NEGATION MARKERS VS LANGUAGE MODUS

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The cognitive approach to the language study now is extremely popular and perspective. Linguists understood that language is more volumous than its orthoepic, lexical-semantic, syntactic systems.

The notion of "picture of the world" refers to the basic scientific units. It considers the most essential human characteristics, its being. The picture of the world as a global image permanently forms in the process of human contact with the environment and other members of society.

The image of the world, embodied in language, is an equivalent to "linguistic picture of the world." The initial thesis about the linguistic picture of the world belongs to W. Humboldt, who claimed that "every natural language has a typical review of the world." "Every language, denoting individual items, actually creates: it creates for the people, who are its native speakers, the picture of the world" [2, 138].

Language reflects our view of the world, it is also an important tool by which a person receives and generalize knowledge, captures and transmits it to the society.

The naïve picture of the world is the result of practical knowledge of reality that has ethnic specificity, and is reflected in the linguistic material, traditions and culture.

Negation is one of the most important categories of the language caused by a human striving for differentiation of reality. Linguistic negation belongs to complex linguistic categories. It permeates the entire vocabulary and grammar, has different means and ways of expression, complex semantic and syntactic structure.

So negation as any universal category, not only supports the existence of language as a system but also fills it with new forms of new categorical meanings.

The contrast between conceptual picture of the world and linguistic picture of the world in which a set of generalized formal structural notions gets its verbal expression allows to determine negation as a "concept" that includes "various substrate units of operational consciousness", which in addition to concepts and notions includes also images, attitudes, evaluations and emotions [3, 220].

In contrast to the notion, the concept is not only thought but comprehension and experience of the surrounding world.

Negation is an extremely complex concept that is expressed in the language at different levels: lexical, morphological and syntactic.

The word is the basic unit of language, it performs important functions, so it can not be ignored. Criteria for the word distinguishing among other linguistic units are various.

The meaning is natural to other linguistic units (morphemes, sentences). The specificity of the word is that it is the smallest independent meaningful unit of the language. All the words in terms of their importance can be divided into 3 groups:

• notional;

• functional;

• exclamations.

Notional word always has a real content that is called its lexical meaning.

Notional parts of speech are words with lexical meaning (performs a nominative function). One distinguishes among them noun, adjective, pronoun, numeral, verb, adverb.

Lexical means of negation expression contain negative component of the meaning and on the basis of expressing of negativity are divided into explicit and implicit.

Explicit negation is easier to recognize even without a context and a discourse [1, 49]. Morphemic markers expressed by the suffix -less and prefixes *un-, mis-, dis-, ir-, im-, in-* and their derivatives facilitate it: *He felt helpless, Gwenllyn had come to fetch him all too soon. Soon he slept, unaware that only half a mile away his father's men were searching for him. Sudden misunderstanding appeared between them. All day Dave felt bad and it was a reason to misbehave. She understood that it was irrational to react in that manner.*

Lexical means of negation are explicit negation moves freely from one part of the speech to another.

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