

Stepanchenko I. I. On Paradigmatic Connectivity of Text From Standpoint of Functionalism (Based on Yesenin's Poem "Letter To Mother").

The article considers connectivity as the main text category that defines the functional aspect of the content formation in the act of reception. The connectivity of the text has a paradigmatic character, since the reader changes the structure of the text during the perception, moving from linguistic syntagmatics to figurative-conceptual paradigm. Based on the essay of S. Esenin "Letter to the mother" the process of uniting "objective" images in the paradigm and the formation of links between individual paradigms in the hyperparadigm of the whole text has been shown.

Keywords: connectivity, functionalism, paradigm, "objective" images, figurative-conceptual connections.

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**POLISH AND ENGLISH SEMANTIC DERIVATION
OF HANDICRAFT TERMINOLOGY CONTRASTED
(A CASE STUDY OF INTERLINGUAL TRANSLATION EQUIVALENTS
OF WEAVING TERMINOLOGY)**

Secondary metaphorical naming units mostly correlate with anatomical terms (parts of human body, partitive motivators connected with human body parts), more seldom – with anatomical derivatives motivated by location, associative rethinking of the top (appliance or raw material, e.g. flax, its bolls) as a part of the head of a human. Anthropocentric metaphors of weaving (somatic terms – eye, hand, ear, tongue, back) designate tools and appliances, and varieties of fabric / cloth (in two-component terms); here metaphorical character is registered in an attributive-concretizing component of a substantive terminological unit related to a hyperonym. Associative-terminal motivation of weaving lexemes is limited by quantitative-qualitative naming units connected with numeral characteristic of the object, rarely – by color nomination on the whole, or with a certain semantic concretization.

Artifact metaphors – names of household objects, premises, clothes, headwear, elements of the inner space of a dwelling (window), spatial names, and names of containers – often serve as the donor sphere for nomination of weaving and spinning realia in the technology of production of woven fabric. Sometimes the basis for transfer of meaning is a trite zoomorphic (phitomorphic metaphors are represented by only one unit) term, which is accompanied by attributive metaphorical evaluative qualifiers blind, dead, deaf, live, kind etc. in two-component terms; more seldom the standard for comparison is coupled subjects of consanguineal and affinal kinship and close to them denotata. The sphere of mentafacs (religious names) practically does not function in weaving nomenclature.

Keywords: cognitive nature of term, frame modelling, motivational structure of term, secondary nomination, metaphor, metonymy, partitiv, metronim, utensils.

Studies of special subject fields, especially those devoted to the clarification of language specificity of ancient crafts, artifacts, and professional language of communication are topical today, considering new challenges of "multilinguocultural communication environment which causes intensification and complexity of the process of special language texts creation under the pressure of new phenomena, particularly, the increase in demand for specialized translation in the global society, the dynamic development of modern terminological systems, and the growth of volume and professional level of specialized texts" [8, p. 3]. With the aim to study innovative terminological systems connected with weaving nomenclature in the newest sci-tech lexicons, it is appropriate to turn to the origins and cultural- epistemological sources of archaic layers of material culture and to compare

traditional and modern terminological systems. As H. Krajevs'ka rightly observes, "today it is very important to study folk craft terminology being a component of dialectal lexicon which is a part and parcel of history and culture of the people" [7, p. 145].

Spinning and weaving, being one of the ancient trades of the Slavic and Germanic peoples, has been widely studied by ethnographers, and weaving terminology – by Ukrainian ethnolinguists and dialectologists, see, for instance, the studies by M. V. Nykončuk, N. F. Venžynovyč, I. O. Nikolajenko, M. T. Bezkiškyna, A. A. Bodnyk, A. M. Zales'kyj, L. S. Tereško, I. A. Šumej [5, 338]. However, multilingual continuum of weaving lexicon described in bilingual and quinti-lingual special translation dictionaries and ethnographic records we refer to represents an inexhaustible source to look for archaic innovations of realia and material culture production processes which are still waiting for the comprehensive study in nominative and purely terminological aspects. A Polish researcher J. Żurawska-Chaszczewska, in her turn, has brought to notice the difficulties in delimiting such contentious concepts as "handicraft term", "specialized terminology", and "professionalism" – the linguist comes to a conclusion that there is no rigid boundary between them. But R. Przhybyska and T. Kurdyła consider that terminology is to be of specialized, official nature; and non-official vocabulary and professional phraseology is a set of professionalisms, but not terms. In the article "Czy słownictwo rzemieślnicze jest terminologiczne?" T. Kurdyła equals handicraft lexis with professionalisms and does not refer it to terms. Some scholars, like, for example, a Polish researcher J. Żurawski, use the concept "szewska gwara jako odmiana środowiskowa polszczyzny, którą posługują się pracownicy warsztatów szewskich". In her turn, I. Bajerowa emphasizes the influence of technology on the process of new technical terms coinage which cause the appearance of new words in a specialized field. On the contrary, J. Jadacka observes that "termin jest to jedno lub wielowyrzowy odpowiednik pojęcia z określonej dziedziny nauki i techniki, mający znaczenie wyraźne i używany przez specjalistów w tekstach fachowych" [10, s. 19–20].

