

STRUCTURE AND CONTENT OF INTERPERSONAL CHARACTERISTICS OF LINGUISTIC PERSONALITY

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ANNOTATION

The goal of this research is to elicit the list of linguistic, pragmatic and cultural parameters that characterize strong linguistic personality and on the other hand weak linguistic personality along with generalized average linguistic personality and to define their verbal behavior during verbal communication. In this regard, it is necessary to define individual stylistic characteristics for a strong linguistic personality; to determine skills and knowledge for a strong linguistic personality taking into consideration unique interpersonal and intercultural communication; to review the national, cultural specifics for the strong linguistic personality who belongs to English-American speech culture; to reveal the motives leading to formation of the English-speaking strong linguistic personality; to analyze the communicative problems of the weak linguistic personality. The aspects mentioned above have determined the fact that in our study we refer to such issues as parameterization and linguistic personality behavior in the field of interpersonal and intercultural communication, the search for the people's talk exchange optimum alternatives.

Key words: factor, root, reputation, case, determine

Linguistic personality study is one of the most relevant issues in modern linguistics. The reason to address to this topic is that "linguistic personality issues are — "eternal" [1. P. 9]. As E.A. Dryangina notes, "the ideas that cover this notion were presented in the works of V.V. Vinogradov ["On fictional prose"], Slavcho Petkov ["Language and personality"], and R.A. Budagov ["Man and his language"]. However, there is no performance of a substantial integral linguistic personality as a communicative entity in any of the works given below" [2. P. 219]. Many scientists place a particular focus on the fact that these problems need extensive analysis. V. Von Humboldt also spoke about the enormous influence of language on a person: "A man is a man only because of the language... there are no thoughts without language, human thinking becomes possible only thanks to language" [quoted in: 3. P. 97]. Currently, linguists pay significant attention to the study of this influence. At the end of the twentieth century, scientists ascertained the fact that we are witnessing a transition from language linguistics to communication linguistics. Therefore, there was an urgent need to study "the linguistic ability of the ideal speaker/listener, his language skills, his competence" [4. P. 18]. The linguistic personality is the study focus for many linguists. This term is considered to be "the core system-forming philological concept, nowadays evaluated as integrative, which set the stage for the new milestone in linguistics development — anthropological linguistics. A linguistic personality is a cross-cutting idea that strikes all the language learning aspects" [5. P. 439]. The activity principle of understanding and explaining linguistic phenomena put forward the personality idea as the center of linguistic paradigm, significantly changing the accents alignment in its description: along with the creation of native speakers' theoretical models, the communicative activity aspect of the linguistic personality study is becoming increasingly important. This should be done in both theoretical and applied aspects. As far as in the recent past the emphasis in our country was placed on the universal, mass, average, so "the prospects of modern society development suggest that personality traits of each person are becoming essential. Availability of highly skilled specialists in any field becomes vital, and the emphasis is put on the requirements to raise intellectual level for every member of the

