

**СЕМАНТИЧНІ Й ФУНКЦІОНАЛЬНО-ПРАГМАТИЧНІ
КАТЕГОРІЇ СЛОВА, ВИСЛОВЛЮВАННЯ Й ТЕКСТУ**

UDK 811.111'161.2–115

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**FIELD STRATIFICATION OF “SUCCESS” AND “УСПІХ” CONCEPTS
IN AMERICAN ENGLISH AND UKRAINIAN LINGUISTIC
CONSCIOUSNESS BY THE PSYCHOLINGUISTIC EXPERIMENT
RESULTS: PERIPHERY ASPECT**

***В. І. КАЛІНІЧЕНКО. ПОЛЬОВА СТРАТИФІКАЦІЯ КОНЦЕПТІВ “SUCCESS”
І “УСПІХ” В АМЕРИКАНСЬКІЙ ТА УКРАЇНСЬКІЙ МОВНІЙ СВІДОМОСТІ ЗА
РЕЗУЛЬТАТАМИ ПСИХОЛІНГВІСТИЧНОГО ЕКСПЕРИМЕНТУ:
ПЕРИФЕРІЙНИЙ АСПЕКТ***

Статтю присвячено описові польової стратифікації концептів SUCCESS та УСПІХ з фокусуванням на периферійному аспекті їхньої змістової організації та з опертям на реєстр вербальних реакцій, одержаних від американських та українських респондентів за результатами психолінгвістичного експерименту. У межах наукової розвідки узагальнено схарактеризовано зони ближньої, дальньої і крайньої периферії концептів SUCCESS та УСПІХ, визначено їхню амбівалентність у площині американської та української мовної свідомості, встановлено, що реалізація контрастованих концептуальних фрагментів у периферійних зонах здійснюється переважно за рахунок когнітивних ознак інтерпретаційних полів цих концептів із домінуванням ознак інформаційної та утилітарної зон, слабо вираженими є поняттєво-денотативні та перцептивно-когнітивні властивості концептів SUCCESS та УСПІХ на рівні їхньої периферійної організації. Для визначення істотності або неістотності розходження у відносних кількісних показниках обсягу конкретних периферійних зон досліджуваних концептів застосовано формулу критерію Стюдента.

Ключові слова: концепт, когнітивна ознака, ближня периферія, дальня периферія, крайня периферія.

***В. И. КАЛИНИЧЕНКО. ПОЛЕВАЯ СТРАТИФИКАЦИЯ КОНЦЕПТОВ
“SUCCESS” И “УСПИХ” В АМЕРИКАНСКОМ И УКРАИНСКОМ ЯЗЫКОВОМ
СОЗНАНИИ ПО РЕЗУЛЬТАТАМ ПСИХОЛИНГВИСТИЧЕСКОГО
ЭКСПЕРИМЕНТА: ПЕРИФЕРИЙНЫЙ АСПЕКТ***

Статья посвящена описанию полевой стратификации концептов SUCCESS и УСПИХ с ориентацией на периферийный аспект организации их содержания и с опорой на корпус вербальных реакций, полученных от американских и украинских респондентов по результатам психолингвистического эксперимента. В рамках исследования обобщенно охарактеризованы зоны ближней, дальней и крайней периферии концептов SUCCESS и УСПИХ, констатирована их амбивалентность в плоскости американского и украинского языкового сознания, установлено, что реализация сопоставляемых концептуальных фрагментов в периферийных зонах осуществляется, главным образом, за счет когнитивных признаков интерпретационных полей упомянутых концептов с доминированием признаков информационной и утилитарной зон, слабо выраженными являются понятийно-денотативные и перцептивно-когнитивные свойства концептов SUCCESS и УСПИХ на уровне их

периферийной организации. Для определения существенности или несущественности расхождения между показателями объема конкретной периферийной зоны исследуемых концептов, используется формула критерия Стьюдента.

Ключевые слова: концепт, когнитивный признак, ближняя периферия, дальняя периферия, крайняя периферия.

Nowadays language concepts are studied by means of various approaches, among them linguo-cognitive (semantic-cognitive), linguo-cultural, logical, cultural, philosophical-semiotic approaches may be distinguished. Concepts as specific reality fragments in terms of their original ontological nature are discussed within psychomental, acciological, ethnocultural, pragmaregulatory planes or their synthetic variants. This piece of research relies upon the theoretical fundamentals of linguo-cognitive and psycholinguistic studies by A. Bandura, M. M. Boldyriev, W. Croft, D. Cruse, R. Langacker, Z. D. Popova, E. H. Rosch, I. A. Sternin, T. Y. Sazonova, L. Talmy, D. I. Terekhova, B. Weiner, A. A. Zalevska and oth. The *topicality* of the research is apparent in view of the current studies of conceptualized reality fragments within their psycholinguistic realization in language consciousness of communicators based on the data obtained after psycholinguistic experiments that study the peculiarities of realization of the above-mentioned fragments in communicators' cognitive consciousness further projected into the plane of collective language consciousness of a particular language community by means of associative verbal units.

