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1. *Chomsky N. Linguistics and Adjacent Fields. A Personal View / Noam Chomsky // The Chomskyan Turn / [ed. by A. Kasher]. – Oxford, UK and Cambridge, USA : Blackwell Publishers, 1991. – P. 3–25.*

2. *Polenz P. von. Geschichte der deutschen Sprache / Peter von Polenz. – [9. überarb. Aufl.]. – Berlin ; N. Y. : Walter de Gruyter, 1978. – 226 S. – (Sammlung Götschen ; Bd. 2206).*

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## **STEREOTYPING OF CONCEPT “SOVIET” IN THE POST-SOVIET DISCOURSE (BASED ON THE UKRAINIAN MASS MEDIA OF 2000TH)**

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### **Abstract**

#### **Relevance**

Active transformations of the values hierarchy have taken place in contemporary Ukraine and other Post-Soviet states. The axiological modifications of language concepts, acquiring and loss of estimate connotations by them reflect these changes. The attempts to investigate these processes in the whole have been made by T. M. Antonchenko (2000), O. O. Taranenko (2014), D. N. Illin (2005). Some particular concepts (Richness, Labor etc.) have been examined by S. V. Zubarev (2007), O. V. Orlova (2011). Perhaps, it is worth looking at the point of contacts between these two research directions.

#### **Purpose**

The purpose of the research is to describe the stereotyping as a species of concepts' transformation, using contextual analysis.

#### **Tasks**

The tasks of this article are 1) to draw up a list of values which are attributed to concept SOVIET in the Post-Soviet Ukrainian mass media and become criteria of its positive or negative estimations; 2) to find out and describe regularities in the syntagmatic usage of this concept and its axiological variants.

#### **Novelty**

The novelty of this approach lies in the analyzing stereotypes as axiological variants of transformed concepts, in the determining of correlation between the syntagmatic specificity of a stereotyped concept and the transformations of its semantic structure.

#### **Theoretical value**

Including of stereotypes, regarded as the axiological variants of transformed concepts: in the cognitive linguistic paradigm has theoretical value for the future investigation in the sphere of language semantics, cognitive and sociolinguistics.

#### **Practical value**

It turned out very convenient to analyze stereotypes, examining their syntagmatic specificity. The result of the research may be used in the sociological and cultural researches devoted to the Soviet and Post-Soviet historical period as well as in the relevant linguistic university courses.

#### **Conclusion**

It was found that the stereotyped concepts are connected with most of values, which were fixed by the author in the Ukrainian mass-media of the beginning of XXI. Such high dispersion of contextual relationships, among which axiological concepts prevailed, indicates the fact that these are connotative components which determine combinability of stereotyped concepts, not denotative and significative ones. The frequency of such combinations leads to the including of relevant axiological concepts in the semantic structure of a stereotyped concept and to its extension.

#### **Perspective**

This method may be used for describing and systematization of other language concepts in

studies of a language world picture. Such researches would increase the reliability of the obtained results.

### **Research highlights**

► The author raises the issue of language concepts transformation, namely of those which are accompanied by acquisition or loss of estimate connotations. ► One of the species of such transformation is stereotyping. ► The author analyzes these processes and examines an example of a concept SOVIET. ► The article focuses on the two opposing stereotypes, such as valorized (SOVIET IS GOOD) and stigmatized (SOVIET IS BAD). ► The syntagmatic peculiarities in the Post-Soviet Ukrainian mass media are also investigated. Keywords: SOVIET, stereotype, concept transformation, syntagmatics.

**Keywords:** *soviet*, stereotype, concept transformation, syntagmatics.

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### **Sources and Abbreviations**

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