

Denysiuk Yulia. Genre Palette of American Presidential Discourse. Modern American presidential discourse as a special formation verbalized in texts of different genres that is formed in the communicative interaction of president social institution is regarded in the article. The presidential discourse is regarded as an intellectual and communicative activity that takes place in a wide socio-cultural context. Four existing main approaches to the analysis of presidential discourse as a social interaction are examined in the article: 1) analysis of the definition of the presidential discourse in a wide socio-cultural context; 2) analysis of the features of the presidential discourse as an expression of social interaction; 3) analysis of the main participants and formation of model structure of that type of discourse; 4) analysis of the features of the genre palette and process of forming types of genre palette of the presidential discourse as an expression of social interaction. The genre palette of presidential discourse focused on its internal and external usage and divided into obligatory and optional is highlighted in the article. Obligatory genre palette includes proclamations and administrative orders, administrative orders, reorganization plans, presidential directives, executive agreements, and the optional genre palette consists of statements, interviews, speeches, meetings, petitions and informal telephone calls.

Key words: president social institution, presidential discourse, institutional discourse, genre, obligatory / optional genre, communicative model.

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Canadian Toponyms of Ukrainian Origin in Ethnolinguistic and Linguocultural Aspects

Toponyms are known to contain information about the historical past of nations, the borders of their settlement, cultural, commercial and geographical centers, etc. Being an important part of linguistic data, place names express not only the history of people, but also their culture, lifestyle, daily environment, communication, etc. The following article focuses on the study of Canadian toponyms of Ukrainian origin highlighting their ethnolinguistic and linguocultural aspects. The analysis reflects the important national features of Ukrainian ethnic group in Canada, its culture and historical heritage represented in place names, which contribute to the development of Canada's culture and its spiritual growth. The peculiarities of toponym meaning, origin and historical development are identified and explained. In perspective attention should be focused on the study of the factors, that influence the usage of Canadian toponyms of Ukrainian origin, the classification of place names by different criteria, comparing the development and usage peculiarities of toponyms in Ukraine and Canada.

Key words: toponym, place name, toponymy, Ukrainian origin, linguocultural aspect, ethnolinguistic aspect.

Statement and Significance of Research. Toponyms can be compared with a compressed ethnocultural text, containing information about the historical past of nations, the borders of their settlement, cultural, commercial and geographical centers, etc. «The proper name is a business card with which we are to begin acquaintance with the country, its regions, cities, villages and, the most important, with its people» [3, p. 4].

Place names mark and reflect language levels. Toponyms can «comprise an important portion of linguistic data; their usefulness as linguistic data is strongly tied, however, to their relationship to the morphology, semantics, and phonology of the language as a whole» [8, p. 5]. Moreover, language reflects any changes in society. Every nation has its own history, language, customs and traditions. Consequently, the process of the nomination within a particular culture is different. Toponymic nomination reflects national stereotypes of perception and interpretation of reality, as language organizes and regulates the geographical division, perception and reflection of the world. «How a society names its surroundings exposes how people conceptualize their world: how landforms are distinguished, how people interact with the land, how land is owned or distributed, or how places or topographic features are important spiritually, politically, or historically» [6, p. 393].

The role of toponyms in the lexical-semantic typology of languages is unique. Place names have paradigmatic and syntagmatic characteristics peculiar to word in general, however, they are characterized by the special principles of nomination, such as geographical environment factor, a factor of spatial properties of objects, the ethnic composition of population, a factor of material, social and spiritual culture, language contacts and cultures. «In a toponym is encoded a literal meaning, a lexified denotation, historical and folk etymologies, connotations, and physical properties of the place described» [6, p. 394].

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In view of the foregoing, it should be noted that the study of toponymy is vital and perspective, because «place names express people's attitude, their culture, lifestyle and customs, their daily environment, communication and psychological state» [2, p. 8]. Our article studies Canadian toponyms of Ukrainian origin.