So, the given paper deals with describing field stratification of SUCCESS and YCPIX concepts via distribution of the cognitive features obtained after psycholinguistic experimental data analysis to the levels of the core-by, the distant and the back peripheries of the concepts under consideration by the criterion of their representativity and on the basis of Student's criterion used to determine the significance of percent indexes divergence between the periphery zones of the concepts considered.

The verbal associative reactions were provided by the American and Ukrainian speakers who participated in the psycholinguistic experiment carried out in 2010-2013 with 400 American and 400 Ukrainian respondents involved. The participants provided 3877 associative verbal reactions for words-stimuli of *success* and *ycnix* (in particular, SUCCESS – 1969 units, YCIIIX – 1908 units). More information on the methodology (Zalevskaya 2001) and the participants of the above-mentioned experiment is given in the previously published papers, namely in (Kalinichenko 2015: 139-145; Kalinichenko 2015: 129-133) and oth.

Among the number of existing definitions to the notion of concept this paper relies on one suggested by Z.D. Popova and I.A. Sternin who represent Voronezh School of Linguistics (Voronezh State University, Russia) and view *concept* as a discrete mental well-structured model comprising the three main constituents which are perceptual-cognitive part, denotative part and interpretative zone that all constitute the macrostructure of the concept (Popova 2007). The concept reflects information about a particular phenomenon fixed by means of verbal units in social consciousness of a particular language community. The verbal associative data obtained via the psycholinguistic experiment were processed and generalized into cognitive features of the concepts considered according to the logico-semantic principle and by means of cognitive interpretation method (relying on the methodology of Z.D. Popova, I.A. Sternin (Popova 2007: 104-218; Chernyshenko 2011: 119-123). The cognitive features were then distributed between the nucleus and periphery zones of SUCCESS and YCIIIX concepts according to the representativity criterion and Student's criterion used further to measure the significance of percent indexes divergence between the periphery zones of the concepts discussed in the paper (Yerina 2009: 105-111).

Kalinichenko V.I. Field Stratification of “Success” and “Ycnix” Concepts in American English and Ukrainian Linguistic Consciousness by the Psycholinguistic Experiment Results: Periphery Aspect

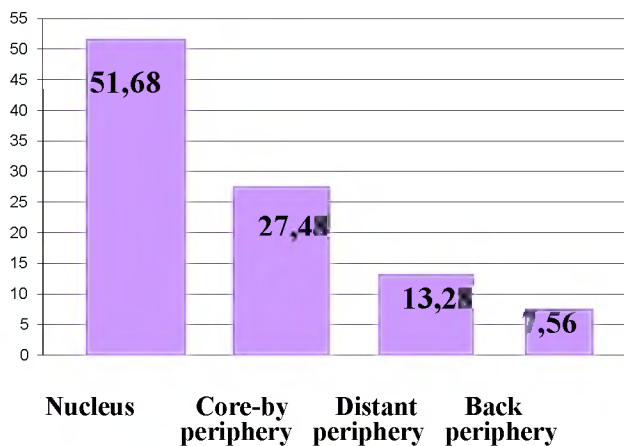


Fig.1 Field Stratification of SUCCESS Concept by the Psycholinguistic Experiment Results

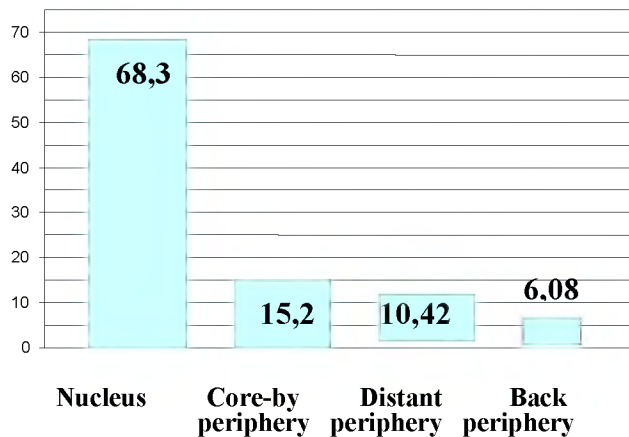


Fig. 2 Field Stratification of YCNIX Concept by the Psycholinguistic Experiment Results

