

BORROWING AS AN INTERFACE FOR MULTICULTURAL DISCOURSE: AOTEAROA NEW ZEALAND

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Abstract

Background: The issues of multiculturalism and multilingualism have been of increasing importance for the countries where the English language was transported and later evolved as the system of national varieties. Beyond the realm of its origin, English contacted and interacted with indigenous and migrant languages, absorbed new distinctive features. The composition and functioning of New Zealand English lexicon offer a fascinating insight into the evolution and the present state of New Zealand cultural diversity.

Purpose: The *purpose* of this study is to analyze how indigenous Maori linguistic heritage influenced the structure, content and functioning of the New Zealand English lexicon, and how the Maori and Western (non-Polynesian) knowledges are gradually contaminating to form the distinctive New Zealand bicultural whole reflected in various discourse practices of the English-speaking New Zealanders.

Results: The Maori borrowings are systemically used in New Zealand English and registered by regional dictionaries. They normally follow English rules of pronunciation, spelling, grammar. However, they also occur as a variety replicating the original forms.

Another noteworthy feature of Maori loans assimilation in NZE is the activity of borrowings in derivational processes. Maori stems are involved in all productive and semi-productive ways of word formation in modern NZE, in particular affixation, compounding, reduplication, conversion shortening.

Despite the restricted Maori loans frequency in NZE, quite a number of Maorisms, borrowed into English at the earlier stages of New Zealand history, have turned out important for the semantic space segmentation.

Today, the Maori language is gradually becoming familiar to more and more people. It brings loans to various types of discourses.

Discussion: Maori loans and occasional uses in NZE are markers of the Maori ethnic identity that stand along with their anglicized variants and English counterparts as the acknowledgement of the multiculturalism and multilingualism in New Zealand. Although there are opposite views on the multiculturalism in Aotearoa New Zealand, Maori and Pakeha cultures compliment and inspire each other towards transcultural future.

Keywords: multiculturalism, multilingualism, borrowing / loan, assimilation, discourse, New Zealand English, the Maori language.

Vitae

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PHRASEOCOGNITIVE DIMENSION OF MEDIA EVENT REPRESENTATION

Медіа-подія та фразеологічні одиниці неодноразово були об'єктами дискурсивних досліджень. У цій розвідці ми пропонуємо міждисциплінарний, когнітивно-дискурсивний підхід до вивчення ролі фразеологізмів у репрезентації медіа-подій. Виокремлений у дослідженні фразеологічний вимір дозволяє розглядати фразеологізми як одиниці, які активують значеннєві концептуалізації з доступом до конструювання медіа-подій.

Ключові слова: медіа-подія, фразеологічна одиниця, когнітивно-дискурсивний підхід, фразеологічний вимір, концептуалізація.

Introduction

At the present stage of interdisciplinary investigation wide scientific attention is paid to the media discourse and its constructs (Potapenko; Bednarek; Bignell; Matheson; Talbot). One of them is media event which is defined as an embodied, discursive, meaningful construct resulted from the transformed conceptualization of a raw event (Kryshaliuk 190) based on mental structures and operations. The inherent characteristics of an event are historical significance, novelty and change of knowledge about environment. These basic features are grounded in such profound operational characteristics as giving specific meaning to and focusing on a single occurrence as well as being contingent, consequential and

carrying expectations. The discursive features of an event generated by the media are public reach, group-building potential (Bösch 2), simulation of visual evidence and physical presence.

Initial construction and interpretation of media events often occur in the newspaper discourse, which being a subtype of media discourse, is viewed as a mediated reality generated by verbal and non-verbal means that strongly influences the public. Newspaper discourse is a complex unity of news items and analytical texts.

One of the verbal dimensions of newspaper discourse participating in event construction is phraseocognitive formed by the meaning of a phraseological unit and the access it gives to the conceptualization of an event. The problems raised in the investigation are of high relevance but the phraseocognitive dimension and its role in media event construction have not been within the scope of linguocognitive study yet.

Theoretical prerequisites and methodology

Phraseocognitive representation of a media event in the newspaper discourse is based on the theory of the embodied cognition (“Embodied Cognition”), the cognitive study of the modern English media discourse (Potapenko) and the theory of construal (Langacker 55–89).