Analysis of Studies Important for Research. Canadian place names of Ukrainian origin often become the subject of discussion, however, they are still unexplored. To begin with, one of the main factors that determine the toponymic vocabulary of the English-speaking provinces of Canada, is the interaction of Aboriginal, French, English, Ukrainian toponymic formations that caused the formal and semantic changes in the regional English place names, and thus influenced the formation of the entire toponymic system in Canada.

Watson Kirkonell [4] states that «the block settlement of immigrants from central and eastern Europe in the Prairie Provinces resulted in creation of facsimiles of European communities that they left behind, many of which still bear Slavic names. Thus there are scores of communities throughout the West such as *Antonivka, Babyna, Chortitz, Dobrovody, Franko, Hryhoriv, Khutir, Oleskiw, Ukraina, Zbaraz*, etc.». These block settlement which embrace not only the Ukrainian communities in Manitoba and Alberta, but in Saskatchewan and British Columbia have stubbornly resisted assimilation. Watson Kirkonell says that «the European-Canadian culture groups as such will probably have been completely digested in another country. But the Ukrainian place names persist» [4, p. 11].

A number of works by J. Rudnycky are dedicated to the study of Slavic toponymic names [10]. The author states that «side by side with Canadians of British, French, and other origin, the Slavs retain and cultivate their heritage, thereby contributing to the development of Canada's culture and its spiritual growth. Folk tales, folk etymologies, proverbs, sayings about the origin and meaning of Canadian place names, or what may be called Canadian Slavic namelore represent aspects of Canadian folklore» [10, p. 90]. J. Rudnycky writes that among the older bilingual generation of Slavic origin there was a special type of Slavicized English, which is characterized by phonetic, grammatical features, availability of many lexical borrowings from Slavic languages [1, p. 7]. The linguist was the first to list Canadian toponyms of Ukrainian origin which included more than 180 place names and introduced their classification based on the criterion of their origin [1; 11].

Setting Goals and Objectives. The goal of this article is to study the Canadian toponyms of Ukrainian origin. The objective is to analyze ethnolinguistic and linguocultural aspects of Canadian place names, that reflect Ukrainian toponymic names.

The object of study is Canadian toponyms of Ukrainian origin, chosen by means of total selection from Dictionary of Canadian Place Names (1997), World Heritage Encyclopedia (2002) and Wikipedia, the free encyclopedia. The total amount of toponyms is 259: 86 – in Alberta, 144 – in Saskatchewan, 29 – in Manitoba.

Explanation and Argumentation of Research Results. To start with, Ukrainian mass immigration to Canada began when its territory was almost completely mastered by previous settlers – the British and the French. They have created a basic place-building, using some native Eskimo and place names. Therefore, Ukrainian names could only get small towns, schools, post offices, and the prairie provinces, mainly in the west because the Ukrainians settled later. As time went on, Ukrainian colonies of settlers were established in the provinces of Manitoba, Saskatchewan and Alberta.

The oldest place name in Canada was a word of Ukrainian origin that had been there 40 years before the beginning of Ukrainian immigration. In 1875 in Manitoba there was the second settlement called *Chortits* (a) (*Khortytysya*) based on Germans-Mennonites, a religious sect of German settlers, the descendants of German colonists brought to Russia by Catherine II and settled on the island of Khortitsya on the Dnieper river after the destruction of the Zaporizhyan Sich [5, p. 2].

In 1897 the first documented case certified as immigrants from Ukraine gave a name to the newly created settlement in Manitoba was their appeal to government authorities to register the name «*Ukraina*» [5]. The request was granted, in contradiction to the one to name the near-by railway station «*Dnipro*». The government rejected, as there was already a community named Dnipro in Saskatchewan. That is how the first place name «*Ukraina*» appeared in Canada.

In the following decades there continued to appear in Canada the place names of Ukrainian origin, based on Ukrainian history. It is interesting to observe that the greatest number of these toponyms come from the Cossack period in Ukrainian history – the Zaporizhyan Sich and the Haidamaki. From these the following place names in Canada emerged: *Zaporozhya, Seech, Cossack, Khmelnitsky, Sirko, Honta* and others.

