

Rastinyak and Loosen de Rubampre. Thousands of youths leave their houses with the hope of subjugating Paris. Today this theme is exploited by the Russian cinematographs. Despite the universality of the theme, its all humanist character, we think in the narrative of F. S. Fitzgerald she actualizes purely American space-time information. All American Patriotism compels F. S. Fitzgerald at the same time to have pity on the fact that piety to the education in the New England in the true meaning of the word dries up the province. The writer as all the other patriots, ideals wants all the American lands to develop parallelly.

Certainly it is not accidental that in this context such an expressive word as *drain* was used. The level of Textual expression directly characterizes the attitude of the writer to the described fact. Longing for receiving just new English education dries up the provinces.

In this context it is necessary to interpret also quite an ordinary expression on the fact that the mentioned *longing* gripped the parents of John too. Such an impression meaning "*seized upon his parents*" means to appear at the feet of a wild animal.

In this context *nothing would suit them* is the objective completion. Simply this phrase on the ground of all which was said, extreme snobbism is characteristic. Americans and today think that nothing in the world

passes for them, neither nothing goes with them, no matter what comparison it might be.

6. Conclusion

"Language personality" introduces one of the most actual conceptions of modern linguistics, which can be considered a new conception. In the formulation of the term language personality M. Haydegger's role is great and that's the reason we have supported his thoughts.

From the Russian writers V. V. Kranish and V. V. Vinogradov have managed developing the concept of language personality.

Investigations show that the role of Christianity and ancient Greek philosophy had great impact in formulation of civilization.

In the formulation of language personality economic background plays great role. That's the reason why we have taken F. S. Fitzgerald as the object of our investigation. F. S. Fitzgerald emerged from a well-equipped American family. Besides his great grandfather cousin had been the author of the anthem of USA.

The carried out analysis creates a certain imagination on F. S. Fitzgerald himself as a language personality.

It becomes obvious that language personality is before everything a cultural-historical personality, introduced in the language. Moreover language shows itself as if the only means of manifestation of personality.

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DOI: <http://dx.doi.org/10.20534/EJLL-17-1-12-15>

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Representation of lexical-semantic peculiarities of the Pittsburgh Speech: impact of social status

Abstract: The present paper deals with the peculiarities of the lexical units' usage of the Pittsburgh Speech due to the social status of the English-language-speakers. Five sense-groups of words appropriate

to each social class (working, middle and upper classes) have been determined: “production materials”, “working tools and equipment”, “working process”, “medicine and education” and “art”.

Keywords: Pittsburgh Speech, social status, speakers, sense groups, working class, middle class, upper class.

The significant difference in the English language usage in the city of Pittsburgh is defined not only by gender and age peculiarities of speakers but their social status. Traditionally, the Pittsburgh Speech is associated with the working class, its way of life, activities and specificity of speaking. In fact, Pittsburgh Speech has been developing together with evolution of steel and manufacturing industry where the working class is largely involved.

Therefore the historical overview is necessary to show what kind of population segment was presented at this territory and why the Pittsburgh Speech was a bit sharp and barbarous.

The history says that the steel industry of Pennsylvania State in general and in Pittsburgh in particular began to develop in 1812. Since that time Pittsburgh has become one of the biggest cities in the USA. The population of Pittsburgh has been growing up to 500,000 people due to a great extent of immigrants, who have been employed in the works and plants of Pittsburgh and its surroundings. Naturally almost all of them came from the working class [5].

Thus non-standard specific “local language” has been appearing due to the fact that the majority of speakers were immigrants. According to Barbara Johnstone, the Pittsburgh Speech has inherited the influence of Scottish and Irish dialects but not the Standard English [1].

“Explosion” of population in the city of Pittsburgh and its surroundings and the opportunities for the immigrants to be employed in the industry caused the local language correlation’ in 1960-s and gave the starting point to the formation of working class belonging of all speakers. Thus, 1960 could be determined as the year of establishment and formation of the Pittsburgh Speech. However this unique speech was not widely appreciated by the community. There were people from the upper class who referred to the Pittsburgh Speech with the prepossession and did not want to react or speak this very language [1, 88].

Further growth of steel industry, active migration, inflow of population and demographic changes in Pittsburgh has helped to develop the lexical data of the Pittsburgh Speech. The succeeding generation has been developing their regional and class consciousness which has become the source of dialectic words.

