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LINGUISTIC RESEARCH OF DIALECT VOCABULARY MORPHOLOGICAL FEATURES: HISTORICAL ASPECT

Introduction. The dialectal vocabulary at the morphological level is a very relevant issue. Its research has a significant impact on the development of the Ukrainian dialect language. The beginning of the XIX century in linguistics is characterized by rapid aspiration of linguists to study the morphological level of dialectal vocabulary. The history of linguistic research of the dialectal vocabulary morphological features is directly related to the development of Ukrainian dialectology, in particular, to the classification issue of the Ukrainian subdialects.

Review of recent publications. Many linguists have been interested in investigating dialect vocabulary at the morphological level, among them A. Shafonsky, O. Pavlovsky, O. Potebnia, S.P.Bevzenko, F.T. Zhylko, I.I.Matvias, A.Moskalenko, A.I. Kryzhanivska and others.

Objective of the paper is to discuss the peculiarities of linguistic research of the dialectal vocabulary morphological features in the plane of its historical aspect.

Results of the research. On the basis of the developed theoretical literature, two periods of development of the Ukrainian dialectology can be distinguished:

- 1) empirical, when the study of the Ukrainian subdialects was not systematized scientifically and the dialects were studied only being based on separate observations (80's of the XVIII century – 60's of the XIX century);

2) theoretical:

- descriptive study of subdialects with some use of the comparative-historical method (second half of the nineteenth century – the first decades of the twentieth century),
- the study of the subdialects which is carried out not only descriptively but using the comparative historical method, also based on the data of linguistic geography.

The first century (the middle of the eighteenth and first half of the nineteenth century) in the history of Ukrainian dialectology was, as a rule, the period when the collection of dialectal material began: "so to say its theoretical understanding" [1: 13].

If linguists of this period were initially interested in the phonetic features of the Ukrainian dialects mainly (namely, A. Shafonsky, O. Pavlovsky, etc.) and, accordingly, divided them into subdialects, then within the period began to be interested in morphological features. So, M.O. Maksymovych drew attention to the verbs of the future tense, which are within one dialect, but not within the other; to inflexion of female gender nouns and some pronouns in ablative case in singular, etc.

It was he who singled out the dialect in the Ukrainian language not for phonetic signs, the way his predecessors did, but for the morphological ones. Some of the statements of the Ukrainian dialectology, in particular, morphological features of the Galician, Kiev and Carpathian dialects, is found in the textbook by I. Vagylevych "Gramatyka maloruskoi movy" ("Grammar of the Ruthenian language") (1845). A new, theoretical period in the history of Ukrainian dialectology begins with the emergence of dialectal logical works by O. Potebnia: "Pro zvukovi osoblyvosti rosiiskyyh narich" ("About the sound features of Russian dialects"), "Zamitky pro maloruske narichchia" ("Notes on the Ruthenian dialect").

These are essentially the first research works on the Ukrainian dialectology. Approximately 20 morphological dialectal signs were studied by O. O. Potebnia during the characterization procedure of certain Ukrainian subdialects. It should be noted that the linguist in his works managed not only to state a definite feature, inherited by any dialect of the Ukrainian language, but also each dialectal sign was provided with a historical commentary for the first time in the history of Ukrainian dialectology. O. O. Potebnia also dated the emergence of this sign, referred it to the presence of this morphological sign in the written or printed materials. In the first half of the XIX century M.O. Maksymovych, Y. Holovatsky drew attention to the fact that in the West Ukrainian subdialects bearing the ablative case in singular nouns of the female gender as well as some pronouns may have the flexions *oŷ*, *eŷ*: *pykoŷ*, *dyueŷ*, *moboŷ*, etc.

However, this feature was specified not only by the above-mentioned scholars. O.O. Potebnia explained the presence of this morphological sign in the subdialects considered. In his view, the flexion *oŷ*, *eŷ* are formed as a result of the complete reduction of *J* and the partial reduction of the unstressed *y*. "There is nothing to think about, – wrote O. Potebnia, – about the independent formation of these *oŷ*, *eŷ* directly from the more ancient combinations of **OI-Ж, EI-Ж**" [2: 120].

The most thorough research was carried out by K.P. Mihalchuk, whose results were described in his work "Narichchia, pidnarichchia i hovory Pivdennoi Rosii u zvyazku z narichiamy Halychyny" ("The Dialects, Subdialects and Subdialects of the South of Russia in Connection with the Dialects of Galicia) (1877), who considers the classification of Ukrainian dialects by means of describing not only their phonetic but also morphological features. According to the linguist, the phonetic features in transitive subdialects become inexpressive, and in Rusyn dialect it is possible to distinguish between the forms only at the morphological signs which, according to K.P. Myhalchuk, are particular, and by means of which it can be distinguished from other dialects.

Some morphological features of individual subdialects have been paid attention to by O.I. Sobolevsky and A. Krymsky. At the end of the XIX century research works by I. Vernadsky in the plane of Ukrainian dialectology began to be published in various periodicals, in which he aimed at describing the features of a certain dialect comprehensively (at all the structural levels and, in particular, morphological). Detailed descriptions of the subdialect morphological features of the Podolsk province villages are provided in the articles by G. Holoskevych, O. I. Sorochan and others.

During the XX and the beginning of the XXI century in Ukrainian dialectology the monographic studies and large number of articles have emerged. Descriptive dialect morphology of the XX century is represented in the research works by I. Pankevych, D. Bandrivsky, K. Herman, F. Zhylko, S. Bevzenko, A. Zalesky, H. Shylo, K. Hluhovtseva, M. Ivchenko, N. Mizin, M. Onyshkevych, P. Hrytsenko and others.

Conclusion. The theoretical materials about the dialect vocabulary features at the morphological level were thoroughly elaborated and studied at the beginning of the nineteenth century, being purely informative by nature. Many scholars contributed to the development of dialectology, in particular, O.O. Potebnia was the first not only to state certain morphological features in dialects, but also the one who pointed out the reasons for their occurrence. The greater part of researches on dialectal morphology were carried out during the twentieth and early twentieth centuries.

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PSYCHOLINGUISTIC DIMENSIONS OF MODERN ADVERTISING: SUGGESTIVE ASPECT

Introduction. Modern society lives in the world totally controlled by the media. Probably each of us understands that our thoughts, biases, desires and actions are somehow shaped by the influence of advertising. We are exposed to a variety of ads every day. We see ads in newspapers, billboards, listen to the radio and see a lot of TV ads. Undoubtedly, there are many ads in the World Wide Web. Have you ever wondered how the world of advertising works? What is it? Advertising is sometimes accused not only of the desire to promote the product, but also of the desire to sell it at any rate, because very often artificial needs are promoted, moral and intellectual corruption of people and turning them into humble buyers. Advertising is one of the spheres of functioning of the language, which actively generates new syntactic phenomena requiring linguistic analysis. Therefore, now there is a need for studying creolized texts (that is, the ones in which verbal, nonverbal and visual means of information transmission are combined), whose main operation area is the advertisement from the linguistic point of view.

Objectives of the paper. The topicality of the paper is viewed due to the increase of creolized advertising share in the media; the need for practical investigation of the impact specificity of this type of advertising texts; the need to develop a general theory of understanding modern advertising text suggestion. The purpose of this piece of research is as well to study the verbal and non-verbal means used in advertising, and the effectiveness and causes of their psychological impact on the consumer.

This defines the need for solving the corresponding tasks: 1) to analyze the main approaches to the interpretation of advertising; 2) to disclose the main types of advertising; 3) to investigate and describe suggestively meaningful structures of the advertising text; 4) to find out the pragmatic load of verbal means in advertising.