

ASSOCIATIVE-SEMANTIC FIELD OF "NRAVSTVENNOST" IN MODERN RUSSIAN LANGUAGE

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ABSTRACT

The article demonstrates the results of the associative experiment, conducted among the Kazan Pedagogical College graduate students in respect of stimulating words - morality and morals. The obtained responses of recipients are classified into thematic groups, organizing associative-semantic field "morality" in modern Russian language. Nuclear, perinuclear and peripheral thematic lexical-semantic groups actualizing the newly-formed structural semes of the notion "morality" recorded in dictionaries. The first place in the hierarchy of semes is occupied by those which refer to the standards of conduct established by society, the second important place is occupied by the lexemes verbalizing the internal qualities of contemporary language personality. The lexeme "morality" in modern Russian language is used increasingly used to refer the oral exposure methods.

The article presents the data of an associative experiment carried out on the basis of GAPOU SPO "Kazan Pedagogical College", which became an innovative platform MO and N RT. It attracted our attention during experiment place selection.

Also, the conclusion takes place that the associative-semantic field of "morality", built after the analysis of the associative experiment, is a system with its functional characteristics, the components located in different kinds of relationships with each other.

Key words: association, associative experiment, associative field, morality, keywords, morals

1. INTRODUCTION

Due to continuous informational exposure society starts to rethink the meaning of some words or their components, thus motivating the transformation of meaning associative links with realities. The natural process of words cognitive and informational importance change and the formation of new associations in personal consciousness. This process has been actively studied by the following linguists: I.V. Erofeeva 2015, N.A. Andramonova, L.A. Usmanova 2014. Studying the active processes within a particular lexeme, Z.F. Yusupova refers to the environment of lexeme operation in order to determine the impact of external factors on the internal structure of the concept named by this lexeme [Yusupova 2015]. G.M. Nurullina, O.A. Chupryakova, S.S. Safonova analyze the expressive nominative constructions conditioned by language functioning habitat [Nurullina, Chupryakova, Safonova 2015]. D.N. Davletbaeva, A.G. Sadykova consider the peculiarities of semantic categories within the framework of contemporary phraseological models [Davletbaeva, Sadykova, Smirnova 2014].

One of important human and linguistic cultural categories - the category of "morality" - became the object of this work. The semantic transformations of morality in the minds of modern Russian language carriers, individually conditioned associative links, the structural organization of the associative field "morality" in the modern Russian language - all this was reflected in the performed study.

Naturally, the psycholinguistic experiments performed by linguists nowadays stimulating the effect of specific associative field (text) on a person, allow the identification of various thematic classes, as well as the conditioned dependence of information exposure degree (the level of perception) on the value system of a particular language person.

Due to the presence of general cultural and strictly individual perceptions about the surrounding reality among each language carrier, projected onto lexeme denotation (individual associations), the association relations within the semantic field may be enriched by words, the semantic relations of which with a stimulating word can be explained only on the basis of a man individual life experience.

The association as the development of relationship between a pair of elements, according to the conclusion of psychologists and philosophers, has a psychophysical basis - a conditioned reflex, which provides a mandatory update of one associative pair component with the appearance of another pair. The existence of such mandatory phenomena relations is considered as the fundamental criterion of human thought according to A.F. Losev's opinion [Losev, 2008: 12-17].

2. STUDY METHODS AND MATERIALS

The empirical basis of this study was the associative experiment, which was conducted on the basis of GAPOU SPO "Kazan Pedagogical College", which became an innovative platform of MO and N RT in 2015. The students of the 4-th course with the profile "Pre-school education", "Primary school education", "Adaptive physical culture" at the age of 20 - 22 years were chosen as the recipients. The number of recipients made 200 people (boys and girls). The selection of these educational profiles and the age group was conditioned by the fact that the category of "morality" for future teachers is not only mentally important, but also fundamental one at the mastering of teacher leading competences. The methodology of the association experiment performance was based on the work written by Novikova N.S. [Novikova 1983].

The representative key words of "morality" and "morals" category were chosen as stimulating words.

