

COGNITIVE-COMMUNICATIVE FIELD OF EVALUATION

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Метою цієї статті є вивчення актуалізації фреймового сценарію, що реалізує оцінний потенціал. Фрейм – це декларативний спосіб репрезентації знання, який формулюється в термінах дескрипцій і є пучком знань про певну галузь людської діяльності, про онтологію навколишнього світу, про систему уявлень людини, тематично пов'язаних в одну картину, один акт, один сценарій. Іншими словами, фрейм можна назвати когнітивно-комунікативним полем, або комунікативним фреймом. Важливою складовою механізму формування оцінного висловлювання є когнітивний фактор.

Ключові слова: фрейм, оцінка, оцінне висловлювання, адресант, адресат, когнітивно-комунікативне поле.

Приходько А. И. Когнитивно-коммуникативное поле оценки. Целью этой статьи является изучение актуализации фреймового сценария, реализующего оценочный потенциал. Фрейм – это декларативный способ репрезентации знания, который формулируется в терминах дескрипций и является пучком знаний об определенной области человеческой деятельности, об онтологии окружающего мира, о системе представлений человека, тематически связанных в одну картину, один акт, один сценарий. Другими словами, фрейм можно назвать когнитивно-коммуникативным полем, или коммуникативным фреймом. Важной составляющей механизма формирования оценочного высказывания является когнитивный фактор.

Ключевые слова: фрейм, оценка, оценочное высказывание, адресант, адресат, когнитивно-коммуникативное поле.

Prihodko A. I. Cognitive-communicative field of evaluation. The aim of this paper is to examine the updating of frame script that implements the evaluative potential. Achieving this goal resulted in the decision of a number of specific objectives: the study of realization of the structure of evaluative utterances in the frame; identification of functional-semantic features of this realization. The term "frame" is used primarily for the characterization of such structures of consciousness, which are formed for displaying situations in object-human cognitive activity. Frame is a declarative way of knowledge representation, which is formulated in terms of descriptions and is a bundle of knowledge about a particular area of human activity, on the ontology of the world, the human representation of the system, thematically related to one picture, one act and one script. Such understanding of the frame gives grounds to speak of it as a definitely organized system (set) of propositions which schematize corresponding denotative situations, that is, as a minimum informative block. Therefore, the frame can be called the cognitive-communicative field, or communicative frame. Formation of the frame as the specific structure of consciousness, corresponding to the representation of the event, has an ontological basis. The logical analysis of concepts, which provides for the establishment of the laws of its internal organization in order to identify its components and modeling their interactions confirms the notion about the frame as a stereotypical situation. As far as the person's life-world is made up of many situations, their language and speech fixation needs the combination of situations into the utterances. Thus, the evaluative utterance is the product of a certain reflection pattern, scene, script in the communicative act. In accordance with socio-role status relationships between participants of communication are spread mainly in the social sphere of communication, where social role reflects interactional conditions between the subject of communicative action and its object. According to some linguists, conditions of social interaction between communicants are based on three types of relations – equality, subordination and dominance, which are implemented in the familiar, unconstrained, neutral and elevated communication (speech) registers. Communicative role as a kind of invariant unit of behavior, is located in the general scheme of activities and is related to relevant normative expectations, which may be shown by the communicants in a given communicative and particular social situations. Every act of communication is characterized by the definite form of interaction, which is based on its correlation with the situation-type, which is the frame with the features and functional conditions inherent to it. Frame structure can be regarded as an independent configuration consisting of a core, a set of standard forms of speech acts, participants of speech event. In addition to these components, an important role belongs to the objective, plan and consequent. Thus, the evaluative situation can be attributed to the frame, as it includes evaluation of the phenomena of the outer world and illustrates the continuity of images of the object and the subject, objectified in the system parts of speech, as well as all the constituents of utterances that make up the situation. Considering the above stated, the cognitive-communicative field of evaluative situation can be represented as hyperframe of verbal interaction, which displays all components of the frame in their interconnection and interdependence, which allows to determine the sequence of the constituents of data in the process of updating and predetermine the appearance of certain actions that characterize the core of the

frame structure in functional and semantic aspects. An important component of the mechanism of formation of the evaluative utterance is a cognitive factor. On the one hand, it helps to conceptualize the relations between situations of extralinguistic reality (sender's perspective), and on the other hand, it serves as a specific signal for the process of the mental perception of text (recipient's perspective). Thus, participants of interaction use are general schemes of encoding and decoding of information that is contained in the utterance.