As a spiritual complex, weaving (this term is used here in a broad meaning and embraces the complete cycle of weaving works – from sowing and plucking textile plants, from the preparatory processes, spinning, preparation of yarns and threads to weaving, and weaving process proper to scouring of the fabric) in many aspects is a unique phenomenon of traditional daily-life culture. It is one of the most ancient technological processes, having a substantial inherent informativity. Therefore, being a separate fragment of a people's culture, it may serve as an essential source of both the culture's study and reconstruction. After all, due to folk weaving's craft-like and myth-ritual nature, the symbolism of weaving processes and realia contains limitless resources of ethnocultural modeling of the world around – that microenvironment in which a concrete individual once lived [3, s. 9–10].

The purpose of the proposed research is to describe the processes of semantic word formation of weaving terminology (WT) in Polish and English, particularly those of metaphorical and metonymical development of weaving terms which are mainly polysemantic.

WT anthropocentric metaphors (mostly somatic terms derived from *eye, hand, ear, tongue, back* etc.) are chiefly used to designate tools, appliances, and types of fabric; sometimes a metaphorical nature is found in a qualitative-concretizing component of a substantival terminological unit: *uszko* ob. *oczko* [STW, p. 114], *przędza oczkowa albo szydełkowa* – knitting yarn [STW, p. 98], *welna grzbietowa* – back wool, *zęby* – dents, reeds [STW, p. 101], *duśza* 'a rod in a shuttle' [FalPST, p. 61], *języczek, wrzecziono* 'an iron rod in a shuttle, attached with a spring, onto which a spool is inserted' – shuttle tongue [STW, p. 60]. There are some trite metaphors contrasting the alive and the dead: *welna martwa* – dead wool; *skin wool*; *welna żywa* – live wool.

In the process of formation of some weaving terms, the associations created were based on a similarity in form with the primary objects. That is, in the process of metaphorization an everyday-life sign was used to designate a component of another (spinning and weaving) sphere, inasmuch as “metaphor is a powerful cognitive tool which reflects the capability of a human and the whole ethnos to interact with the real world”.

This is a core method to coin names associated with form, the idea of a circle and circular movement, e.g. **przędzarka obrączkowa** – **ring spinning frame**; some artifactual metaphors related to clothes names, e.g. **przędzarka kapturkowa** – **cap spinning frame**; names-DESTINATIVES motivated by their use, destination (the fabric from which a fishing net is made), e.g. **tkanina sieciowa** – **fish netting**, ~ **sitowa** – **sieve cloth**, ~ **space cloth**. Sometimes the second component in the fabric names is metonymically related to the names of containers, e.g. **tkanina workowa** – **sackcloth, bagging** – this term is represented by two terminological synonyms in English. Or it may be related to the names of dishware, e.g. **garnek przędzalniczy** ‘the main part of spinning machine which spins, rotates’, **przędzarka wirówkowa** ‘a part, broadened and prolonged at the top in the shape of an aluminum cone (stożkowate), closed at the top, contains the device which draws the thread’ [STW, p. 272].

One can observe, to some extent, the phenomenon of metaphonymy in designations of certain weaving denotata, cf. **przędzarka skrzydełkowa** – **flyer spinning frame** (the key element – wings, ability to fly, a functional marker), ~ **szpulowa** ~ **bobbing-type spinning machine**, **przędzarka wirówkowa** – **centrifugal box, centrifugal pot, spinning box**, where the metaphor of rotating movement, spinning is combined in English with the names of containers (**box, pot**) in hyperonyms – *machine, frame*, cf. **przędzarka wózkowa** – **mule spinning frame, self-actor mule**.

To study some two-component weaving terms, we will turn to the methodology of cognitive terminology and other cognitive methods (in particular, to frame modeling), which are worked out by domestic cognitive scientists and their followers. From the cognitive point of view, motivational models of weaving sphere (names of fabric, wool, fibre) may be considered from the positions of frame modeling of motivational structure of terminological structures.

