

property and commodities (in the inflationary second half). In both cases overlapping contributes to explaining strategy realization, which is a general characteristic of the media text. In the first sentence there is also lexical repetition used as foregrounding.

When considering a semiotics code of the article it is necessary to mention the visual metaphor presented in the text in an unusual way. Division into paragraphs and columns approximately equal in size, and the use of a visual image of the bear considerably promotes the realization of the attractive function of the article. [3]. It should be noted that the bright visual metaphorical images are used in semiotics space of the “The Economist” magazine rather often.

Thus, judging by results of the research, use of grammatical means and a semiotics code in most articles is carried out approximately the same way. Discourses of articles differ from each other essentially only from the point of view of vocabulary and stylistics.

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ON THE STUDY OF PUNCTUATION IN DIFFERENT-STRUCTURED LANGUAGES

Punctuation is the branch of linguistics in the frame of which punctuation marks and the rules of their usage are investigated. It is believed that together with letters punctuation marks represent a graphical system of transmission of oral speech into the written one. The usage of punctuation marks has a communicative purpose: they divide the text into sentences and the sentences themselves are divided into logical parts. Good knowledge of punctuation norms is the indicator of a person’s speech development and is of great cultural significance. In the territory of Tatarstan there are two official languages – Russian and Tatar. Apart from these two languages, schoolchildren are also

taught different foreign languages, most frequently English and German. Under such conditions, language-learning process becomes quite intricate: children have to distinguish between the grammatical norms of three different structured languages. There are cases when the English punctuation is affected by the Russian one. Such interference of languages can be explained by little attention paid to English punctuation at school and due to this prevalence of Russian grammatical norms.

It is necessary to say that there is no universal view of punctuation as a system. There are arguments about the functions of punctuation marks and the reasons for differentiating in different structured languages. In general, comparing to other linguistic branches punctuation remains poorly investigated. Theoretical and practical problems of English, Russian and Tatar punctuation have been worked out by such philologists as A.B. Shapiro, L.V. Tschurba, L.L. Baranova, N.S. Valgina, K. Sabirov, A.M. Peshlovsky, T. Kan, G. Carey, R. Skelton, etc.

Punctuation has been defined in various ways. Lynn Truss writes about punctuation in his book "Eats Shoots Leaves": "Some grammarians use the analogy of stitching: punctuation as the basting that holds the fabric of language in shape. Another writer tells us that punctuation marks are the traffic signals of language: they tell us to slow down, notice this, take a detour and stop. I have even seen a rather fanciful reference to the full stop and comma as "the invisible servants in fairy tales - the ones who bring glasses of water and pillows, not storms of weather or love" [Truss 2005]. But best of all, I think, is the simple advice given by the style book of a national newspaper: that punctuation is a courtesy designed to help readers to understand a story without stumbling". Eric Partridge metaphorically calls punctuation a railway line, which the train (composition, style, form) should follow in order not to lose its direction and destination [Partridge, 1997]. Putting it in other words, punctuation enables the writer to express his idea correctly and clearly. Let's consider the following examples:

We had one problem: only Janet knew we faced bankruptcy.

We had one problem only: Janet knew we faced bankruptcy.

We had one problem only, Janet knew: we faced bankruptcy.

We had one problem only Janet knew we faced: bankruptcy.

In the abovementioned examples punctuation cardinally changes the meaning of a sentence, what helps us to understand that Partridge's treatment of punctuation's mission is quite fair.

Intonation is also closely connected to punctuation. The purpose of both systems consists in providing the intonationally and graphically expressed units (syntagmas and sentences) with syntactic partitioning and semantic organization which will correspond their perception by the author according to the communicative situation.

The fact that the purpose of punctuation is to detach the written speech into syntagmas and sentences for proper understanding is doubtless. Punctuation in

written text is a tool of expression of a single thought, and at the same time, it can focus the reader or listener on a certain detail, in order to avoid vagueness and ambiguity. However, the same cannot be said about the principles of punctuation. In the languages under analysis – English, Russian and Tatar – so far there is no single point of view on the principles of punctuation. For centuries, philologists from different parts of the world have been writing out the reasons in support of one of the principles – grammatical, semantic, prosodic or even a synergy of all three principles.

In different languages punctuation marks can have the same graphic form but different meaning and usage. However, their main function consists in letting a person who reads and a person who writes understand what a particular punctuation mark expresses. So, regardless of the structure of the punctuation system, in European scripts punctuation marks have the following general semantic functions. At the end of declarative sentences usually we put a dot, and the intonation is falling. A comma, on the one hand, parts simple sentences in a complex one, and detaches members of a sentence, accompanied by a slight increase in tone, on the other hand, it is put between homogeneous parts of a sentence, which in oral speech are connected by the intonation of enumeration (in English it can be both falling and rising). The colon is often put in clarity and complement, and the intonation expressed by a colon is characterized by a rising tone. Dot expresses an incomplete thought, so when sitting this punctuation mark no change in the tone of the speaker are observed. A question mark expresses a question and has a corresponding intonation. An exclamation point with a specific intonation expresses astonishment, surprise, excitement, etc.

So in Tatar and Russian languages the grammatical principle is the main one that is to say in these languages in comparison to English there is an accurate and strictly worked out system of punctuation rules. Every punctuation mark has its own function and regulated usage. Speaking about English we should say that grammatical rules are more descriptive than restrictive, and the significance of adequate, clear and unique meaning is supreme.

Thus, despite the large number of opinions regarding punctuation, its purpose and functions, it can be argued that this area of linguistics requires a more complex analysis. As E. Partridge fairly pointed, punctuation is often viewed as an attachment to the language, while it would be better to treat it as a meaningful component of any language system. After all, punctuation is not just decoration, it's part of the language structure, without which it would be meaningless.

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SPECIFICS OF DIACHRONIC APPROACH TO ANALYZING OF TERM SYSTEMS EVOLUTION

Fundamental idea supported in this article is that the language and its substructures, seen as a product of speech activity, are considered to be self-tuning large systems, functional elements of human activity in the integrity of all its aspects: social, cultural, national, individual and personal, taking into account cultural and psychological aspects of cognitive activity objectively inherent to society members at different points of its evolution. Knowing the ways of reality conceptualizing specific to a particular historic period, economic factors of an individual's life evolution provides us with an opportunity to give an adequate interpretation of the formation of term systems.

According to this approach, it is necessary to correlate linguistic facts with accepted value system and individual elements of the socio-economic context of the study period.

Lack of cultural-logical knowledge leads to the breach in the postulates of understanding when referring to historical aspects of language, among which are: 1) the logical principle - "the possibility of reducing the semantic content of the set of expressions generated by the actors of hermeneutical relationship to some concepts, common for them; 2) gnoseological postulate - "the presupposition of meaningfulness, according to which one can understand only what makes sense and, therefore, is linked to human activities"; 3) "ontological postulate" - "the principle of cultural-historical intersubjectivity, the need to turn to cultural ontology, which outlines the substantive understanding" [2, p. 41]. The same appears to refer to research on term systems in dynamic (evolutionary) aspect.