typical for business activities.

According to M. Kocherhan, in the same surroundings the interchangeable elements belong to the same distributional class [1, p. 374]. It is quite difficult to distinguish such classes as there are cases when two elements in the same surroundings can be interchanged with one another, whereas in other cases it is impossible to do so.

Conclusions and prospects for further research. With the help of the distributional and descriptive methods it is possible to study the structure and typology of pictograms and ideograms, to define their combinability and syntagmatic and paradigmatic relations, to establish their main distributional models and the patterns through which their valency can be implemented in modern mass-media discourse.

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Рогач Юлія. Використання дистрибутивного й описового методів при вивченні піктограм та ідеограм. Вивчається практичне застосування двох основних методів лінгвістичних досліджень: описового та дистрибутивного. Особливу увагу звернуто на опис їхніх процедур та практик при аналізі таких паралінгвальних одиниць, як піктограми та ідеограми, для одержання вірогідних результатів. Установлено, що за допомогою описового методу стало можливим описати і проаналізувати структуру й типологію тих піктограм та ідеограм, які широко використовують у сучасних австралійських газетах. Звернуто увагу на кореляцію між вербальними та невербальними елементами креолізованих текстів, а також на реалізацію парадигматичних і синтагматичних зв'язків піктограм та ідеограм. Такі зв'язки вказують на взаємозалежність і зв'язок вербальних та невербальних одиниць мовної системи на фонологічному, морфологічному, лексико-семантичному, синтаксичному рівнях. Реалізуючи свою комбінаторику, піктограми та ідеограми можуть поєднуватися з одиницями такого ж типу або з однією чи декількома вербальними одиницями. Крім зазначених випадків, їхня сполучуваність може бути реалізована всередині самої піктограми, у межах рекламного повідомлення, газетної статті або ж газети загалом, наприклад, у її назві.

Ключові слова: піктограми та ідеограми, описовий та дистрибутивний методи, синтагматичні та парадигматичні зв'язки, засоби масової інформації Австралії.

Рогач Юлия. Использование дистрибутивного и описательного методов при изучении пиктограмм и идеограмм. Изучается практическое использование двух основных методов лингвистических исследований: описательного и дистрибутивного. Особое внимание обращено на описание их процедур и практик при анализе таких паралингвальных единиц, как пиктограммы и идеограммы, для получения достоверных результатов. Установлено, что при помощи описательного метода стало возможным описать и проанализировать структуру и типологию тех пиктограмм и идеограмм, которые широко используются в современных австралийских газетах. Обращено внимание на корреляцию между вербальными и невербальными элементами креолизированных текстов, а также на реализацию парадигматических и синтагматических связей пиктограмм и идеограмм. Такие связи указывают на взаимозависимость и связь вербальных и невербальных единиц языковой системы на фонологическом, морфологическом, лексико-семантическом, синтаксическом уровнях. Реализуя свою комбинаторику, пиктограммы и идеограммы могут соединяться с единицами такого же типа или же с одной или несколькими вербальными единицами. Кроме указанных случаев, их сочетаемость может быть реализована в середине самой пиктограммы, в пределах рекламного сообщения, газетной статьи или же газеты в целом, например, в её названии.

Ключевые слова: пиктограммы и идеограммы, описательный и дистрибутивный методы, синтагматические и парадигматические связи, средства массовой информации Австралии.