The analysis showed that Canadian toponyms of Ukrainian origin are mostly represented by the names of settlements, like: *Borshchiv, Brody, Chernowci, Krasne, Uhryn, Kolomea, Lwiw*, etc. It is quantitatively the largest group (61 %). It should be noted that several settlements located in different provinces of Canada have the same name as they are in Ukraine: *Odessa* is in Saskatchewan and Ontario, and *Halicz, Ukraina* – in Manitoba,

Saskatchewan and Alberta, and so on. Some place names have received a definition – «new»: *New Kyiv* (Alberta), *Novy Sokal* (Alberta), *New Yaroslau* (Saskatchewan). There are toponyms that may convey any external sign of area: *Hory*, *Dibrova*, *Dolyny*, *Ozerna*, *Zelena*. Several Canadian places were named by Ukrainian rivers: *Dnieper* (Saskatchewan), *Dneister* (Saskatchewan), *Prut* (Alberta), *Zbruch* (Alberta).

A number of villages and towns have the names of Ukrainian leaders. Among the first was a settlement in Manitoba named after *Shevchenko*, the great Ukrainian poet. This name existed till 1908, when the town was renamed *Vita* [12], though the district high school retains the name of Shevchenko. Besides the above there are schools near Ethelbert, Manitoba, and in Saskatchewan, named *Taras*, and these were obviously named after the poet.

There are three schools named after *Ivan Franko* in Canada, one in each of the prairie provinces. Ukraine's great founder of Ukrainian classical music, composer *Mykola Lysenko*, also has a school named after him near Insinger, Saskatchewan. Schools were also named after *Hetman Bohdan Khmelnytsky* (south of Myrnam, Alberta), *Hetman Ivan Mazepa* (southeast of Canora, Saskatchewan), the Venerable Metropolitan *Andrey Sheptytsky* (southeast of Waskatenau, Alberta), *Vladimir* after Volodymyr the Great (Edmonton), *Petro Mohyla* (Saskatoon), *Mykhailo Drahomanov* (southeast of Prudhomme, Saskatchewan), *Larysa* after Larysa Kosach – Lesya Ukrainka (west of Wishart, Saskatchewan), *Panteleimon Kulish* (northwest of Ethelbert).

In the list of Canadian place names of Ukrainian origin derived from anthroponyms one can find the names of Ukrainian-Canadian pioneers and unknown in Ukraine, though famous in Canada Ukrainians: *Joseph Oleskiw* (professor of agronomy), *William Hawrelak* (mayor), *Peter Dmytruk* (a Sergeant in the Royal Canadian Air Force), *Denys Sichynsky* (composer and conductor), *Thomas Drobot* (postmaster), *Ivan Pylypow* (early pioneer), *Wasył Eleniak* (early pioneer), *Fred Zazula* (district pioneer), *Dochylo* (local family), *Hryciw Road* (local family), etc.

Some places at first glance may seem not to be of Ukrainian origin, but in reality they are. For example, *Krydor* in Saskatchewan was named after its founders, two Ukrainian farmers, Peter Krysaka and Theodore Lutsyk, through uniting the first syllable of one surname with the third syllable of the second given name. The name *Meleb* also originated this way – from the names of a Ukrainian farmer, Melnyk, and a Jewish storekeeper, Lebman.

The toponymy group bearing characteristic Ukrainian place names are included in such towns as *Volia*, *Svoboda*, *Prawda*, *Zhoda*, *Slava*, *Myrnam* and *Zoria*, which have a deep social meaning. Having settled on their homesteads in Saskatchewan, the first Ukrainian immigrants were inspired by the thought of having gained the freedom they never had under the despotic Austro-Hungarian monarchy and Poland. The name *Zhoda* was quite possibly chosen as a result of the desire of the community to live in harmony. *Myrnam* in Alberta came from the desire of that settlement to live in peace.

By the way, not all Ukrainian toponyms in Canada were organized by Ukrainians. They were named long before Ukrainian immigration to Canada. For example, there are two communities in Canada named after the Black Sea port of *Odessa* (in Saskatchewan and Ontario). There is no information as to the origin of Odessa in Saskatchewan, but Odessa in Ontario, according to historic sources, got its name in 1854 in connection with the Crimean war [9], some 40 years before a Ukrainian immigrant set foot in Canada.

