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LINGUOCULTURAL TYPE «GLAMOROUS WOMAN» IN MODERN ENGLISH FILM DISCOURSE

An increased interest in the linguocultural type “glamorous woman” conveys modern anthropocentric orientation and the ever-growing interest of science in the study of the relationship between language and culture and their impact on humans. Linguocultural type is a typified representative of certain people, which exists in the collective consciousness and recognized by the culture of this people and may belong to a certain social group [1]. Linguocultural type “glamorous woman” is a generalized recognizable image of a successful attractive-looking woman whose behaviour and value priorities reflect the characteristics of the culture within which this type is distinguished. The current study is based on the fragments of 6 seasons of the US television series “Sex and the City”, presented by 94 episodes that were aired on HBO during 1998-2005, and two feature films made on the basis of the series “Sex and the City: The Movie” (2008) and “Sex and the City 2” (2010), in which the linguocultural type “glamorous woman” is represented. The American film discourse is viewed as a complex holistic socially and culturally conditioned mental-communicative media phenomenon; a coded cognitive-communicative unity of semiotic units, characterized by coherence, integrity, completeness, addressability that embodies the characteristic features of American linguistic culture.

Linguocultural type “glamorous woman” encompasses three main components: conceptual, image-bearing and value [2]. The conceptual component of linguocultural type presupposes the indication of its content on the basis of vocabulary definitions,

the study of possible synonyms and the identification of additional characteristics. The constitutive features of the linguocultural type “glamorous woman” are the following: an attractive in an exciting and special way woman; someone who is more attractive, exciting, or interesting than ordinary people. An analysis of the etymological data related to the linguocultural type of “glamorous woman” provides the following concepts of “a wonder woman”, “dominant woman”, “chairwoman”, “womanish”, “womanhood” and others. Semantic components of the lexical meaning of the word “glamorous woman” include feminine beauty, success and luxury.

The image-bearing component of linguocultural type comprises a characteristic of its appearance, age, sex, social origin, place of residence, linguistic features, manners of behaviour, leisure activities and hobbies. When describing the image-bearing characteristics of linguocultural type, it is also important to analyse the socio-historical conditions within which this type functions. The image-bearing component of the linguocultural type “glamorous woman” is represented by the following characteristics: glamorous woman's appearance (clothing, shoes, makeup, hairstyle), age (middle), marital status (unmarried), place of residence and lifestyle (Manhattan, NY), personal characteristics (sensibility, emotionality, self-sufficiency, bitchiness, determination, openness, independence etc.), hobby (shopping, fashion show etc.). This component of the linguocultural type "glamorous woman" in modern English film discourse in most cases is represented by the lexical nomination of indication and objectivity, expressed by attributive lexemes, proper names (names of people, geographical names, brand names), abstract nouns, personal and indefinite pronouns.

The value component of linguocultural type is concerned with the evaluation of statements that characterize the priorities of a particular type, its evaluation by contemporaries and representatives of modern linguoculture. The value component of linguocultural type “glamorous woman” reflects the totality of values of American society, such as wealth, success, social status, beauty and perfect appearance.

A glamorous woman realizes herself in a certain set of communicative situations in which communicative styles, features of communicative behaviour, as well as value priorities of the linguistic and cultural type "glamorous woman" are manifested.

The components of a typical communicative situation in modern English-language film discourse are:

- 1) addressee and addressee: four girlfriends: journalist Carrie Bradshaw, lawyer Miranda Hobbs, art gallery owner Charlotte York and PR manager Samantha Jones, as well as their interlocutors (friends, lovers, acquaintances);
- 2) the topic of the message: the topic of love, appearance, clothes and shoes, fashion, friendship and relationships;
- 3) place and time: table talk, night-club talk, telephone talk and social event talk (baby shower, the opening of a new restaurant, baseball game

The conversational style typical of glamorous woman is represented by emotionally-expressive vocabulary, which includes affectionate words-addresses, vulgarisms / words-images and occasional words.

The prospect of further research lies in a complex investigation of communicative strategies and tactics of the linguocultural type “glamorous woman” in modern English film discourse.

LITERATURE

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