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PECULIARITIES OF THE CULTURAL CONSTITUENT OF PROFESSIONAL TERMINOLOGY IN THE INTERNET MEDIA DISCOURSE

The article reveals peculiarities of representation of the language picture of the world in the cultural constituent of professional terminology, both official and unofficial, in contemporary Internet media discourse. In particular, the article is dedicated to sports, originating from and popular in English-speaking countries – baseball and cricket. The research is carried out on the assumption that unofficial sports terminology can be a productive object of study, since on the one hand, it is often the part of official terminology side by side with traditional terms, and on the other hand, it arises as the product of a particular perception of reality and associative thinking of English-speaking cultural communities. Hence, in the article, the words and expressions among baseball and cricket terminology containing significant cultural constituents in their meaning are distinguished; the cultural constituent of professional baseball and cricket terminology is analyzed; the peculiarities of its use in contemporary English-speaking sectors of the Internet media discourse are determined. The article contributes to the field of linguistic analysis of the traditional language use for certain culture phenomena, as well as to studying of the peculiarities of the use of cultural concepts in contemporary discursive practices and the cultural specificity of certain groups of linguistic units in various types of discourse.

Key words: language picture of the world, professional terminology, cultural constituent, Internet media discourse.

ОСОБЛИВОСТІ ВІДОБРАЖЕННЯ КУЛЬТУРНОЇ СКЛАДОВОЇ ПРОФЕСІЙНОЇ ТЕРМІНОЛОГІЇ В ІНТЕР- НЕТ-МЕДІА ДИСКУРСІ

У статті йдеться про вплив національно-мовної картини світу на формування культурної складової професійної термінології традиційних для англосовітських культур спортивних ігор. Дослідження проведено в розрізі вивчення особливостей відображення культурної специфіки мовних одиниць в сучасних дискурсивних практиках, зокрема здійснено аналіз культурної складової професійної термінології бейсболу та крикету, а також визначено специфіку її відображення в англосовітському інтернет-медіа дискурсі.

Ключові слова: мовна картина світу, професійна термінологія, культурна складова, інтернет-медіа дискурс.

ОСОБЕННОСТИ ОТОБРАЖЕНИЯ КУЛЬТУРНОЙ СОСТАВЛЯЮЩЕЙ ПРОФЕССИОНАЛЬНОЙ ТЕРМИ- НОЛОГИИ В ИНТЕРНЕТ-МЕДИА ДИСКУРСЕ

В статье речь идет о влиянии национально-языковой картины мира на формирование культурной составляющей профессиональной терминологии традиционных для англоговорящих культур спортивных игр. Исследование проведено в разрезе изучения особенностей отображения культурной специфичности языковых единиц в современных дискурсивных практиках, в частности проанализирована культурная составляющая профессиональной терминологии бейсбола и крикета, а также определена специфика ее отображения в англоязычном интернет-медиа дискурсе.

Ключевые слова: языковая картина мира, профессиональная терминология, культурная составляющая, интернет-медиа дискурс.

1. Introduction. A particular language picture of the world thoroughly reflects various aspects of a specific culture, and sports have always been an important element of the majority of the world's cultures. According to G. Jarvie, the correlation between sports and culture lies «in the values, ceremonies and way of life characteristic of a given group and the place of sports within that way of life»; a researcher has traditionally been encouraged «to consider the meanings, symbols, rituals and power relations at play within any particular cultural setting» [5, p. 5]. That is a general approach to studying the correlation between sports and cultures. In particular, the kinds of sports, which are the products of specific cultures, bear more cultural significance, especially in linguistic units and discursive practices, peculiar and traditional to this or that kind of sports. Among them, baseball could be defined as the product of American culture, cricket – the product of British culture, ice hockey – Canadian culture etc., and consequently the language of a sport, and its terminology in particular, is sure to have a vast number of linguistic units with constituents that reflect peculiarities of a respective culture.

The aim of this article can be defined as the analysis of the representation of the language picture of the world in the cultural constituent of professional terminology, both official and unofficial, in contemporary Internet media discourse. In particular, the article is dedicated to traditional sports in English-speaking countries – baseball and cricket. **The main objectives** of the article are: to distinguish words and expressions among baseball and cricket terminology containing significant cultural constituents in their meaning; to analyze the cultural constituent of official and unofficial baseball and cricket terms; determine the peculiarities of the use of the above mentioned linguistic units in contemporary Internet media discourse. We presume that unofficial sports terminology can be an interesting and productive object of study, since on the one hand, it is often the part of official terminology found side by side with the traditional terms, and on the other hand, it arises as the product of a particular perception of reality and associative thinking of English-speaking cultural communities.

