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УДК 811.11'42

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PRAGMATIC POTENTIAL OF OCCASIONAL INNOVATIONS IN MASS MEDIA DISCOURSE

The article deals with the study of pragmatic potential of occasional innovations in mass media discourse. It was found out that media texts are the richest sources of occasional innovations. The conducted research defines the features of functioning of occasionalisms, their inseparability from the context, existence in speech in a certain speech situation, restriction of further spread. The ways of occasional innovations coining were determined, as well as the reasons of their creation.

Key words: mass media discourse, occasional innovations, communicativeness of the text, pragmatic potential, word-formation derivation.

ПРАГМАТИЧНИЙ ПОТЕНЦІАЛ ОКАЗИОНАЛЬНИХ ІННОВАЦІЙ У ДИСКУРСІ ЗАСОБІВ МАСОВОЇ ІНФОРМАЦІЇ

Стаття присвячена вивченню прагматичного потенціалу оказіональних інновацій у дискурсі засобів масової інформації. Було з'ясовано, що тексти засобів масової інформації є одними з найбагатших джерел оказіональних інновацій. Проведене дослідження визначає особливості функціонування оказіоналізмів, їх неподільність з контекстом, існування в мовленні в певній мовленнєвій ситуації, обмеженість поширення. Було визначено способи утворення оказіональних інновацій, причини їх появи.

Ключові слова: дискурс засобів масової інформації, оказіональні інновації, комунікативність тексту, прагматичний потенціал, словотворча деривація.

ПРАГМАТИЧЕСКИЙ ПОТЕНЦИАЛ ОККАЗИОНАЛЬНЫХ ИННОВАЦИЙ В ДИСКУРСЕ СРЕДСТВ МАСОВОЙ ИНФОРМАЦИИ

Статья посвящена изучению прагматического потенциала окказиональных инноваций в дискурсе средств массовой информации. Было выяснено, что тексты средств массовой информации являются одними из самых богатых источников окказиональных инноваций. В процессе исследования были определены особенности функционирования окказионализмов, их неотделимость от контекста, существование в речи в данной речевой ситуации, ограниченность дальнейшего использования. Были определены способы образования окказиональных инноваций, причины их появления.

Ключевые слова: дискурс средств массовой информации, окказиональные инновации, коммуникативность текста, прагматический потенциал, словообразовательная деривация.

The society is always in motion as well as the language. Lexis is constantly changing, new words appear and are being coined, old words are revived. At various times language looks different. The most clearly we can observe the processes of this change in the texts of mass media. Radio, television, newspapers respond to the language change nearly immediately. Mass media activates language features, and derivational, in particular, in full scale.

A lot of Ukrainian and Russian linguists, namely: N. H. Babenko, M. A. Bakina, H. A. Vinokur, O. A. Habinska, L. B. Hattalova, V. S. Himpelevich, L.I. Ploshikova and others focus their research interest on occasionalisms studies.

Despite a significant number of scientific papers, an interest to the study of occasional innovations is growing every day. It is stipulated by the fact that occasionalism coining is a continuous process that requires thorough consideration. From the pragmalinguistics perspective occasional innovations in mass media discourse still do not have complex character and this fact determines the relevance of this work.

The subject area of this study is the pragmatic peculiarities of occasional innovations in mass media discourse. The specific topic is English mass media discourse.

Discourse (French. *discours*, Eng. *discourse*, from Latin. *discursus* 'running back and forth, movement, cycle, conversation, talk') is the process of speech activity, way of speaking. This term has many meanings and is used in a number of sciences, the object of which directly or indirectly involves the study of language functioning, that is linguistics, literary criticism, semiotics, sociology, philosophy, anthropology and ethnology [1, p. 438].

An important feature of a discourse is the concept dynamics, that gradually unfolds over time. The theme of discourse is its content, which is concentrated around the so-called reference concept. The theme largely relates to the social world, feelings of

the speaker, his inner life and problems. Discourse analysis aims to show who controls the themes and their changes (semantic macrostructures), who determines the form and style of speech [2, p. 45].

The mass media is considered to be a powerful tool nowadays. Through mass media discourse we gain knowledge about the world in general, culture and social community, the part of which we are. News, educational and information resources are part of the media.

It is important to note that the media has changed greatly in the last century. The basic idea of the media, of course, is to satisfy human curiosity. People always want to know socially important news in advance.

In general, the mass media has several functions. Firstly, it performs an informative function – reporting of current events, facts and situations. Secondly, it has an evaluative function. Most of the facts that we face today, are commented, analyzed and evaluated. Thus, we get a general idea of them through an evaluative opinion. And, thirdly, it serves educational purposes. The mass media is a mighty tool for education. All the necessary books, historical reviews, geographical facts, and any other information can be found in periodicals, television programs and Internet resources [4, p. 5].

