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FRAME STRUCTURE OF THE EVALUATIVE UTTERANCE

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Introduction. The paper focuses on the study of the framework of the evaluative utterance. Frame composition can be considered as an autonomous configuration consisting of a body, a set of standard patterns of speech acts, members of speech situation.

Purpose. The aim of this research is to explore the updating of frame structure that realizes the evaluative potential.

Methods. The research was carried out by means of the methods of Speech act analysis, framing technique, structural, semantic and contextual analysis.

Results. The notion “frame” is used mainly for the description of such elements of consciousness, which are composed for demonstrating situations in object-human cognitive activity. Frame structure can be viewed as a specific formation consisting of a core, a number of standard models of speech acts, participants of speech episode. Also, a significant place occupies the objective, plan and consequent. So, the evaluative situation can be associated with the frame, as it consists of appraisal of the objects of the outer world and depicts the cohesion of concepts of the object and the subject, materialized in the system of parts of speech, as well as all the components of utterances that constitute the situation. The paper looks at the evaluative utterance as the result of a certain perception pattern, picture, and script in the communicative activity. According to socio-role position relations between participants of communication are spread chiefly in the social domain of communication, where social role demonstrates interactional rules between the subject of communicative process and its object.

Conclusions. The realized scheme of the evaluative utterance is related to the accomplishment of the frame pattern of a typical communicative act in the form of a holistic multi-layered creation – functional-semantic formation. Materialization of a frame pattern occurs on the background of social interplay, where the functional-semantic representation of the evaluative frame is benefited by resolving in its structure such components as the illocutionary act-event, topical proposition and conventional grammatical construction.

Key words: frame, evaluation, evaluative utterance, sender, recipient, cognitive-communicative field.

ФРЕЙМОВА СТРУКТУРА ОЦІННОГО ВИСЛОВЛЮВАННЯ

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Вступ. Дослідження сфокусоване на вивченні фреймової організації оцінного висловлювання. Структуру фрейму розглядаємо як самостійну конфігурацію, що складається з ядра, набору стандартних форм мовленнєвих актів, учасників мовленнєвої події.

Мета статті полягає в описі засобів актуалізації фреймового сценарію, що реалізує потенціал оцінного висловлювання.

Методи. У розвідці використано такі методи: метод актомовленнєвого аналізу, метод фреймового структурування мовленнєвого акту, структурний, семантичний і контекстуальний аналіз.

Результати. Термін “фрейм” уживається насамперед для характеристики структур свідомості, які формуються для відображення ситуацій в об’єктивно-пізнавальній діяльності людини. Важлива роль належить меті, плану та консеквенту. Оцінну ситуацію відносимо до фрейму, оскільки вона включає оцінку явищ зовнішнього світу та ілюструє нерозривність образів об’єкта і суб’єкта, об’єктивованих у частиномовній системі, а також усіх конститuentів висловлювань як складників ситуації. У статті оцінне висловлювання розглянуто як продукт певної рефлексійної картини, сцени, сценарію в комунікативному акті. Відповідно до соціально-рольового статусу відносини між учасниками спілкування поширюються здебільшого на соціальну сферу комунікації, де соціальна роль відображає інтеракціональні умови між суб’єктом комунікативної дії і його об’єктом.

Висновки. Структура оцінного висловлювання пов’язана з реалізацією фреймової структури типового акту спілкування у вигляді цілісного багаторівневого утворення – функціонально-семантичного утворення. Актуалізація такої фреймової структури відбувається на тлі соціальної інтеракції, де увиразнюється функціонально-семантичне уявлення оцінного фрейму шляхом реалізації в його складі таких одиниць, як: ілюктивний акт-подія, тематична пропозиція і типова граматична конструкція.

Ключові слова: фрейм, оцінка, оцінне висловлювання, адресант, адресат, когнітивно-комунікативне поле.

