

МОВНА СЕМАНТИКА В ЛІНГВОКУЛЬТУРНОМУ ТА КОГНІТИВНОМУ ВИМІРАХ

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QUANTITATIVE AND QUALITATIVE PECULIARITIES OF THE WORDS DENOTING ETIQUETTE IN ENGLISH, UKRAINIAN AND HUNGARIAN

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The paper deals with quantitative and qualitative peculiarities of the nouns denoting etiquette in three non-related language systems – English, Ukrainian and Hungarian. To carry out the comparative research in question, the author introduces new approach to the study of lexical semantics which combines linguistic methods with structural – mathematical ones. On this basis lexical semantics of the words denoting etiquette as well as their seme stock in English, Ukrainian and Hungarian languages have been highlighted and presented in the form of matrices to reveal the place, role and the functions of the nouns under study in the semantic space of corresponding languages.

Key words: lexical semantics, linguistic and structural-mathematical methods, etiquette words, quantitative and qualitative peculiarities, seme stock, semantic space.

Стаття присвячена кількісним і якісним особливостям іменників на позначення етикету в трьох неспоріднених мовних системах – англійській, українській та угорській. Для проведення зіставного дослідження автор пропонує новий підхід до вивчення лексичної семантики, що поєднує лінгвістичні та структурно-математичні методи. На цій основі висвітлено лексичну семантику слів на позначення етикету та їхній семний склад в англійській, українській та угорській мовах у вигляді матриць, які представляють місце, роль і функції досліджуваних іменників у семантичному просторі відповідних мов.

Ключові слова: лексична семантика, лінгвістичні та структурно-математичні методи, етикетні слова, кількісні та якісні особливості, семний склад, семантичний простір.

General methodological considerations.

Lexical semantics, especially the ways of its study, belongs to less investigated problems of modern linguistics, which still remain open to thought and discussion, and need their further development and study. Attempts have been made to describe and analyze different lexical structures into which the words are organized. These inquiries are conducted on the levels of single words, conceptual spheres and vocabulary as a whole. The study of lexical semantics of etiquette words in three non-related language systems suggested in the present paper aims at combining the first two levels, on the basis of which the entire vocabularies of English, Ukrainian and Hungarian languages can be studied.

In the present research, the focus is on the way lexical semantics of etiquette words as well as their seme stock can be studied with the help of linguistic and structural - mathematical methods. Taken together, they make it possible to create a formalized basis for the semantic classification of lexis, according to which language is treated as a system possessing a certain structure within which each lexical unit occupies its definite place, and stands in certain relationships to other ones. Having introduced formal, purely linguistic criterion- belonging of the words denoting etiquette to a definite part of speech- the noun, an in-depth study of their semantics has been carried out with the help of:

- matrix analysis of the words' lexical semantics to construct the tables based on the principles of the set theory;

- correlation study of etiquette words and their seme stock in the semantic space of English, Ukrainian and Hungarian.

Matrix method of presenting the semantic relations between the words is considered to be a metalanguage for the description of etiquette words, and the matrix in the form of a table- as a model of the system of semantic relations, on the one hand, and the semantic structure of the lexis under study, on the other. This model fixes the semantic relations between etiquette words in the form of columns and lines of the same length, in which the correlation between words under study and their meanings is marked by the sign (♦).

Methodology of collecting the language material and analyzing its both lexical and seme stock of etiquette words lies in the following successive steps:

- from the biggest authoritative explanatory dictionaries (for each language separately) the words denoting etiquette are selected;
- on the basis of the obtained lists of words, the card indices are piled;
- both common and distinctive qualitative and quantitative analyses of etiquette words as well as their semantics are made;
- matrix modelling, where the list of lexical units denoting etiquette is placed vertically and the list of semes (components of their meanings) – horizontally;
- the sign (♦) indicates common semes found in the lexical meanings of the words under study. The obtained lists of both lexical units and semes in the matrices are grouped in descending order – from the most polysemantic/frequent to monosemantic/rarely occurring ones;
- the matrices in further language material study may serve as bases for lexico-semantic fields' modelling in the form of graphs, which make it possible to pass from the seme and lexical structures as autonomous microsystems' analyses to the study of words' correlations.