Cognition relates to all aspects of conscious and unconscious mental function and constitutes the mental events (mechanisms and processes) and knowledge involved in a whole host of tasks ranging from ‘low-level’ object perception to ‘high level’ decision-making tasks (Evans 17). According to the theory of embodiment cognition is grounded in the human body and its interaction with the environment, thus in perception and action (Kristiansen, Michel, Dirven and de Mendoza Ibáñez 2). According to this theory all cognitive abilities, activities and their products are embodied. They are shaped by image schemas which are recurrent patterns of our actions, perceptions and conceptions (Rohrer 127–128).

Image schemas are good at constructing media events in the newspaper discourse because of some reasons: (1) they are recurrent patterns of bodily experience; (2) they preserve the topological structure of the perceptual whole; (3) they operate dynamically in and across time; (4) they are structures which link sensorimotor experience to conceptualization and language (Johnson, Rohrer 37).

In the cognitive study of the modern English media discourse developed by S. I. Potapenko image schemas were grouped and proved to be effective mechanisms of recreating events by constructing topological, perceptual, spatial-motor and dynamic relations between referents (Potapenko 38). Phraseological units give access to different image schematic conceptualizations and construe them differently. Phraseological units construe event conceptualizations with the application of construal phenomena such as schematicity – specificity and others introduced by R. Langacker (Langacker 55).

The discussed above theories are used as the basis in developing the methodology of cognitive-communicative analysis applied to the study of phraseological units and their role in the formation of the phraseocognitive level as a discursive construct.

Aim and material

The aim of the paper is to specify the activated by phraseological units meaningful conceptualizations that participate in constructing the phraseocognitive dimension of a media event representation in the modern English newspaper discourse through the prism of the image-schematic component of its structure. The data for the research has been taken from the web-site of the British newspaper the Guardian (2012–2018). Newspaper discourse samples with phraseological units have been continuously selected for the investigation.

Approaching phraseological units

Phraseological units have been approached from structural-semantic (Lakomska), linguocultural (Malcolm), functional-cognitive (Mishchenko 28) perspectives in different types of discourse. But their status in language and discourse as well as their definition are not fully decided.

From a cognitive perspective a phraseological unit is defined as a complete construction having unity of form and meaning underpinned by embodied semantics formalized by image schemas (Mishchenko 40) and mental operations. Phraseological units are distinguished as condensed representations of extensive world conceptualizations. The differentiating features of phraseological units are iteration and anomaly (Kuznetsov 62). Scientists emphasize the semantic continuum of the phraseological meaning from the most exact to the vaguest (Numberg 492). The phraseological units are non-compositional but conventional, i. e. their meanings cannot be interpreted from their parts (Cacciari 668). Consequently, the conventional meaning of a phraseological unit is the access to the contextual-interpretational construction of meaning in discourse. It is supposed that phraseological units treated as conventional referential signs are originally new metaphors (Munat 391). Like signs phraseological units are complete, fixed, minimal and covert (Munat 393).

Integrity, stability, separability, expressivity (Kuznetsov 62) together with focusing and coherence are those correlative features that establish common ground between phraseological units and newspaper discourse.

Phraseological units form a phraseocognitive dimension as their functioning in the modern British newspaper discourse is based on such principles of cognitive linguistics as symbolic and encyclopedic nature of a linguistic sign (Evans, Bergen, Zinken 21). The meaning of a phraseological unit as meaning of any linguistic expression presupposes an elaborate conceptual substrate, including such matters as background knowledge and apprehension of the physical, social, and linguistic context (Langacker 4). On the other hand, a phraseological expression imposes a particular construal, reflecting just one of the countless ways of conceiving and portraying the situation in question (Langacker 55).

We will further demonstrate that the phraseocognitive dimension results from the embodied interaction of phraseological semantics with the means of mass communication and the environment of language users. Phraseological semantics or conceptualization is the basis of an event representation.

Dynamic semantics of phraseological units

The phraseocognitive dimension of event representation is mostly structured by dynamic semantics. It has been found out that in the newspaper discourse phraseological units with meanings of ability, inability, blockage and blockage restraint prevail.

