

**COGNITIVE-PRAGMATIC ORIENTATION OF PROPER NAMES IN THE ENGLISH FAIRY-TALE DISCOURSE**

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The article deals with proper names, which are obligatory in the fairy-tale discourse and are cognitively, semantically and communicatively charged. Cognitive way of studying functional and pragmatic peculiarities of proper names in the English fairy-tale discourse reveals semantic meaning and pragmatic orientation of proper names as transferring units of the cognitive information.

**Keywords:** proper names, fairy-tale discourse, cognition, pragmatic orientation, communicative charge.

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Aspects of cognitive and pragmatic trends of the text prevail in the domain of modern linguistics. An obligatory element of the fairy-tale discourse is proper names (the object of our article) which have semantic, communicative and cognitive charge. According to the New Webster's Dictionary definition, proper names (PN) – are nouns or adjectives, naming a specific person and written with a capital letter [1, p. 1197]. PN have a special status in the language and do not submit to certain laws which are typical for common names [2, p. 41]. Onomastics, as a part of lexicology, has been distinguished as an independent science when scientists clearly realized the difference between PN and common names [3, p. 69]. Cognitive orientation of PN, their orientation to the reader, author's intention which are implicated in PN are the subject of the article. Communicative and cognitive approach to PN and their functioning in the text are relevant in today's mainstream linguistics (S.M. Spivak, S.A. Yarova, L.M. Lazarenko) [4, p. 1], [4, p. 231] [6, p. 217]. The purpose of this article is studying the background knowledge related to PN in the English fairy-tale discourse and their cognitive orientation towards the reader.

O.S. Akhmanova identifies PN as words or phrases the specific purpose of which is to identify individual items without regard to their characteristics, i.e. without establishment of the correspondences between qualities of subjects

[7, p. 175]. As S.M. Spivak points out, PN are codes of background knowledge, specific types of compressed national and cultural texts, the semantic memory of which keeps cultural and historical subjects written in the contemporary social consciousness [4, p. 1]. Means of nomination and images laid up in the basis of the name are ethnically defined, despite the fact that typical nature and anthropological universals in the imagery of the names are common. Names and nicknames in colloquial language are associated with the realities, traditions and the religion [8, p. 15]. Culture and social life are always reflected in PN [8, p. 22]. Extra-linguistic factors have significant effect on the quality of the names and their place in the language, as linguistic signs identifying an individual and having a strongly marked national and cultural component [9, p. 148]. PN as a unit category, are used to highlight, identify and characterize certain reality and at the same time they help to activate knowledge about it [10, p. 430]. PN perform nominative function, as well as the function of representation of individual fragments of the world and its conceptualization.

O.V. Superanska points out that PN don't have connotations (conditional intention in other words); they have denotation, because they nominate an individual to differentiate him among others. The meaning of PN is known only to those whom the individual is introduced to [8, p. 69]. In the language beyond the discourse

PN don't have the denotative value [11, p. 106]. Cognitive orientation of PN is in understanding the act of nomination from the cognitive position and in finding answers to questions, which sets of concepts are verbalized in a particular language and why; what particular form of speech is herewith selected [10, p. 71]. Speech and cognitive development have an impact on each other, and the names, including PN, are the sources of knowledge about objects. Cognition and communication as the main functions of the language, equally determine its specificity and structure [10, p. 325]. They should be explored at their permanent agreement and interdependence.

Often PN provide the addressee with information and knowledge about the status and position, which the individual has in the society. The social status of a person - is the position of a person in a social system, rights and duties, and as a result - the mutual expectation of certain behaviour. Herewith the individual characteristics of a person occupy a secondary position. An indication of the status of a person is often his name. Nationality, sex, age and marital status of the individual are encoded in the name. Even the right to have a name may be the evidence of a social status. If we investigate PN from the cognitive position in a certain society we can gain knowledge about general and specific model of behaviour of people speaking a common language and sharing a system of appraisal norms of

the society, and determine principles of social organization [12, p. 5]. The expression of social status in PN can have both implicit (connotations, associations) and explicit nature.