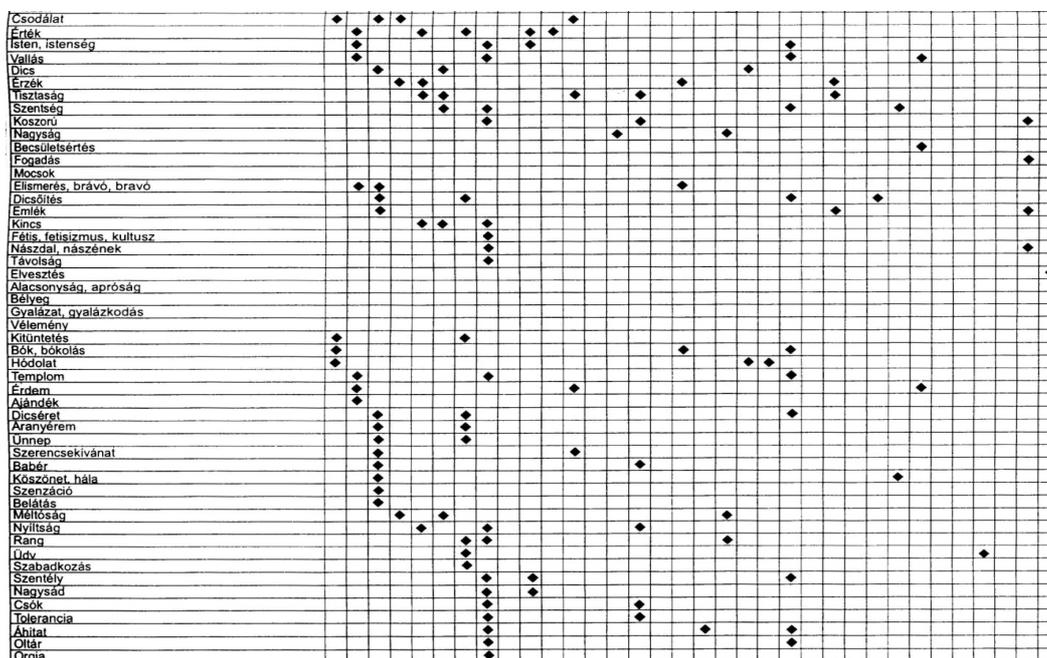
Findings and discussion.

Etiquette is defined as the formal rules of proper (social) behaviour. It can be expressed verbally and non-verbally. In order to provide an objective picture of the outcomes, the present study is carried out from two perspectives. The focus is initially put on lexico-semantic characteristics of etiquette words in English, Ukrainian and Hungarian; secondly, their both common and distinctive features are examined and contrasted.

The Oxford English Dictionary in 12 volumes contains 135 nouns, 707 lexical meanings of which either explicitly or implicitly denote etiquette. After having collected, analyzed and classified the language material, we obtained the following nouns expressing etiquette in modern English: *respect, concern, respectation, reputation, regard, consideration, intuition, respectiveness, kindness, observance, partiality, deference, ceremony, adoration, acknowledgement, interest, estimation, elegance, reward, recognition, esteem, distinction, grace, price, credit, reverence, worship, courtesy, pride, duty, charity* and many others. Their lexical meanings, besides disclosing different forms and means of expressing etiquette, describe feelings and relationships between the communicants, their personal and social characteristics, attitudes to other familiar/unfamiliar people, behaviour peculiarities, manners, ways of thinking, treating other members of society, evaluating their everyday activities, etc. For example, the noun **consideration** means *the action of looking at or surveying with the bodily or mental eyes, beholding, contemplation; regard for the circumstances, feelings, comfort, etc., thoughtfulness for another, thoughtful kindness; manner of viewing, aspect, an observation; the keeping of a subject before the mind, attentive thought, reflection, meditation; taking into account of anything as a motive or reason*. Due to the ability of words to be used in phrases, they acquire new shades of meanings. For instance, the word **regard** in combinations with other parts of speech possesses different semantic characteristics: *to have regard to, of regard, in regard of, at regard to, in regard, for the regard of, credit-to give credit to, on the credit of, to do credit to, to give credit on, upon credit, long credit, letter of credit*, etc. Such connections and also relationships between etiquette words within the vocabulary

