

лексем через фонетичну і семантичну їх близькість або ж під впливом заргогизованої в російській мові лексеми *хата*. Крім того, за однією з етимологічних версій, слово *хата* походить від угорського — *ház* «будинок» (М. Фасмер, І. Огієнко), хоча О. Трубаčov це заперечує, обстоюючи іранську етимологію — з мови іранських скіфів і сарматів (див. «Этимологический словарь славянских языков. Праславянский лексический фонд»).

Післяслово

Корпус української мови (на лінгвістичному порталі mova.info) виявив 10215 прикладів слововживань тільки в художньому підкопусі. Аналіз перших 100 прикладів показав, що лексему вжито як літературну, причому найчастіше (67 %) зrealizований ЛСВ-1, ЛСВ-2 — у 27 %. Стійкість у літературному вживанні лексеми забезпечує етноконцепт, який вона номінує, який відбитий у розгалуженій фразеосемантичній групі. Цю стійкість підтверджує і проведений Ю. Лебеденко пілотний асоціативний експеримент. Так само традиційні (не арготичні) уявлення про хату відбиті й сучасною ергонімією: з проаналізованих 120 онімів найчисельнішими виявилися назви готелів та місць відпочинку («Стара *хата*», «Гуцульська *хата*», «Писана *Хата*», «Красна *хата*», «Бойківська *Хата*» тощо), установ громадського харчування («Пузата *хата*», «Біла *хата*», «Н'ю *хата*», «Пиріжкова *хата*»), будівельних підприємств і магазинів («Тепла *Хата*», «Економна *Хата*» тощо) (докладніше див. праці Ю. Лебеденко).

Література

1. Горбач О. Арго в Україні / Олекса Горбач. — Львів: Ін-т українознавства ім. І. Крип'якевича НАН України, 2006.
2. Даль В.И. Словарь офенского языка / В.И. Даль // Бондалетов В.Д. В.И. Даль и тайные языки в России. — М.: Флинта: Наука, 2004. — С. 240-350.
3. Розина Р.И. Семантическое развитие слова в русском литературном языке и современном сленге: глагол / Р.И. Розина. — М.: Азбуковник, 2005. — 302 с.
4. Собрание толковых словарей тюремного и блатного жаргона: 26 словарей, изданных в России с 1859 до 2005 г. / под ред. Е. Ю. Ачеркан: CD-диск (программная оболочка ETS), 2005.
5. Щерба Л.В. Современный русский литературный язык / Л.В. Щерба // Архив петербургской русистики. — Режим доступу: <http://www.ruthenia.ru/apr/textes/sherba/sherba5.htm>
6. Czeszewski M. Słownik slangu młodzieżowego / M. Czeszewski. — Piła: Wydawnictwo Ekolog, 2001. — 346 s.
7. Gwara więzienna. — Режим доступу: http://pl.wiktionary.org/wiki/Indeks:Polski_-_Gwara_więzienna
8. Kania S. Słownik argotyzmów / S. Kania. — Warszawa: Wiedza Powszechna, 1995. — 275 s.

Умовні скорочення

ВЛІ — Віртуальна лексикографічна лабораторія. Режим доступу: <http://lcorp.ulif.org.ua/vll/>

Peculiarities of slang usage in media discourse

Martha Haiduk

assistant lecturer, Applied linguistics department, Lviv Polytechnic National University, Ukraine. E-mail: martusia.haiduk@gmail.com

The article deals with the features of slang usage in modern media discourse. The analysis of its specific textual characteristics has been carried out.

Key words — slang, media discourse, discourse analysis.

I. Introduction

Slang fills a necessary niche in all languages, occupying a middle ground between the standard and informal words accepted by the general public and the special words and expressions known only to comparatively small social subgroups. It can serve as a bridge or a barrier, either helping both old and new words that have been used as "insiders' " terms by a specific group of people to enter the language of the general public or, on the other hand, preventing them from doing so. Thus, for many words, is a testing ground that finally

proves them to be generally useful, appealing, and acceptable enough to become standard or informal.

