

## Linguocultural study of a linguistic personality in the process of intercultural communication

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**Abstract.** One of the most interesting questions in the theory and practice of intercultural communication, concept of (American) language personality is regarded in the article. Language personality is the term of interdisciplinary nature. Each language personality is unique, it has its own "knowledge" of the language. However, it is necessary to allocate national and invariant part in the structure of language personality. The notion of the language personality is backbone in the process of describing the American variant of a national language. The author tries to achieve a new synthesis of knowledge about the American variant of the English language, refracted through the structure of the American language personality.

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### Introduction

The study of linguistic identity, national mentality, national character, stereotypes need for more adequate participation in the process of intercultural communication, i.e. in a culturally-mediated exchange process of information. Communication – the act or process of communicating. Communicate - to make (opinions, feelings, information, etc.) known or understood by others, eg by speech, writing or bodily movements [1]. Communication - the exchange of meanings between individuals through a common system of symbols [2]. Cross-cultural - belonging to or involving different cultures or comparison between them [[1]. Intercultural communication is a form of communication that aims to share information across different cultures and social groups. It is used to describe the wide range of communication processes and problems that naturally appear within an organization made up of individuals from different religious, social, ethnic, and educational backgrounds. Intercultural communication is sometimes used synonymously with cross-cultural communication [3].

The purpose of this article is an attempt to describe the American linguistic personality on the basis of linguistic data, reflecting the natural geographical environment, customs, traditions, proper names, personalities, nicknames, etc.

In the lexical system of national varieties the English language researchers identify *lingvokulturremy* the study of the country valuable lexical units, precedent names, sphere of maximum concentration of the distinctive elements, called and national - marked elements (*idioetnicheskii*, specific) [4]. All these linguistic phenomena are objects to retrieve linguistically cultural information.

Nationally marked elements, reflecting the distinctive culture of the people-carrier, not only the realities in the conventional sense, but also proper names, some Americanisms and areas of flora and fauna, etc. are pointed out in the American national variant [5].

Actually in this vocabulary specific features are manifested, features of linguistic personality - the creator of a native speaker, a certain psychology, attitude reflecting in the dictionary as equivalents, no one-word correspondences in other embodiments of the language. Each language personality is unique, it has its own "knowledge" of the language and the features of its use. However, it is necessary to allocate national and invariant part in the structure of linguistic personality. There is no language personality at all, it is always national, always belongs to a particular linguocultural community. Language personality has culturally-mediated mentality, world view and values as a person gets through the language view of the world and society, a member of which he became. Language personality always follows certain behavioral and communicative norms. [6].

The concept of "linguistic identity" is formed in the projection area of linguistics appropriate interdisciplinary term, in the sense that refract philosophical, sociological and psychological perspectives on socially significant set of physical and spiritual qualities of a person that make up its qualitative determination. First of all, a "language person" means a person as a native speaker, taken from his ability to speech activity [7], i.e. complex of psychological and physical qualities of the individual, allowing him to perceive and produce speech works - essentially speech personality. By "language personality" is understood the set of features of verbal

behavior of the person using language as a means of communication – communicative personality. [8]

N.V. Pospelova studies American language personality on the basis of linguistic data reflecting types of houses, habits and ways [9].

In foreign humanities significant role in the development of problems connected with the national character, play, for example, studies of M. Mead [10].

#### **Research methods**

In accordance with the nature of the goal, we used the following methods: method of the contextual analysis, the method of text search, semantization method, descriptive method, extralinguistic interpretation of the facts of language, method disobjectification of lingvocultural knowledge - a combination of knowledge of the language, and described in the text fragment culture.

#### **The main part**

American variety – one of the remarkable features of the American character and positions of American civilization. Diversity is based on ethnically diversified stream of immigration, which was over two hundred years and is up to date. A statement of the reason is textbook. U.S. first gathered people from Europe, then in significant quantities from the Far East (though laws restricting the tide have been known), Southeast Asia and the Middle East, again from Europe. This is confirmed by the existence of Immigration Museum, Ellis Island (Ellis Island Museum of Immigration), this island –one of the 40 islands in the New York area. The museum tells the history of immigration to America. Ferry “Circle Line” the Statue of Liberty and Ellis Island with daily departures from Pier South Ferry at Battery Park. American attitudes toward history is manifested in their concern for its historical monuments. Not only all the old buildings are kept clean and tidy, the whole historical area are created, the magnitude of which is awesome. Thus the city of Williamsburg, in Virginia, near which was founded the first permanent settlement, entirely transformed into a monument to the era.

