

Lysytska O. P.

associate professor, Candidate of Philology

Yaroslav Mudryi National Law University

Kharkiv, Ukraine

MODERN CONCEPTS: NATIONAL SPECIFIC FEATURES

Modern linguistics pays more and more attention to the study of national languages at different levels. Cognitive linguistics puts the category of a concept into common scientific use; this unit becomes to be recognized as a basis on which a man creates his vision of the world. The system of concepts is characterized by certain properties. Specific ethnic language picture of the world is made up of concepts inherent to certain people.

Growing up with reality, building on it, a concept as a linguistic fact conditioned a form of subjective representation of the real world of a certain nation. After all, concept has its national intellectual and evaluation qualities. National concepts are able to give an idea of the culture, to provide and represent the most basic features of this or that ethnic group.

The formation of concepts is due to the fact that people have to adequately reflect the facts of reality in their mind. Any new information about an object or phenomenon becomes a part of the changing conceptual system. Each conceptual system through language reflects the significant social, cultural, aesthetic values adopted in society at every historical stage of development, so the national language is always a means of expressing the common culture of the people, the verbal form of expression of tendencies of its development [1].

The concept is interpreted by us as a body of knowledge, the information on the appropriate material or ideal substance. A concept may correspond to different types of information: the qualities identifying a realia, essential and nonessential, as well as subject-logical connections of the realia with others; about human attitude to it (assessment of realia, feelings and emotions caused by it); associative cultural links which the linguistic community establishes between this culture-specific element and others; a place that it occupies in human life; other realias that native speakers qualify as identical, similar or opposed to it.

Every era or the period of history is associated with a certain ideology, rhetoric, and is of particular conceptual content. At different stages of development of Ukrainian society a variety of concepts occupies the first place. Different concepts have been important for native speakers in different years of the modern period of Ukrainian history.

Modern conceptual picture of recent years in Ukraine includes such concepts as the Maidan, Nebesna Sotnia (Celestial Hundred), volonter (volunteer),

Bandérivtsi/bandérovtsy (derived from Stepan Bandera), rashizm (from pronunciation of English 'Russia', 'Russian'), kiborg/ cyborg, ATO (Anti-Terrorist Operation in Ukraine), separatist(from English 'separatism'), vata/ vatnik (Vatnik – a man under authority actions of official propaganda), ukry/ ukrop (the name for the new Euromaidan supporters and Kiev authorities, which are characterized by orientation to the West and anti-Russian sentiments), annexia (from Latin 'annexation', concerning Crimea) and others [8, 9, 10, 11].

The subject of this research constitutes the implementation of the language and cognitive model of concept 'Cyborg' developed on the basis of its language representation in the modern Ukrainian discourse.

The relevance of cognitive-linguistic modeling of concept 'Cyborg' is due primarily to its high representativeness in the modern Ukrainian discourse that, in turn, suggests a significant place that this concept has occupied in the worldview of modern Ukrainian society. The material for the study is based on the contexts verbalization of concept 'Kiborg/Cyborg' was taken from journalistic texts [2, 3, 4, 5, 7].

It should be noted that the concept 'Cyborg' is of interest in the linguistic, sociological, philosophical and universal views and occupied a significant place in both the scientific and the linguistic world of modern Ukrainian society until recently. Concept sphere of this phenomenon has been formed under the influence of Ukrainian life events in this historical period of independent Ukraine; it is based on a heightened perception of the events of 2014-2015 military conflict. We analyzed the concept 'Kiborg/Cyborg' in almost all structural levels of language: it can be represented by morpheme, word, phrase, sentence, and text. On the morphological level, this concept consists mainly of root morpheme: kiber-/cyber– (*Ukr.* kibersotnya, kiberdrug, kiberpoeziya). Using semantic analysis it becomes possible to identify some key values at the lexical level, representing the different conceptual areas: 1. cyborg, a cybernetic organism (the character of science fiction), semi-fantastic creature that represents bionic; 2. The patient, whose life is supported by an artificial entity or entities.

Without going into the history of the origins of the concept, we should mention only the fact that these values characterize the concept until 2014. How it evolved or expanded the concept and the reasons for this phenomenon?

As noted above, the formation of concepts, reflecting the information on the general properties of objects and phenomena of the surrounding world has lasted for many centuries. «Each generation makes its contribution to the process of forming a conceptual framework, enriching, and sometimes significantly altering its content. No concept can be regarded as something fixed, finally formed» [6].

The dynamics of the development of concepts can be seen in the transformation and expansion of the concept 'Cyborg'.