268 nouns with corresponding 639 lexical meanings form etiquette lexis in modern Hungarian. The list of words under study together with their meanings has been selected from The Explanatory Dictionary of Hungarian Language in 7 volumes. To the nouns denoting etiquette belong *emberség, respektus, reverencia, tisztesség, móres, becsület, buzgalom, buzgóság, dísz, hit, hitel, tekintet, tekintély, megbecsülés, becs, méltánylás, üdvözet, bizalom, bizodalom, szív, név, szó, hős* and many others. Their semantics reveals the feelings of respect, honour, kindness, loyalty, will power, courage, readiness to help, respectful attitude towards people, ability to help, support, sympathize, polite behaviour, appreciation of certain deeds, religious rituals, traditional celebrations, etc. Nouns the meanings of which have negative connotations occupy places in the middle of the matrix and on its periphery: *semmi, piszok, becsületsértés, mocskok, gyalázat, gyalázkodás, piszkosság, szégyen, becstelenség, rágalom, szentségtörés, becsületvesztés, becsületrontás, sértés, széksértés, semmibebevés* and express negative human traits of character. Significantly, Hungarian etiquette lexis abounds in words connected with religion (*hit, hitel, Isten, istenség, vallás, szentség, templom, oltár, nimbus, félisten, kápolna*), ceremonial rituals and their components (*dísz, üdvözet, szó, szív, koszorú, kincs, fétis, fetisizmus, kultusz, érdem, ajándék, aranyérem, ünnep, babér, orgia, kalap, ceremónia*), names of people as to their deeds, rank and behaviour (*hős, szolga, piszok, főúr, gentleman, titan, báróság, nagyhercegség, nagyasszony, táblabíró, zsebmetsző, díszdoktor, díszszónok, dísztag, díszpolgár, díszelnök, fő-fő, tudó, hazafi, egyházi, hódoló, huncut, rabszolgatartó, zugüggyvéd, becslő, becsár*), celebrations held in honour of outstanding people, commemorative events (*ajándékműsor, fogadás, búcsúpohár, díszőrség, díszhangverseny, búcsúvacsora, diszebed, díszelődés, díszfelvonulás, diszlovés, diszülés, díszvacsora, díszpáholy*), national traditions and customs (*nászdal, nászének, kitüntetés, bók, bókolás, szerencsekívánat, köszönet, hála, csók, kalap, jutalom, eskü, istentisztelet, gyászistentisztelet, hálaadás, szellemidézés, hara-kiri, totem, totemizmus, csapatzászló, udvarlás, megszólítás, lakoma, kézcsók, meghajlás, piederstál, adomány, bosszú, honorarium, főhajítás*). Prefix *disz-* in the above mentioned words denotes somebody or something of great importance, major significance, fame, value. Hungarian matrix is disproportionally filled with words – its separate fragments show rather tight relations between the nouns, whereas some places remain empty. Moreover, the etiquette nouns possessing two lexical meanings as well monosemantic ones occupy the lowest part of matrix, revealing their potential abilities to make all possible combinations with other sets of words. Etiquette words in Hungarian together with all their characteristic features are vividly presented in matrix given below:

	Megbecsülés, lizstelet	Valaminek értéke, ára	Elismerés, dicsőség	Amak az állapota, akit becsülnék	Társadalmi értékek	Valamely személynek jó híre	Kilüntetés, esemény	Tudományok, hagyományok	Becsületű személy	Rendkívül tisztelt ember	Tapasztalt személy, aki kiváló lizsteletét	Megatarítás	Emberi nem, bátor ember	Fontos, híres, kiváló személyiség	Családi élet	Tekintély	Becsület kifejezése	Figyelem, lapintat	Cím, rang	Hódolat	Nő iránti rajongás	Vallás, szentelés	Szorgalom, odaadás	Érzés, lelki világ	Díszes díltözet	Ünnepség, örömap	Gúny, durva	Kijelentés, ígret, ügy	Nő	Pocak	Üdvözítés, köszöntés	Bizalmas hang, módor	Vajaki/valami iránti hódolat	Hálál				
Emberség, ember	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		
Respektus	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		
Tisztesség, móres	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	
Reverencia	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	
Becsület	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	
Buzgalom, buzgóság	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	
Dísz	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	
Hit, hitel	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	
Tekintet, tekintély	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Tisztelt, megbecsülés, becsülés, méltánylás, becs	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Üdvözet	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Bizalom, bizodalom	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Kezjelet	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Szó	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Név	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Hős	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Szív	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Dicsőség, hírnév	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Bákvány	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Cím	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Szolga	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Semmi	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Székelet	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Piszok	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆



Conclusions.