In recent times, frame modeling is referred to quite often in contrastive terminology studies with the aim to describe various aspects of specialized terminology and translation.

Frames are the most adequate structures of knowledge representation; they allow for a qualitatively new level of motivation problem study. S. Žabotyns'ka delimits five basic frames: object-centered (the Thing), actional (Action), paronymic (Possession), hyponymic (Identification), and associative (Comparison). First four of the abovementioned frames have a common feature of contiguity relations between their components, i.e. they manifest metonymical shifts; an associative frame is built on likeness relations, which is based on the drawing of concepts together in the mind of an individual.

The Thing Frame is comprised of the system of propositions, where one logical subject is adjacent to several logical predicates which characterize the subject by quantitative, locative temporal, and other parameters (S. Žabotyns'ka, D. Alad'ko).

Considering the semantic organization of WT within The Thing Frame, it is possible to single out the slots “SOMEBODY / SOMETHING is SUCH-quality”, “SB / STH is THAT MANY-quantity”, “SB / STH is THERE-place and THEN-time”, and “SB / STH exists SO-mode of being”. The slot “SOMEBODY / SOMETHING is SUCH-quality” is represented by metonymical models “material – a manufactured object”, “size – an object of that size”, “color – an object of that color” (cf. **kolorówka** ‘colored cotton yarn used to manufacture special textiles’), “cost – an object of the same cost”, “form – an object of that form”, all of which verbalize a certain semantic component (SC). The model “material – a

manufactured object" can be exemplified by the names that denote **facture** and substance trite metaphors and non-metaphorical word combinations (SC 'material', 'metal', 'color', 'dye', 'chemical element' which are components of the fabric (FABRICATIVE)): e.g. **tkanina azbestowa – asbestos cloth**, **tkanina jednowarstwowa** 'fabric manufactured of only one layer of warp and weft threads', **tkanina wielowarstwowa** 'fabric manufactured of several layers of warp and weft threads', **tkanina z okrywą** 'fabric with fast, lashed, or knotted pile (plush, flannel, velour)' and so on. [LNT, P. 1087], **włokno azbestowe – asbestios fibre**, **włokno celulozowe – cellulise fibre**, **welna ołowiana (do uszczelniania połączeń rurowych) – lead wool**; **welna stalowa – steel wool**; **welna szklana – glass wool**, **plótno ściernie** 'cloth with glued abrasive elements which serves for hand-type or mechanic grinding' [LNT, P. 145]. Fabricativs also include separate parts of weaving appliances, like, for example, **drewionka** 'a wooden bar in a spindle' [FalPST, p. 58]. Quite possibly, these examples illustrate the use of words "fibre", "wool" and the like not in weaving sphere, but as interdisciplinary terms, like, for example, in building sphere – **tkanina asfaltowa**, 'tkanina jutowa, konopna, nasycona asfaltem', electrotechnics – **tkanina grzejna**, ore mining – **tkanina podszkawkowa** [LNT, p. 1087] and the like.

The form of an 'object motivates such varieties of weaving appliances as **krosno okrągłe** 'a loom in the form of a shuttle to manufacture cloth in the shape of poaches or sleeves of round form (when weft has a conic form, ze śrubowo ułożonym wątkiem)' [LNT, p. 431].

The next group of motivators-destinatives¹ is connected with the method and technology of production, where SC "the object's purpose" is objectivized: **tkanina czesankowa – worsted yarn**, **tkanina druciana – wire cloth**, **tkanina drukowana – printcloth**; **tkanina nitkowana – twisted yarn**, **doubled yarn**, **filtracyjna – filter cloth**, **osnowowa – warp yarn**, **tkanina podkładowa** "plain cloth made of flax wool designed for ('na sztywniki') collars and lining", **welna papierowa – paper wool**, **excelsior tissue**, **powroźnicza – rope yarn**, **rdzeniowa – core spun yarn** [SNTPA, p. 543].

Paronymic relations are represented by terms related associatively to body parts names – bodily discharges and liquids – (sweat, salve, blood): **welna potna – grease wool**, **greasy wool**, metonymically related to the function of an object (like wiping sweat off), less commonly – to objects being parts of the whole, e.g., **krosno rapierowe** 'a shuttleless appliance where weft is drawn with the help of *rapiera*' [LNT, p. 431], **krosno czółenkowe** 'an appliance where weft is drawn to przesmyku with the help of the shuttle' [LNT, p. 431].