American diversity is based on natural diversity. Relief such a big country must inevitably differ. Approximately half of the U.S. is covered by mountains. United States of America is bordered by three oceans – the Atlantic, Pacific and Arctic. Ocean coast is indented with numerous coves, bays, so the coastline only of the main part of the territory of the United States is 22,860 kilometers. There are many large rivers, the longest of which is the Mississippi. Flowing from north to south, the waters of the Mississippi are replenished by other major U.S. rivers such as the Missouri, the Arkansas, the Red River and the Ohio. The mouth of the Mississippi River was found by the Spanish conquerors in 1519 and at the

same time it was given the name of the Rio Grande del Espiritu Santo – "big river of the Holy Spirit." And only in 1682 the French explorer La Salle, passed by a significant part of the river, revealed the Indian name Mississippi - "big river." In the language of one of the Indian tribes who lived on the banks of the river, Missouri – "big muddy river." The name of the river is confirmed by the nature of the river: transparent Mississippi, taking muddy waves of Missouri, then down to the ocean keeps discolored.

Some of the lexical units are of particular imagery from the perspective of the American linguistic culture, i.e. two-pronged semantics. These tools enhance the effectiveness of language statements, adding to its logical content of various expressively-emotional shades. For example, only one Kansas has the following widely and commonly used nicknames. In the years before the Civil War, Kansas became the scene of fierce fighting supporters and opponents of slavery, it was called "bleeding Kansas» ["Bleeding Kansas"]. Kansas ranks first in wheat crops (hence the nickname - "breadbasket of the country"), maize, sorghum and alfalfa. Indeed, wheat is the dominant crop in the western regions of the state. Kansas is associated with wheat in the eponymous poem "Kansas" by an American poet V. Lindsay (1879-1931). Another bookish literary nickname of the state is Sunflower State ("State of sunflowers"). Another bookish literary nickname of the state is Sunflower State ("State of sunflowers"). It is not just a nickname. It has its own truth. Kansas is considered the solar state in America. However, the sun here is adjacent with the terrible manifestations of nature. Tornadoes often occur here – on average, about 50 tornadoes per year. The citizens of Kansas believe Wichita to be aviation capital of the world as the city is producing more aircraft than any other place in the United States.

On mentioning Kansas memories of heroine "Wizard of Oz" girl Ellie (in the original Frank Baum's book "The Sage of Oz" her name is Dorothy) arise, who with her doggie Totoshka was carried out of her home state, a sleepy, boundless plain with fields planted with wheat as shown by A. Volkov. The book and film are very popular in the United States [11].

Special imagery in American lingvoculture acquires folklore tales of heroes such as James Butler Hickok, Davy Crockett etc. – primarily thanks to their courage, strength, generosity. Hickok, Wild Bill Hickok (1837-1876) an American frontiersman whose real name was James Butler Hickok, a storm of bandits, later a law enforcement officer (US marshal). Killed in Dakota. Adventures of Davy Crockett were no less fantastic than the adventures of Baron Munchausen, who was very popular in America.

Croquet fist knocked spark to make fire, he made a bear whipping butter in a barrel and came riding on a crocodile to an election rally. Davy Crockett is considered to be one of the most typical American heroes, traditionally associated with the image of the forest hunter in a fur hat, sometimes the name of Davy Crockett has a generalized meaning "pioneer" [12].

### Conclusion

American character was formed under the influence of many factors, and to understand it we must, first of all, turn to history. Americans are very particular about their historical monuments, their traditions.

American diversity based on ethnic and natural variety. However, the Americans – are one nation (ethnic solidity). Americans are the hallmarks of individualism and independence. Inveterate spirit of individualism permeates almost every aspect of American life.

People came to America in order to be happy, so optimism has become an integral part of American life. Losers, sufferers, disappointed and unhappy people have no place in a beautiful new life. Americans are peculiar to the scale and scope. The American nation based on adventurers, outcasts, fanatics, still retains the spirit of unwavering independence. The common features of the pioneers are feeling the way, the road to the ocean. In the XIX century frontier hero became the embodiment of national character. Cheerfulness, carelessness, rough humor of the frontier hero reminded the Yankees. However frontiersmen triumphed, primarily due to its nobility, courage, strength. Modern Americans have the desire to move, lack of residency. New world spawned new heroes. American idols became statesmen and politicians, businessmen, cowboys, hunters, thieves, united them importantly - they were winners, they were lucky, they have achieved success in life.

Humor Americans are already reflected in their epic. Well-known feature of the behavior of Americans is manifested in their predisposition to humor. American type of humor from the nation became a characteristic feature of Americans. The driving forces of national ideals (Davy Crockett) were a constant target of laughter. This unusual combination was the product of American identity.

### Findings

Such extensive semantic region as a "man and society" - one of the areas of concentration of national bulleted items. There are national-labeled items in the lexical system of American English as

well. In the life of the American people there are a lot of realities of culture, life and environment which have no equivalents in other countries or at least realities having full or partial gaps. The semantics of these words is an area where the language and culture are of the most touching close.

For the analysis of the American language the following onomastic units were used: hydronyms toponyms Anthroponyms etc. Through the used techniques semantic connotations are set, dictionary and contextual meanings are defined, the functional meaning of the word is generalized and concretized. For example, Davy Crockett – is not only the hero of the Wild West, but also a forest hunter in a fur hat, a pioneer. In this case there is a change in the semantics of the word, the word is generalized.

Thus, the authors achieve a new synthesis of knowledge about the American version of English, refracted through the structure of the American language personality.

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