PN respond to social changes more than common names. In PN, regardless of the will of those who give the name, the culture and social life are always reflected. Fulfilling a number of social functions, PN live and develop under the laws of language, while the reasons that stimulate the development of nominal systems are social in origin, i.e. are beyond the linguistics [8, p. 26]. Even the form of the name - a structural component of onomastics - in some way is conditioned by social factors.

There are four main ways of PN origin: transformation from common names in PN (onomisation), borrowing of foreign PN, transition of PN from one level to another (transonimisation) and the artificial creation of occasional names [8, p. 473].

Unlike PN, common names relate an object to its class, have basic and additional connotations. The proper names are associated with an individual object or multiple objects of the same name, each of which is taken individually. PN mean a separate subject, not associated with the concept, but they can have other connotations. If a side connotation develops into a major one, PN become common names. PN are always specific. If concreteness of an object is not available, the tendency of PN transformation into common names is observed [8, p. 113]. These processes between proper and common names (CN) form a universal group of names in language systems. They occupy a central place in the vector of common names (CN<sub>1</sub>) - PN- CN<sub>2</sub>.

CN<sub>1</sub> and CN<sub>2</sub> identify an object, actualize denotative or connotative meaning. Unlike CN, PN point at a single object, name it. An object that calls PN is specific. Over time PN will be converted to CN, the tendency of transformation PN → CN will become up-to-date [8, p. 113].

PN formed from common names, can develop their derivational paradigm. Derived from the PN words retain

the seme of the name. Compare: Eng. *present-day Shakespeare, Conan Doyle's style*; Ukr. *сучасний Франко, шевченківський стиль*. These derivatives enrich their semantics, indicate the typed characteristics of these individuals.

The emergence of new connotations becomes possible due to influence of extra-linguistic factors. For example, when the denotation of PN is known to members of a certain society. In this case, the name returns to the paradigm of CN [8, p. 117]. Appealing to PN in fiction is presented in so-called expressive names. These names are identical in their shapes to common names that denote the most peculiar features of a character. The name of the character is an important factor in the creation of the work. It updates the author's pragmatic orientation of the text on the reader's complicity. The main aim of the function of appealing to PN is excitation of images and emotions caused by the values contained in the associative and semantic field of PN. Affectability of PN, in turn, activates the process of its understanding [4, p. 14]. Thus the contact between an author and a reader is created, ensuring the success of creative communication.

In the literary work the name plays an important role as a landmark in time and space. In the language of fiction a former common meaning of the name can have characterological application; name and surname of the character may be a part of its characteristics. The simplest example is expressive names and surnames [8, p. 32]. The names of literary characters we can divide into those that characterize them explicitly and implicitly, and as a conclusion we can say that a moment of characteristics is more important than just a nomination in fiction.

Communicative and pragmatic approach to the study of PN foresees the determination of functional and pragmatic properties of PN in the English literary discourse, clarifying conceptual basis of the compositional and semantic structure and the role of PN in its formation [4, p. 3]. Notional filling of PN is determined by semantic analysis of descriptions and definitions

which are contained in the culturological dictionaries.

Proper names of the famous collection by Clive Lewis "The Chronicles of Narnia" cause the research interest, as a store of factual material for linguistic research, and especially for onomastics [13, p. 12]. Naming the character, PN becomes a thematic word. Due to its inseparability from the character, the name is perceived in the associative complex with it; it gets the right not only to indicate the denoted object, but also serves as its characterological representative. That is to say when PN are in the context, they can take any content. Meaningful saturation of PN occurs gradually [8, p. 110]. It includes all the skills of the character given to him by the author.

Characters of the series of fantastic tales ("The Chronicles of Narnia") possess extraordinary powers, capabilities and creativity which help them to overcome all the trials on the way to the goal. According to the thematic basis we can divide tales into magical, domestic and animalistic [14, p. 2]. Fantastic tales originally had a magical purpose, which over time has been lost. In modern fiction tales mythical fantastic and heroic principles are combined [15, p. 322]. One of the main functions of fairy tales is cognitive, that is accumulated in PN of characters of a tale which transfer cognitive information and carry the knowledge about national peculiarities of a certain ethnos and the way of their life, work, mode of life, natural environment, individual features of narrator and characters.