Phraseological units with the meaning of ability represent event participants as able to gain success, e. g. *take office, prepare the ground, gain ground, pave the way for, set the stage for, throw light on*, etc. The key components of the given above phraseological units are verbs *take, prepare, gain, pave, set, throw* activating the vector of ENABLEMENT. Nouns *office, ground, way, stage, light* are dependent specifying components indicating the goal of ENABLEMENT, its final point that can implicate instruments to movement and further success, e. g. *It's two weeks till Trump takes office* (The Guardian 7.01.2017). In the given newspaper headline the phraseological unit *takes office* with semantics 'to assume a position of political authority, especially one that is granted as a result of public election' (The Free Dictionary) indicates the prospective ability of the event participant (*Trump*) to become a president.

The phraseological unit *prepare the ground* with semantics 'to create or prepare the basics or essential foundation' (The Free Dictionary) in the headline *Chelsea see off Stoke and prepare the ground for key game with Napoli* (The Guardian 11.03.2012) signals ability of the event participant (*Chelsea*) to cause one more event (*key game with Napoli*).

The phraseological unit *to throw light on* with semantics 'to reveal information or details about something' (The Free Dictionary) gives access to constructing a new perspective on the well-known event participants, e. g. *Beyoncé meets Botticelli: how tabloid photos throw new light on old masters* (The Guardian 20.08.2018). In the given headline due to the phraseological unit *throw new light on* tabloid photos are conceptualized as sources of a new event based on reminiscences (*old masters*).

In the newspaper discourse the choice of phraseological units is determined by the associative correlation of its meaning with media events, e. g. *How the 'blues' of polar heroes throws light on Sad syndrome* (The Guardian, 13.10.2018). In the given above headline the choice of the phraseological unit *throw light on* is predetermined by closeness of its socially abstracted meaning to the real physical conditions of the lack of light in Antarctica, that has a negative influence on the health of explorers (*polar heroes*). The component *light* becomes salient in construing the meaning of ability to explain *Sad syndrome* which is spread on the territory.

The meaning of inability is connected with those event participants who cannot gain results and are unsuccessful. This meaning is represented by such phraseological units as *not playing with a full deck, fall flat, lose ground, bring something to its knees, shoot oneself in the foot, take the shine off something* etc.

The verbal phraseological unit *fall flat* with semantics 'to fail or be ineffective' (The Free Dictionary) signals about ineffective solutions or actions of politicians, e. g. *Boris digs himself in deeper as his usual tricks fall flat* (The Guardian 14.03.2018). In the given headline the phraseological unit *fall flat* construes the inability of the UK Foreign Secretary *Boris* to use successful manipulative techniques (*his usual tricks*).

The semantics of the phraseological unit *lose ground* 'to lose a previously held advantage or lead' (The Free Dictionary) is determined by the salient verbal component *lose* and gives access to conceptualizing event participants as losing their former position, *Britain's big supermarkets lose ground to cut-price rivals and upmarket grocers* (The Guardian 19.11.2013). The conceptualization of the given headline is determined by the meaning of the phraseological unit *lose ground*, indicating the inability of event participants (*Britain's big supermarkets*) to keep their high position.

The harm done by an event participant to himself or herself is represented by the phraseological unit *to shoot oneself in the foot* meaning 'to damage or impede one's own plans, progress or actions' (The Free Dictionary), e. g. *Theresa May has shot herself in the foot with the Brexit starting gun* (The Guardian 4.10.2016). In the given headline the phraseological unit *to shoot oneself in the foot* indicates the reflexive inability by representing the event participant (*Theresa May*) simultaneously as source and goal of the force.

The meaning of blockage is constructed by the presence of physical, social, cultural and psychological barriers blocking the further activity of event participants, e. g. *Danny Alexander: another top-rate tax cut would happen 'over my dead body'* (The Guardian 5.02.2014). In the given headline the phraseological unit *over my dead body* with semantics 'used to emphasize that you completely oppose something and would do anything to prevent it from happening' (The Free Dictionary) indicates highly intensive blockage. Its source is the event participant (*Danny Alexander*) and goal is *another top-rate tax cut*.

Some phraseological units like *at liberty, get someone off the hook* give access to the meaning of blockage restraint which is opposite to blockage, e. g. *\$18m plan to replace bail aims to keep defendants at liberty until proven guilty* (The Guardian 8.07.2015). In the given headline the phraseological unit *at liberty* with meaning 'freely able to do something' (The Free Dictionary) represents a temporary (*until proven guilty*) blockage restraint for *defendants*.