Under communicativeness of the text we understand the degree of its orientation to the reader. Any text is communicative, it contains certain information that is being transmitted via different resources (e.g. various printed editions, Internet, etc.) to an addressee, a certain message that an addressee has to decode and perceive. In the process of information perception an addressee comes into some kind of personal relations with the text, so-called pragmatic relations [3, p. 12].

An addressee's pragmatic attitude to the text depends not only on its pragmatics, but also on an addressee themselves: their personality, background knowledge, previous experience, mental state and other features. The analysis of the pragmatics of the text enables to predict potential communicative text effect with respect to a typical addressee in a most probable way [5, p. 241].

An occasional innovation, that could be a word, phrases, sound combinations, syntactic compound, is something that does not correspond to the generally accepted usage, it characterizes an individual creativity, aspiration for unique self-expression and is stipulated by a specific usage context. Occasional innovations are usually inseparable from the context.

It is necessary to distinguish occasionalisms from neologisms. Occasionalisms are created in language or speech in a given situation and do not extend further, neologisms are coined to name a new object or phenomenon and are meant for enriching the lexical system of the language.

Three ways of occasional innovations coining are known:

1) word-formation derivation – formation of new words from the existing in language morphemes through known (usually productive) models; the most common methods of formation of occasionalisms are suffixation, prefixation, prefixation-suffixation, stem-composition, and often in combination with suffixation, stem truncation (inverse derivation), fusion and conversion;

2) semantic derivation – the process of appearance of semantic derivative meanings, co-meanings, semantic connotations;

3) borrowings from other languages or subsystems of the language – from dialects, vernacular, slang [7, p. 100].

The main law of occasionalisms formation is the law of analogy. Most of occasional words are formed according to the analogy with the existing ones. The novelty of occasionalisms is achieved by creation of a new word that is synonymous to a well-known one used in the language, which has the same root, but differs from it due to word-formation means, used in a new word.

Depending on the purpose of creation and purpose in the language we can distinguish nominative and stylistic occasional innovations. The first type performs purely nominative function in language, the other type gives a figurative description of items that already have names.

Nominative occasionalisms are coined to name new phenomena. These words usually have no synonyms, there can be simultaneous derivation of competing names though, one of which later displaces the other.

Stylistic occasionalisms are created as figurative names for already known objects and phenomena. Stylistic neologisms have synonymous, but are inferior to these synonymous by the intensity of expressiveness. However, if occasionalisms are frequently used in language, they come to active vocabulary, and their stylistic nuances are later neutralized.

Depending on the way of occasionalisms appearance we can distinguish phonetic, lexical, semantic and grammatical occasionalisms.

An occasional innovation is one of the potent means of achieving expressiveness in English mass media discourse, as its function is to make a deep impact on an addressee.

In the title of the article «*Yet more old style Toryism*» (8) the occasionalism is formed by suffixation – *Tory* – the name of the British political party, plus the suffix «*ism*» gives rise to a new word, which reveals an ironic and incredulous author's attitude to party's innovations.

Compounding is one of the most ancient, universal and common ways of word formation in English that did not lose its activity at present. More than one third of all occasionalisms in modern English are compound words.

For example... *that they taste the same in Peking as they do in London or NewYork, and so it was that world **burgernomics** was born by McDonald's*. In this case the author wants to draw attention to the significant development of McDonald's network, fast food industry, that has its own laws, and in line with other economic laws function similarly in different countries. Occasionalism *burgernomics* is created by the compounding of two morphemes *burger* + *nomics*.

The reasons that motivate authors to coin occasionalisms are:

- a) a desire to express their opinions in the most appropriate way (it is not enough to use only common words for this purpose);
- b) an author's desire to economize time and efforts (occasionalisms can substitute phrases and even sentences);
- c) the necessity to draw attention to the author's attitude to a certain thing or topic, give its characteristic, evaluation;
- d) to draw attention to the semantics of a word through its unconventional spelling;
- e) the need to avoid tautology;
- f) the necessity to preserve the rhythm of a verse, provide the rhyme, find the right instrumentation.

There are a lot of occasionalisms, formed by blending of two words in the articles. For example, the word *tandemocracy*, that is *tandem* + *democracy* (*TANDEMOCRACY* – *Back in the saddle*).

Phonetic occasionalisms are created from separate sounds or peculiar sound configurations, such as: *grok*, *slan*, *kzin*. The meaning of such words can be understood only from the context.

An example of lexical innovation can be an occasionalism *anarchitecture* (*anarchie* + *architecture*).

