

Перейдем к детективному рассказу Р. Стаута «Убийство в трудовом союзе»: *Gallant was crowding two others for top ranking in the world of high fashion. He thumbed his nose at Paris and sneered at Rome, and was getting away with it. He had refused to finish three dresses for the Duchess of Harwynd because she postponed flying over from London for fittings.* Установить значение глагола 'thumbed' (перевод: совал (нос)) помогает лексико-грамматический контекст.

Приведем в качестве примера фрагмент из сборника рассказов Р. Брэдбери «Человек в картинках»: *“During high school,” said Emma Fleet. “I weighed one-eighty and tipped the scales at two-fifty when I was twenty-one. Needless to say, I went on few summer excursions. Most of the time I was left in drydock. I had many girl friends, however, who liked to be seen with me. They weighed one-fifty, most of them, and I made them feel svelte.* Лексико-грамматический контекст преобладает при переводе глагола-омонима 'tipped' (эквивалент: «встала»).

Проанализируем короткий рассказ Д. Апдайка «Снег в деревне Гринвич»: *The Maples had moved the day before to West 13th. and that evening they had Rebecca Cune over, because she lived near them. Joan had a bad cold and Richard was worried. But Rebecca’s amusing anecdotes seemed to help. Then she noticed it was snowing and that made her throw her arms around Richard happily.* Здесь нами применен фразовый контекст при нахождении русского эквивалента для английской лексемы 'throw' (обвить (руками)).

Определим значение лексемы 'seizure' в рассказе Л. Берлин «Ручное руководство для женщин-уборщиц»: *One day she stopped by as the two women were convincing the old guy to take a swim. He finally got in, was dog-paddling along with a big grin on his face when he had a seizure. The other two women were in the shallow end and didn't notice. Loretta jumped in, shoes and all, pulled him to the steps and up out of the pool.* Значение медицинского термина 'heart seizure' (сердечный приступ) было установлено с помощью лексико-грамматического и тематического контекстов.

Возьмем в качестве образца произведение Ч. Буковски «Самая красивая женщина в городе»: *Cass was the youngest and most beautiful of 5 sisters. Cass was the most beautiful girl in town. 1/2 Indian with a supple and strange body, a snake-like and fiery body with eyes to go with it. Cass was fluid moving fire.* В данном случае при разрешении полисемии превалирует тематический контекст. Прилагательное 'fluid' вместе с существительным 'fire' соответствует русскому словосочетанию «живое пламя».

Тематический и лексико-грамматический контексты преобладают в рассказе К. Воннегута «Олень на заводской территории»: *The big black stacks of the Ilium Works of the Federal Apparatus Corporation spewed acit fumes and soot over the hundreds of men and women who were lined up before the red-brick employment office. The Ilium Works, already the second-largest industrial plant in America, was increasing its staff by one third in order to meet armament contracts.* Разрешение омонимичности существительного во множественном числе 'stacks' происходит в виде русского эквивалента «трубы».

Обратим свое внимание на рассказ Э. Л. Доктороу «Уэйкфилд»: *I will say here that at this moment I love Diana more truthfully than ever in our lives together, including the day of our wedding, when she was so incredibly beautiful in white lace with the sun coming down through the stained glass.* Так, существительное-омоним 'lace' употреблено в значении «фата», что обусловлено тематическим контекстом.

Заключение. На основе анализа аутентичных источников из художественной литературы мы пришли к выводу о том, что все разновидности контекстов играют важную роль при установлении значений английских слов. Отметим также, что лексико-грамматический и тематический типы контекстов встречаются чаще ввиду морфемной выраженности частей речи в английском языке (наличие специфичных приставок, корней, суффиксов и окончаний).

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FASHION TRENDS IN THE ENGLISH, BELARUSIAN AND RUSSIAN LANGUAGE COMMUNITIES

Introduction. In today’s scientific world, Internet communication, as a psychosocial, emotional and linguocultural component, is an important subject for study. As time goes by the concept of the World Wide Web is changing significantly, which cannot but affect the social and political life of the society in which communication between naïve native speakers (i. e. people without a specialized philological education) is taking place [1; 2]. The metacommunicative side of Internet communication, which makes it possible to shed light on the perception of communication by participants, is of particular interest to linguists.

Despite the fact that the foundation of the research of the language reflection by native speakers about their native language as the example of Internet communication has already been laid in the works of scientists home and abroad, there is practically no research in modern linguistics which would demonstrate the possibilities of practical use of metacommunicative analysis to the study of the “fashionable” trends in the language, or ideas of words which are considered to be “fashionable” by contemporary language users. The particular **urgency** is given to the need for in-depth study of the English, the Belarusian and the Russian metacommunicative comments which illustrate the notion of “buzzword” from the point of view of the members of the appropriate linguoculture.

The main part. The object of the research is metacommunicative message with the lexical marker “buzzword” and its equivalents. The subject of the research is represented by the lexical units marked as “fashionable” by native speakers themselves. The aim of the research is to identify mechanisms for the creation of metacommunicative comments with the evaluation of words as “fashionable” in the English, Belarusian and Russian Internet communication.

The objectives of the research are to clarify the concepts of metacommunication and metamarkers on the basis of the works of national and foreign linguists; to compile the selection of the English language material which illustrates the notion of “buzzword” in the perception of the members of communicative culture; to analyse the English, Belarusian and Russian contexts to identify the metamarkers of “buzzword”; to create a dictionary of “trend” words, divided into three language sections with entries explaining the lexical meaning of single “trend” words, including Internet commentaries as examples in which the word is described as “fashionable”.

The working hypothesis of the research is that the use of the metamarkers of “fashionable word” is determined thematically as an indicator of public attention to the most relevant issues of social and political life.