society. Apart from this, as things go nowadays a high command of the speech art is directly related to the level of income for representatives of many professions: it greatly depends on the ability to attract and retain customers, make deals, reach agreements. It goes without saying, professional knowledge is not the only thing needed here, a common speech culture, personal charm are also required [which is fashionably called charisma], a certain image” [6. P. 19]. Along with that, we must not forget that the cultural, scientific and economic contacts of different countries and their peoples, which have sharply increased in our time, inevitably put a premium on the communicative approach to learning, because it contributes a lot to the understanding and cooperation of people from different cultures. In recent years, linguists have been actively solving the problem of studying a language personality in general and a strong language personality in particular. However, there are very few studies devoted to the parameterization of a weak linguistic personality: firstly, in everyday life, a weak linguistic personality seems to be generalized — this is the one who “speaks poorly”, “makes mistakes”; secondly, in the scientific understanding of a weak linguistic personality a priori, it is considered to be simply the one who does not possess signs of a strong linguistic personality. Nevertheless, it is widely known, that in order to successfully fight an enemy, you need to know him well, therefore it is necessary to study the main characteristics of a weak linguistic personality more clearly, specifically and in detail. This is significant because, unfortunately, those who can be called a “weak linguistic personality” are now, much more observed than in previous centuries. “With the scientific and technological progress, the media, when the person’s speaking functions become less in demand compared to all the previous centuries of human civilization, especially as a result of the narrow range of people’s direct communication, the linguistic personality in developed countries takes more passive, comfortable observer’s position. Even creative human activity now does not require the involvement of all personal qualities on such a scale as it was necessary before. Apparently, this tendency is an ambiguous notion “double-edged sword”: on the one hand, there are more opportunities for the development of highly specialized knowledge and skills, but on the other hand, an eloquent expression of Kozma Prutkov that a narrowly focused specialist is like a flux has not lost its relevance. Focusing on the cultivation of one thing, a person ceases to be self-sufficient, loses the harmony of development and appearance aesthetics. The most important thing is that the ease and simplicity of communicating with people of another specialty, is lost, because these skills simply do not develop, and, as you know, everything that does not develop begins to degrade over time and can atrophy at all” [6. P. 19]. G.G. Infantova put forward the following assumption. Due to the fact that “strong linguistic personality” concept has “come into official scientific use, and ... this concept in modern linguistic methods has a practical aspect which is important for all its levels, its scientific understanding is necessary as much as the definition of its parameters and introduction to the general linguistic context, correlation with other concepts of speech character” [7. P. 64]. So much more it is important “since the problem has just been adumbrated on general issues concerning the anthropocentric approach to the language study and on private issues; speech portraits of the different cultures native speakers has not been published yet, there is still no complete clarity in the very typology of speech cultures, many concepts related to the problem “language and personality” are not clearly defined. This could be applied, in particular, to the concept of “strong linguistic personality” [ibid. P. 64]. Moreover, although Dale Carnegie said, “personality is something vague and elusive, not amenable to analysis, like the smell of violet” [8. P. 384] because of its complexity and multiformity, it is necessary to take steps in this direction. For modern science, the interest is no longer just a person in general, but a personality, i.e. a specific person, a carrier of consciousness and language,

possessing a complex inner world and a definite attitude towards fate, material world and other people. At this point, a global, interdisciplinary approach to the interpretation of the language essence has been formed as a specific human phenomenon, through which one can understand the nature of a person, its place in the society and ethnicity, its intellectual and creative potential, i.e. think deeper what a person is [9. P. 103]. The problems of a weak linguistic personality are not only its problems in interpersonal and intercultural communication. These are, first of all, the problems of the individual, his life in society: pride, an inferiority complex, being obtuse, excessive self-conceit, aggressiveness, no intention to develop spiritual and moral qualities and special qualifications, inability to accept someone else's opinion, fear of being wrong and therefore weak, unsuccessful. Unfortunately, those who can be called a weak linguistic personality, are currently observed much more than in previous centuries [6]. Weak linguistic personalities are often those who, by virtue of their professional activities, must not be so. Thus, not only in Russia, but in many other countries, aggressive verbal acts often serve as means of influencing and educating children in schools. At the same time, a teacher using these methods is perceived negatively, as a weak professional and as a bad person. Research carried out in this aspect by Professor F. Kiner, the University of Göttingen, confirmed this; most of the students surveyed by him answered that "the reason for the teacher's scolding is his own shortcomings [topic ignorance, general irritability, poor attitude towards a particular student, etc.]. Aggressive verbal behavior of the teacher, therefore, is not perceived by students as an intention to correct their shortcomings. The teacher, as a person who plays a certain social role, loses respect of pupils due to the use of verbal aggression acts". We need in constant speech improvement. D. Carnegie suggests that any speaker can carefully follow the rules and patterns of constructing public speech, but still can make many mistakes. He can speak in front of the audience exactly as in a private conversation, and at the same time speak in an unpleasant voice, make grammatical mistakes, be awkward, behave insultingly, and perform many inappropriate acts. Carnegie suggests that every person's natural, everyday manner of speaking needs many corrections, and it is necessary to first improve the natural style of conversation and only then to transfer this method to go up to the rostrum. In intercultural communication, it is also possible to detect manifestations of a weak linguistic personality. They are subjective and objective. Subjective manifestations: the interlocutors have a poor command of the language, are not inclined to mutual understanding, do not take into account the specifics of the situation, build their verbal and nonverbal behavior on the basis of various cultural axioms. Objective manifestations: the difference between the "national consciousness" of communicants, the divergence of cultures, the different division of the conceptual space, the goals and strategies of communication. The linguistic personality is not only a social phenomenon that has, in addition to universal, national and cultural components, but it also has individual aspects. A number of modern scientists devote their research to the problem of identifying a universal and national-specific language personality, noting that a personality should be viewed in the cultural tradition perspective of a people, ethnic group, because for the genesis of a person in a human being there is a need of a cultural-anthropological prototype, which is formed within the culture. Therefore, linguists are paying more and more attention to the problem of national character. Successful use of national cultural semantics in speech is largely determined by the national stereotype existence in the field of speech communication: "It is not possible to draw a parallel between a linguistic personality and a national character, but there is still much in common between them...". That is why Y.N. Karaulov emphasizes the national character already in the very definition of a linguistic personality. In his opinion, the actual linguistic or vocabulary personality is "the basic nationalcultural prototype