3. STIMULATING WORD MORALITY

In recent years the stimulating word morality becomes more and more frequently an object of linguistic and sociological research, as this category plays a key role in human behavior and his world perception. So, the work written by Baumeister, R.F., Tierney, J. [Baumeister, Tierney 2011], Graham, J., Nosek, B.A. [Graham, Nosek, Haidt, Iyer, Koleva, Ditto 2011], Khan S.R., Stagnaro M.N. [Khan, Stagnaro 2016] studies in detail the content of the concept morals which forms its qualities.

Let's consider what direct query reactions were obtained in Russian-speaking audience concerning the word-stimulus morals. Let's specify as statistics that the total amount of reactions to stimulus made 315. 35 among them are different, 9 are single, and there were no failures. According to the common semantic features, it is possible to classify the recipient answers into several thematic groups:

METHODS OF ORAL EXPOSURE (101) - to read (51), mother reads (20), notation (18), fables (5), word (3), the story is (2), moral (1), lesson (1).

INTERNAL ATTITUDES OF A PERSON (99) - morality (43), honor (20), conscience (10), tolerance (8), manners (8), nature (5), principle (4), aesthetics (1).

SOCIAL NORMS (80) - rules (25), regulation (13), code (8), behavior (8), law (7), norm (5), society (5), it is prohibited (5), in college (4).

QUALITY INTENSITY SCALE (19) - high (10) low (9).

MORAL CARRIERS (8) - Mom (4), teacher (3), grandfather (1).

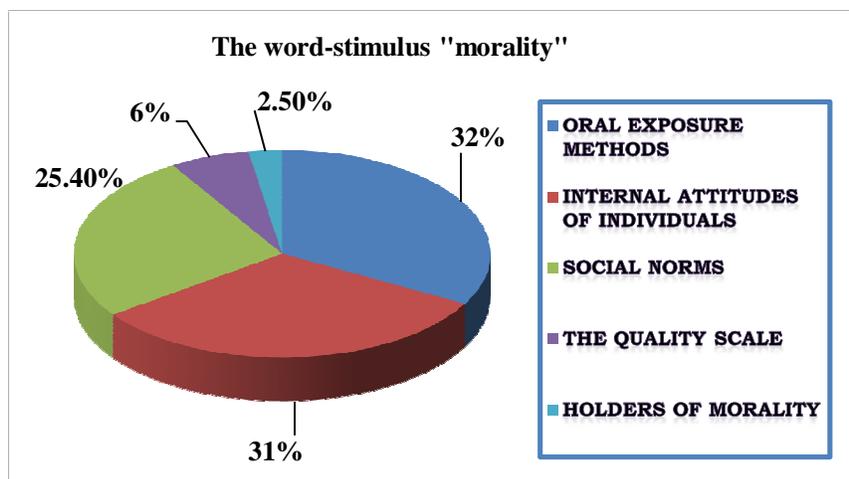
Separately, one may select a group of adjectives which characterize morality from different points of view - strict (3), boring (1), different (1), crony (1). An uncertain attitude is expressed by such words as (1) such (1) such a.

As we see, the most frequent associations are the associations related to third-party effects, often with oral instructions, including literary works. This is probably due to the fact that the process of verbal education can be attributed to students, the word morality and its associates are more common in oral speech. Thus, the group, indicating the secondary semantic features is more numerous than that which verbalizes the idea of morals "spiritual" nature. This suggests the hierarchy change in the semantic structure of an analyzed lexeme: secondary semantic features come out on top.

Besides, the subjects named the objects, which act as the main carriers of morality: a mother, a teacher.

Graphically the qualitative proportion of associates in each group may be represented as a diagram.

Diagram 1.



In order to compare the experiment results with the trends of "morality" category semantics transformation in modern Russian language, recorded in reliable sources, we turned to the data of the Russian language National Corpus.

The Russian language National Corpus states 2061 "morals" word usage at a corresponding request (date of appeal 28/06/2015), which have the associates listed above (text examples are highlighted by us - A.M.):

(1) Of course, we did not think about it: for you Christ, and the Trinity, and the Lord God the Father, who lets his son meet his death, and the Son, imploring the Father before the execution: "Father, let this punishment avoid me" - all these are myths, but do these myths conceal some meaning or not? What is the moral of this story? - Christ is not a fable - Kornilov said - I believe that there was such a man [Y. O. Dombrowski, The faculty of unnecessary things, Part 3 (1978)].

(2) Do not think, old man, that I'm going to read morals [Vasily Aksenov, Star Ticket // "Youth", 1961].