Scientific novelty of the project is that it is the first to pay attention to “fashion trends” in the language from the point of view of the naïve native speakers, to make an attempt to identify the reasons for marking certain linguistic units as “fashionable” in spontaneous communication, to conduct the contrastive analysis of “buzzwords” in English, Belarusian and Russian Internet communication.

The theoretical value of the project is to make a contribution to the development of the theory of communication and the theory of discourse, as well as to the research of reflection about the language in English, Belarusian and Russian Internet communication.

The practical value of the project is that the obtained results and language material can be used during the English practical studies for senior forms at school and for the students of colleges and higher educational establishments. It will help to show the learners the ways of expressing and understanding their attitudes to social and political aspects of society by a linguistic marker “fashionable word”.

During the research we have analyzed 374 micro-contexts with the metamarker “fashionable word” taken from the Internet commentaries of English-, Belarusian- and Russian-speaking users discussing various topics via social networks for public exchange of messages using Web interface, SMS, Twitter (picture 1).

374 micro-contexts		
English	Belarusian	Russian
199	6	169

Picture 1 — The number of microcontexts in three languages

The most frequent topics are social life, politics, feelings and emotions, business and Internet, etc.

Primary analysis of English microcontexts revealed 12 discussion topics with the lexical metamarkers of “fashionable word”. The most discussed are social life — 64 (30%), politics — 45 (22%), words with direct meaning — 28 (13%), feelings and emotions — 27 (12%).

Good to see that despite @ EricPicklesleaving Westminster the word ‘chums’ is still in vogue! General meaning of the word ‘chums’ — “friends”, but in the given microtext this “fashionable” word is used in politics to denote the inscriptions on the T-shirts, for stickers and badges with pre-election commercials [3]. Moreover, we singled out a separate group for “fashionable words” used by naïve native-speakers in their direct meaning, which includes 28 microcontexts (13%). It proves that there is a definite group of people who try to reason the meanings of words without understanding the level of communication. *‘Chic’ is my least favourite fashion word.* Native-speaker, using the word ‘chic’ in this context, characterizes not an object of reality denoted by a word, but a word itself, which testifies that this lexical unit is used in its direct metacommunicative meaning, expressing the speaker’s attitude to a language unit.

As for the Belarusian language community, its representatives in the Internet-discourse use their native language quite seldom and almost never mark words as fashionable. Thus, we have found only 6 Belarusian microcontexts on the following topics. *Зараз у Беларусі стала модна казаць «журбінка»... І сапраўды, справы нядужа добрыя...* In this context the word «журбінка» denoted a depressed and bored state of a person with the meaning that the state itself is “fashionable”, not a word denoting it [4].

The analysis of the Russian Internet-comments enabled us to reveal 169 Russian microcontexts with metamarker “fashionable word”. They can be divided into the following groups according to the topics the commentaries belong to social life — 33 (20%), business and economics — 21 (12%), feelings and emotions —

18 (11%), Internet — 13 (9%). *Дачники или — модное слово — даунишфтеры но все-таки я выбираю город.* In the given example the word «*даунишфтер*» denotes a man who has changed his way of life due to some circumstances and supports the philosophy “live for yourself”.

Moreover, one should speak in details about using archaisms as “fashionable” words. *Угараю с людей, которые везде пытаются впихнуть нынче модное слово «моветон». Профурсетка — новое молодежное модное слово.* These contexts suggest the usage of words «*моветон*» and «*профурсетка*» as new youth “fashionable” words, although according to their origin they are archaisms, thus, there is a tendency to use some old words as new in the Internet environment [5].

It must be admitted that Russian native-speakers use metamarkers of “fashionable” word in discussion of a wider range of topics than English Internet-users, and much more often than Belarusian ones.

Finally, the conducted analysis of Internet comments in the given language communities on various topics showed that native-speakers of communicative culture of all three languages discuss the notion of words but not the words themselves. Besides, in English comments the reflexivity is often aimed at the language. An English native-speaker filters the selection of lexical units, comments on the appearance of new words.

Russian-speaking Internet-users react stronger on the events in social life, expression of feelings for them is more important. ‘*Branding*’ is a buzzword, people don’t like to talk about, but it’s important to landing that dream. In the given example the word “*Branding*” denotes an activity, aimed at the selection of popular professions independent of abilities and possibilities of a person basing on their popularity.

Модное нынче слово — «нюдовый». In this example the word «*нюдовый*» denotes a natural colour and people don’t pay attention to the meaning of the word [6].

The representatives of the Belarusian language community use their mother tongue at the reflexive level quite seldom. Even thinking over the life in general, Belarusians use the Russian language more often and that’s why they don’t feel the “fashion trends” in their own language.

In future we are planning to continue the research on metamarkers of “fashionable word” on the basis of Belarusian Internet communication, to extend considerably the selection of language material, which is not sufficient enough within this research, because of the shortage of communicative experience in the daily life of native-speakers, which prevents them from paying enough attention to reflection on the language.

Conclusion. The results of conducted analysis testifies that metamarkers of “fashionable words” in English-, Belarusian- and Russian-speaking Internet communication are present while discussing various topics, but most frequently they use “fashionable” word in discussions of social life, politics, feelings and emotions, Internet.

The product of our research is a dictionary divided into three language sections, each consists of dictionary articles with the explanation of lexical meaning of separate “fashionable” words. It was created to show naïve native-speakers what ideas about “fashionable” words exist in their communicative culture; to show the translators what words are called “fashionable” in the opinion of English, Belarusian and Russian native-speakers; to point out that in the given contexts it’s not the word that is “fashionable”, but a socio-cultural phenomenon denoted by it; to show the pupils how the Internet-user without any philological education views the language.

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