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LEXICAL-AND-SEMANTIC VARIABILITY OF THE CONCEPT *LANGUAGE POLICY* AND AN ASSOCIATIVE EXPERIMENT

ЛЕКСИКО-СЕМАНТИЧНА ВАРІАТИВНІСТЬ КОНЦЕПТУ LANGUAGE POLICY ТА АСОЦІАТИВНИЙ ЕКСПЕРИМЕНТ

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In order to establish the lexical-and-semantic variants (LSV) of the concept nominee LANGUAGE POLICY, there have been used different lexicographic sources, namely dictionaries of the modern English language.

Having conducted the research, it has been established that the lexical unit *language policy* is absent in all known dictionaries of the modern English language. The study of the LSV of the concept nominee LANGUAGE POLICY has been conducted on the basis of the English and Ukrainian lexicographic sources. Considering non-lexicographic sources there have been studied Ukrainian, English, German, and French ones. Also, due to the fact that such a phenomenon is absent in dictionaries, we have asked citizens of Ukraine in order to establish their vision of the lexical unit *language policy* and to further compare the LSV of the concept LANGUAGE POLICY based on lexicographic sources and an experiment.

On the next stage there have been established key «theoretical» lexical-and-semantic variants. The definitions have been selected from more than 50 sources that belong to different discourses: dictionaries, online resources, encyclopedias, scientific works, legal acts, laws, etc. Among these 50 definitions, 30 key ones have been selected. Based on these definitions, 6 lexical-and-semantic variants have been singled out according to the principle of similarity.

The definitive analysis has helped to single out LSV 1 (theory). This LSV is represented by the largest number of definitions (15). All selected definitions have a common general outlook, and do not detail any specific aspect. We consider the following definitons as a key one: *a concentrated expression of the ideological and social principles that determine the political and practical attitude of a state system (authorities) to functioning, development, and the interaction of languages, to their role in the life of people or peoples, which is implemented in a combination of ideological, political, legal, administrative deeds aimed at the development, functioning, balance of languages, change or preservation of the linguistic situation in the state, regions, society* [3, p. 445–446].

LSV 2 (theory) is represented by the definition *the policy pursued by the state regarding the language regime in societies with a multi-ethnic population* [2, p. 493].

LSV 3 (theory) is represented by the definition *any political action that influences or intends to influence a linguistic situation* [4], that combines several definitions and several categories related to both positive and negative language changes: *language changes, intervention in the development of languages, solving language problems/issues; development and suppression of languages; influence on languages.*

LSV 4 (theory) is represented by the definition *the combination of official decisions and prevailing public practices related to language education and use* [6, p. 67], which provides information that the concept LANGUAGE POLICY can be considered in terms of educational aspects.

LSV 5 (theory) is represented by the definition *a document compiled by the staff of a school, often assisted by other members of the school community, to which the staff members give their assent and commitment* [5, p. 1]. Such a definition is the only one that actualizes this LSV. In part, this LSV overlaps with LSV 4, but there is the lexeme *document* in the definition, so we could not merge these two LSVs. It can be said that the given definition has a rather narrow scope of the phenomenon *language policy*.

LSV 6 (theory) is represented by the definition *language policy is a policy that concerns exactly one language and whose political interference with the use of language affects only one language* [1, p. 7], this LSV is actualized by only one definition; it is given in German – *Sprachpolitik* (*language policy* – in the singular) – and is presented in contrast to *Sprachenpolitik* (*language policy*, where languages are indicated in the plural).

So, there have been established 6 LSV of the concept LANGUAGE POLICY based on the analysis of theoretical sources.

Having conducted the associative experiment, 58 Ukrainians have been interviewed on how they would define the phenomenon of *language policy*. We have summarized all definitions according to the following «experimental» LSVs:

LSV 1 (experiment): a set of legally defined approaches and methods that the state implements to regulate language communication at the level of state bodies and among people on the territory of this state.

LSV 2 (experiment): a set of principles and practical measures for solving language problems in society or the state.

LSV 3 (experiment): state measures to settle language issues among the population; the spread of the state language in all spheres of citizens' lives.

LSV 4 (experiment): measures taken at the state level to revive, develop and improve the language of a certain people.

Thus, the concept LANGUAGE POLICY has the following areas of intersection of lexical-and-semantic variants: LSV 1 (theory) coincides with LSV 1 (experiment), LSV 3 (theory) coincides with LSV 2 (experiment) and partly with LSV 3 (experiment), LSV 4 (theory) partially coincides with LSV 3 (experiment), and LSV 6 (theory) coincides with LSV 4 (experiment). It must be noted that the vast majority of experimental definitions are related to LSV 2 (experiment) and LSV 3 (theory). The experiment have not confirmed LSV 5 (theory), although it can be noted that LSV 4 (experiment) partially approached LSV 2 (theory), but without the *multi-ethnic* emphasis.

So, it should be stated that that the experimental analysis actualized the study of theoretical sources, confirmed the key LSVs (theory) and opened the way for further linguistic research in this field.

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CHARACTERISTICS OF THE USE OF ANGLO-AMERICANISMS IN THE GERMAN YOUTH PRESS

ХАРАКТЕРИСТИКА ВИКОРИСТАННЯ АНГЛОАМЕРИКАНІЗМІВ В НІМЕЦЬКІЙ МОЛОДІЖНІЙ ПРЕСІ

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Мова – це не лише антропологічне та фізіологічне явище, притаманне людині, а також і соціальне, що було неодноразово доведено мовознавцями, адже мова здатна функціонувати і розвиватися виключно в суспільстві. Вона забезпечує можливість безперервної комунікації та відображає менталітет, історію, традиції народу та його трансформацію протягом свого існування. Німецька мова не стала винятком, і за тривалий час її розвитку поповнилася значною кількістю нових