Conf.: *And in those days there lived in London a girl called Polly Plummer. Plummer* ← Eng. *plum* – Ukr. *ласий шматочок; вигідне замовлення* ← *слива* [16]. The name of the main character of the tale, a little English girl, who needs adventure and communication, contains a clear motivation, however, is quite typical for the British. Comp.:... *for Digory was the sort of person who wants to know everything, and when he grew up he became the famous Professor Kirke who comes into other books. Digory* ← Eng. *digo* – Ukr. *гребля, загама*. *Kirke* ← Eng. *kirk* – Ukr. *церква* [16]. From

PN of these characters we will learn about true, reliable friend and clever, well-educated person. Comp.: *"That was the secret of secrets," said the Queen Jadis* [16]. *Jadis* ← Eng. *jadish* – Ukr. *непрустойний, нечесний*. The name of the queen gives the reader a certain idea about this character, prepares to perceive this person as a negative personage.

A specific feature of tales by Clive Lewis "The Chronicles of Narnia" is a combination of a fantastic type of tales with animalistic ones. Animals in these tales act side by side with people and magical creatures, performing good or bad deeds. Tales about animals are genetically the most ancient, associated with totemic ideas [15, p. 321]. C. Lewis, using the knowledge and experience, accumulated by the English nation, makes animals characters of his tales and instead of naming them, he capitalizes common names of the animals, which become their proper names. The process of conversional transfer from common name to proper one takes place. Conf.: *The Lion was pacing to and fro about that empty land and singing his new song. The Lion* ← Eng. *lion* – Ukr. *лев*. *The Jackdaw became so embarrassed that it hid its head under its wings as if it was going to sleep. The Jackdaw* ← Eng. *jackdaw* – Ukr. *запка*. *Come hither to me, you the chief Dwarf, and you the River-god, and you Oak and the Owl, and both the Ravens and the Bull-Elephant. The Owl* ← Eng. *owl* – Ukr. *сова*. *The Raven* ← Eng. *raven* – Ukr. *ворон, крик*. *The Bull-Elephant* ← Eng. *bull-elephant* – Ukr. *слон*.

Cognitive-pragmatic orientation of this type of PN is towards using names of animals according to historical and national perceptions of the ethnos. Differentiation of animals into good and bad, clever and outspoken, brave and timid is in line with the concept of the British about certain animals. That in its turn allows a reader to find out information about the world outlook of a certain nation and helps children to learn more about animals and their characteristic features.

Conf.: *When the Bulldog spoke to him (or, as he thought, first snarled*

*and then growled at him) he held out his shaking hand and gasped "Good Doggie, then, poor old fellow. The Bulldog* ← Eng. *bulldog* – Ukr. *бульдог* (злий сильний собака). *"Well?" said the He-Beaver at last, "what, in the name of Aslan, are these?" The Beaver* ← Eng. *beaver* – Ukr. *бобер*. *A Panther, which had been washing its face, stopped for a moment to say. Panther* ← Eng. *panther* – Ukr. *пантера, леопард*. *"You surely don't mean," said the Jackdaw to the Badger, "that you think its a talking animal! It didn't say any words." The Badger* ← Eng. *badger* – Ukr. *борсук*. *"I tell you what!" said the Donkey brightly, "perhaps it's an animal that can't talk but thinks it can." The Donkey* ← Eng. *donkey* – Ukr. *осел*.

On the materials of the previously mentioned examples we can see that the conversional transition from common names to proper names and the usage of PN formed in such a way, give a narrator the possibility to realize a cognitive function of PN and present ethnical ideas about certain phenomena to readers of all ages.

Cognitive orientation of PN in the English fairy-tale discourse is shown in the information which PN contain, in their structure and semantic fullness. This allows the reader to explore the world in the process of decoding PN. Further research will be devoted to polyaspects, polyfunctionality and polymodality of PN in the English fairy-tale discourse.

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