Semantic derivation of weaving terms first of all includes metaphorical names, anatomical terms, and, rarely, anatomical derivatives – **obgławiacz** 'a device for cutting off flax bolls' [FalPST, p. 185], **odgłówki** 'waste fibre after hackling of flax'. The following terms should be considered anthropomorphic ones: **broda** 'steel pins driven into wooden blocks at regular spacing in a hatchel for flax hackling', **czeluć** 'an opening in the upper or lower part of bunching 'nicelnic'' [FalPST, p. 38]. In this respect the following association seems to be rather conspicuous: the top as a part of the head (SC – *location* or SC – *movement of a part*), which brings forth terminologisation of human body parts as in the following: **głowa** 'a thicker outer part of the beam closer to warp with special holes' [FalPST, p. 74], **czubki** 'tailing in the upper part of hemp' [FalPST, p. 43], **gardło** 'a part of a spinning-wheel beam through which a thread is drawn' [FalPST, p. 72], **język**, **języczek** 'a moving part of a brake' [FalPST, p. 88], **łeb** 'a ring in the shaft of a loom', tailing from hackled flax' [FalPST, p. 152], **ozko** 'a middle thread loop of healds; an eye', **oczka ślepa**,

¹ Destinative is understood as a term of semantic syntax and logical semantics; a mental analogy of the object's intended purpose, one of the arguments in the structure of proposition or predicate-argument structure (This pad is for needles) (See: O. O. Selivanova, *Linhvistyčna encyklopedija*, Poltava, Kyïv 2011, s. 118).

oczkowany, oczasty 'making / forming an eye' in the process of beaming' [FalPST, p. 188], **noga, nóżka** 'a part that holds the ring in a spinning wheel', 'a metal dowel pin holding the spool', 'a small wooden plank in the base of a spinning wheel', 'a treadle of a spinning wheel' [FalPST, p. 184]. Another somatic term – **palce** – has similar meanings; it mostly designates separate parts of mechanical appliances for weaving and measure: 'a ring in the upper part of a warper', 'a small wooden plank with rings in a warper', 'a device for yarn twisting', 'a treadle of a spinning wheel', 'a device for cutting off bolls', **paluszek** 'a handful of flax pluckings after hackling' and the like [FalPST, p. 202]. An example of metaphorical transfer is a trite zoomorphic term and its semantic derivatives, the second component of which creates an opposition: **kobyłeczka** 'a middle loop in the healds', **kobyłka ślepa** 'a part of weave in healds above the eye' [FalPST, p. 109], as a counter to another term with somatic metaphor **kobyłka oczasta** 'the lower part of weave with the eyes seen' [FalPST, p. 109]. Sometimes animal body parts can serve as motivators: **klesznia** 'a small ladder with knots in a loom' [FalPST, p. 102], **ogon** with several meanings: 'a wooden plank near a spinning wheel where a weaver sits', 'waste fibre after hackling of hemp', 'a method of flax twisting', **ogonek** 'one lot of threads in the process of warping' [FalPST, p. 190], **kocur** 'a tied up handful of flax pluckings' [FalPST, p. 110]. As some scientists note, "the semantic structure of somatisms implies an identical developing of associations – from the whole to its constituent parts, characteristics, and peculiarities [...] parallelly with their terminologization and idiomatization, another process was taking place, that of loss of imagistic dimensions of the metaphors created by associations of the concepts to human body parts. Having lost their two-dimensional nature, expressiveness, and evaluative connotations, metaphors appeared to be perceived as standard nominative means to denote everyday-life objects and human characteristics in the naïve world view, as well as terminological concepts of various scientific and technical spheres" [4, p. 16].

It is possible, to some extent, to include into this group the following parametric lexical nominations correlated with conventional measurement units within the boundaries of The Thing Frame "SB / STH is THAT MANY-quantity". The basis of this model is metonymical transfer "quantity of material or substance in weaving appliances – an object that contains such quantity". Such type of "motivation looks quite feasible, for the amount and quantity of contents is one of the major characteristics of any container".

The associative reinterpretation of metonymically correlated containers and connected with them conventional units of measurement and quantitative relations gave birth to such terms as: **kadłub, kadłubek** 'a special device used to scutch fibres or a dish to measure grain' [FalPST, p. 88], **barylka** 'a small quantity of pluckings, flax, or devices'; **beczka** 'a device for scutching flax' [FalPST, p. 17].

