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**VERBALIZATION OF THE CONCEPT «UKRAINE»
IN ENGLISH MASS MEDIA. THE ROLE OF STEREOTYPES
ВЕРБАЛІЗАЦІЯ КОНЦЕПТУ «УКРАЇНА» В АНГЛІЙСЬКИХ ЗАСОБАХ
МАСОВОЇ ІНФОРМАЦІЇ. РОЛЬ СТЕРЕОТИПІВ
ВЕРБАЛІЗАЦІЯ КОНЦЕПТА «УКРАИНА» В АНГЛИЙСКИХ
СРЕДСТВАХ МАССОВОЙ ИНФОРМАЦИИ. РОЛЬ СТЕРЕОТИПОВ**

Розглянуто роль стереотипів та їх вплив на формування концепту «Україна» в англійських засобах масової інформації. Проведено загальне дослідження мовних способів та засобів вербалізації концепту «Україна». Спроба виявити специфіку ментального об'єкта, який стоїть за ім'ям Україна, за допомогою засобів масової інформації. Показано сприйняття невідомих понять аудиторією крізь призму стереотипності. Матеріалом дослідження взято популярні англійські видання: «The Journal», «The Daily Telegraph», «The Sun». Встановлено механізми впливу засобів масової інформації на свідомість та формування шаблонного мислення у суспільстві, що відображено у мовному просторі.

Ключові слова: концепт, стереотип, фрейм, лексична одиниця, мислення, засоби масової інформації.

Рассмотрена роль стереотипов и их влияние на формирование концепта «Украина» в английских средствах массовой информации. Проведено общее исследование языковых способов и средств вербализации концепта «Украина». Попытка выявить специфику ментального объекта, стоящего за именем Украина, с помощью средств массовой информации. Показано восприятие неизвестных понятий аудиторией сквозь призму стереотипности. Материалом исследования взяты популярные английские издания: «The Journal», «The Daily Telegraph», «The Sun». Установлены механизмы влияния средств массовой информации на сознание и формирование шаблонного мышления в обществе, что отражено в языковом пространстве.

Ключевые слова: концепт, стереотип, фрейм, лексическая единица, мышление, средства массовой информации.

The role of stereotypes and their influence on the formation of the concept «Ukraine» in the British media is discussed. A general study of language methods and means of verbalization of the concept of «Ukraine» is considered. There is an attempt to identify the peculiarities of the mental object behind the name of Ukraine with the help of the media. The perception of the unknown concepts by audience is shown through the prism of stereotypes. The research is based on popular English printing materials: «The Journal», «The Daily Telegraph», «The Sun». The mechanisms of mass media influence on consciousness and the formation of the pattern way of thinking in society and their reflection in the language space are defined.

Keywords: concept, stereotype, frame, lexical unit, mentality, mass media.

Nowadays there is a large number of studies which are devoted to the research of mass media effects, persuasion and suggestion techniques in this sphere are being developed rapidly. It is obvious that the purposeful mass-media influence on mass consciousness is capable to alter public opinion, representations, knowledge, valuable orientations and to fill consciousness of target audience with a new cognitive sense. The target audience is the determining factor. Different social layers read different newspapers. As an example, an old English media joke is given from June 8, 2007 BBC news: «Prime Minister **Jim Hacker**: Do not tell me about the press. I know exactly who read the papers: The Daily Mirror is read by people who think they run the country, the Guardian is read by people who think they ought to run the country, The Times is read by people who actually do run the country, The Daily Mails is read by wives of those who run the country, The Financial Times is read by people who own the country, The Morning Star is read by people, who think the country ought to be run by another country and The Daily Telegraph is by people who think it is.

Sir Humphrey: Prime Minister, what about people who read The Sun?

P.M.: *Sun readers do not care who runs the country...».*

While broadcasting some knowledge of the social realm, mass – media process the submitted information in a special way, purposefully forming both emotional and behavioral stereotypes and target audience`s orientations. Within the linguistic analysis of mass media one of the basic problems is the research of key elements of notions` and events` perception and interpretation which cause images realization produced through mass media.

It is known, a lot of scientists who deal with cognitive linguistics give various definitions to the term of “concept” .investigating it from different aspects such as: linguocultural, cultural, linguistic, linguocognitive. The term concept appeared in the article «The concept and the word» written by S.O. Askoldov in 1926. The author defined it as «the mental formation which could change a plenty of indefinite items belonging to one and the same type in the process of thinking»[1, c. 279]. Y. S. Stepanov considers the term concept as «the clumps of national and cultural meanings, «cultural cells» through which it is possible to identify peculiarities of the worldview of the people, and to present a conceptual and a national picture of the world» [30]. The definition given by Y. S. Stepanov confirms the assumption that the concept is the process of movement of thought in the word, which determines its development, functioning in communication. The result of the mental activity of man is understanding, «grasping» the meaning of the word.