An interesting fact is that the appearance of a new value of an existing word reflecting the long-known concept occurred in September 2014. On the pages of the blog the pro-Russian author called Ukrainian military men cyborgs, «I do not know who is sitting there, but they're not the people – cyborgs !!!» [3]. This example illustrates the fact that the functioning of the concept – the process of selection and

use of specific linguistic means, which, according to the message sender, able to activate this concept in the mind of the recipient. The word 'kiborg/cyborg' was chosen by a speaker to refer to the phenomenon described, in this case a cognitive signs of «man-machine», «ineradicable / undying», «Immortal», «iron» are called and implemented by this word. It should also be noted that in addition to figural component is present as estimative, which in this case is negative.

Subsequently, the floor was taken up by both journalists and users of social networks, and then traditional media, they called Donetsk Airport defenders as cyborgs. [2]. Characteristics «man-machine», «defender», «inexterminable» are added to this feature as «a man of indomitable will and courage.»

The dictionary of Modern Ukrainian language and slang «Mislovo» recognized the word 'cyborg' as the word of 2014. The word «cyborg», according to the newspaper «Ukrainian Pradva», is perhaps the only one among the most important words in the last year, which is positive. Among the iconic positive words 'volonter' is mentioned. Other words that have described *the year of 2014*, such as «annexation», «war», «ATO» or «vatnik» are of evidently vivid negative connotation. [7].

In recent years, after the airport was completely destroyed another feature of «immortality» has been added to the existing characteristics: «Cyborgs despise death, believe in miracles» [4]. Concept 'Cyborg' is closely related to such key concepts of culture, as the War, Man, Ukraine, Enemy, Fight, Will, Fortitude, Immortality, Hero, Life. These concepts overlap in the content of integrating features «defence», «homeland», «resistance», «war», «the enemy», «immortality», «iron will», «heroism», so that they are united in the conceptual paradigm. On the language level, the following associative chain can be constructed: the fight – war – Ukraine – the enemy – defence – separatism – attack – invincibility – resistance – immortality – an iron will – courage – hero.

With confidence we can say that the concept 'Cyborg' is perceived as a political term functioning widely in the daily press where not individuals but the whole phenomenon is called *cyborg*. Thus, this modern concept has a multi-component structure represented by the following elements: 1. a man-machine/ robot; 2. Donetsk Airport defender; 3. The man of indomitable will and courage; 4. immortal and invincible man, a hero. The concept 'Cyborg' is an important element of the Ukrainian national picture of the world containing in its structure both universal and national elements.

REFERENCES

1. Карасик В. Языковой круг: личность, концепты, дискурс [Электронный ресурс] / В.И. Карасик // Волгоград: Перемена. – 2002. – Режим доступа до ресурсу: <http://philologos.narod.ru/ling/karasik.htm>.

2. Лига.Новости [Электронный ресурс] // 16 січня 2015. – Режим доступа до ресурсу: http://news.liga.net/articles/politics/4775528-boy_za_aeroport_kiborgi_snova_dali_otpor_rossiyanam_i_boevikam.htm.

3. Свободный журнал [Электронный ресурс] // Свободный журнал [Электронный ресурс]. – 2014. – Режим доступа до ресурсу: <http://freejournal.biz/article5129/index.html>.

4. Сегодня.ua [Электронный ресурс].– 23 Января 2015.– Режим доступа до ресурсу: <http://www.segodnya.ua/ukraine/vrach-kiborgi-prezirayut-smert-i-veryat-v-chudo-586354.html>.

5. Слова, ознаменовавшие 2014 год: Киборги. // Gazeta.ua [Электронный ресурс].– 09 января 2015.– Режим доступа до ресурсу: http://gazeta.ua/ru/articles/nelitereturna-leksika/_slova-oznamenovavshie-2014-god-kiborgi/600836?mobile=true.

6. Степанов Ю. Константы: Словарь русской культуры / Ю. С. Степанов. – М.: Академический проект, 2004. – (3-е изд.) с. 42-67.

7. Украинская правда [Электронный ресурс].– 23 февраля 2015.– Режим доступа до ресурсу: <http://www.pravda.com.ua/rus/news/2015/01/6/7054296/>

8. <http://www.domotvetov.ru/zachem-i-pochemy/pochemu-ukrainitsev-nazyivayut-ukra.html#.WaiWAMnoLNU>

9. <http://wikireality.ru/>

10. <https://uk.wikipedia.org/>

11. http://www.bbc.com/ukrainian/ukraine_in_russian/2014/08/140808_ru_s_new_words

УДК 80(063)

ББК 80я43

Р 64

Р 64 Розвиток філологічних наук: європейські практики та національні перспективи: Міжнародна науково-практична конференція, м. Одеса, 28-29 жовтня 2016 року. – Одеса: Південноукраїнська організація «Центр філологічних досліджень», 2016. – 120 с.

Подані на конференцію матеріали видаються в авторській редакції.

Рекомендовано до друку рішенням Правління ГО «Південноукраїнська організація «Центр філологічних досліджень» від 31 жовтня 2016 р. (протокол № 67).

УДК 80(063)

ББК 80я43

Р 64