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## LINGUISTIC ASPECT OF EVALUATIVE CATEGORY OF PEJORATIVENESS

**Summary.** The article envisages nature of pejorative evaluation, its verbalization in speech. The language resources of actualization of pejorative emotional evaluation are defined; factors of emotional stress and correlation between emotional relationships and certain concepts are clarified. The dependence of emotional and evaluative vocabulary functioning is determined by extralinguistic factors.

**Key words:** pejorative vocabulary, emotion, evaluation, emotional and evaluation meaning, axiological evaluation, extralinguistic factors.

**The problem definition and its connection with important scientific and practical tasks.** While cognizing world, a man expresses his attitude to reality (subjects, objects, qualities, actions), and in his consciousness their value is actualized, causing object of thought to get one or another evaluation, depending on individual's attitude to it. The mechanism of correlation between emotions and evaluations is presented in general terms as follows: in process of cognition primarily certain interest (stimulus) arises and then evaluation of cognized environment is formed, and finally, emotional activities saturate an evaluation with emotions, conveying human emotional relationship to environment.

In relation to world (and to oneself in this world) subject of evaluative action has a range defined by boundaries of absolute evaluative predicates «good» – «bad» (axiological evaluation). Thus, area of research is expressed in terms of axiological pejoratives.

The pejorative vocabulary functions in national and linguistic model of world as such, that gives connotative meaning to word painted with emotional and evaluative negative or pejorative value. Axiological component of a negative attitude and irony is connected in Ukrainian, Russian and English with value of exaggeration, neglecting, disapproval, and pejorativeness.

The relevance of study is determined by the multidimensional functioning of pejorative vocabulary, and therefore there is a need of linguistic understanding of problem of linguistic representation of emotional evaluation of pejorative units.

The object of research is emotional evaluation of pejorative orientation. The subject of study consists in pejorative semantics and pragmatics of pejorative predicates, which are implemented at textual level.

The purpose of study consists in clarifying language resources of realization of emotional and evaluative content of pejorative vocabulary.

**The main research material.** The semantic unit «emotional evaluation» is a semantic invariant, which at a particular level serves in two antonymous options: positive or ameliorative emotional evaluation (and its modifications: approval, admiration, affectionate attitude, etc.) and negative or pejorative emotional evaluation (and its modifications: exaggeration, neglecting, disapproval, pejorativeness, etc.).

The evaluative component of lexical meaning of word is generally perceived as one expressing a positive and a negative evaluation. The markers of «good» and «bad» can be seen as relative according to zero-polar evaluation, which serves as a reference point during evaluation qualification of object [12, s. 11].

A wide description of evaluations, including their classification based on different aspects of object being evaluated, is presented by N.D. Arutiunova. The researcher distributes numerous assessments into classes, defining sensor (hedonistic, psychological, emotional), sublimated (aesthetic, ethical) and rationalistic (utilitarian, normative, teleological) assessments [2, s. 75–77]. By nature, evaluation is anthropocentric. In order to assess an object or subject person tries it on himself. The nature of evaluation corresponds to human nature, i. e. needs of a person are evaluated. Evaluation represents a man as a goal; world is turned on it [2, s. 58].

The concept of «emotion» is in close connection with concept of «evaluation». Emotion and evaluation in most forms of verbal and mental activities of a person are single vector.

The issue on emotions in language is one of most discussed because of its terminological uncertainty. Diverse definitions used in description of emotional characteristics of word prove it. In views of some authors emotion is emotional coloring of speech [1, s. 92]. Others call it as expressive and stylistic coloring. There are studies on expressive and evaluative component of language value [6, s. 400] or additional meaning of word, which is superimposed on its fundamental importance as a semantic and stylistic values necessary for expression of various types of expressive and evaluative variations [7, s. 135]. The expressive component of meaning can be represented as information about emotional (positive or negative) relation of speaker to property of denotation reported by expressive word [10, s. 16]. Expressiveness is a communicative and pragmatic category, transmitting all sorts of emotional and evaluative connotations, that is, all semantic values of meaning that express positive and negative attitude of speaker to denoted subject [3, s. 5].

Socio-cultural factors play a significant role in determining emotional evaluation. Every culture has certain standards according to which behavior in a given society is evaluated, and violation of these rules is undesirable. In society there are certain social conventions; and difference between good and evil, positive and negative factors relevant to representatives of society is established according to those conventions [5; 8, s. 28].

In linguistic literature there is pointed out that expressive lexical units with negative emotional evaluations significantly prevail with lexical units with emotions and feelings of a positive nature, which can be explained by a number of psychological and social reasons.