Slang usage in media discourse

Newspaper discourse has some very specific textual characteristics, some very specific methods of text production and consumption, and is defined by a particular set of relationships between itself and other agencies of symbolic and material power [30, p. 23]. These three sets of characteristics – that is, the language of journalism, its production and consumption and the relations of journalism to social ideas and institutions – are clearly inter-related and sometimes difficult to disentangle [3]. In other words, they are different elements but not discrete, fully separate elements. Specifically: the sourcing and construct of the news is intimately linked with the actions and opinions of (usually powerful) social groups; it is impossible to select and compose news without a conception of the target or

intended audience; and, while possible, it is flawed to consider issues such as contemporary democratic politics, social values and the continuing existence of prejudice and social inequalities without reference to the formative influence of journalism.

Given the power and significance of news journalism to contemporary society, it should come as no surprise that the discourse of newspapers has been, and continues to be, scrutinised [5]. In line with the three characteristics of newspaper discourse referred to above, the analysis of how newspapers may (re)produce iniquitous social relations needs to be focused at three levels: on the material realities of society in general; on the practices of journalism; and on the character and function of journalistic language more specifically. Clearly, each of these three levels of analysis is enormous, attracting the attention of many, many scholars.

Practically all the slang words have a very strong stylistic colouring. One word can give the reader the whole amount of information it includes. For example the word-combination “crap barge” shows that the speaker operates with the slang used by the naval forces and that he meant “the ship with inexperienced and undisciplined crew”. “Reporters frequently have little opportunity to include in their own stylistic preferences, and come to rely upon a well-tried range of set phrases and grammatical constructions.” [4]

Journalists have no space and time to express themselves in literary words, and that is why they use slang words which are more expressive. Of course there are people who insert in their speech or articles too many slang word even there is no need in doing this. The

groups of linguists who consider slang to be a valuable part of the vocabulary do not approve predominance of the slang words over the literary ones. “...we would like to point out that slang always tends toward degradation rather than elevation” [5]

Conclusion

To conclude, it is worth saying that the newspaper discourse above all is to be understood in terms of its capability of exercising power and the political power i.e. the ideology is the highest form of such power. The newspapers are an incredible influence tool in society; they can easily turn on people emotions in favour or against an issue or something. This is because people as readers tend to believe everything that is written in the newspaper even do it might be the wrong information.

References

1. Селіванова О.О. Сучасна лінгвістика: напрями та проблеми: Підручник. – Полтава: Довкілля-К, 2008. – 712 с.
2. Шувалов Б.Б. Дискурс у комунікаційних системах. Збірник наукових статей. – К.: КиМУ, 2004. – С. 23-40
3. Carter R. Investigating English Discourse.- London: Routledge, 1997. – 123 p.
4. Partridge E. Slang Today and Yesterday. – New York: The Macmillan, 1934. – 476 p.
5. Richardson J.E. Analysing newspapers. An Approach from Critical Discourse Analysis., 2006 – 211 p.

Estuary English: tomorrow's RP or bastardized Cockney?

Zoriana Levyk

assistant lecturer, Applied Linguistics Department, Lviv Polytechnic National University, Ukraine, E-mail: zoryana.levyk@gmail.com

Vira Shynkaruk

assistant lecturer, Applied Linguistics Department, Lviv Polytechnic National University, Ukraine, E-mail: virakushey@gmail.com

The article deals with the so called Estuary English (an accent of English which originated near London within the estuary of the Thames – hence its name). Characteristic features of this accent are discussed. Its peculiarities are compared with the characteristic features of Received Pronunciation and non-standard Cockney speech, the dialect of native Londoners. The issue of the Estuary English social status is also discussed, since certain researchers claim that this accent is likely to gain the status of standard English accent, especially taking into account the increasing number of native speakers who defy Received Pronunciation.

Key words — Estuary English, Received Pronunciation, Cockney, accent, dialect, pronunciation, glottal stop, yod-coalescence.

The phenomenon of Estuary English

The notion of Estuary English is not very new. At least the term itself was coined as long ago as 1984. Its author, David Rosewarne, an EFL teacher, described it as ‘a variety of modified regional speech’ claiming that EE was something like a mixture of non-regional and south-eastern English pronunciation and intonation [1]. He also maintained that EE was something in between Received Pronunciation and London Cockney accent [1]. As the name suggests, EE became primarily popular among people living along the banks of the river Thames and its estuary. However, later, like RP, it lost its regional