At the same time the name of a dishware item is transferred to the part of a device – **miseczka** 'a thick hinged ring in a spinning wheel' [FalPST, p. 166], 'a sliver of threads on a ball resembling a dish by its form', cf. **czaszka** [FalPST, p. 37], **korytko** 'a special box with sections to keep warp balls' [FalPST, p. 120], **klatka** [FalPST, p. 99] 'id.', its terminological synonym **krosienko**.

The inner form of particular weaving names-containers **kopańka** is connected with practical purpose of household utensils, for instance, making dough, and with its function as 'an appliance in which flax is scutched or warp balls are kept' [FalPST, p. 119].

Units of measurement may also serve as initial prototypes for the creation of many polysemantic weaving terms, e.g. **garstka** has several meanings, the primary being 'the quantity of torn up flax grasped in a palm', and derivative ones – 'the quantity of ground flax', 'the quantity of fibre scutched in one go during its hackling', 'a wisp of hackled or scutched flax', **garsteczka** 'the quantity of flax pluckings grasped in a palm' [FalPST, p. 72–

73], **garściówka**, **garść** have very close meanings to those of the lexemes **garstka**, **kiść** 'a wisp of torn up flax', 'the remnants of warp not to be woven' [FalPST, p. 98], **ćwiartka** 'a measure of warp length which equals $\frac{1}{4}$ of a warper turn' [FalPST, p. 49].

The same meaning is registered in one more metronym **kwatera** and its diminutive form **kwaterka** [FalPST, p. 49]. A metronym may be transferred onto names of the reel (a model of the type 'an anthroposemic unit of measure – the loom'), which can be exemplified by the following names: **lokciak** 'an old unit of length of yarn or fabric', 'a short reel', **lokciówka** 'a short reel', 'a long reel', some compound terms are formed by a combination of names of a measurement unit and a number, cf. **ośmiolokciówka** 'a short reel' [FalPST, p. 195], 'an appliance for yarn spooling which counts threads mechanically', 'skroll, skein', 'a rod for measuring length used by weavers' [FalPST, p. 153–154]. Obviously, the development of meaning was directed from a body part (cf. **lokciowy** 'being of one elbow length', **lokciec** is fixed with 4 lexico-semantic variants connected by relations of metonymical derivation "an old unit of length of yarn", "a rod for measuring length", "a measure of warp length", "skroll, skein, reel") – to the object of measurement, a rod, stick, substance, quantity of produce that is measured by a certain container, therefore to the whole – the name of a mechanism or appliance.

The synonymic term denoting a weaving reel is also motivated by the name of a unit of measurement: **metr** 'a measure of length', **metrówka** 'a short reel'. An identical model also caused the appearance of the metronymic term **miara** which developed the same lexico-semantic variants as the term **lokciec** and its derivatives' [FalPST, p. 161]. Sometimes an external similarity of a dish is transferred to mechanisms or some parts of a loom, cf. **dzbanek** 'a bench for a weaver in a loom' [FalPST, p. 62], **miseczka** 'a thick moving ring of a spinning wheel' [FalPST, p. 166]. To the group of metonyms one can refer varieties of flax motivated by the semantic feature of size: **drobnica** 'a low growing flax' [FalPST, p. 58], cf. **bolszewik** [FalPST, p. 25], **furtka** 'a measure of warp length which equals $\frac{1}{4}$ of a warper turn' [FalPST, p. 70], a measure of cotton yarn as well as an agent for bleaching yarn is denoted by the lexeme **kamień** [FalPST, p. 89].

In the context of the above, it is worth mentioning that some scholars argue that "in conceptualizing space as one of the universal cultural codes, it is the measure of length that semiotically has always been and still is the most important one, because it has more significance in expressing "anthropo-subject-centredness" of space and quantitative relations. It is first of all connected with the fact that measures of length have both static and dynamic locativeness (SC movement "up – down", "forward – back", "right – left" etc.); these spatial orientation marks have, as it is well-known, a universal character and are built on archetypal symbolic foundation [6, p. 79].

This is evidenced by some weaving terms connected with spatial concepts and realia of the type **okienko**, **okno** etc. Parametric and evaluative adjectives (that mark axiologically or serve as qualitatives on a scale of good-bad, large-small) also act as a part of two-component formations of terminological doublets, for instance, **klaki** ('remnants of fibre after hackling') ~ **gorsze** / **kiosze** ~ **gorsze**, ~ **mialsze** / **z drobnej żelazki**, sporadically they are represented by somatic terms derived from **głowa**, **leb**: ~ **odgłoweczne**, ~ **ode lbów** [FalPST, p. 104–105].