2. Cultural and psychological background of the research. The specific ways of embodiment of a conceptual picture of the world in the language are greatly influenced by the psychological peculiarities of collective consciousness. These peculiarities find realization in:

- individual mentality, proper to a certain community, which determines behavioral patterns of the community members and is a foundation of social life and activities;
- the system of guidelines, values and beliefs, which are conventional in a certain community;
- the properties of individual character, world-view, thinking and language, which correlate with the correspondences proper to the whole community, just as the specific correlates inter-dependently with the general [2, p. 7–13].

The above mentioned psychological peculiarities influence the development of the cultural constituent of a vast range of linguistic units in various language subsystems. It reflects the system of fundamental images of the community's concept of the surrounding world and its place in this world.

V. Krasnykh mentions that the cultural constituent develops in the process of an individual's socialization, it is a part of the cultural competence of a language user and determines the peculiarities of communication proper to a certain community. The cultural constituent of linguistic units at the same time reflects and determines the peculiarities of the collective consciousness, the language content of individual consciousness and the implementation of the mentioned peculiarities in the process of communication [1, p. 42].

Z. Kovecses argues that «much of our understanding of the world comes through the frames we have associated with our categories. The frames constitute a huge and complex system of knowledge about the world. The frames that we use are not only cognitive in nature but also cultural constructs» [3, p. 69]. Moreover, «frames are shared cultural products. Smaller or larger groups of people may share a large number of frames, or cultural/cognitive models. When this happens, we can define culture as a set of shared understandings embodied in cultural/cognitive models.» [same reference, p. 78]. Hence, it might be presumed that traditional sports, being important cultural products, could enter or even construct frames significant for a specific culture. The particular ways the frames are shared within a culture could be found in, for instance, contemporary Internet media discourse as a quick and convenient way not only to circulate information and disseminate knowledge, but also to receive feedback from the speakers operating with the respective «cultural/cognitive models».

Given the above, we assume that professional terms and expressions, immanent to the traditional sports in English-speaking cultures, both official and unofficial, might reflect a wide range of connotative aspects through their cultural constituent and that fact could make these linguistic units important markers of the respective cultures.

3. Research proper. The cultural constituent of baseball terms and expressions has become vividly apparent in idiomatic unofficial terminology, which is actively used not only by players, coaches and commentators of baseball games, but also by a number of other actors in various discursive practices. Thus, with the lack of awareness of the cultural connotation, the concept «*Golden sombrero*» can be apprehended neutrally or even positively due to traditionally positive attitude to the attributive «*golden*» in the majority of cultural traditions. On the contrary, in baseball a player is said to «*receive/wear a golden sombrero*» when he is struck out by the pitcher four times in a single game, which is an extremely poor individual performance [15]. The term is pejorative and it is used to indicate the situation when a player is struck out three times in a game; it derives its meaning from the jocular use of another sports term – «*Hat-trick*».

(1) *Two of the five players projected for the most stolen bases in the major leagues this season went 0-for-4 with four strikeouts in their season openers Monday, the famed golden sombrero* [12].

On the other hand, the player who hits the ball well and scores a lot of points for the team with his bat is often referred to as a «*slugger*» or «*heavy hitter*».

(2) *The main reason Detroit Tigers slugger Victor Martinez is not a huge risk, but his more celebrated teammate, Miguel Cabrera, is comes down to draft-day value and overall status* [14].

The latter concepts are widely used in business and political discourse, meaning the leaders who make the most for business/political organizations or have a lot of power and influence.

(3) *Political heavy hitters skip budget debate contributions!* [13]

(4) *Steve W. Martin is the founder of the Heavy Hitter sales philosophy* [10].

Besides, these concepts are often used in various types of everyday discourse, however mainly referring to baseball as a game, its traditions and players, for instance the U.S. *McDonald's slugger series* and food names with the component *slugger* – *Home run slugger sub*, *Sluggers' strawberry slushies* etc.