of a certain natural language carrier, fixed mainly in the lexical system, composing the timeless and invariant part of the linguistic personality structure" [ibid., P. 39]. A similar position is held by V.I. Karasik, P.V. Chesnokov, S.G. Vorkachev, O.A. Leontovich, A.P. Sedykh, O.S. Shiryayeva, A.M. Barminskaya, G.V. Komarov and many other scientists. Therefore, although it is possible to speak about the universalism of the linguistic personality criteria, it is nevertheless necessary to rely on certain national-cultural features, since the existence of a national stereotype in the field of speech communication has already been proven. Grammar, vocabulary and semantics of each language have national specifics, which is largely determined by extralinguistic indicators — national specifics of mentality, historically formed stereotypes, myths, including modern ones, the most popular subjects for discussion preferences among representatives of a given nation, etc. We share the opinion of O.A. Leontovich, who notes that the situation for native English speakers is unique, since the linguistic personality not only belongs to the communities located close to one another, but also includes far-located states where people speak English. Thus, native English speakers share features common to all residents of English-speaking countries. Therefore, "English is the invaluable resource where it is possible and necessary to study the patterns of intercultural communication". D. Carnegie believes that the most relevant topics for discussion are as follows — sex, property and religion: with the first, we can create life, with the second, we support it, and with the third, we hope to continue it in another world. Despite the real importance of these topics, we still believe that they can be considered nationally specific, popular among Americans, and for people of many other nationalities these other subjects can often be other problems. The main goal of a strong English-speaking linguistic personality manifestation is to implement the "American-centrism" suggesting that he can dictate its will to other peoples of developing countries. O.A. Urusova states that the most characteristic social activities of America are as follows: the actor, military man, educator, player, assistant, person with authority, aggressor, lawyer, politician, partner, dictator, steersman. Many of them are associated with verbal communication and make appropriate impact on it, they require certain verbal skills and abilities formation that characterize a linguistic person as a strong one. Many etiquette forms and principles of communication are national. "Polite and etiquette People communicate politely and adhere to etiquette in different countries. But each of the national languages manifests its own specifics, because the unique features of the language here are superimposed by the characteristics of rituals, habits, everything accepted and unaccepted in behavior, allowed and prohibited in the social etiquette of a given nation". For Americans, communication is characterized by simplicity, sociability, neighborliness, ease, tolerance, friendliness, honesty — it is the norm of behavior in everything in any verbal behavior, for example, it is not accepted to give false testimony in court, to violate obligations in business. American etiquette requires constant smile when communicating, demonstrating that "they have everything O'key!" In the American national tradition, it is accepted: whatever happens — "keep smiling". The question "How are you?" In this tradition requires an indispensable standard positive answer "fine!", "great!", "all right!", "everything's OK!". Among the apparent advantages of English-speaking communication we can mention: emprossment, politeness, no forceful language, awkwardness when it is impossible to fulfill the request of your interlocutor, a large proportion of phatical etiquette communication formulas; to express a request, it is usually not an imperative that is used, as, for example, in Russian, but an indirect request in the form of a direct or indirect question. The expression of surprise, distrust and similar emotions in English language is much more restrained than in Russian. Therefore, with good reason, D. Carnegie calls for meaningful, calm and polite speech actions. D. Carnegie writes: "Little phrases such as "I'm

