THE "UKRAINE" CONCEPT AS A PART OF UKRAINIAN OUTLOOK

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Today scientists affirm that globalization process faces antagonizing trend which comes to light in efforts of people all over the world to save their religious, race, ethnical and other identity.

The aim of our research was to describe the concept "Ukraine" as a part of Ukrainian ethnical picture of the world and as follows to find out what features of ethnical psychology predominate in Ukrainian society nowadays.

We analyzed publications of the Ukrainian newspaper "Day" (within 3/01/2011-3/01/2012) as an issue where people of different professions and social statuses express their thoughts as for the state life. The lexical presentation of "Ukraine" concept were 'Ukraine' and its derivatives, also 'Motherland', 'state', 'Kyiv', 'people', 'we', 'our' and other words which contextually refer to this concept.

It was found out that people consider Ukraine to be passive: (Ukrainians were not allowed to...; Ukraine is forced to...; Ukraine was used by RF). And even when Ukraine acts, these actions are estimated as negative or useless (Ukraine loses its exclusive position; Ukraine will never reach this level). The ethnical psychologist S. Kulchytskiy notes that Ukrainians have a "historically developed dominant of defeat and useless though close to the goal effort" which sets a pessimistic directions to national psychics.

Ukraine is also dependent on outer factors, it is a "hostage of circumstances" (Ukraine had no way out...). The situation in the state is described as 'stagnation', 'deadlock', 'instability'. Ukrainians believe that these problems exist because of lack of unity, patriotism and national self-consciousness.

The keyword here is 'yet' because the main acquittal factor for all problems is a young age of the state. So the negative fact takes on optimistic soundings (Ukraine hasn't developed its values yet). Here we can see a demonstration of "extracompensation" as a result of the nation's inferiority complex. It is expressed in idealistic dreaming of equality and fraternity to come someday.

A Ukrainian is likely to separate himself from compatriots when it goes about negative features of character (Then I wrote "Start from yourself". But nobody wants to start from himself). This is, probably, connected with such Ukrainians' feature as individualism. As V. Yaniv says "While dreaming about equality and fraternity we were afraid of our own despot and weakened ourselves with the inner struggle for so long that strangers enslaved us".

As for cognitive metaphor Ukraine is seen as a player of the game, as the trophy. Its politics is shown as a theatre. There is also a strong tendency to perceive Ukraine as a woman. If we agree that media create myths and let ourselves use V. Propp's fairy-tale "actants" we can assume that Ukraine is a Princess who is waiting to be saved by some Hero. This Hero is Ukrainian elite. The authors of "Day" newspaper are concerned that Ukraine will be 'resurrected', 'renewed' (Sleeping Beauty's awakening) by its elite. The elite is defined as "people who can be responsible for other people.

So Ukrainians think that there is a lack of responsible people in their state. Taking into consideration that Ukraine existed as a peasant land for a long time we can conclude that circumstances made people communicate in small groups only (family and friends). Ukrainians were not allowed to expand publically. They were not interested in wide organization forms and long-life over-individual aims.

Speaking about anthropomorphous metaphor the most widespread one is a metaphor of Ukraine as Mother who suffers and complains for her children. This image is archetypical and is used from the ancient times. It is connected with pre-Christian worship to Mother Earth (My main value is our Mother Ukraine to become a strong state and our people to live happily).

An interesting fact is that it is also used a metaphor of a child (Ukraine is a newborn which can only breath by herself... and cry when she wants something or when feels pain).

As we can see "Ukraine" concept has a controversial content which is determined either by ethnic psychology features or by actual problems of the society which can hyperbolize some of these features depending on time demands.

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