The mentality of Ukrainians, as well as Russians, is characterized by emotional and sensual character, which is caused by a

certain peculiar worldview. The formation of Slavonic nation is influenced by following extralinguistic factors: racial, geographical, historical, sociological, psychological, cultural and mental.

British and American population, in contrast to Ukrainian and Russian, show the so-called economy in words and emotions, they are hostile to any expression of their feelings. English of XX–XXI centuries is characterized by a general tendency to colloquial literary and conversational standards at all levels. Total tendency to democratization, removal of all restrictions led to looseness, ease of usage, even in those social levels that are usually characterized by restraint and conservative speech.

The loss of many of ideals, crisis of family values leads to formation of skill of mocking, ironic, negative attitude to all events. As a result, frequency and range of communicative usage of pejoratives have significantly increased, they became explicit.

Pejorative vocabulary is an alternative, by which speaker performs his choice to achieve an optimum impact on recipient. For example: «You are a nervy foolish baggage. That's what you are». She scowled» (K. Smith).

The vocabulary units with pejorative value consist of much larger group than semantic subgroup of lexical units with positive evaluative meaning or meliorative. Apparently, this is connected with extralinguistic factors. From point of view of psychology a human has a greater tendency to notice negative aspects of world which can be a danger to his/her. And all positive feeling is perceived simply as a norm, a stereotype.

Lexicographic description of semantics of words does not reflect their full emotional and evaluative significance. The native speakers, depending on intentions in appropriate context can use almost any vocabulary to express pejorative value.

The spectrum of human emotional reactions, as we know, is very rich and varied. In this regard it should be noted study of American linguist R. Aman, who was one of first to compose and publish a dictionary of swearwords of Bavarian dialect, and he also proposed psycho-social theory of swearwords. Currently, under his editorship magazine «Maledicta: The International Journal of Verbal Aggression» is published in United States. A significant place is devoted to serious scientific researches on swearing, but above all, it is valuable as a source of abundant factual material.

A great interest takes study of German researcher F. Kinner, based mainly on German language, including German dialects. The study contains a number of deep observations and conclusions about true nature of invective communication, main purpose of which, according to author, is expression of negative emotions. The researcher points to its connection with concept of catharsis and aggression.

The linguists R. Aman and F. Kinner are called founders of modern science of verbal aggression – maledictology. It is obvious that awakened scientific interest in taboo language sphere is birth of a new trend of linguistics – maledictology or invectology (from Latin «maledicere» means «to swear» or «to curse», and from Greek λόγος means «doctrine») – doctrine of aggressive, abusive speech. It can be assumed that elements of emotional evaluation of pejorative direction are placed in following lexical units as invectives, vulgarisms, grobianisms, jargons, slang, argot and like.

**Conclusions.** The analysis of semantic structure of pejorative statements indicates that contextually functioning of emotional and evaluative subjective vocabulary of negative content is conditioned by speaker's intentions.

The pejorative connotation is almost always accompanied by negative emotions. The categorical expression of pejorativeness depends on mood and status of speaker's statement. The reason for use of pejorative vocabulary is to express speaker's negative attitude to subject of speech.

The research has shown that range of pejorative vocabulary is wide enough, that is term pejorative vocabulary is most extensive in relation to above mentioned lexical categories, semantics of which is complemented by variants of pejorative values – from ironic and unceremonious attitude to disapprobative and pejorative depreciation.

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**Моштак О. В. Лінгвістичний аспект оцінної категорії пейоративності**

**Анотація.** Стаття присвячена вивченню природи пейоративної оцінки, її вербалізації в мовленні. У статті визначаються мовні ресурси актуалізації емоційної оцінки пейоративної спрямованості, з'ясовуються чинники виникнення емоційного навантаження лексеми і кореляція емоційних відносин із певними поняттями. Залежність функціонування емоційно-оцінної лексики визначається екстралінгвістичними факторами.

**Ключові слова:** пейоративна лексика, емоція, оцінка, емоційно-оцінне значення, аксіологічна оцінка, екстралінгвістичні фактори.

**Моштак О. В. Лингвистический аспект оценочной категории пейоративности**

**Анотация.** Статья посвящена изучению природы пейоративной оценки, ее вербализации в речи. В статье определяются языковые ресурсы актуализации эмоциональной оценки пейоративной направленности, выясняются факторы возникновения эмоциональной нагрузки лексемы и корреляция эмоциональных отношений с определенными понятиями. Зависимость функционирования эмоционально-оценочной лексики определяется экстралингвистическими факторами.

**Ключевые слова:** пейоративная лексика, эмоция, оценка, эмоционально-оценочное значение, аксиологическая оценка, экстралингвистические факторы.