The analysis showed that toponym origin has not yet been fully researched. For instance, place names like *Gonor*, *Rama*, *Dana*, *Chitek*, *Smiley*, *Lena*, *Okno*, *Hayek*, *Ledvin* and many others have a definite Ukrainian phonation and the majority of the population in these communities is Ukrainian. Yet they are not included among place names that are recognized as Ukrainian in origin.

Taking into account the classification of Canadian toponyms of Ukrainian origin given by J. Rudnytsky [11, p. 2], we can subdivide place names into the following lexico-semantic groups:

1. Toponyms denoting settlements: *Antonivka* (Saskatchewan), *Borshchiv* (Saskatchewan), *Stry* (Alberta), *Odessa* (Saskatchewan, Ontario), etc.
2. Hydronyms: *Dnieper* (Saskatchewan), *Dneister* (Saskatchewan), *Prut* (Alberta), *Zbruch* (Alberta).
3. School names: *Petro Mohyla* (Saskatoon), *Lysenko* (Saskatchewan), etc.
4. The names of post offices (the list of 35 by J. Rudnytsky): *Bohdan*, *Vesela*, *Halicz*. In many cases, post offices have the same name as the corresponding locality.
5. The names of the railway stations: *Cossar* (Manitoba), *Kasha* (Alberta), *Meleb* (Manitoba).
6. The names of locations, districts: *Babyna Dolyna* (Saskatchewan), *Ploshchi* (Alberta), *Ozerna* (Manitoba).
7. Microtoponyms – the names of areas, farms, lands. For example: *Bobulinci* (Saskatchewan), *Bodnary* (Saskatchewan), *Borshchiv* (Saskatchewan), *Vasylyv* (Saskatchewan), etc. Among them, 26 – location directions,

for example: *Bilya Velychka* «near Wieliczka», *Kolo Monastyrskoho* «near Monastery», *Kolo Havryshchukiv* «near Gavryshchuk», *Na Horynyakh* «in Gorin».

By all accounts, toponyms can be temporal and replaced by other ones or disappear altogether. For example, Myrna Kostash bought a farm and called it «*Tulowa*» – a village in Ukraine, where her parents came from [11, p. 4]. A large number of place names of Ukrainian origin are out of use. For example, «*Oleskiv*» (Manitoba) was renamed «*Tolstoy*» more familiar to the British; railway station «*Ivan*» (Manitoba) was replaced by the name «*Homestel*» and so on. Some toponyms of Ukrainian origin after the official change continue to be used in a colloquial, everyday communication, like «*Yarmolyntsi*», officially renamed «*Betforwill*».

Conclusions and Perspectives of Further Research. The following article proved the linguistic statement, that toponyms are an integral part of background knowledge of native speakers about their language and culture. They are like a mirror, showing the history of people, their settlement, their culture, lifestyle, daily environment, communication, etc. Therefore, the study of Canadian place names of Ukrainian origin in a linguocultural and ethnolinguistic aspects are relevant and promising, as they have usage and development peculiarities, reflect the important national features of Ukrainian ethnic group in Canada, its culture and historical heritage. In perspective attention should be focused on the study of the factors, that influence Canadian toponyms usage, the classification of place names by different criteria, comparing the development and usage of toponyms in Ukraine and Canada.

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Калиновская Ирина. Канадские топонимы украинского происхождения в этнолингвистическом и лингвокультурологическом аспектах. Как известно, топонимы предоставляют информацию об историческом прошлом народов, границах их расселения, культурных, торговых и географических центрах. Как важная часть языковых данных, топонимы являются выражением не только истории людей, но и их культуры, образа жизни, ежедневного окружения, общения и т. д. В статье основное внимание сосредоточено на изучении канадских топонимов украинского происхождения, в частности освещении их этнолингвистических и лингвокультурных аспектов. Анализ отражает национальные особенности украинской этнической группы в Канаде, ее культуры и исторического наследия, которые представлены в топонимах, что вносит вклад в развитие культуры Канады и ее духовного роста. Определены и проанализированы особенности значения, происхождения и исторического развития топонимов. В перспективе следует сосредоточить внимание на изучении факторов, влияющих на употребление канадских топонимов украинского происхождения, их классификации по различным критериям, сравнивая особенности развития и использования топонимов в Украине и Канаде.