Coupled subjects of consanguineal and affinal kinship and close to them denotata are practically very seldom used as standards of comparison: **bliźniasto** 'about warp threads put in couples' [FalPST, p. 24], **matka** 'a thick wheel which together with a wooden plank forms a foundation of a spinning wheel', 'hemp with seeds' [FalPST, p. 160]. By the way, a similar inner form can be found in the Ukrainian dialectal lexicon in names with the meaning "two connected with each other pots with a common handle ("ear") in the middle used to bring

food to the field”, e.g. *близьнета; близнята; близнета; дзвинята*. The basis of metaphorical transfer for the creation of these nominations is the association of two alike pots with human twins [1, p. 90].

Consider the following terms-zoomorphisms: **bocian** ‘a wooden plank connecting the pedal with the ring in a spinning wheel’ [FalPST, p. 25], a synonymic term with an identical meaning **buśko** is registered with two meanings in the Polish dialects: 1) ‘a support for hatchel’, 2) ‘a special wedge to stop the loom shaft’, **konik** ‘a vertically placed spinning wheel’ [FalPST, p. 115]. As it has been indicated, some zoomorphic terms appear to be polysemic, for example, **koń** has 4 lexico-semantic variants ‘a failure during warping process’, ‘a failure during winding’, ‘thread tangling during warping process’, ‘a side of a spinning wheel’, ‘a wooden plank in a spinning wheel on special legs’ [FalPST, p. 117–118].

One more WT lexico-semantic group contains terms related to clothes, headwear: **czapka** ‘a moving part of a scutcher’ [FalPST, p. 37]; phitomorphic and zoomorphic nominations appear rarely and mostly syncretically. Thus, an association with the color of an animal was put in the foundation of secondary nomination of a variety of yarn, wool, e.g. **indyk** ‘a special red cotton yarn’ [FalPST, p. 87], cf. also **jablko** ‘a thick hinged ring in a spinning wheel’ [FalPST, p. 87]. Other metaphors of the type **aniolek** ‘a little amount of of pluckings or flax’ [FalPST, p. 13] can be referred to the sphere of MENTAFACTS. Some scholars note that “the appearance of terminologized names of household objects is caused by various analogy with the existing concepts [...] terminologized metaphors allow to express a wider scope of content with more economical language means” [9, p. 135]. Artifact and space metaphors – names of household objects, premises are regular: **chalupka** ‘flax sheafs put to dry’ [FalPST, p. 32], **okience, okienko** ‘a square in a weaving pattern’, ‘a measure of warp length which equals a half of a warper turn’ [FalPST, p. 61], **okno** ‘a measure of warp length which equals ¼ of a warper turn’, ‘a space between two shoulders of a warper’, ‘a shed in the warp’ [FalPST, p. 191] **gniazdko** ‘a thick hinged ring in a spinning wheel’ [FalPST, p. 76], **gniazdo** ‘id.’, **ławka** ‘a wooden plank with special legs in a spinning wheel’, ‘a pedal of a spinning wheel’, ‘a cross beam under the fabric against which the weaver leans during work’ [FalPST, p. 151], **kluczyk** ‘a warper roll’ [FalPST, p. 163], **lalka** ‘a folded handful of pluckings’, **łałeczka** ‘one of the two horizontally fixed rods holding a bobbin in a loom’ [FalPST139]. From the name of a part – ‘plack’, ‘rod’, ‘pedal of a spinning wheel’, ‘a wedge to stop the loom shaft’ to the whole – ‘appliance’ – such was the development of the lexemes **łopatka, łódka** semantics. The names transparently motivated by the physical state of man are also situated on the periphery of WT semantic field, cf. **drzemota** ‘a failure during winding’, ‘a failure during warping’ [FalPST, p. 60].

Finally, let us consider repertoire of differently motivated names for the designation of one and the same realia. Thus, to denote a wooden plank connecting the pedal with the ring in a spinning wheel, the following dialectal synonymic row has been reconstructed: **cygan, cyganka, družba** [FalPST, p. 59], **dziad** (is registered with 4 lexico-semantic variants) [FalPST, p. 63], **dziadek, dziadko** (s.63), **gabajka** [FalPST, p. 70] **gąsiorek** [FalPST, p. 74], **kawaler**, with an anthroponymic component **Jadwiga, Jasiiek** [FalPST, p. 87], **kiwacz** [FalPST, p. 98], **klepka** [FalPST, p. 102], **korbowód** [FalPST, p. 120], **łapacz, łapaczyk** [FalPST, p. 150], **łopatka** [FalPST, p. 156], **parobczak, parobek**. Synonymic relations are also found in a group of differently motivated terms to denote the part of a loom designed for carrying / paying off / feeding forward etc. ‘nicielnic i podawania przesmyków’ – **pedal, podnośnik, podnózek, stopień**.