Introduction. At present, the notion “frame” has been widely used in cognitive science (Zhabotynska, 1999, p. 14 – 16; Kroon, 1998, p. 205 – 223). It is applied mainly for the description of such structures of consciousness, which are designed for performing situations in object-human cognitive activity. Bearing in mind this idea the effectiveness of its usage in relation to more complex types of person’s speech activity should be recognized because frame is “an important linguistic component of the cognitive field of text structures, as well as the production, transformation and transposition of knowledge, ideas and thoughts” (Kus’ko, 2001, p. 212).

The concept frame incorporates the explanation of the situation as a cognitive item, and as a text segment. Ch.Fillmore defined frame as a cluster of words the combination of which is motivated and formed by certain standardized knowledge structures or constructions that systemize human abilities and skills (Fillmore, 1988, p. 54).

Frame is a declarative means of knowledge depiction, which is arranged in terms of explications and is a box of knowledge about a specific field of human activity, on the ontology of the world, the human portrayal of the system, topically associated with one image, one act and one script. Such definition of the frame gives rights to grounds consider it as a definitely arranged system of propositions which represent related denotative situations, that is, as a minimum informative section. Thus, the frame can be termed the cognitive-communicative field, or communicative frame.

The **aim** of this research is to explore the updating of frame structure that realizes the evaluative potential. Accomplishing this goal materialized in the resolution of a number of specific tasks: the analysis of actualization of the structure of evaluative utterances in the frame; identification of functional-semantic components of this realization.

The **material** under analysis was a selection of approximately 100 utterances of works by contemporary British and American writers.

Methods and techniques are determined by the objectives, the material, theoretical direction of the piece of writing and are of complex character. They combine points of the cognitive theory and discourse theory. Speech act analysis is used while examining the pragmatic features of utterances having evaluative concepts; the framing method is applied to structure the speech act on the instances of the evaluative utterance.

Theoretical Background. Creation of the frame as the peculiar scheme of consciousness, relating to the representation of the situation, has an ontological ground. Yu.G. Pankrats highlights that it is realized in the course of re-experiencing the same act or in the checking of it. And by the fact

that the description of the situation gets similar from the language point of view shapes, stereotypical connections set in this order: “some event in the real world – understanding and investigation of the situation in the consciousness – conventionalization of linguistic forms of description of the situation” (Pankrats, 1992, p. 16).

The logical examination of concepts, which helps for the formulation of the laws of its internal arrangement in order to identify its elements and modeling their intercooperations, corroborates the idea about the frame as a stereotypical situation. The conceptual analysis of the logical scheme is regulated by the system of predicates and propositional structures picturing the situation in the organization of frames.

As far as the individual's life-world is constructed of many situations, their language and speech fixing demands the combination of events into the utterances. Hence, the evaluative utterance is the result of a definite demonstration pattern, scene, and script in the communicative act (Samohina, 2012).

It integrates such essential components as participants, or communicants – addresser and the addressee and referent (world fragment of phenomena, or images), which are linked in the act of communication set on the position of communicative action, thus generating a unique dynamic complex – the cognitive-communicative field (Zhabotynska, 2013, p. 47 – 76), or a kind of communicative frame, the elements of which are participants in the act of communication (speaker and, correspondingly, the addressee), the essence of the utterance (in our instance – evaluative), the place where the communication happens, the relations between partners during the process of communication (Romanov, 1988, p. 28).

The target orientation of utterance always includes certain models of communicative and social influence of the following types: personal, public, official, unofficial.

The form of communication between the participants is also modified by the social rank and role in deciding the positions of the partners of communicative interaction act in order to accomplish definite social roles: the seller – the buyer, the ticket-collector – the passenger, the chief – the subordinate, etc. (and also the initiator – the recipient and vice versa).

According to socio-role position relations between participants of communication are spread chiefly in the social domain of communication, where social role demonstrates interactional rules between the subject of communicative process and its object. From the point of view of some linguists, conditions of social cooperation between communicants are grounded on three kinds of relations – coordination, subordination and supremacy (Bentham, 1991, p. 17 – 36), which are actualized in the familiar, unconstrained, neutral and elevated communication (speech) registers. Communicative part as a kind of invariant item of behavior, is placed in the habitual pattern of activities and is associated with appropriate normative possibilities, which may be shown by the interlocutors in a given communicative and specific social cases.