Conclusion

Media events are initially constructed in the newspaper discourse in the process of conceptualization which is embodied and structured by image schemas. Newspaper discourse is linguistically and conceptually multidimensional. One of such dimensions is phraseocognitive, which arises out of meaningful conceptualizations accessed by means of phraseological units.

The conducted research has shown that phraseocognitive dimension is mostly structured by dynamic meaningful conceptualizations. Among these conceptualizations prevail meanings of ability, inability, blockage and blockage restraint. Accordingly phraseological units represent media event participants as able to gain success, to cause one more event, to show the event in a new perspective as well as unable to gain results or being unsuccessful and losing their position.

Phraseological units with the meaning of blockage represent physical, social, cultural and psychological barriers that can occur on the way of event participants. Some media events are represented by phraseological units conceptualizing event participants as goals of blockage restraint.

The prospect of further research is to look at discursive functions of phraseological units and their contribution into media event construction.

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PHRASEOCOGNITIVE DIMENSION OF MEDIA EVENT REPRESENTATION

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Abstract

Background: Media event representation is one of relevant interdisciplinary problems within Modern Linguistics in general and Discourse Studies in particular. The initial representation of media events in the newspaper discourse is of special interest. Despite the fact that media events have already been the object of study, special attention should be paid to linguocognitive dimensions organizing the newspaper discourse.

Purpose: The aim of the paper is to specify the activated by phraseological units meaningful conceptualizations that participate in constructing the phraseocognitive dimension of a media event representation in the modern English newspaper discourse through the prism of the image-schematic component of its structure.

Results: Phraseological units give access to meaningful conceptualizations structuring the phraseocognitive dimension of the newspaper discourse. The phraseocognitive dimension is organized by the meanings of phraseological units and the access they give to the conceptualization of events. Image schemas, the elementary mental structures of sensorimotor origin, mediate phraseological conceptualizations and access they give to media event construction. The phraseocognitive dimension of event representation is mostly structured by dynamic semantics. It has been found out that in the newspaper discourse phraseological units with meanings of ability, inability, blockage and blockage restraint prevail. The conceptualization of these meanings is based on image schemas ENABLEMENT, DISABLEMENT, BLOCKAGE and BLOCKAGE RESTRAINT.

Discussion: The phraseocognitive dimension of media event representation in the newspaper discourse is flexible in meaning construction. Of paramount importance for media event conceptualization is the most salient component of a phraseological unit which triggers metaphorical associations providing new vision of an event.

Key words: phraseocognitive dimension, media event, newspaper discourse, conceptualization, image schema, phraseological unit.

Vitae

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METAPHORICAL CONCEPTUALIZATION OF NEGATIVE AND POSITIVE THINKING (BASED ON MODERN AMERICAN DISCOURSE OF POPULAR PSYCHOLOGY)

У статті схарактеризовано чотири групи метафоричних концептуальних моделей, відмінності в структурній організації яких дозволяють співставити способи метафоричного осмислення концептів НЕГАТИВНЕ МИСЛЕННЯ та ПОЗИТИВНЕ МИСЛЕННЯ, що є складовою частиною сучасної американської концептуальної картини світу. Результати дослідження показали, що трансформація від негативного до позитивного стилю мислення супроводжується появою низки метафоричних концептуальних схем, притаманних новому, позитивному сприйняттю дійсності.

Ключові слова: когнітивна лінгвістика, концепт, метафорична концептуальна модель, НЕГАТИВНЕ МИСЛЕННЯ, ПОЗИТИВНЕ МИСЛЕННЯ, дискурс.

Books and manuals on positive psychology agree that positive thinking is a habit that can be nurtured in an individual through changing his / her perceptions of reality by activating a set of positive thoughts, images, and corresponding actions (Carnegie, Carnegie; Hay; Peale; Seligman; Tracy, Tracy Stein). Psychotherapists and psychoanalysts usually structure their books as a set of effective strategies and techniques directed at changing one's lifestyle and, most importantly, one's mindset. In this respect, language plays a vital role in reprogramming an individual's frame of mind and is widely employed by professional psychologists as a powerful instrument of transforming one's thinking patterns. In particular, psychologists view using constructive language or positively charged words and word-combinations as an initial prerequisite of forming a positive mindset while destructive language is associated with negative, pessimistic, and self-critical words and phrases that prevent one from acquiring an optimistic mind frame (Quilliam 20).