Consequently, the actualized structure of the evaluative utterance is connected with the realization of the frame structure of a typical act of communication in the form of a holistic multi-level formation – functional-semantic representation. Actualization of a frame structure takes place on the background of social interaction, where the functional-semantic representation of the evaluative frame is promoted by implementing in its structure such items as the illocutionary act-event, topical proposition and typical grammatical construction. As a result, there is a picture of interconnected and interdependent in their development concepts – from parts of the utterance – to all evaluative utterance, which is the core of the cognitive-communicative field of interaction.

Key words: *frame, evaluation, evaluative utterance, sender, recipient, cognitive-communicative field.*

Introduction. In recent years, the term "frame" has been widely used in cognitive science [6, 14-16; 21, 205-223]. The term "frame" is used primarily for the characterization of such structures of consciousness, which are formed for displaying situations in object-human cognitive activity. Taking into account this thesis the efficiency of its use in relation to more complex kinds of person's speech activity should be recognized because frame is "an important linguistic component of the cognitive field of text structures, as well as the production, transformation and transposition of knowledge, ideas and thoughts" [8, 212].

The notion frame includes the interpretation of the situation as a cognitive category, and as a text element. Ch. Fillmore defined frame as a group of words the union of which is motivated and structured by definite standardized knowledge constructions or constructions that schematize human experience [15, 54].

Frame is a declarative way of knowledge representation, which is formulated in terms of descriptions and is a bundle of knowledge about a particular area of human activity, on the ontology of the world, the human representation of the system, thematically related to one picture, one act and one script. Such understanding of the frame gives grounds to speak of it as a definitely organized system (set) of propositions which schematize corresponding denotative situations, that is, as a minimum informative block. Therefore, the frame can be called the cognitive-communicative field, or communicative frame.

The **aim** of this paper is to examine the updating of frame script that implements the evaluative potential. Achieving this goal resulted in the decision of a number of specific objectives: the study of realization of the structure of evaluative utterances in the frame; identification of functional-semantic features of this realization.

The **material**, which is subjected to analysis, was a selection of approximately 100 utterances of works by contemporary British and American writers.

Methods and techniques are determined by the objectives, the material, theoretical direction of the article and are of complex character. They integrate theses of the cognitive theory and discourse theory. Speech act analysis is used while studying the pragmatic characteristics of utterances containing evaluative concepts; the framing technique is used to struc-

ture the speech act on the example of the evaluative utterance.

Theoretical Background. Formation of the frame as the specific structure of consciousness, corresponding to the representation of the event, has an ontological basis. Yu. G. Pankrats emphasizes that it is realized in the course of re-experiencing the same situation or in the monitoring of it. And by the fact that the description of the situation gets similar from the language point of view shapes, stereotypical connections set in this order: "some situation in the real world – understanding and division of the situation in the consciousness – conventionalization of linguistic forms of description of the situation" [10, 16].

The logical analysis of concepts, which provides for the establishment of the laws of its internal organization in order to identify its components and modeling their interactions confirms the notion about the frame as a stereotypical situation [6, 14]. The conceptual analysis of the logical plan is determined by the system of predicates and propositional structures representing the situation in the form of frames.

As far as the person's life-world is made up of many situations, their language and speech fixation needs the combination of situations into the utterances. Thus, the evaluative utterance is the product of a certain reflection pattern, scene, script in the communicative act [14]. It combines such basic components as partners, or communicants – sender and the addressee and referent (world fragment of things, or images), which are joined in the act of communication based on the orientation of communicative action, thus creating a single dynamic system – the cognitive-communicative field [7, 47-76], or a kind of communicative frame, the constituents of which are participants in the act of communication (speaker and, accordingly, the addressee), the content of the utterance (in our case – evaluative), the place where the communication occurs, the relationship between participants at the time of communication [13, 28].

