

THE ROLE OF LINGUOCULTURAL TYPES IN THE PROCESS OF CROSSCULTURAL COMMUNICATION

NADEŽDA VLADIMIROVNA POSPELOVA

Abstract

This article was performed as part of lingvocultural (linguocultural) research and devoted to learning of linguocultural types. The formation of language awareness and the capacity for language communication is possible through the study of individual linguocultural types. The criteria for selection of linguocultural types are defined in the paper. The linguocultural type "an English policeman", in particular, is paid attention to, which is a part of the English national culture. It is studied through the prism of conceptual, figurative and valuable characteristics.

Keywords: *language personality; linguistic identity; image; lingvocultural concept; dual nature; the main criteria of linguocultural types; conceptual characteristics; figurative characteristics; valuable characteristics.*

Introduction

Modern linguistics focuses not only on the interaction of language and culture, but on the interaction between language and language personality. Contemporary linguistics is closely intertwined with other areas of human knowledge, becoming one of the areas of anthropology such as sociolinguistics, psycholinguistics, cultural linguistics, pragmatolinguistics, etc. The science of language personality or lingvopersonology was introduced and proved by Neroznak (1996, pp. 112 – 116).

Yuri Lotman noted that human behavior is governed not only by the laws of anthropology and the general psychology ("the behavior of the child", "the behavior of men, women" and so on), but also by the social semiotics ("peasant behavior", "knight behavior") and styles ("noble", "vulgar", "low") (Lotman, 2000). A new trend in modern axiological linguistics is the theory of linguocultural types (Karasik, p. 9).

A linguocultural type is a recognizable image of a representative of a certain culture, typed on the basis of social and cultural criteria and certain properties of verbal and nonverbal behaviour. It is worth noting that a linguocultural type is an abstract social entity. The word "type" is translated as a certain image, a model, variety. It is worth mentioning that a linguocultural type is characterized by a dual nature: on the one hand, it is a concept, on the other hand – a linguistic identity. A linguocultural type is interpreted as a variety of concepts in the sense that it is a body of knowledge about the classic typical representative of society. In other words, the notion of the concept is broader.

A linguistic identity – a complex formation, altering unity in which coexist different social and situational roles, modes of behavior, level of competence, in addition, highly individual, unique features. A language personality is defined as a man, a native speaker, the position taken by its ability to speech activity i.e. complex of psycho-physiological characteristics of an individual, allowing him to produce and perceive speech.

A linguocultural type is a special type of a lingvocultural concept, the most important characteristics of which are a certain standardization of the individual, the possibility of both the real and imaginary existence the significance of that person for lingvoculture, its simplified and exaggerated representation (Dmitrieva, Karasik, 2005, pp. 5 – 25). A lingvocultural type represents a certain personality model with a set of unique characteristics peculiar to a given culture, that is a symbol of culture within a culture, and, perhaps, for the representatives of

other ethnic cultural groups. In addition, in the public mind a linguocultural type can have both positive and negative characteristics.

It should be noted that the Volgograd linguistic school makes the largest contribution to the formation of the theory of linguocultural types, such as “an English eccentric,” “a hacker,” “a British colonial official,” “a rocker,” “an English snob”, “a beefeater”, “a English butler”, “a British queen” etc. Linguocultural types are found in many works of fiction in American literature - Indian, frontiersman, gold miner, pirate, and others. In British literature – a king, an officer, princess and others. All these characters appear repeatedly in many works of literature and have certain characteristics peculiar to them exclusively. Linguocultural types are images of the representatives of a particular culture and a part of a certain society. In carrying out the task of the article the following methods are used: descriptive method; text search; definitional analysis; modeling method; historical and etymological analysis; semantization; componental analysis. The main criteria for the selection of linguocultural types are:

1. transformability (attachment of facial features only to a particular historical period or a rethought modification in subsequent periods – cf. “Georgian”). These features complement each other;
2. social class (facial features belonging to the dominant group or society such as “planter” and “slave”);
3. Territorial (“Dubliner”, “Londoner”);
4. event feature (the event on the basis of which a type is allocated (e. g. “cowboy”, “educator”);
5. the ethnocultural uniqueness (limitations of facial features, it belongs to only one culture – “Irish”, “Scottish”).