As a result of all mentioned above there has been appearing and actively using the unique Pittsburgh lexical

units which we divide into several **sense-groups**. The first one can be determined as the **“Production materials” (A)**: *Alunamin – Aluminium; Arn – Iron; Carbon Oil – Kerosene; Concreek – Concrete; Erol – Oil; Still – Steel; Oral – Oil; Sheetrock – Drywall; Wahr – Wire;*

Skwi-et – Skillet; CEEE-ment – Cement; Hork – Steel; Cender truck – Cinder truck; Greeze – Grease; Mannies – Marbles; Bob wahr – Barbed Wire [3].

The examples of the given lexical units’ functioning could be used in the following sentences:

“Da concreek is strong enough. Do not worry!”

Derived from: *“The concrete is strong enough. Do not worry!”*

“This wall is made from sheetrock”

Derived from: *“This wall is made of drywall”*

“One can buy da best still only in Burgh!”

Derived from: *“One can buy the best steel only in Pittsburgh”*

“I need to change da tahr in my car”

Derived from: *“I need to change the tire in my car”.*

The second sense-group of the Pittsburgh Speech is the **“Working tools and equipment” (B)**: *Still Mills – Steel mills; Iron city – Pittsburgh; Clodhoppers – Work boots; Hoosafrazt – Mechanical Device; Toll – Tool; Plowers – Pliers; Cucky – An organic goeey substance [3].*

Those lexical units could be met in different language situations:

“Iron city is da place where I am living and working”

Derived from: *“Pittsburgh is the place whare I am living and working”*

“I will wear my clodhoppers a take my toll”

Derived from: *“I will wear my work boots and take my tool”*

“Still mills in a da city are functioning since 1875”

Derived from: *“Steel mills in the city are functioning since 1975”*

“Working process” (C) – sense-group is marked as the third one. The representatives of the working class often use the specific words directly in connection with the working process. The following words could be indicated among this group: *Dooder Jobs – Do their job; Tahrarn – Tire iron; Cinstruction – Process used to build and repair things; Tet-ni-kal – Technical; Cadillac converter – Catalytic converter; Masonry – Masonry [3; 2; 4].*

The words related to the working process are demonstrated in the sentences as the examples of the usage and their functioning in the Pittsburgh Speech: *“Yinz guyz*

need to git da cadillac converter fixed if yinz'r gonna pass da test!" Derived from: "You guys need to get the catalytic converter fixed if you are going to pass the test"

"We dooder jobs every day"

Derived from: "We do our jobs every day"

"Da masonry was made last month"

Derived from: "The masonry was made last month"

The important data for the Pittsburgh Speech development is the period of 1970–1980 when a major setback took place in the industry. At that time a lot of enterprises in the steel industry were closed and their workers were paid off. The population size was sharply reduced up to 311,000 people. Education, medicine, high technologies, financial services became the main spheres of economic activity [5]. In such a matter, the necessity of high-qualified employees able to work in the new economic conditions was appeared. All at once plenty of representatives of the working class had to leave their working places and find another work. Therefore, the middle and upper classes were enhanced their positions in the city and as a result the usage of the Pittsburgh Speech became less popular and widespread. 1980 was the end of the main migration wave when the most part of local metallurgical plants were finally closed.

With the medicine and university education gaining the leading positions in the city economy, a lot of students and high-qualified experts came to Pittsburgh from different states of the USA. Having communicated with each other and local speakers, representatives of the middle and upper classes began using peculiar Pittsburgh lexical units related to education and medicine. They are as followings:

Am-blee-unce – Ambulance; *Angioplastic* — Angioplasty; *Artheritis* – Arthritis; *Caw-idge* — College; *Liberry* — Library; *Lice-ness* — License; *MU-se-um* — Museum; *Peel* – Pill; *Newkyaler* – Nuclear; *Dennis* — Dentist; *Dinge* — Tooth; *Fiscul Thirpy* — Physical Therapy; *Quirpracter* — Chiropractor; *Skull* — School [3, 2].