In this article we stick to the linguocultural and linguistic aspects and consider them to be the keys for achieving the aim of the research. The mentioned aspects help us to define the peculiarities of verbalization of the concept UKRAINE and the influence of typical stereotypes on its formation through English press.

So until 1991 the view of the average Englishman about Ukraine was very limited. The concept of Ukraine was perceived through the prism of state called the Soviet Union. The Declaration of independence and the recognition by most States of the new country, Ukraine, was highlighted in the British media, but this fact did not affect the level of mental perception of the average English citizen. For the first time the concept of Ukraine sounded at the winter Olympic games in Lillehammer (Norway, 1994), where the Ukrainian athlete Oksana Baiul from the city Dnepropetrovsk, won Olympic gold in figure skating. Even the ceremony had to be delayed, due to the fact that the

organizers were unable to find the national anthem of Ukraine in their audio phonotech (the anthem was uploaded from the phone of a private person). This fact was described in the sports column of the British “The Sun”. Surprisingly, the majority of British Boxing fans have been familiar with the concept of Ukraine, associating it with the name of famous boxers Klitschko. Also, thanks to the media coverage of the Eurovision song contest in Turkey (2004), where the Ukrainian Ruslana Lyzhychko won first place, a little note was placed about the singer from Ukraine in the same “The Sun”. But the “orange revolution” of 2004 and the change of political course forced the media all around the world to describe events taking place in Ukraine at that time. All these facts could not be reflected in the linguistic space of periodicals in Britain and in the minds of ordinary people in Britain.

The researching the most popular British press: “**The Journal**”, “**The Daily Telegraph**”, “**The Sun**” shows that concept Ukraine is linked with the definite state in public consciousness. It is represented as the following:

1. The former republic of the former Soviet Union.
2. The developing country in the heart of Europe.
3. It still assimilates with Russia.
4. As a state suffers from a chronicle corruption.
5. As a territory which contains the best fertile soils in Europe.
6. As a pawn in geopolitical wars of superpower states.
7. As a state which suffers from Russian invasion.
8. As a country with an unstable political and weak economical courses.

From the linguistic aspect the frame analysis method is used in order to have more definite and precise look into the concept Ukraine. A frame is defined by Ch. Fillmore as a system of interconnected and interdependent: if one of the concepts of this structure is included in the text or speech, then the rest are automatically available too [5, c. 165]. It is known that the frame consists of slots that are filled with information about the particular situation.

Concept Frame Slots

Ukraine State Kyiv, Lviv, Odessa

Ukraine Territory Crimea, Donbass

Thus, it is obvious the concept UKRAINE is determined by frames: *state, territory* and slots: *Kyiv, Lviv, Odessa, Crimea, Donbass*.

As our research is based on mass media material we cannot take into account the role of stereotypes in the formation of the concept UKRAINE. The way of thinking of many people is stereotyped. And the media is considered to be a «plant» for the production of stereotypes. In cognitive linguistics the term «stereotype» refers to externally – semantic side of the language and culture, and is perceived as a mental stereotype. E. Lippmann, who introduced the concept of «stereotype» in linguistics, explained it as a schematic “one-way image in the head of a man”, about any phenomenon, thing, person – one’s own opinion about things that have been learned from the environment or society before the cognition of the object itself. V. A. Maslova in her work defines a stereotype as a fragment of conceptual pictures of the world, mental images, as a stable cultural and national understanding of the subject, phenomenon or situation, reflected in the language [2001. – 208 c]. From this it follows that under the stereotype we understand the type of social, psychological or physical behavior of a man who performs the planned action in a particular situation. In the article we deal with ethno – cultural stereotypes. They are divided into two types auto-stereotypes reflecting what

people think about your own people, and heterostereotypes, relating to other people. Heterostereotypes are formed by mass-media effect in our case can not reflect right perception of the concept UKRAINE due to political bias. Heterostereotypes are a set of value judgments that are brought about other peoples representatives of a definite ethnic community. Heterostereotypes can be both positive and negative, depending on the historical experience of these peoples.

Factors influencing the formation of heterostereotypes:

1. The image of the state, political relations between states.
2. The image of the leading politicians.
3. The image of the citizens.
4. The level of education and intellectual development.
5. The primary experience of communication, interaction with any group.
6. The conditions and features of human socialization.

We stick to the first two points in this work because they are dominated in British periodics. For example, heterostereotypes are expressed by such contrasting lexical units: as: rebel, occupation, pro – Russian, conflict, poor, corruption, oligarch, illegibility. but on the other hand: struggle, renovation, reform, new course, dignity, high standards. For comparison, the same English media represent the concept America through heterostereotypes determined by the following lexical units: freedom, wellness, blossom of the law, tolerance, and individuality (be yourself), fast food. It becomes obvious, the fact that stereotypes are «working».

In our work we tried to give general view of the concept UKRAINE and the influence of stereotypes on its formation from the point of view of cognitive linguistics. The concept is quite new and needs more deep and detailed research.

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