Language material presentation described in the present paper makes it possible to clearly define and determine the relationships between the etiquette words and other lexical units as well as their places and roles in the vocabulary systems of English, Ukrainian and Hungarian. After having analyzed etiquette words in each of the languages separately and constructed matrices, the contrastive analysis can be made to highlight both common and distinctive features of etiquette words' semantics.

Quantitative characteristics of etiquette words in English, Ukrainian and Hungarian are presented in the following table.

English	Ukrainian	Hungarian
135 etiquette words	147 etiquette words	268 etiquette words
707 lexical meanings	402 lexical meanings	639 lexical meanings

Qualitative characteristics of etiquette words in English, Ukrainian and Hungarian language systems make it possible to focus on both common and distinctive features of their lexical semantics.

Etiquette words in English, Ukrainian and Hungarian have much in common:

1. Together with their lexical meanings they form complex systems of definite structures.
2. They occupy definite places in the semantic space of the lexis as a part of the vocabulary corresponding languages.
3. Within the semantic space etiquette words possess the following characteristics: a) depending on the number of meanings, they can be classified into polysemantic, the ones with average degree of polysemy and monosemantic; b) on the basis of the number of lexical meanings' components, the latter can be grouped into multifunctional, having average degree of functionality and monofunctional ones.
4. Polysemantic etiquette words form the backbone of the lexis, others – its periphery.
5. Within the vocabulary of each language etiquette words establish many-sided relations with each other and also related/non-related lexical units. This ability helps unite and form groups or make various combinations with other words.

6. Etiquette words are characterized by direct and indirect connections with other lexical units.

7. Under the influence of both linguistic and extra-linguistic factors, they may change their places, connections, semantics, and have potential abilities to create quantitatively and qualitatively new surroundings by establishing quite distinct ties with other language units.

At the same time **etiquette words in English, Ukrainian and Hungarian language systems are different**. They differ both quantitatively and qualitatively:

1. The number of etiquette words in the languages under study is different (135/147/268).

2. The number of their lexical meanings is also different (707/402/639).

3. Each matrix has its unique form and structure.

4. The semantic space of etiquette words in the languages under study is unequally filled.

5. Though etiquette words in three non-related languages denote forms and means of expressing societal norms as well as rules of polite behaviour, their semantics differs in the ways etiquette is revealed: it is of sociolinguistic character in English, common to mankind in Ukrainian and psycho-physiological in Hungarian.

6. Our language material analysis made it possible to find out qualitatively new types of etiquette relations between people –charitable in English; social and historical in Hungarian.

7. Indirect ties between etiquette words prevail over direct ones in Hungarian as compared to English and Ukrainian.

8. High combinability of etiquette nouns with other parts of speech in English in contrast to Ukrainian and Hungarian.

9. The presence of nationally specific and culturally marked forms of expressing etiquette in Ukrainian (хліб-сіль, салют) and Hungarian (kalap, kézcsók) as compared with English.

To sum up, qualitative and quantitative peculiarities of etiquette words and their meanings in English, Ukrainian and Hungarian languages made it possible to reveal etiquette lexis as an orderly system possessing a definite structure, the elements of which occupy their fixed places in the semantic space and maintain many-sided relations with other lexical units of both related/non-related language groups. Etiquette words' semantics helps penetrate into the culture of language bearers, and find out similarities as well as differences in their mentality, habits, traditions and everyday activities.

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P. S. У житті кожної людини є миті, хвилини, події, особистості, які назавжди залишаються в пам'яті, спогадах, душі й серці. Михайло Петрович Кочерган належить саме до тих постатей, що з першої хвилини завойовують довіру, викликають захоплення, авторитет, повагу, бажання стати схожим на нього: скромну, толерантну й виважену особистість, потужного науковця, талановитого організатора та й загалом файну Людину.

Шановний ювіляре, міцного Вам здоров'я, наснаги, бадьорості духу і Божої благодаті на многая і благая літ!

З глибокою повагою Мирослава Фабіан