Next, turn our attention to the linguocultural type “an English policeman”. Let’s consider the definitions of the lexical unit “a policeman” on the base of the British dictionaries. a male/female police officer; «a policeman’s lot is not a happy one» – quote, a slightly changed phrase from an opera by Gilbert and Sullivan, often used when saying how difficult the job of the police is (Longman, p.1035).

- a male/female member of a police force: ‘The threat of litigation against a police force would not make a policeman more efficient’ (Oxford).
- a man/woman who is a member of the police (Cambridge).
- a man/woman who is a member of the police (Penguin, p.1078).
- a member of a police force, esp one holding the rank of constable. Gender-neutral form: police officer. British & American English: A policeman is a man who is a member of the police force (Collins).
- (noun) a member of a police force (Mnemonic).

According to the analysis of dictionary definitions, we can draw conclusions about conceptual characteristics (generalized constituents) of the lexical unit “policeman” as “a member of the police”. As for the more specific constituents any police ranks are meant under the lexical unit “officer” meaning any police ranks who take an oath and having the power of the arrest. Constable – the lowest rank in the police, but the police officers regardless of rank, have “constables” in their authority and jurisdiction. Constable – in the United States – the bailiff, i. e. a municipal official with functions similar to a sheriff in rural areas (Webster).

Now let’s turn our attention to the second step of our research – figurative characteristics. The lexical units “bobby” and “Old Bill” are of no less interest. The origin of the word “bobby” is associated with the name of Robert Peel, Minister of Internal affairs of Great Britain founded the first professional police in the modern history of the world. Then the police called “bobby” or “peelers” (Bob – short for Robert). However, the word “bobby” is a little bit out of date. The British prefer to call the defenders of justice “cop”, “copper”.

According to the etymological dictionaries “copper” comes from the verb “to cop” – “catch”, “hold” rising to the Latin verb “capere” – “to take” (Look Way Up). There is also a version of the origin of the word “copper” in the sense of “copper”, because of the brass buttons on the police uniform. Another version of the origin of abbreviation COP is considered to be “the Chief of Police.” In spired by the TV series “The Bill” about the life of police officers, the British police are sometimes called “Bill” or “Old Bil.”

Pauline Clare is the first woman police chief. Margaret Damer Dawson and Nina Boil – the first female patrol in London. Some words about the police uniform. The most extravagant part in clothing of the British police are helmets. Police caps and hats are decorated with ribbon in black and white (red and white in the metropolitan police). The traffic police are working in white caps. There are slight variations of the uniform. The base colour in the metropolitan police is very dark blue, almost black. This has given a nickname «the boys in blue». In Northern Ireland police uniforms are bottle green. Lack of weapons is one of the most obviously features that distinguish the British hobbies from foreign colleagues.

The third step of description of the linguocultural type “an English policeman” – valuable characteristics in the context of fiction. Next we turn to the novel by Wilkie Collins “The Woman in White”. The following excerpt indicates a lack of confidence in the police, failure of the police to catch the clever and educated criminal. Count Fosco, one of the characters of the novel, said that the criminal must be a primitive and rough fool the police were able to catch him. «The hiding of a crime, or the detection of a crime, what is it? A trial of skill between the police on one side, and the individual on the other. When the criminal is a brutal, ignorant fool, the police in nine cases out of ten win. When the criminal is a resolute, educated, highly intelligent man, the police in nine cases out of ten lose. If the police win, you generally hear all about it. If the police lose, you generally hear nothing. And on this tottering foundation you build up your comfortable moral maxim that Crime causes its own detection! Yes – all the crime you know of. And what of the rest?» (Willkie, 2015, p. 367).

