

домінанту першої та підпорядкованість другої. Це, швидше, свідчить про те, що мовознавство є незалежною науковою парадигмою, здатною перемижатися з іншими науковими парадигмами на рівних правах; що мовні структури підпорядковуються ряду загальних закономірностей, продиктованих функціональною природою подібних систем.

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A SOCIOLINGUISTIC REINTERPRETATION OF CHANGES IN PRESENT-DAY ENGLISH: REASONS AND CONSEQUENCES

Dynamics of spreading any language necessarily led to the changes of its lexical and grammatical forms, but if the process of changes in vocabulary occurs naturally (due to word-formation and borrowing), the grammatical changes are more noticeable for a native speaker and especially for those who use a language as a second one. A set of grammatical changes will cause "shifts" in all grammatical systems of language [1: 18–27], and as a result particular difficulties often arise in the modern media of English (especially in order to whom English is not native) in the process of reading art texts in lexical and sociolinguistic areas. This process is one of the differential features of Present-day English, especially British (BE) and American (AmE) variants as competitors that stand out against other variants of English (such as the Australian or Canadian ones) with multiplicity of media, geographical area due to extralinguistic factors of their spread [2: 295–296]. Lack of substantial research in this area makes the relevance of proposed research.

It should be noted that the changes that affect the syntactic level of English are common to all variants of English, but the main producers of these processes are still AmE and BE, and their number is constantly growing. The areas of functioning are primarily broadcast media, advertising, scientific and technical literature, political speeches and colloquial speech. New processes and phenomena in a large

number fixed by linguists from the second half of the 20th century, prompted researchers to expand the list of the factors that influence the development and progress of language, especially vocabulary, which on the principle of chain reaction provokes changes at other levels of language system.

One of the determining factors considered was social changes in society that rely on a certain language such as English. In this context, modern Anglicists distinguish 5 main tasks: 1) determination of ways of distinguishing new lexical items and new meanings of existing units; 2) an analysis of factors of their occurrence in relation to the pragmatic needs of society; 3) study of models of their creation and restrictions on their use; 4) development of principles of attitude to new units (their perception/rejection of society) in different social, professional, age groups, etc.; 5) lexicographic treatment with the definition of pragmatic restrictions on their usage in different situations of communication including social differentiation of language.

All this fits within the scope of functional approach to the study of innovations in English, i.e. the emergence of a new unit due to pragmatic needs of a particular social group. Depending on the role relationships between participants of communication all situational types of communication are divided into symmetric, which have the same social status of communicants, one gender, one age, the same level of education, etc.; and asymmetrical, which are characterized by different social status of communicants, different gender, different age, and under. In addition, the focus is primarily on unofficial (relaxed) communication.

Generally, the modern English-language society shows an increasing tendency towards social differentiation, and best proof of this is the appearance of a large number of words to denote different walks of life [2: 297]; for example, *belonger* "well-off middle class", "a supporter of conservative views, interested in material comfort and stability, devoid of adventurism" (a social type that includes different age categories); *yuppie* (*young urban professional person*) "young wealthy resident of the city who seeks a career, and want to achieve material success and thus he maintains an active social life, has a high-paying job and he is extremely picky about his looks (follows the business style), which is perceived as a name card" (this type includes the following subtypes as *buppie* (*black yuppie*) "representative of this group who are African American in origin", *muppie* (*middle-aged urban professional person*) "middle-age representative of this type", *ruppie* (*Republican urban professional person*) "yuppies who supports the Republicans", etc.); *survivors* – representatives of the lowest social stratum, which includes *nilky* (*no income, lots of kids*) "jobless with a large family"; *sustainers* – in one sense, an intermediate type that is neither quite poor nor wealthy, *emulators* – those who want to succeed in life and try to emulate *achievers* – the successful, including *DINKY* (*double income, no kids yet*) "successful young childless couple in which both spouses work", *pippy* (*a person inheriting parents' property*) "middle-aged man", *Whanny* (*we have a nanny*) "a person who hires a nanny (he can afford it)".

All of these segments of society are combined with concept *VAL* (*value and lifestyles*).

However, social stratification of the vocabulary is also found in the presence of the words the usage of which is limited within a certain class, including:

- broadcasting the middle class is characterized by units starting morpheme *Mc* (by analogy to *McDonalds*), *fast*, *convenience*, *junk*, that is a measure of the meaning of "inexpensive, convenient, standard", e.g.: *McLife* "ordinary/everyday life", *McNews* "ordinary (uninteresting) news", *fast food* "fast (low-quality) food or establishment where it offer", *junk food* "food-garbage/unhealthy food/surrogates, as well as people who use these products and dishes", *convenience-food* "concentrates/preserved food that do not require a long cooking/dishes prepared in a cafe", etc.;

- for speech of the working class are inherent lexemes *cheers*, "Goodbye", *dozen* "quarrel with the relatives", *to badmouth* "to curse/to use bad language", etc.;

- in broadcasting of the unemployed were concepts *workfare* "those who receive unemployment benefits if they participate in the work that are not covered (public works), including street cleaning and the like", *welfare mother* "single mother who does not work and live on unemployment benefits", etc.

With professional differentiation of the language is associated the emergence of an entire group of words with morpheme *speak* denoting "the language of a certain professional group", for example: *cablespeak* "the language of TV workers", *educationspeak* "the language of education workers", *sportspeak* "the language of sportsmen", and so.

In addition, restrictions on the use of neologisms may be related to a belonging of native speaker to certain ethnic society—the use of racial profiling—and it usually imposes on bargains lexeme a negative marking, e.g.: in broadcasting of Indians—*apple* "Injun, who cooperates with the Federal Government"; in the speech of African Americans—*whitie*, *paddy*, *blue-eyed devil*, *Mr Charley* "white man"; in the speech of white people can appear such lexemes to indicate the African Americans as *af*, *houtie*, *terr* or *banana* "Asian" on people from Asia [2].

The fact that the linguistic changes, that have sociolinguistic background, are systematic evidenced by the appearance of specialized suffixes of nouns that represent the condemnation by society the members of certain social groups or events, including: *-eer*: *profiteer* "speculator"; *-ster*: *wordster* "rhymmer, rhymester, verse monger"; *-nik*: *noodnik* "downer"; and semisuffixes (splinters) *-hop*: *to jobhop* "to change jobs frequently" and *-gate*: *Clintongate* "scandal relationship of President Clinton and Monica Lewinsky".

It is noteworthy that it is very difficult to make a detailed analysis of the new items that appear in English because responsiveness of native speakers to changes in social life is high, and many new lexemes for a long time can be exclusively in the spoken area, such as within the slang [3: 241–252], so, only then they can go to the media through speech of which such units usually fall in the

range of attention of linguists. Definitely we can assert only that the absolute champion in this process today remains AmE, while other variants of English gradually master new units providing that there is common social situation in the sense that influenced the rise of new lexemes.

Thus, the whole development of Present-day English (without regard to a particular variant of it) at this stage shows the active cooperation of all levels of language, because the appearance of new lexical items consistently provokes the changes, at that systematic, at the grammatical level, often having sociolinguistic motivation, but the changes apply to all instances of verbal and semantic manifestations of a linguistic unit—from pronunciation to stylistic constraints and graphic design. Social factors are extremely important in the linguistic sense in English-language society and it demonstrates the national language specifics. The whole development of Present-day English (without regard to a particular variant of it) at this stage shows the active cooperation of all levels of language because the appearance of new lexical items consistently provokes the changes, at that systematic, at the grammatical (morphological) level, often having sociolinguistic motivation.

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