The results of the analysis demonstrate the structure of the core-by periphery of SUCCESS concept to be more dimensional within its content plane comprising 19 cognitive features (27,48 % of verbal associative units) (Fig. 1) in contrast to YCNIX concept whose core-by periphery of is constituted by cognitive features (15,2 % of verbal associative units) (Fig. 2) which state the divergence between the middle percentage indexes of the parts considered to be insignificant due to Student’s criterion (Table 1). The most representative cognitive features of SUCCESS and YCNIX concepts are “*SUCCESS is realized within job*” 49 (2,04 %), “*SUCCESS is realized within family*” 48 (2 %), “*SUCCESS is realized within relationships*” 47 (1,95 %), “*YCNIX репрезентується в освітній сфері*” 47 (2,04 %), “*YCNIX – це здоров’я*” 39 (1,7 %), “*YCNIX дає впевненість*” 40 (1,74 %) and oth. The core-by periphery cognitive features of the concepts considered claim this periphery part to be of informative, encyclopedic nature rather than pragmatic or denotative ones which appear to be apparently weak within the plane of the language consciousness of Americans and Ukrainians when conceptualizing the abstract phenomenon of success.

As for the distant periphery zones of the concepts discussed, they constitute 26 cognitive features (13,28 % of verbal associative units) (Fig. 1) for

SUCCESS concept and 20 cognitive features (10,42 % of verbal associative units) (Fig. 2) for УСПИХ concept. These zones are most vividly represented by the following cognitive features: *“The guarantee of SUCCESS is activity”* 19 (0,78 %), *“SUCCESS is personified in US business magnates”* 19 (0,78 %), *“SUCCESS lies within hard work”* 16 (0,66 %), *“Символом УСПИХУ є фінансовий магнат”* 18 (0,78 %), *“Символом УСПИХУ є посмішка”* 18 (0,78 %), *“УСПИХ – це задоволеність життям”* 15 (0,62 %) and oth. This periphery part of the concepts contrasted is more likely to be of acciological nature rather than perceptual-cognitive which appears to be much weaker. The divergence between the middle percentage indexes within the distant periphery part of the concepts is considered insignificant according to Student’s criterion (Table 1).

Back periphery part of SUCCESS concept constitutes 72 cognitive signs (7,56 % of verbal associative units) (Fig. 1), accordingly, back periphery part of УСПИХ concept is structured by means of 52 cognitive features (6,08 % of verbal associative units) (Fig. 2). Among them relatively the most representative cognitive features are *“The guarantee of SUCCESS is being competitive”* 7 (0,3%), *“SUCCESS is likened to start”* 7 (0,3%), *“SUCCESS is likened to sacrifice”* 6 (0,25%), *“SUCCESS is absence of mistakes”* (0,17%), *“SUCCESS is symbolized by food”* (0,17%), *“Запорукою УСПИХУ є активність”* 7 (0,3%), *“Свідченням УСПИХУ є гідна зарплатня”* 7 (0,3%), *“Символом УСПИХУ є герої кіно- і мультфільмів”* 6 (0,26%), *“Втіленням УСПИХУ є вітчизняні науковці в галузі медицини”* (0,17%), *“Втіленням УСПИХУ є президент”* (0,13%) and oth. These very zones in the periphery plane of the concepts under consideration prove to have strong informative-encyclopedic and perceptive-cognitive nature, whereas pragmatic and regulatory nature is apparently weak. According to Student’s criterion the divergence between the middle percentage indexes of the back periphery parts considered are insignificant (Table 1).

SUCCESS and УСПІХ concepts prove to be ambivalent being constituted by a number of opposing cognitive features within their periphery parts. Ambivalence of the concepts considered is caused by the particular age-related, social, gender or mere subjective personal and individual peculiarities of American English and Ukrainian speakers. In contrast to УСПІХ concept the concept of SUCCESS comprises more ambivalent cognitive features and is realized within the opposition of internal and external factors of a goal achievement (the so-called internal and external *causal attributions*) (Weiner 1982; Weiner 1985; Bandura 1993; Bandura 1997), such as “*SUCCESS is achieved through hardships*”⁴ (0,17) vs. “*SUCCESS is the possibility not to struggle*” 1 (0,04 %), “*To achieve SUCCESS is simple*” 1 (0,04 %) where the idea of achieving success through hardships contradicts the idea of becoming a success without experiencing any difficulties. Within such cognitive features, as “*The guarantee of SUCCESS is activity*” 19 (0,78 %), “*SUCCESS lies within hard work*” 16 (0,66 %) vs. “*The guarantee of SUCCESS is luck*” 31 (1,28 %), “*SUCCESS depends on fate*” 13 (0,54 %) the idea of achieving a goal through one’s activity and self-efficacy contradicts the idea of getting successful relying on luck and fate.