(3) The rules of conduct, social ideals, laws, morals - now each comes up with these things for himself [Konstantin Milchin "Ten Commandments for Holden Caulfield". The laws we observe since 1951 // "Russian reporter», № 4 (132), 4-11 February 2010, 2010] [11].

The illustrated material gives the reason to believe that the association palette caused by the keyword "morals" representing a moral category, is presented by lexemes and combinations which allow to identify the characteristic features of the specified category, peculiar for modern Russian language carrier worldview not only in oral speech but also in fixed written sources, including literary works and mass media.

4. THE STIMULATING WORD MORALITY

Let's consider the reactions to the stimulating word "morality". The experiment recorded 282 responses to the specified stimulus: 27 different and 4 single ones. The amount of rejections is 3. According to the principle of similar semantic features the obtained replies are divided also into the following thematic groups:

BEHAVIORAL NORMS (136): Debt (52), act (27), rule (21), short story (13), lesson (10), behavior (10), code (5), item (5), teacher (3).

INNER WORLD OF A MAN (102): Morals (53), man (24), ideal (9), good (5), cleanliness (5), soul (4), character (1), honest (1).

EXTERNAL SIGNS OF QUALITY (24): shape (10), white (7), image (7).

MEANING DEVALUATION (20): low (16) has fallen (3), congestion (1).

It is worth noting the lexeme bride (1), which reflects people's ideas about a girl before marriage.

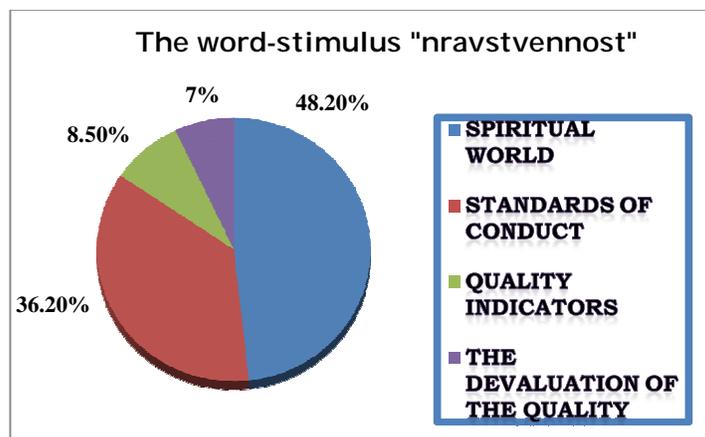
Frequently occurring associations are the lexemes, pertaining to the inner qualities of a person, as well as to the norms of behavior governed by someone else, except for an individual: by society, law, school, etc. This fact is related to the semantic structure of the word meaning, which was described above and which is sufficiently stable fixed in the minds of native recipients.

A small group is represented by lexemes describing the cumulative concept of a man, reflected in his appearance.

It is impossible not to take into account the associates, projecting the trend of moral principles and values decrease into a language. A teacher was specified as a carrier of morality, as well as in the group of "morals" lexeme associates, which suggests the persistence of stereotypes, "a teacher - a carrier of morality and a sample of conduct moral principles" and the importance of this individual in the process of high moral qualities development among young generation in the process of socialization.

The results of statistical calculations allowed to develop the following diagram.

Diagram 2.



The data obtained by us were compared with the data of the Russian language National Corpus. At the inquiry for the word morality the system produced 1320 word use in 718 different documents. Let's provide only a few examples (text selection - A.M.):

(4) His Eminence Bishop Nikon of Lipetsk and Yelets produced a hortatory speech that television should provide morality and purity for society: "If you will save a soul of at least only one person, then all of your sins will be atoned" [Petr Vladov. Lost in two pines (2004) // "Pravda", 2004.10.29].

(5) The young writer states that Christian ideals is the only way to revive the spirituality and morality of people, which is the only force able to keep humanity on the verge of an abyss [N. L. Leonova. Parable of Calafate (2004) // "Our Contemporary", 2004.08.15].

(6) As is known, morals and morality are the principles, rules and standards of human behavior, which are based on the difference between good and bad, between good and evil [Alexander Markovich. On the way to absolute morality (2003) // "US Reporter», 2003.07.23] [11].

