

SEMANTIC AND GRAMMATICAL LINGUOCOGNITIVE STUDIES

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Abstract: *The article is devoted to revealing the identity of the cognitive style of the person's egocentric language and determining its dominant characteristics. Attention is paid to the frequency of the discursive effect of linguistic means that make a linguistic personality recognizable*

Keywords: *cognitive style, linguistic personality, egocentric type of linguistic personality, the dominant features of the style, and combinatory of concepts.*

It should be noted that the problem of linguistic understanding of the term «cognitive style» is relevant for linguistics, in the definition of which its various characteristics are actualized in different fields of knowledge. Within the framework of its linguistic understanding, in our opinion, it is important to highlight such characteristics of the term «cognitive style» as stable permanent personality traits, manifested as a preference for certain cognitive operations and their sequences, which determine the specifics of the speech activity of a particular individual. The term «cognitive style» is defined by us as a linguistically, extra linguistically, and individually determined verbal way of meaningful and structural representation of the results of cognitive activity in the speech works created by a particular linguistic personality. Through the prism of such an understanding of the term, this article aims to determine the dominant features of the cognitive style of the famous politician, writer, publicist, and journalist Alexander Prokhanov, contributing to classifying him as a certain type of linguistic personality. A priori, it can be assumed that the specificity of the cognitive style of a linguistic personality is determined by the peculiarity of linguistic consciousness, which determines the degree of frequency of use of certain concepts in speech, and manifests itself in texts created by a linguistic personality that characterizes not only its ethno cultural and socio-cultural affiliation but also its attribution to a particular type of linguistic personality. If, when determining the originality of the cognitive style, the material of analysis for psychologists is cognitive experimental tasks that require the subject to choose the right solution and allow revealing the personality strategy in the process of solving them, then for a linguist, in our opinion, text/discourse serves as such material, since it acts as a way of verbalization of thinking. In our opinion, the information field of discourse and its

compositional structure represents a way to actualize cognitive and discursive strategies of a linguistic personality in the processing, structuring, and explication of information, thereby revealing the typical features of the individual's style of activity that make up the concept of «cognitive style». Any text, first of all, represents the mental activity of a linguistic personality, is «a product of the linguo-creative activity of the speaker and bears the «seal» of the individuality of its author» [2: 61].

Proceeding from this, the analysis material was A. Prokhanov's articles published in the newspaper «Tomorrow», «The Light Guide of darkness and the Revolution of Justice», «The Russian River of Time», «Bullet, Freeze», «Slaughter in the Night», «The State of the Polar Star» [8], in particular, represented in stylistically labeled linguistic units, allowing to reveal the dominant characteristics of A. Prokhanov's cognitive style is a linguistic personality. It seems that to determine the correlation of the concepts of «cognitive style» and «type of linguistic personality» from a linguistic point of view, one should proceed not from the specifics of the behavior and character of the linguistic personality, as is done in psychology, but from the analysis of the text/discourse to identify these cognitive features. At the same time, special attention should be paid to the study of the discourse of the linguistic personality in the following aspects: 1) to determine preferably the concepts of information presentation used in the analyzed text, ways of their actualization in discursive activity; 2) to identify a relatively stable set of procedures used in discursive activity and their sequence in information processing. In modern linguistics, there are a large number of definitions of a linguistic personality. A. Prokhanov is an extraordinary personality. To characterize it, in our opinion, the definition of a linguistic personality given by G. I. Bogin in his book «Modern Linguodidactics» is the most adequate: «A linguistic personality is the one who appropriates language, that is, the one for whom language is spoken. The linguistic personality is characterized not so much by what it knows about the language, but by what it can do with the language» [1:3]. In our opinion, it is precisely what A. Prokhanov «can do with language», it is the specific set of language tools used by him, that largely distinguishes him from others and allows him to be attributed to a certain type of linguistic personality. In linguistics, based on the use of various criteria, several typologies of linguistic personality are proposed [4; 6; 7, etc.]. For example, V. I. Karasik, based on the originality of the linguistic means used by a certain type of personality, distinguishes egocentric and sociocentric types of linguistic personality. What type of linguistic personality does A. Prokhanov belongs to? A peculiar answer to this question is the words from a critical article by I. L. Grinberg devoted to Prokhanov's prose: «The consistency, integrity of Prokhanov's prose is so palpable because it makes itself felt not only in the choice of plots, not only in the writer's mindset but also in the verbal coloring, very catchy, energetic, colorful» [3:108].