Similar ambivalent nature is observed within the following cognitive features realizing internal and external causal attributions of an agent: “*УСПІХ – це везіння*” 89 (3,88 %) vs. “*УСПІХ можливий через подолання перешкод*” 13 (0,57 %), “*УСПІХ досягається через працю*” 1 (0,04 %), “*УСПІХ досягається через боротьбу*” 1 (0,04 %). The periphery zones of SUCCESS concept also comprise the ambivalent cognitive features absent within the periphery part of УСПІХ concept, namely those symbolizing success by means of drugs and those marking being not addicted to drugs an important condition for becoming a success: “*The symbol of SUCCESS is drugs*” 6 (0,25 %) vs. “*SUCCESS is no drug addiction*” 1 (0,04 %). Stronger ambivalence of

SUCCESS concept is manifested within the opposing ideas of a goal achievement as dependent and independent on an individual's nature in the cognitive features of *"SUCCESS depends on one's character"* 2 (0,08 %) vs. *"Achievement of SUCCESS does not depend on a person"* 1 (0,04 %). One's becoming a success is viewed as both significant and stupid for an individual in the cognitive features of *"SUCCESS is important"* 1 (0,04 %) vs. *"To achieve SUCCESS is stupid"* 1 (0,04 %).

So, in the paper under consideration field stratification of SUCCESS and УСПІХ concepts within their periphery aspect via distribution of the cognitive features obtained after psycholinguistic experimental data analysis to the levels of the core-by, the distant and the back peripheries of the concepts was carried out. The verbal associative reactions were provided by the American and Ukrainian speakers who participated in the psycholinguistic experiment conducted in 2010-2013.

The research has proved realization of the contrasted concepts in their periphery zones to occur due to the cognitive features of their interpretative fields (namely, their information and pragmatic subfields). The cognitive features which comprise the conceptual and denotative fields, as well as those comprising the perceptual and cognitive fields are much less vividly represented in the periphery organization of the concepts considered. The concept of SUCCESS is presumably viewed as more multidimensional in terms of its content layers in the linguistic consciousness of Americans comparing to УСПІХ concept in the Ukrainian linguistic consciousness due to the particular number of the cognitive features which constitute their core-by, distant and back peripheries. In the piece considered SUCCESS concept also appears to prove its stronger ambivalent nature in contrast to УСПІХ concept due to the number of opposing cognitive features within their content plane. In order to determine the significance of percent indexes divergence between the periphery zones of SUCCESS and УСПІХ concepts Student's criterion formula was applied.

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Table 1

Middle and Total Indexes of Periphery Zones of SUCCESS and УСПИХ Concepts (by the Psycholinguistic Experiment Results)

№	SUCCESS	Quantity		УСПИХ	Quantity		Determination of Significance of Percent Indexes Divergence								
		absol.	relat.		absol.	relat.									
NUCLEUS							n1	n2	P	Q	Sed%	t	f	ткр	Conclusion
	Mean value		5,74			6,21	2409	2294	0,06	0,94	0,0069	0,68	4701	1,96	insignificant
	TOTAL	1245	51,68		1564	68,30			0,60	0,40	0,0143	11,62			significant
CORE-BY PERIPHERY							n1	n2	P	Q	Sed%	t	f	ткр	Conclusion
	Mean value		1,45			1,38	2409	2294	0,01	0,99	0,0034	0,19	4701	1,96	insignificant
	TOTAL	662	27,48		349	15,20			0,21	0,79	0,0120	10,25			significant
DISTANT PERIPHERY							n1	n2	P	Q	Sed%	t	f	ткр	Conclusion
	Mean value		0,51			0,40	2409	2294	0,00	1,00	0,0020	0,56	4701	1,96	insignificant
	TOTAL	319	13,28		239	10,42			0,12	0,88	0,0094	3,03			significant
BACK PERIPHERY							n1	n2	P	Q	Sed%	t	f	ткр	Conclusion
	Mean value		0,11			0,12	2409	2294	0,00	1,00	0,0010	0,12	4701	1,96	insignificant
	TOTAL	183	7,56		142	6,08			0,07	0,93	0,0074	2,01			significant