On the other hand, the novel describes a scene where the police are not waiting for the final extinction of the fire with the fire burst into the room in order to save those who are in it. This episode shows determination and courage of representatives of the police, who did not hesitate to rush to the fire, to rescue people. In the continuation of this episode, the police have not made final conclusions without making sure that the deceased was really Percival Glyde. Then we began to find out the circumstances of a the fire by questioning all the witnesses. During the interrogation, the police were loyal to those who are still in a state of shock. They waited patiently until they calm down and then tactfully conducted the interrogation.

It should be noted that in this novel police is presented on both sides – from the position of the author and one of the characters. From the position of Count Fosco – the police are not able to catch the clever criminals and only "uncouth simpletons" are under their power In the other scene with fire, the courage, responsiveness, honesty of police representatives, the desire to get to the very essence and humanity can clearly be seen.

Conclusion

One of the leading areas of linguistics at the end of the twentieth/XX – beginning of the twenty-first/ XXI century is lingvocultural modeling language awareness and communicative behavior, i.e. the creation of a specific model of linguistic identity, a linguocultural type. Thus the components of the linguocultural type “An English policeman” have been depicted. We took into consideration conceptual, figurative and valuable characteristics. It is one of the ways of modeling a type. The study of linguocultural types helps us participate in the process of crosscultural communication more successfully.

References

1. LOTMAN, M. Y. 2000. *Semiosphere*. St. Petersburg: Art-SPB. 704 pp.
2. NEROZNAK, V. P. 1996. Linguistic personology: to the definition of discipline status. In: *Language. Poetics. Translation*. Coll. of scientific papers. Moscow: Moscow State Linguistic University, pp. 112 – 116.
3. DMITRIEVA, O. A., KARASIK, V. I. 2005. A linguocultural type: to the definition of the notion. In: *Axiological linguistics: linguocultural types*. Coll. of scientific papers (Ed. V. I. Karasik). Volgograd: Paradigm, pp. 5 – 25.
4. KARASIK, V. I. 2002. *Linguistic Circle: personality, concepts, discourse*. Volgograd: Peremena, pp. 7 – 11.
5. KARASIK, V. I., YARMAHOVA, E. A. 2006. *A linguocultural type "English eccentric": monograph*. Moscow: Gnosis. 240 pp.
6. COLLINS, WILLKIE. 2015. *The woman in white*. Moscow: ACT, pp. 367.
7. *Longman Dictionary of English Language and Culture*. 1992. Harlow: Longman. 1568 pp.
8. *Oxford Dictionaries* [Electronic resource]. URL: <http://www.oxforddictionaries.com/ru>. (reference date 01.05.16).
9. *Collins English Dictionary*. [Electronic resource]. URL: <http://www.collinsdictionary.com/>(reference date 01.05.16).
10. *The new Penguin English dictionary*. 2000. London: Penguin Group, p. 1078.
11. *Mnemonic Dictionary* [Electronic resource]. URL: <http://www.mnemonicdictionary.com/word/policeman> (reference date 01.05.16).
12. *Online etymology dictionary* [Electronic resource]. URL: <http://www.etymonline.com>. (reference date 01.05.16).
13. *Look Way Up* [electronic resource]. URL: <http://lookwayup.com/lwu.exe> (reference date 01.05.16).
14. *Webster Third New International Dictionary of the English Language*. 1986. New York: Merriam-Webster inc. 2670 pp.

Contact

Ass. Prof. Nadezda Vladimirovna Pospelova, PhD.
Elabuga Institute, Kazan (Volga) federal university
Faculty of foreign languages
Department of English philology and cross- cultural communication
Kazanskya St., H. 89, 423 600 Elabuga
Russia, Republic of Tatarstan
Email: nad_posp@ mail.ru