An analysis of A. Prokhanov's articles suggest that it is «verbal coloring, very catchy, energetic, colorful» that largely distinguishes his style from others. It is created through contextually unusually used linguistic units: Hate generators are connected to my hero by a light guide of darkness, an occult channel through which the invisible fire of hell pours, scorching my hero; Merciless hatred roars in these information explosions; Russia is covered with flags, beaten into it from all double-barreled guns and carbines; At one time, Gorbachev was subjected to such an information blow. Being a puppet in the deft hands of world theatergoers, he ruined the state. Magicians and sorcerers of perestroika killed his personality, and he killed his Homeland [9]. The abundance of vivid metaphors, in our opinion, belongs to the list of dominant features of A. Prokhanov's style makes this personality recognizable. Of the peculiarity of the language means respectfully used, we tend to attribute A. Prokhanov to the egocentric type of linguistic personality. According to V. I. According to Karasik, «an egocentric linguistic personality saturates his speech with bright and unusual expressions, among which there are many phraseological units, for self-presentation and embellishment of speech» [4: 142]. The cognitive style of an egocentric linguistic personality is objectified by the actualization of the dominant communicative properties of her speech by a specific set of multi-level linguistic units characterized by bright stylistic marking and contextual singularity, used for self-presentation and decoration of speech. In addition, within the framework of the target orientation of this work, the three-level structure of the linguistic personality proposed by Y. N. Karaulov is of particular interest to us, in particular, the linguistic-cognitive level (or thesaurus), reflecting concepts, ideas, concepts, value systems relevant to the linguistic personality, and the pragmatic level (or motivational), including goals, motives, interests, attitudes [5]. It seems to us that at the lexicon level, the cognitive style of A. Prokhanova is distinguished not so much by the presence or absence of certain concepts and their features, as by their actualization and specific combinatorics. A. Prokhanov's discourse is distinguished by an unusual combination of concepts, it contains an extremely large number of stylistic figures based on a hidden comparison: the people themselves put Putin in a cocoon of light; tangles of hatred and slander; cruise missiles of hatred; a blow of darkness; battering machines of hatred [9], at the junction of words that contradict each other in meaning: black light; the light guide of darkness [9], as well as words and phrases related to sublime vocabulary and having a stylistic coloring of solemnity and elation: the civilization of the Polar Star; It was an image of the coming troubles that were imposed on people in Russia; shining golden heads; mysterious forces of the Russian renaissance; gathering for eternal good work; a jubilant miracle [9], etc. To determine the specifics of the concept of «cognitive style», it is important not only to analyze the lexicon, the dominant concepts of the linguistic personality that make up the semantic space of discourse, but also the ways of

presenting information, that is, how the personality organizes the discourse, in what form it presents information. At the level of discursive activity, this difference is expressed in a stable preference for certain cognitive operations and their sequence, which determines the specificity of discourse structuring.

The analysis of the articles shows that, along with metaphors, and oxymorons, among the frequently used in discourse A. Prokhanov's techniques and linguistic units, include various types of stylistic figures, and above all, syntactic parallelism in combination with a synonymous series or repetitions of concatenation, which are syntagmatic means of enhancing the expressiveness of speech and its emotional impact: The centers that carry out informational influence on Putin are closed laboratories in which the object is studied in hundreds of directions: his temper, habits, his addictions, and hobbies. His weaknesses and his health maps, his circle of friends, his deep psycho type. His life path, on which he committed offenses or achieved success. His subconscious, the books he has read, and perhaps the dreams he sees at night are being investigated [9].

As a special principle of the syntactic organization of speech, syntactic parallelism performs the function of structuration, which is aimed at strengthening the figurative and expressive function of speech: But the main blows that Putin is subjected to are continuous information bombs that explode over his head. Merciless hatred is bubbling in these information explosions. He is being insulted. He is being slandered. Ridiculed. Compared with the most terrible characters in world history. Accused of abuse. They smear it with blood. They try to knock his positive image out of the consciousness of the people who support him [9]. The use of the principle of «expanding» syntactic parallelism, or concatenation, motivated both by the content of discourse and the purpose of self-presentation and decoration of speech, and the presentation of a separate utterance in the form of «a chain of syntactic constructions successively subordinate to each other, the length of which exceeds the usual, average length of such syntactic formations» [8: 263], makes it possible for A. Prokhanov not only achieves an expressive and emotional effect, but also holds the reader's/listener's attention: Only personal stoicism, the deadly battle that the hero gives to the forces of evil, only the wonderful voluptuary that surrounds him with prayer books and intercessors of the Russian land - only this saves my hero, raises him from the dust, leads him further along the paths of spiritual transformation; The people united around the president, who trust him, grateful to him for Crimea, for the security of the country, for Russian planes smashing the headquarters of ISIS, for Palmyra, which Putin returned to humanity, the people themselves put Putin in a cocoon of light. In monasteries and Orthodox parishes, they pray for the president, these divine prayers dissect the light of darkness, envelop the president with a cloud of Tabor light, and stop cruise missiles of hatred on distant approaches [9].

In this case, the effect of strong expressiveness, persuasiveness, and beauty of speech is created by a combination of various stylistic figures within the framework of syntactic parallelism. All this confirms the validity of V. G. Bondarenko's words that A. Prokhanov has an exceptional style, style in politics, style in life, and style in literature. In his opinion, some people admire A. Prokhanov, while others hate him because he has his style [9]. Analysis of the discourse of A. Prokhanova allows defining the concept of «cognitive style» as a relatively stable and preferred set of cognitive operations for the presentation, structuring, and evaluation of information, characteristic of the discursive activity of a linguistic personality. So, the peculiarity of cognitive style A. Prokhanova is conditioned by an individual way of perceiving the world, which determines the specifics of the content and structural representation of the results of cognitive activity in the speech works created by him, the dominant characteristic of which is a particularly strong expression bordering on embellishment.

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