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**PROGRAM OF CONTRASTIVE STUDY OF THE CONCEPT *CHARM* /
ЧАРИБНІСТЬ IN THE ENGLISH AND UKRAINIAN LINGUISTIC
CULTURES**

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Abstract. *The article focuses on methodology of contrastive study of the linguistic means verbalizing the ethno-specific aesthetic concept *CHARM* / ЧАРИБНІСТЬ in the English and Ukrainian languages. The research focuses on the reconstruction of the common and distinctive features of this concept in English and Ukrainian linguistic cultures. The work considers motivational, notional, associative and evaluative features of the given concepts. The linguistic reconstruction of the concept *CHARM* / ЧАРИБНІСТЬ showed that the concept is rather lacunary for the carriers of Ukrainian, and its "mastering" only begins at the current period of the integration of Ukrainian and Western European cultures. In the English linguistic culture, concept *CHARM*, on the contrary, is quite "pragmatized" and is actively used in text-advice in order to create a positive image in public and interpersonal communication.*

Key words: *concept *CHARM* / ЧАРИБНІСТЬ, conceptual feature, contrastive, verbalization, English, Ukrainian, linguistic culture.*

Introduction.

The relevance of the study of the cognitive nature of charm is determined by the fact that this phenomenon has long been widely used in various professional fields such as public activity, management, social interaction, advertising, cinema, show business, etc., but without specific clear content and empirically detected characteristics for each of the mentioned above professional spheres [1].

The aim of the work is to determine the ways of verbalizing the concept *CHARM* / ЧАРИБНІСТЬ in the English and Ukrainian languages and to identify the contrastive peculiarities of the linguistic and discursive embodiment of this concept in two nonrelated linguistic cultures. The object of the research is the concept

CHARM / ЧАРІВНІСТЬ as an aesthetic component of the English and Ukrainian world images. The subject of the study – similarities, differences and contrasts in the ways of verbalizing the concept CHARM / ЧАРІВНІСТЬ in the English and Ukrainian languages and the specifics of the discursive embodiment of this concept in the correspondent linguistic cultures.

Main text.

The program of contrastive study of the concept CHARM / ЧАРІВНІСТЬ in the English and Ukrainian languages includes seven consecutive steps:

(1) to define the status of the concept of ЧАРІВНІСТЬ in the typology of linguocognitive and linguistic-cultural concepts on the basis of the description of the key features of the phenomenon of charm;

(2) to develop the structure of the concept of CHARM / ЧАРІВНІСТЬ to compare (*tertium comparationis*) the means of verbalization of these concepts in two nonrelated languages;

(3) to establish the name of the concept and structure the semantic space of lexemes-nominations "charm" and "чарівність" in the English and Ukrainian languages;

(4) to distinguish motivational and notional features of the concept (etymological and componential types of analysis);

(5) to establish its figurative characteristics according to the associative experiment with the native speakers of the English and Ukrainian languages;

(6) to define the manipulative features of the concept CHARM / ЧАРІВНІСТЬ in the text-recommendations of the Internet discourse;

(7) by comparing the obtained data, to define the contrasting characteristics of the modern adaptation of the CHARM / ЧАРІВНІСТЬ concept in the English and Ukrainian linguistic communities.

To solve the set tasks, the general scope of the research material was compiled consisting of three samples: (1) lexicographic sources – English and Ukrainian explanatory, etymological, synonymous, thematic dictionaries (total volume of 43 lexical units); (2) associative essays – total volume of up to 10,000 word forms,

executed by Ukrainian speakers (faculty experts and students-philologists of Ukrainian universities) and English speakers (academic staff, faculty, students of the UK, the USA and Canada), 100 informants for each linguistic community, (3) texts of modern Internet discourse (text-recommendations, e.g. "How to be ..." / "How to be ..." or "The ways of ..." / "Ways to be ...") – total volume of 15,000 word forms for each language.

The linguistic analysis was based on the application of **general scientific methods** (*analysis, taxonomy and comparison*) and **special linguistic methods**: *etymological analysis* – to determine the motivational features of the concepts under study, *componential analysis* – to clarify the conceptual features of lexem-representatives of the English and Ukrainian language nominations of the concept CHARM / ЧАРИБИЦЬ, *method of conceptual analysis* – to outline conceptual, associative and evaluative components of the investigated concept [2], *contextual-interpretation analysis* – to reveal cognitive and metaphorical features of the verbalized concepts CHARM / ЧАРИБИЦЬ in English and Ukrainian linguistic cultures; *cognitive analysis* – to determine the prototype scenario of the CHARM / ЧАРИБИЦЬ concepts in the English and Ukrainian languages; *comparative (contrastive) analysis* – for a two-way comparison of the means of verbalizing the concepts CHARM / ЧАРИБИЦЬ in the English and Ukrainian languages through tertium comparationis and the discovery of the contrasts of its adaptation in each of the non-related lingual cultures; *quantitative analysis* – to determine the frequency of data distribution in selected subsamples of linguistic material, as well as *elements of statistical methods of linguistics* – to verify the frequency of data distribution and the adequacy of the sample size and the establishment of correlation relations.

The concept CHARM / ЧАРИБИЦЬ is an ethnospecific mental entity that is initially perceived by a person as witchcraft, magic, mystery, and is currently understood as an attraction that manifests itself in the external and internal features of a person and can have a greater external or internal manifestation in representatives of different linguistic cultures. The presence of common motivational features in the structures of the concepts of CHARM and ЧАРИБИЦЬ suggests that the

phenomenon of charm was interpreted in the English and Ukrainian linguistic cultures in a similar fashion, namely: features *to sing, to chant* → *to chant / utter an incantation* are original, primary. It is evident that in both conceptual systems the phenomenon of magic originally correlated with the pagan thinking of people and was perceived by native speakers of English and Ukrainian through irrational concepts of magic and mystery [3].

At the same time, the idea of the charm of the Slavs was reduced to a magical ritual, based on which was not a specific monotonous singing that resembled the spell, as we observe in the motivational features of the English concept CHARM to chant - "to spell" and the Ukrainian concept of ЧАРИБИЦЬ - to "enchant", having a common basis of the Latin. *carmen* "song, singing", but to the conversation with a special tembre: - bayaty "to speak, to tell," that is to enchant with words.

Establishing the relation of the differences in the adaptation of the concept by native speakers belonging to English and Ukrainian linguistic cultures suggests that the associative features of CHARM for carriers of the English language culture are external signs of charm, primarily associated with formally-behavioral communicative stereotypes, namely: a charming person should be witty, always smile, be pleasing to other people.

The main features of the English concept of CHARM are appearance, pleasant / friendly attitude, happy feeling, fun, humor, smile. In their turn, for the representatives of the Ukrainian linguistic culture, internal spiritual values such as goodness, harmony, inner strength, sincerity, vulnerability, wisdom, mercy are important as well as external qualities: attractiveness, beauty, posture, femininity, taste, which, as a rule, are equally combined with the inner world, soul, character of a charming person or stand in second place after it [3].

Summary and conclusions.

The linguistic reconstruction of the concept CHARM / ЧАРИБИЦЬ showed that the concept is rather lacunary for the carriers of Ukrainian, and its "mastering" only begins at the current period of the integration of Ukrainian and Western

European cultures, where the latter has long traditions of politics and courteous behaviour. In the English linguistic culture, the concept CHARM, on the contrary, is quite "pragmatised" and is actively used in text-advice in order to create a positive image in public and interpersonal communication.

References:

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