The target orientation of utterance always involves some forms of communicative and social influence – personal, public, official, unofficial. The relationship between the partners is also conditioned by the social status and role in determining the positions of the participants of communicative interaction act in order to fulfill certain social roles: the seller – the buyer, the ticket-collector – the passenger, the chief – the subor-

dinate, etc. (and also the initiator – the recipient and vice versa) [21, 216-217].

In accordance with socio-role status relationships between participants of communication are spread mainly in the social sphere of communication, where social role reflects interactional conditions between the subject of communicative action and its object. According to some linguists, conditions of social interaction between communicants are based on three types of relations – equality, subordination and dominance [19, 17-36], which are implemented in the familiar, unconstrained, neutral and elevated communication (speech) registers. Communicative role as a kind of invariant unit of behavior, is located in the general scheme of activities and is related to relevant normative expectations, which may be shown by the communicants in a given communicative and particular social situations.

Communicants' socio-role status is based on a specific set of rights and obligations of the participants in the act of communication, their awareness of these rights and obligations [13, 29-30]. Social situation and socio-role status of partners form pragmatic factors that are the integral part of the frame organization of utterances in general and the evaluative one in particular, and they require their registration in the implementation of the act of communication [16, 59; 20, 163-182]. These factors or parameters of interaction in the evaluative utterance may be called constant constituents of the frame.

The relations between the communicants, conditioned by their socio-role status, are marked by certain linguistic means signaling the interlocutor about his partner's status. Moreover, some linguists [4, 13-15; 18, 6-7] consider that the choice of language means in a particular type of interaction in the implementation of the same communicative intention to some extent depends on the relationship between the interlocutors and their socio-role status.

Every act of communication is characterized by the definite form of interaction, which is based on its correlation with the situation-type, which is the frame with the features and functional conditions inherent to it [5, 26-30; 9, 289]. Frame structure can be regarded as an independent configuration consisting of a core, a set of standard forms of speech acts, participants of speech event. In addition to these components, an important role belongs to the objective, plan and consequent.

Thus, the evaluative situation can be attributed to the frame, as it includes evaluation of the phenomena of the outer world and illustrates the continuity of images of the object and the subject, objectified in the system parts of speech, as well as all the constituents of utterances that make up the situation [6, 15-16; 12, 70-71]. Considering the above stated, the cognitive-communicative field of evaluative situation can be represented as hyperframe of verbal interaction, which displays all components of the frame in their interconnection and interdependence, which allows to determine the sequence of the con-

stituents of data in the process of updating and pre-determine the appearance of certain actions that characterize the core of the frame structure in functional and semantic aspects.

Results and Discussion. Here we present the analysis of the process of updating the frame structure of evaluative utterances. By updating, we understand the use of the certain linguistic unit with the purpose of transmitting information in a particular communicative situation, when actualized notion, represented by certain information identified with his real representation in the speaker's mind [3, 6-7]. In the process of updating the peculiar conversion of a language unit into a signal is observed [1, 28], so that the verbal expression used by the speaker is correlated with a standard way of the communicative act, presenting the proper characterization of the image that G. G Pocheptsov [11, 10] and A. M Shahnarovich [17, 53] call "hyperconfiguration".

Production of utterance is the speaker's matter. He uses language as the tool of impact. Communicative and functional purpose of such utterance is determined by its intended use (communicative intension, illocutionary focus) from the speaker's side – in this case, the author, for the planned impact on the partner – the reader:

(1) *"They plonked you out there in the mud ... and your job was to get killed if the enemy attacked. You were not allowed to retreat; you knew that nobody would be allowed to succour or reinforce you; ... A very pleasant prospect. A most jolly look out"* (1, 54).

Here the author describes the hopeless situation of the heroes. Note also that the communicative intention determines not only the role of the speaker as a direct participant of the act of interaction, but also indicates the specific purpose of the speech work and the method of its presentation: whether the speaker expresses a statement or a question, an order or a request by his action.