This poem contains grammatical occasionalisms:

*Forth from his den to steal he stole,
His bags of chink he chunk,
And many a wicked smile he smole,*

And many a wink he wunk (9).

In this poem the author deliberately tries to produce the irregular past tense form of the verb *smile* (*smole* (that is a grammar mistake) instead of *smiled*). In the second line for contrast noun *chink* is used and the past tense form of the verb *chink* – *chunk*. By analogy in the last line of the poem the author attempts to build the past tense form of the verb *wink* – *wunk* (instead of *winked*).

The semantic derivation is observed in the following example: «*Teachers taught us your ABC's, 1-2-3's and more*». Occasionalism «1-2-3's» is formed by analogy with «*ABC's*».

Abbreviation is another type of word formation, that is a source of occasionalisms. In the last decade abbreviation is the most productive and regular way of formation of morphological occasionalisms. This method is a good example that reflects the trend towards language rationalization, and speech efforts economy. A large number of abbreviated words are especially common in the headlines, that is a characteristic feature of newspapers. For example, quite popular today occasionalism *FU money* is decrypted as *f**k you money* and means money that are saved against the rainy days.

Like all new phenomena, occasionalisms attract the reader's attention, influence a recipient's subconsciousness. They are the response to changes in all key spheres, namely in: society, politics, culture, sports, etc. All aspects of a person's life are directly reflected in mass media discourse.

Mass media discourse is full of occasional innovations. Occasionalisms in mass media discourse are characterized by the following features: they belong to language, have tendency to be reproduced; they are unconventional, functional and full of expressiveness; they characterize an individual's creativity.

The prospects of the research we see in thorough study of occasional innovations in the advertising discourse.

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УДК 81'362:811.112.2+811.161.2

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ТАКСИСНА ФУНКЦІЯ ПЛЮСКВАМПЕРФЕКТА У НІМЕЦЬКІЙ І ДАВНОМИНУЛОГО ЧАСУ В УКРАЇНСЬКІЙ МОВАХ

У пропонованій статті досліджується наявність таксисного значення для плюсквамперфекта у німецькій і давноминулого часу в українській мовах, яке лежить в основі первинного розуміння конотації плюсквамперфектних форм у різних мовах. Для розв'язання зазначеної проблеми проводиться виокремлення речень із формами плюсквамперфекта/давноминулого часу, які репрезентують таксисну функцію.

Ключові слова: плюсквамперфект, час, категорія, таксис.

THE TAXIS FUNCTION OF THE PLUPERFECT IN GERMAN AND IN UKRAINIAN LANGUAGES

This article examines the presence of the function of taxis for pluperfect in German and in Ukrainian languages, which underlies the primary understanding of the connotations of the pluperfect forms in different languages. The solution of this problem presupposes the examination of the sentences with the pluperfect forms, which exactly represent the taxis function.

The taxis function of the pluperfect forms in German and Ukrainian languages is represented by the complex sentences with subordinate clause of time in the first place. Their difference from other types of subordination consists in the fact that their components are connected with the same tense dimension – (the simultaneity or the sequence) and they do not suggest combining of directly opposite tense values.

There is one significant feature in Ukrainian language which demonstrates that the sentence with conjunction *koly* expresses the temporal correlation of the two actions most fully, and it has the more uniform value than German *als* or *wenn*, as it is used in all temporal forms, regardless of the frequency or repetition of the action.

Keywords: pluperfect, tense, category, taxis.

ТАКСИСНАЯ ФУНКЦИЯ ПЛЮСКВАМПЕРФЕКТА В НЕМЕЦКОМ И ДАВНЕПРОШЕДШЕГО ВРЕМЕНИ В УКРАИНСКОМ ЯЗЫКАХ

В данной статье исследуется наличие таксисного значения для плюсквамперфекта в немецком и давнепрошедшего времени в украинском языках, которое лежит в основе первичного понимания коннотации плюсквамперфектних форм в разных языках. Для решения данной проблемы выделенно предложения с формами плюсквамперфекта / давнепрошедшего времени, которые представляют таксисную функцию.

Ключевые слова: плюсквамперфект, время, категория, таксис.

У пропонованій статті здійснюється спроба, спираючись на вітчизняну й зарубіжну наукову традицію, проаналізувати наявність таксисного значення у грамах, яке лежить в основі первинного розуміння конотації плюсквамперфектних форм у різних мовах. У зарубіжній лінгвістиці прийнято трактувати плюсквамперфект як часову форму, що виражає значення передування в минулому, тобто як вказівку на те, що дія (чи її результат) відбулася раніше якоїсь іншої дії в минулому