Ключевые слова: топоним, топонимика, украинское происхождение, лингвокультурный аспект, этнолингвистический аспект.

Калиновська Ірина. Канадські топоніми українського походження в етнолінгвістичному й лінгвокультурологічному аспектах. Як відомо, топоніми надають інформацію про історичне минуле народів, межі їх розселення, культурні, торговельні й географічні центри тощо. Будучи важливою частиною мовних даних, топоніми є вираженням не лише історії людей, але і їхньої культури, способу життя, щоденного оточення, спілкування й т. ін. У статті основну увагу зосереджено на вивченні канадських топонімів українського походження, зокрема висвітленні їхніх етнолінгвістичних і лінгвокультурних аспектів. Аналіз відображає національні особливості української етнічної групи в Канаді, її культури та історичної спадщини, які представлені в топонімах, що робить внесок у розвиток культури Канади та її духовного зростання. Визначено й проаналізовано особливості значення, походження та історичного розвитку топонімів. У перспективі слід зосередити увагу на вивченні факторів, які впливають на вживання канадських топонімів українського походження, їх класифікації за різними критеріями, порівнюючи особливості розвитку й використання топонімів в Україні та Канаді.

Ключові слова: топонім, топоніміка, українське походження, лінгвокультурний аспект, етнолінгвістичний аспект.

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Boosters and Hedges as Subjectivity Markers in Research Article Conclusions

The present paper is devoted to the study of subjectivity devices, namely, boosters and hedges, in the Conclusion section of research articles. The aim of the study is to indicate the amount of these elements in the Conclusions and to reveal their pragmatic meaning. The boosters and hedges are viewed as pragmatic persuasive devices which contribute to the effective negotiation of knowledge and encouraging the audience's involvement. The quantitative analysis demonstrates that the employment of these devices is quite balanced across the research articles. The results of the discourse analysis indicate that the key pragmatic function of boosters and hedges is to build the writer-reader relationship by modifying the illocutionary force of the assertions. The research also proves that the interactional pragmatic devices can be fully understood only in the connection with the institutional context. The findings of the analysis made it possible to verify the claims about the tendency of balancing the strategies of enhancing and softening the statements and the one of a steady drop in the occurrences of boosters in academic articles.

Key words: research article, subjectivity marker, interactional device, booster, hedge.

Introduction: the Significance of the Research. It is widely recognized that an academic text is supposed to give a comprehensive view of the current state of knowledge; it involves informing on empirical research that, conventionally, must be reports objectively, that is stating facts and data. 'For many years it has been assumed that elements contributing to persuasive purpose of an author were not appropriate in academic writing. It was assumed that in this type of discourse only aseptic truth should be allowed' [18, p. 223]. Admittedly, the power of persuasion of an academic piece lies mostly in the very scholarly conception and the relativity of facts that the author states and non-contradiction of basic principles in their development. Hence, the task of a research text is clear, non-ambiguous and logical presentation of its content, otherwise it might violate the forms of intellective reasoning.

However, regardless of the general tendency to certain unification of verbal patterns scholars involves in the studies of research text indicate a considerable amount of academic subjectivity in them. In fact, the subjectivity lies in the pragmatic nature of academic writing, since its purpose is to convince the readership. The author of an academic text wishes to guide the audience through the research exposition by highlighting the factors that corroborate the final conclusions and the factors that leave room for discussion [18, p. 224].

Specifically, to convince the reader the author employs verbal expressions whose function is to modify his/her assertions or to lay a particular emphasis on some facts. In order to lead the readers to interpret their statements in the desired way academics use pragmatic interactional devices, such as boosters, hedges, attitude markers, self-mentions, etc.

The aim of the present study is to indicate the amount of the interactive elements such as boosters and hedges in the Conclusion section of academic papers and to reveal their pragmatic meaning. The results obtained