The aim may be considered as an indication of the regulation of verbal behavior in terms of the target impact of the utterance, introducing it as a social event of verbal interaction implemented by the utterance or utterances. The purpose of actualization of the utterance aimed at the listener's evaluative perception. In this example, (1) a negative assessment of the situation at war, that runs through all the utterance is highlighted in the last two sentences, where a striking contrast between what is said and what is meant is ironically shown. It can be assumed that in the evaluative utterance the speaker accents or highlights exactly what he thinks is relevant at the moment. It is carried out directly by the speaker-subject by using words, phrases or sentences.

Recognition of what is meant by the speaker is connected with the act of the target (illocutionary) use of linguistic expressions, the object of which is actualized in a speech act proposition with appropriate communicative task in the system of communicative hyperframe. In this case, the speaker's reference determines the semantic reference by means

of attaching to the utterance in the structure of the frame and can be assessed by interlocutors as right or wrong, appropriate or inappropriate to the situation of the analyzed frame [2, 411]:

(2) "I was standing way the hell up on top of Thompson Hill, right next to this crazy cannon that was in the revolutionary War and all" (5, 28).

The hero of the novel is a teenager, who uses harsh words in his speech. He was angry at everything and everyone. In his phrase, adjective *crazy* stands next to *hell*, and is perceived as the norm of his emotional and expressive manner to represent his attitude to the surrounding reality, that is, this adjective performs a reference function.

Connection of the reference correlation of speech product and its target installation in the act of communication is typical of the process of updating of the frame structure of latter (in this case, utterances expressing evaluation), here it serves as a functional-semantic representation of the act of communication. Actualized by the speaker, it appears as a multidimensional formation, which shows the act of the binding of the reference propositional content of the utterance to the target act at the time of communication.

Within the functional-semantic representation of a typical structure of illocutionary frame is possible to combine multiple actions with a different degree of expression of illocutionary force, but one of them is dominant. In this case, the illocutionary force with regard to other illocutionary manifestations of the combined complex is the superior one:

(3) "After a particularly deafening morning, Larry erupted from his room and said he could not be expected to work if the villa was going to be racked to its foundations every five minutes. Leslie, aggrieved, said that he had to practice, Larry said it didn't sound like practice, but more like the Indian Mutiny" [3, 19].

Evaluation in a humorous statement (3) is one of its components designed to implement several communication goals: Larry insists that it is impossible to work in such conditions, but Leslie tries to convince that it is possible. Effectiveness of the evaluative utterance depends on the degree of the speaker's influence on the addressee and lies in the illocutionary force of the utterance. In this case, the illocutionary force of persuasion is the dominant one. Due to it the perlocutionary effect is achieved that does not meet the speaker's intentions, which are expressed in Larry's saying.

In many illocutionary frames we do not find explicit means of expression of the intentional verbal influence (threat, pride, joy, boasting). However,

we observe means of prosody [22] or specific syntax scheme-models of the speech formation with a specific topical content, which are used as the illocutionary indicators. This topical content at the moment of the speech influence reveals the conditions for the implementation of such content, taking into account anticipated response actions in order to formulate and specify further the nature of the purpose of the proposed utterance:

(4) "The snowflake of Dolly's face held its shape; for once she did not dissolve" (2, 33).

To create a metaphorical image in (4) two meanings of the noun *snowflake*: direct - *the snowflake held its shape* and figurative *the snowflake of Dolly's face* are actualized. The verb *dissolve* is connected with the pronoun *she* by direct syntactic relationship and realizes figurative meaning, but at the same time its indirect syntactic relationship with *snowflake* and implementation of the direct meaning is obviously seen.

(5) "I'd love it", said Miss Matfield, forcing a smile" (4, 180).

Miss Mayfield's sincere desire in (5) does not correspond to her speech behavior, that is the real intention of one of the communicants (in this case, Miss Mayfield) is conveyed by non-verbal means (*forcing a smile*).

Conclusions. An important component of the mechanism of formation of the evaluative utterance is a cognitive factor. On the one hand, it helps to conceptualize the relations between situations of extralinguistic reality (sender's perspective), and on the other hand, it serves as a specific signal for the process of the mental perception of text (recipient's perspective). Thus, participants of interaction use are general schemes of encoding and decoding of information that is contained in the utterance.

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