Based on the analysis of lexeme morality use recorded in the National body, we consider it is necessary to single out some more lexemes which are often included in its text surrounding: a high, the highest is the characterizing degree of a sign, as in the combination with the word morals:

(7) High morality, deep faith of people, its bright hope for the good prospects of its Motherland - Russia are extremely important [We all depend on each other (2002) // "Life of nationalities", 2002.06.05] [11].

Such expression as the struggle for morality, indicating the attempts to restore the credibility and the value of this category in modern society is used frequently:

(8) I do not want to use an overused phrase, but staff really decide everything, - said the Deputy of MIA Yevgeny Solovyov and admitted that the police has such a reliable ally as ROC to fight for morality [Alexander Sadchikov. They want to make policemen intelligent and cultured (2002) // "Izvestia", 2002.12.06] [11].

Besides, the category of morality, due to the development of market economy and private business has become relevant in this area, so the authors often call it an economic category:

(9) In order to show that morality is an economic category, as the Russian academician and economist I. Yanzhul [Yanzhul, 1912] mentioned in 1912, I'll give the following facts [Peter Shihirev. The nature of social capital: social-psychological approach (2003) // "Social sciences and modernity", 2003.04.30] [11].

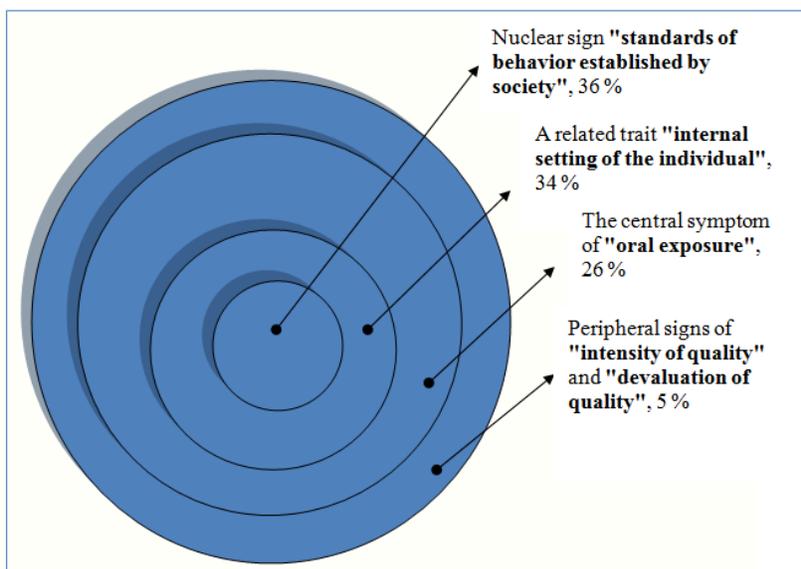
5. ASSOCIATIVE-SEMANTIC FIELD "MORALITY" IN MODERN RUSSIAN LANGUAGE

Since the associative-semantic field of the lexical category is formed by a set of associates with the stimulating word - a key lexeme - the category of representing unit, the associates of two key words morality and morals will be considered in our case during the development of an associative-semantic field.

We identified the common and differential semantic features of both words, which became the basis for the allocation of the semantic structural components within the category of morality. Thus, we systematized 597 associates, obtained as the result of the associative experiment in respect of such stimulating words as morality and morals. We consider it is possible to reflect the structure of an associative field "morality" clearly in modern Russian language as the following model.

Model 1.

ASSOCIATIVE-SEMANTIC FIELD "NRAVSTVENNOST" IN THE MODERN RUSSIAN LANGUAGE



6. CONCLUSION

Thus, the associative-semantic field of "morality", developed after the analysis of the associative experiment data, is the system with its functional characteristics, components which are in different kinds of relationships with each other. Each lexical group, combined by a differential trait exists only in cooperation with other groups, and in accordance with a regular hierarchical sequence, indicating the presence of complex paradigmatic relations between all elements of the field. Let us focus on the importance of moral behavioral manifestations for recipients in the hierarchy of semantic features.

7. SUMMARY

Our conclusions are consonant in this regard with the postulates noted in the works written by V.K. Kharchenko. So, studying the phenomena of Russian national culture using the material of live conversation, it rightly highlights individual behavioral culture as a significant thinking culture vector [Kharchenko, 2008: 142], which will be reflected in the texts of modern Russian literature.

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