Communicants' socio-role rank is set on a specific collection of rights and duties of the members in the act of communication, their knowledge of these rights and obligations. Social locus and socio-role position of partners construct pragmatic aspects that are the indispensable constituent of the frame configuration of utterances in general and the evaluative one in particular, and they need their recording in the performance of the act of communication (Kintsch, 1988, p. 163 – 182). These components or criteria of interaction in the evaluative utterance may be called permanent components of the frame.

The relationships between the communicants, modified by their socio-role rank, are characterized by certain linguistic means giving a sign to the interlocutor about his partner's position. In addition, some linguists (Arutyunova, 1990, p. 411; Shelovskih, 1995, p. 6 – 7) note that the selection of language means in a certain type of communication in the application of the same illocutionary intention to some extent depends on the relationship between the participants and their socio-role status.

Every communicative act is characterized by the specific mode of interaction, which is identified by its interconnection with the situation-type, which is the frame with the essential components and functional conditions inherent to it (Dijk, 1989, p. 26-30; Minskiy, 1988, p. 289). Frame structure can be viewed as an independent complex consisting of a core, a number of models of speech acts, participants of speech episode. Also, a significant place occupies the objective, plan and consequent.

So, the evaluative situation can be associated with the frame, as it consists of appraisal of the objects of the outer world and depicts the cohesion of concepts of the object and the subject, materialized in the system of parts of speech, as well as all the components of utterances that constitute the situation (Zhabotynska, 1999, p. 15-16; Prihodko, 2016, p. 70 – 71).

Taking into consideration the above mentioned, the cognitive-communicative field of evaluative situation can be defined as hyperframe of verbal cooperation, which demonstrates all segments of the frame in their interconnection and interrelationship, which permits to specify the arrangement of the constituents of information in the course of updating and regulate the materialization of certain actions that depict the core of the frame formation in functional and semantic patterns.

Results and Discussion. Here we present the analysis of the process of updating the frame complex of evaluative utterances. By updating, we mean the usage of the certain linguistic item with the aim of conveying message in a peculiar communicative situation, when actualized concept, performed by certain facts identified with his real representation in the speaker's mind (Bakieva 3, 6 – 7). In the process of updating the specific transformation of a language unit into an indicator is observed, so that the verbal expression used by the interlocutor is connected with a typical way of the communicative act, demonstrating the appropriate description and characterization of the image that G.G Pocheptsov (Pocheptsov, 1986, p. 10) defines as “hyperconfiguration”.

Production of utterance is the speaker's matter. He uses language means as the device of influence. Communicative and functional goal of such utterance is dictated by its deliberate use (communicative tension, illocutionary objective) from the speaker's side – in this case, the author, for the planned persuasion on the listener – the reader:

They plonked you out there in the mud ... and your job was to get killed if the enemy attacked. You were not allowed to retreat; you knew that nobody would be allowed to succour or reinforce you; ... A very pleasant prospect. A most jolly look out (Aldington, 1968, p. 54).

Here we observe the description of the desperate situation of the characters. The author draws our attention to the fact that the communicative motive determines not only the role of the speaker as a direct partner of the act of communication, but also illustrates the specific aim of the speech design and the way of its demonstration: whether the speaker resorts to a statement or a question, an order or a request by his action.

The goal may be treated as a signal of the control of verbal behavior from the point of view of the target influence of the statement, inserting it as a social action of verbal interaction actualized by the utterance or utterances.

The target of realization of the utterance aimed at the listener's evaluative perception. In this example a negative evaluation of the situation at war that permeates the whole utterance runs is accentuated in the last two sentences, where a impressive contrast between what is said and what is meant is ironically described. It can be taken for granted that in the evaluative utterance the speaker stresses or emphasizes exactly what he thinks is appropriate at the moment. It is implemented directly by the speaker by using different language means: words, phrases or sentences.