The cultural constituent of the number of cricket terms is universal in its character, though the specificity of the English language picture of the world adds peculiar colouring to it. Thus, *pyjamas*, *featherbed*, *coffin* make reference to the universal association of semblance of objects or actions. The majority of cricket terms have derived from the general language, passing different ways to become the part of official terminology.

One of the terms with the cultural constituent derived from the general language is «*maiden*» – an over in which no run is scored off the bat, nor from a wide or no-ball [8]. The cultural constituent is connected with the concept «*Virginity*» in the meaning «*purity, sanctity*». Before the beginning of the 20-th century there used to be a popular best men's joke at weddings about «*bowling a maiden over*», which acquired somewhat vulgar meaning in time, where cultural connotation, based on pun, presumably leads its traces to the cricket origin [4].

(5) *Thus, it was seen as almost a triumph when a maiden was sent down* [11].

However, in contemporary sports Internet discourse lexeme «*maiden*» is mainly used in the meaning «*first of its kind*»; the same meaning is proper to other types of discourse.

(6) *It was Brathwaite's second century in the last three Tests, after his maiden Test hundred against New Zealand in Port-of-Spain in June* [7].

(7) *Members are making their maiden speeches – nervous as they must feel – without a note* [6].

A number of cricket terms with the cultural constituent, which derived from general language, are exclusively used in the sports Internet discourse. The following examples represent certain shades of meaning in sports discourse while in other types of it their cultural constituent either becomes unimportant or is overshadowed by a different shade of meaning. Among them is «*featherbed*» – a pitch of gentle pace and predictable bounce on which batting is easy [9]. Cultural constituent is based on the aspect, opposite in meaning to the one described above. Moreover, it should be mentioned that in political and economic discourse (9) the verb «*to featherbed*» is used to express the meaning «*to provide somebody with advantages, making comfortable by favourable treatment*» [4].

(8) *The hosts do not have a Muttiah Muralitharan anymore to suddenly turn what seemed to be a featherbed into a 22-yard pit of vipers* [11].

(9) *They realize that over the past 10 years the vast majority of them have been paying additional tax to featherbed the rich and powerful* [6].

Coffin – elongated, suitcase-like container for carrying cricket kit, which is essential for international cricketing air travel [8]. There is an associative connection of form or shape (11); moreover we observe an occasionally used in sports Internet discourse association of accomplishment, completeness though the latter is not entirely proper to English culture (12).

(11) *No foreign player has ever had to carry his cricket coffin in India, for example* [11].

(12) *Win or draw and Sri Lanka, with both limited-overs series already packed in the coffin, can depart as unquestionably the side in the ascendant* [7].

Duck – a batsman's score of naught (zero); when a batsman is out without scoring any runs. Another variant is *Golden Duck* – a dismissal for naught (zero) from the first delivery faced in an innings [9]. Cultural constituent is connected with analogy between the shape of the figure «0» and «*duck's egg*», or just «*duck*», which has become traditional for English culture since the middle of the XIX century.

(13) *He will toss and turn tonight as well after lazily slicing a wide delivery to point in the first over to fall for a duck* [11].

Pyjamas – derogatory term for the coloured clothing worn in certain forms of one-day cricket [9]. Traditional colour of the cricket players' uniform is white, with its symbolism widely presented in English culture. In the process of adjustment to the condi-

tions of the modern world and TV contracts the game of cricket acquired new forms, such as ODI cricket – shorter in terms of time and less demanding to player's endurance than the traditional form. In ODI cricket coloured uniform is used in contrast with Test cricket. These cultural aspects found reflection in lexeme «*pyjamas*», which bears pejorative, ironical meaning.

(14) *After the final Test at The Oval, England will be in pyjamas for 16 ODIs* [11].

4. Conclusions. The language picture of the world has a considerable influence on the development of the cultural constituent of a number of linguistic units, and consequently it finds representation and massive use in contemporary discourse, the Internet media discourse particularly. Moreover, the creation and functioning of linguistic units with cultural constituent is closely connected with stereotypical images and situations as peculiar mental fragments/frames of the conceptual picture of the world, which are frequently used in specific types of discourse and reproduce certain peculiarities of the respective culture.

The research pursued is an endeavor to interpret the peculiarities of culture through the viewpoint of the traditional language for certain culture phenomena, sports in particular; it is not exhaustive, though it contributes to studying the peculiarities of the use of cultural concepts in contemporary discursive practices as well as the cultural specificity of certain groups of linguistic units in various types of discourse.

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