The above mentioned words functioning in the sense-group of "**Medicine and education**" (D) could be supported by the following examples:

"Pittsburgh caw-idge has a very good liberry. You can use it"

Derived from: "Pittsburgh College has a very good library"

"I will go to da dennis to cure my dinge"

Derived from: "I will go to the dentist to cure my tooth"

"I will take a pell, there is no need to call the am-blee-unce"

Derived from: "I will take a pill, there is no need to call the ambulance"

"His grandmother has a terrible artheritis"

Derived from: "His grandmother has a terrible arthritis"

The changes in the economy orientation of Pittsburgh attracted the representatives of the so called "creative intellectuals". Cheap accommodation, rooms for ateliers and offices in the former industrial quarters made the opportunities for young representatives of professions like artists, designers, musicians and other "creative" professions to stay in the city after graduating from universities. These English-language-speakers recognized the regional peculiarities of the speech, having interacted with the local population, realized the iniquity of the Pittsburgh Speech. They began to use some of peculiar lexical units. This was done to present their local identity and demonstrate knowledge of the Pittsburgh Speech [2, 94]. So, the next group of our classification could be determined as "**ART**" (E). Lexical units used by representatives of the so called "creative intellectuals" are also related to their activity: *Cammra* – Camera; *Gum* – Eraser; *Keller* – Colour; *Pin* – Pen; *Pitcher* – Picture; *Videoin* – Videotaping; *Cammra* – Camera [3, 4].

Below one could find the demonstration of these lexical units functioning in the following sentences:

– **lexical units of artists:**

"Give me that pin, I want to change da sketch of my pitcher"

Derived from: "Give me tah pen, I want to change the sketch of my picture";

"Da keller of dis pitcher is very pleasant"

Derived from: – "The colour of this picture is very pleasant".

– **lexical units of musicians:**

"During we were videoin for my new song 4 cammras were working"

Derived from: "During we were videotaping for my new song 4 cameras were working".

– **lexical units of cinematograph:**

"Are yinz gonna be videoin the Stiller game?"

Derived from: "Are you going to videotape the Steelers game?"

The "economic explosion" in Pittsburgh in the period of 1970–1980 meant the significant raise of geographical migrant mobility and became the reason for the Pittsburgh dialect levelling that forced to interact between dialect itself and self-identity. Indeed, the local industry had transferred to the region where the working labour = man power was cheap; working people and their families who had been living in Pittsburgh for ages had to change their residence to find a job. The language of Pittsburgh citizens at their new places was really unusual and sometimes provoked laughter. Thus it was the next turn in the

formation of the Pittsburgh Speech: people have been realizing the unique character of this phenomenon and necessity of its protection and conservation. The diasporas where the Pittsburgh Speech has been using, started to be formed in some regions of Pittsburgh. The majority of the diasporas were working people. As a result the connections between the local dialect and social identity were significantly changed.

Thus we can determine three social classes in Pittsburgh society:

- working class (workers of industrial enterprises);
- middle class (teachers and doctors);
- upper class (artists, musicians, actors etc).

Each social class could be characterized by their own vocabulary related to their professional activity:

– *working class often uses the vocabulary related to materials production (A), working tools and equipment (B) and working process (C);*

– *middle class is often related to the education and medicine spheres (D), so their speech is full of terms connected*

with their work: hospitals, diseases, educational establishments and studying process as a whole.

– *upper class or “creative intellectuals” whose sphere of activity is related to art, cinematography, music (E) and other, often use the appropriate for their work vocabulary.*

Our scientific materials show that the speech of namely working class has been inclined to the usage of dialectisms to a far greater degree than the middle and upper classes.

At present it could be said that the local dialect is mostly considered as the tool of regional identity and self-identity with the city but not identification of the English-language-speakers with the social status which has taken a back seat.

Globalization and modern culture have been forcing the representatives of different social classes to integrate. This process reduces sharply the language distinctions between them (social classes). We consider the Pittsburgh Speech not to have the widespread usage in future, but its conservation should become the lifework for all classes of population in Pittsburgh.

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DOI: <http://dx.doi.org/10.20534/EJLL-17-1-15-18>

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The influence of lingual representants on image formation of the modern Ukrainian politician

Abstract: The article considers the study of the communicative aspect of Ukrainian political discourse. The paper deals with the functional characteristics of speech of politicians, as well as their influence on the formation of the image.

Keywords: political discourse, image, political speech, the linguistic portrait, communicative aspect.