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THE CONCEPT OF POSITIVITY IN PRIVATE CLASSIFIEDS OF THE SECTION 'FOR HOME'

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The topic of our research is defined by the relevance of learning the concepts which is caused by the present-day linguists' interest to such problems of cognitive linguistics as language world picture, language personality, language discourse, conceptualization. The object of the investigation is the private classifieds published in British newspapers online. The novelty is explained by the fact that the concept *positivity* in private classifieds is analyzed for the first time. The component method of concept analysis is used.

Today there are several definitions of the concept. One of the most popular among the national linguists is one given by O. Kubriakova. 'Concept is a term, which serves to explain the units of mental ... resources and that informational structure, which reflects the knowledge and experience of the human; operative meaningful unit of the memory, mental lexicon, conceptual system and language of mind (*lingua mentalis*), the whole world picture, reflected in the human psyche. The notion of the concept of the whole world picture corresponds to the realization of those senses operated by human while thinking and introducing the contents of experience and knowledge, the contents of the results of human activity world cognition as some "quants of knowledge' [3, p. 90].

The concept has multicomponent structure. That was mentioned in the works by V.I. Karasyk, M.I. Zhynkin, I.N. Horelov, Z. D. Popova and I. Stermin. All of them differentiate three sides: notional, imagery and evaluative. The notional part of the concept introduces its informational essence as a certain range of definitional characteristics and represents its nuclear and the nearest peripheral zones of the lexical meaning of the word [5, p. 56].

To clear up the notional part of the concept “Positivity”, the definitions presented in explanatory dictionaries have been analyzed. So, ‘positivity’ means:

- ‘something positive’ [9];
- ‘the quality of having a positive attitude’; ‘the fact that something such as a test has a positive result’ [8].

So, the classified is considered to be positive if it contains the necessary information about the necessary commodity and suggests the positive decision or approval about its obtaining.

Another important component of any concept is evaluative element. The value component defines the essences of the accepted contents for the subject. In its turn, the values are introduced by the appraisals – the results of the comparing something which is appraised with some ideal or equivalent. Being expressed by language means, the appraisal becomes the quality of the language elements. The most important feature of the appraisal is its orientation not to the objective characteristics of the actuality, but subjective classifications of the world. [5, p. 57]

The object of the appraisal in the texts of classifieds is the commodity. The appraisal is the presentation of the evaluative attitude of the subject to another subject, object or phenomenon [2, p. 14]. The components of the appraisal structure are the subject of the appraisal, object of the appraisal, and the appraisal itself, its character and background [1, p. 14–15]. In our case, the structure of the appraisal is represented in the following way: the addressee (subject of the appraisal), commodity (object of the appraisal) and the characteristics of the commodity as the background and character of the appraisal.

Depending on the background and the aspect of the appraisal, the utterances are divided into general and specific appraising. The first ones include the positive appraisal of the object in general. The general appraisal consists of specific appraisals of the commodity qualifications. The general appraising utterances, characterizing the object of the classified in general, represent the positive appraisal with the help of the general appraising adjective ‘good’ and its synonyms with different stylistic and expressive connotations, such as: wonderful, nice, great, immaculate etc.

Specific appraising utterances contain the positive appraisal of specific characteristics and qualities of the commodity. Depending on the aspect of the appraisal, the specific appraising utterances may characterize

– novelty of the commodity, for example: Brand new, still in plastic wrapping;

– modernity, e.g.: *modern house with all modern cons*;

– price of the commodity, e.g. *cost over £1, 600, sell for £200*.

The positive appraisal of the classified object has both explicit and implicit form of expression with lexical and grammatical structure of utterances. The implicit positive appraisal in classifieds is presented with the help of prefixes and suffixes. The prefixes facilitate the accentuation of the positive characteristics, qualities of the classified object. Negative prefixes are added to the word base with the semantic feature “negativity” and generate the word with the semantic feature “positiveness”. The classifieds exemplify such negative prefixes and particles as: *not, never, un-*.

Positive characteristics of the classified objects are also emphasized with the help of such prefixes as: extra-, super-, micro-, hypo-, ultra-, which denote very high or low degree of the quality, expressed by the following adjective or substantive bases. Positive appraising senses can also be intensified with the help of the highest degree of adjectives. Also, the intensifier *very* is used: very pretty, very good, very comfortable etc.

The last component of the concept structure is imagery one. It is represented by knowledge, images and associations, provoked in our conscience in connection with this or that denotate [5, p. 57]. The concept formation is based on psychocognitive scheme “feeling – association-imagination – image” [5, p. 57]. Talking about the imagery component of the concept *positivity*, the implicit way to create a positive attitude to the classified object, where the addressor takes into consideration the context, situation and some social stereotypes about positive or negative sides of the human activity [6, p. 151–159]. For example, the famous trademarks, such as Sony and Panasonic, which are mentioned in the classifieds in the description of the commodity, form positive attitude to them due to the authority and popularity of these companies and the high quality of their products.

The imagery side of a concept *positivity* is its visual, auditory, tactile, taste characteristics of objects, events, events which in one form or another are reflected in our consciousness [7, p. 1]. So, it may also be presented by colour, material, shape, weight, availability of function and condition state of the classified object. The classified is supposed to be positively accepted, if the object has the necessary characteristics.

So, the concept *positivity* in classifieds is the implementation of cooperation of three unintegral components. The first one is notional, which is approval. The second one is value, represented by qualitative characteristics, price, novelty and modernity. And the last component is imagery one introduced by physical characteristics of the classified object.

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