Relying on cognitive onomasiological models of reflection on household lexicon of daily use in the analyzed material, it must be stressed that weaving terms motivated by numbers are not productive enough; in such cases a motivator-quantitative exactly renders

quantitative characteristics of mechanisms, devices, or raw material, from which the product is manufactured. For instance, **liczydło** 'a stand for the spool with warp' [FalPST, p. 146]. The actualization in nomination acts of "numeral subsets where informativeness and objective evaluation dominate (according to the typology by A.M. Archanhel's'ka) distinctively correlates with *i n d i c a t i v e – e v a l u a t i v e* naming units, where subjective-evaluative attitude of the nominator is superimposed upon all descriptive sphere of identification" [2, p. 223]. Such group of objective-qualificative WT naming units embraces the following numeral names: **czyślanka** 'three threads in a sliver' [FalPST, p. 47], **czterdziestka**, **czternacetka** 'płocha, a warper for 40 slivers / stricks of warp', **dziesiątka** 'płocha, a warper for 10 slivers / stricks of warp', **dziewiątka** 'płocha, a warper for 9 slivers / stricks of warp' [FalPST, p. 60–61], **jedenastka** 'płocha, a warper for 11 slivers / stricks of warp' [FalPST, p. 87]. In this group are names formed by joining two stems, e.g. **czerołokciówka** 'a short swift' [FalPST, p. 42, 44], **czterocepny** 'roll of fabric manufactured by using 4 healds', **czworonit** 'id.', **dwanacetka**, **dwanaściórka** 'płocha, a warp for 12 slivers / stricks of warp', **dwudziestka** 'płocha, a warp for 20 slivers / stricks of warp' [FalPST, p. 61], **dwulokciak** 'a roll of yarn', **dwulokciówka** 'a long swift' [FalPST, p. 62].

Explicit motivation is peculiar for names motivated by the object's appearance, its texture: **dziurawka** 'a plank with holes for even warping' [FalPST, p. 66]. Names of premises where the processes take place are motivated by a feature of color – **bielić** with several word-forming variants-doublets: **biel**, **bielawa**, **bielawnik**, **bielidło**, **bielisko**, **bielnik** 'a place where fabric is bleached' [FalPST, p. 23].

Summarizing all the above, the conclusion can be drawn that the article has analyzed the methods of terminological nomination of weaving technology considering its structure, semantics, and word-formation possibilities of weaving terminology in two contrasted languages (Polish and English); the research reveals their lexico-semantic typology, word-formation peculiarities, semantic derivation (metaphorization as well as metonymical and partitive models of terminological units etc.) As far as methods of weaving terms formation are concerned, the key models and word-formation nomination types may be traced to the following: 1) names of mechanisms, devices, and parts of appliances; 2) names of agents (doers of actions or technological processes); 3) names of places where something is produced, preparatory technological works are performed, or manufactured goods are kept.

In the system of weaving terms, multiple regular word families and word formation chains are registered (action – process – agent – appliance or its detail – place – abstract characteristic of substance etc.), the components of which have transparent motivation; erased inner form is registered, first of all, in borrowed and vague terms of dialectal origin.

As the analysis of methods of nomination of weaving nomenclature has demonstrated, the process of primary conceptualization (word-formation nomination) of weaving sphere realia, inventory, tools, appliances, technological processes and actions is mostly presented by units of measure, size, and distance, which emerged as the result of various metonymical transfers. In this respect, the names of dishware and weaving gear (partitive model *a part-the whole*) prevail; by external similarity, the names of weaving gear are conjugated onto mechanisms or parts of a loom; they are conceptualized by means of quantitative parameterization of objects (special appliances, their details or parts) with due regard to units of measure and weight (measure – quantity of produce or raw material – end product), certain names of handicraft articles and raw materials, motivated by the material they were manufactured from, substances (chemical and building terms, names of metals). First of all, it refers to two-component terminological units represented in the Thing Frame 'The THING is SUCH-quality – manufactured of smth'.

