СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ, АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ

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all, the goal of using a well-chosen word assumes that you know enough words to have choices

1. Verbal-and-Creative Tendencies of Denumeral Formations / S. O. Svachko, I. K. Kobyakova, S. V. Baranova et al. // British Journal of Science, Education and Culture. – No.1. (5). – V I. – London: London University Press, 2014. – P. 147-152.
2. Polyfunctionality Of English Quantitative Words/ O. Shumenko, S. Shvachko, E. Kuprienko - GISAP: Philological Sciences, 2015 DOI: http://dx.doi.org/10.18007/gisap:ps.v0i7.913

COMMUNICATIVE ORIENTATION OF PROPER NAMES IN ENGLISH FAIRY TALE DISCOURSE

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Fairy tale discourse is an active medium of implementation the specific features of fabulousness category that is verbalized at different levels of linguistic structure.

Communication is transferring the content of thought through language [1, 802]. Proper name is an obligatory element of fairy tale discourse. The author not only nominates an object, but also gives information about it, expresses feelings, gives a mark to his character, shows his behavior and habits by using proper names.

The appellative feature of onomastics is expressed by eloquent proper names. In his fairy tales C. R. Hargreaves uses proper names, that express positive or negative features of character. For example, *Little Miss Helpful, Little Miss Shy, Little Miss Fun, Little Miss Trouble, Little Miss Chatterbox, Little Miss Late, Little Miss Lucky, Little Miss Busy, Little Miss Quick, Little Miss Wise, Little Miss Greedy*p [2]

In "The Chronicles of Narnia" C. S. Lewis nominates the old characters with the help of official forms of names. For example, *Mrs. Macready.*

Hypochoristics are used by C. S. Lewis for creating a casual atmosphere in communication. For example, *Lu* from *Lucy, Betty* from *Elizabeth*, *Ed* from *Edmund*, *Su* from *Susan* [3]. C. S. Lewis uses also

allusion proper names with the aim not only to nominate the characters, but also to identify them. For example, *Bacchus, Father Christmas, Silenus, Father Time.*

J. K. Rowling in "Harry Potter" using deliberate transformation of foreign anthroponyms by adding affixes, gives the reader information about social status and educational level of the character.

In the fairy tale "The Lord of the Rings" by J. R. R. Tolkien the reader can see a special communicative space in which language and myth are inseparable. The choice of names are effected by mythological traditions. That is shown in axiological features of proper names, dichotomy of classification some phenomena in proper names, addition to name that means the origin, personal name or nickname of the character.

In the fairy tale "The Chronicles of Narnia" C. S. Lewis gives his character name *Digory* that is derivative from English word "dignity". This name gives us information about personal features of this boy who is really brave and lion-hearted.

C. S. Lewis uses the means of graphic imagery apart from conventional graphic stylistic means. The land name "Narnia" originates from the name of a little town Narni. To nominate the land author uses such expressions as Land of Narnia, Lone Lands, that on the graphic level confirm its reality and make it similar to one of really existing countries.

Proper names originating from real nouns give the reader perception of reality, help to believe in the created fabulous world. They are important means of individualization of fiction characters.

In fairy tale discourse the author expresses the message of the story with the help of using proper names. Onim lexicon becomes thematic words that are inseparable from the characters, they nominate. In common onim lexicon creates multifold classification of the characters.

Very important meaning for understanding the deep semantic of fairy tale has a headline that performs special functions that differ from the function of other onim lexicon. They are isolation, perfection and advertising. Really deep realization of fiction is impossible without understanding the role of proper names system used by the author. With the help of proper names the author gives coded information about the character and his place in the fictional work. Proper names are considered to be bearers of logical, esthetic, impressional and emotional information.

Proper names perform a communicative role of special headlines for large amount of different information and therefore ensure its conservation and use.

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3. C. S. Lewis The Lion, the Witch and the Wardrobe [Електронний ресурс] / Lewis. – 1949. – Режим доступу до ресурсу: http://e-libra.ru/read/147091-the-lion-the-witch-and-the-wardrobe.html.
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CONCEPT "FRIENDSHIP" IN ENGLISH LINGUOCULTURE (BASED ON THE NOVELS OF J. K. ROWLING "HARRY POTTER")

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On the one hand the concepts form one common system, but on the other hand each of them is a constellation of elements and processes of all possible kinds: mental, sensor, affective (so, each abstract notion is connected with its sensual roots).

Different ways to understanding the term CONCEPT show its double-sided nature as language sign meaning. The prominent linguists studying concept are S. Vorkachov, N. Arutyunova, D. Lykhachov, I. Sterin and others.

We can identify the main definition of term "concept". Concept is a unit of speculation which has separated solid content and can't be divided into tinier thoughts. So, it is the elementary side of inner circle.

All linguists studying problems of knowledge conceptualization say that concept has certain structure. This structure is unstable. It is connected with active dynamic role of concept in the process of thinking – it constantly functions, is actualized in its different constituents and aspects, combines with other concepts and is based on them.

According to O. S. Kubryakova, concept is a unit of mental or psychic source of our memory and that informative structure which depicts human's knowledge and experience; operative memory unit of mental