Understanding of what is meant by the speaker is associated with the act of the intention (illocutionary) usage of linguistic expressions, the subject of which is accomplished in a speech act proposition with proper communicative project in the organization of communicative hyperframe. In this respect, the speaker's information governs the semantic reference by means of attributing to the statement in the structure of the frame and can be appraised by participants as correct or incorrect, sufficient or insufficient to the situation of the frame under analysis:

I was standing way the hell up on top of Thompson Hill, right next to this crazy cannon that was in the revolutionary War and all (Salinger, 1998, p. 28).

The main character of the novel is a teenager, who resorts to abusive lexicon in his speech. He was angry at everything and he did not love everyone. In his saying, adjective *crazy* is used together with *hell*, and is observed as the norm of his emotional and expressive way to express his opinion about the outer world, that is, this adjective carries out a reference function.

Association of the reference interrelation of speech formation and its goal installation in the communicative act is natural of the process of updating of the frame design of latter (in this case, statements expressing assessment), here it works as a functional-semantic picture of the act of communication. Represented by the speaker, it comes out as a multidimensional complex, which displays the act of the uniting of the reference propositional essence of the utterance to the target act at the moment of communication.

Within the functional-semantic presentation of a typical network of illocutionary frame is possible to connect numerous operations with a different degree of expression of illocutionary force, but one of them is principal. In this case, the illocutionary force regarding the other illocutionary demonstrations of the united formation is the superior one:

After a particularly deafening morning, Larry erupted from his room and said he could not be expected to work if the villa was going to be racked to its foundations every five minutes. Leslie, aggrieved, said that he had to practice, Larry said it didn't sound like practice, but more like the Indian Mutiny (Durrell, 1987, p. 19).

Evaluation in a humorous utterance is one of its elements created to realize several communication aims: Larry explains that it is impossible to work in such situation, but Leslie makes an effort to persuade him that it is quite possible. Effect of the evaluative statement is determined by the degree of the speaker's impact on the addressee and lies in the illocutionary force of the utterance. Here, the illocutionary power of convincing is the main one. Due to it the perlocutionary result is obtained that does not require the speaker's purposes, which are revealed in Larry's words.

In large numbers illocutionary frames we do not observe explicit means of expression of the intentional verbal impact (threat, pride, joy, boasting). In spite of that, we find resources of prosody or peculiar syntax constructions of the speech formation with a specific thematic meaning, which are used as the illocutionary markers.

This topical essence at the time of the speech influence displays the circumstances for the realization of such content, taking into consideration expected answer in order to develop and plan further the quality of the target of the suggested utterance:

The snowflake of Dolly's face held its shape; for once she did not dissolve (Capote, 1974, p. 33).

To create a metaphorical image in two meanings of the noun *snowflake*: primary – *the snowflake held its shape* and secondary, figurative one *the snowflake of Dolly's face* are actualized. The verb *dissolve* is joined with the pronoun *she* by direct syntactic relationship and realizes figurative meaning, but at the same time its indirect syntactic relation with *snowflake* and actualization of the direct meaning is evidently observed.

"I'd love it", said Miss Matfield, forcing a smile (Priestley, 1974, p. 180).

Miss Mayfield's real wish does not coincide with her speech behavior, that is the true motive of one of the interlocutors (in this case, Miss Mayfield) is expressed by non-verbal means (*forcing a smile*).

Conclusions. A significant part of the procedure of production of the evaluative utterance is a cognitive factor. First of all, it helps to conceptualize the relationships between situations of extralinguistic reality (addresser's perspective), moreover, it acts as a specific indicator for the process of the mental perception of text (addressee's viewpoint). So, participants of communicative act use universal patterns of encoding and decoding of information that is collected in the utterance.

The realized scheme of the evaluative utterance is related to the accomplishment of the frame pattern of a typical communicative act in the form of a holistic multi-layered creation – functional-semantic formation

Materialization of a frame pattern occurs on the background of social interplay, where the functional-semantic representation of the evaluative frame is benefited by resolving in its structure such components as the illocutionary act-event, topical proposition and conventional grammatical construction.

Thus, there is a representation of interconnected and interdependent in their progress notions – from components of the statement – to all evaluative utterance, which is the essence of the cognitive-communicative field of intercommunication.

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