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Тищенко О. В. Семантична деривація ремісничої термінології у польській та англійській мовах (на матеріалі міжмовних перекладних еквівалентів термінології ткацтва).

У статті розглянуто засоби семантичної деривації термінології ткацтва в польській та англійській мовах. Як продемонстрував аналіз способів вторинної номінації ткацької номенклатури, у терміносистемі ткацтва здебільшого представлені одиниці виміру й відстані, які виникли у результаті різних метонімічних перенесень. У цьому плані переважають назви посуду, начиння ткацького верстату (партитивна модель частина-ціле), деякі метроніми. Антропоморфні метафори ткацтва (соматичні терміни – око, ucho, grzbiet, jezusczek) простежуються при позначенні знарядь і пристроїв, а також різновидів тканин (у двокомпонентних термінах); при цьому метафоричним виявляється атрибутивно-конкретизуючий компонент термінологічної сполуки при назві-гіперонімі. Числова характеристика об'єкта, номінації кольору, приміщень, одягу, головних уборів, зооморфні, фітоморфні метафори та спарені предмети, зв'язані з назвами спорідненості й свояцтва чи релігійно-ментальною сферою, представлені спорадично.

Ключові слова: когнітивна природа терміна, фреймове моделювання, мотиваційна структура терміна, вторинна номінація, антропоморфна метафора, метонімія, партитив, метронім.

Тищенко О. В. Семантическая деривация ремесленной терминологии в польском и английском языках (на материале межъязыковых переводческих эквивалентов терминологии ткачества).

В статье рассмотрены способы семантической деривации терминологии ткачества в польском и английском языках. В терминосистеме ткачества представлены единицы измерения, размера и другие метронимы, возникшие в результате разнообразных метонимических переносов значения. В этом плане преобладают наименования посуды и ткацкие принадлежности, соотношенные с партитивным фреймом часть-целое. Антропоморфные метафоры ткачества представлены соматическими терминами (*oko, usho, grzbień, jęzuszek* и под.) в двухкомпонентных структурах атрибутивного типа при наименовании-гиперониме. Они обозначают механизмы, приспособления, технический инвентарь, а также некоторые изделия из сферы ткачества. Числовая характеристика объекта, номинации цвета, одежды, головных уборов, а также метафоры, связанные с животными, растениями и спаренными предметами, религиозной сферой, представлены значительно реже.

Ключевые слова: когнитивная природа термина, фреймовое моделирование, мотивационная структура термина, вторичная номинация, метафора, метонимия, партитив, метроним, посуда.

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ПРИКЛАДНА МЕТОДИКА ТВОРЕННЯ АРТЕФАКТІВ ФАРМАЦЕВТИЧНОГО НЕЙМІНГУ

У статті розглянуто сутність комерційної номінації як основного напрямку сучасної лінгвопідприємствознавства; визначено зміст поняття "неймінг", в основу якого покладено креативний процес комерційної номінації загалом; запропоновано визначення фармацевтичного неймінгу; розроблено прикладну методіку творення артефактів (денотативних найменувань) фармацевтичного неймінгу, що включає такі методи, як нейролінгвістичне програмування (базується на методі семантичного диференціалу, що дає змогу виявити емоційне ставлення споживачів до препарату та його імені; визначити потенційні ризики для фармацевтичного бренду); лінгвістичні рекламні технології, пресупозиції і сучасне словотворення (комбінації різних способів і засобів словотвору, переважно аббревіації і словоскладання).

Ключові слова: комерційна номінація, лінгвопідприємствознавство, фармацевтичний неймінг, артефакти.

Сучасна лінгвістика демонструє дедалі тенденцію до інтеграції з іншими сферами наукового знання, крізь призму яких продовжує розробку найскладніших понять, одним із яких є процес і механізми номінації об'єктів буття людини. Суть процесу номінації, як справедливо зазначає В. М. Телія, полягає в утворенні мовних одиниць, що характеризуються номінативною функцією, тобто служать для називання і виділення фрагментів позамовної дійсності та формування відповідних понять про них [...] [11, с. 162–163]. При цьому М. Ф. Алефіренко додає до цього розуміння своє бачення процесу номінації, акцентуючи увагу на тому, що [...] одиниці прямої та непрямої номінації не тільки номінують, але й виражають цілий спектр відношень емотивного, експресивного та оцінного характеру. Тому людина є центральною фігурою мови та її експресивно-образної схеми [1, с. 11]. Такий погляд на онтологію номінації дає підстави говорити про те, що процес найменування предметів і явищ