sorry for you”, “Won't you please?”, “Would you mind?”, “Thank you” — “little courtesies of the monotonous grind of everyday life — incidentally, they are hallmark of good breeding”. The provision of services to a hostile person, asking him for a service in order to earn his friendly disposition is a nationally-specific American communicative-speech tactics. In a number of other cultures [very often in Russian], not only doing a favor to a hostile person, but also asking him for one can cause hostility and refusal to communicate. “The inability to fulfill the request of his interlocutor causes a feeling of embarrassment in native English speakers... The refusal itself must combine politeness and persuasiveness. Even in the case when the reason for the refusal is not given, the Englishman is not inclined to extort it from the interlocutor. English etiquette does not recognize categorical forms”. Apparently, because of this, in English verbal communication there are formulas of phatic etiquette communication, which are much more evident than in Russian. While expressing surprise, distrust and similar emotions in the Russian language common remarks are as follows: What do you mean! Can not be! True? Oh my God! Nightmare! Horror!, but in English — Really, Heavens, as well as grammatical structures set up according to the “auxiliary verb + pronoun” scheme, which are absent in the Russian language. Differences between Russian and English-language communication also show up in the etiquette of the request. In Russian, the imperative is most typical. In English, the most acceptable and polite form of a request is an indirect request in the form of a direct or indirect question. However, from a position of speech communication tactics, a request can sometimes do a disservice. D. Carnegie gives an example from the life of B. Franklin, who decided to gain the favor of a person hostile to him, because he could be useful to him in business. Franklin decided to gain goodwill of this man. However, not by doing his enemy a favor, but on the contrary, he asked his enemy to do him a favor. Franklin died more than a hundred and fifty years ago, but the psychological method applied by him retains its effectiveness by now. However, it seems that this tactic cannot be recognized as universal, but rather belongs to the national-specific. Some paralinguistic phenomena can rightly be attributed to the national-specific features of a strong English-speaking linguistic personality. The brightest of them is showing a smile in all situations and the reaction of others to it [keep smiling — “keep a smile”, no matter what happens]. D. Carnegie believes that a smile gives a lot to both the subject and the object of speech, enriches them, it remains in memory for a long time, it creates happiness in the house and a benevolent atmosphere in business communication, it is impossible to do without it, it is the best antidote for absolutely all troubles. The manner of speaking can also have a strong influence on an English-speaking audience, for example: “There is an old saying in the English Parliament that everything depends upon the manner in which one speaks and not upon the matter. Quintilian said it long ago, when England was one of the outlying colonies of Rome” [15. P. 197]. Speech does not have only an immediate goal, but also a motive — the thing for which the speech goal is achieved. “Without understanding the motive of verbal actions, we cannot fully understand the meaning of the statement. Thus, any activity [including speech] is a process guided and prompted by a motive — in which this or that ability is “objectified”. C.O. Malevinsky even considers it necessary to include motivational and speech predispositions in the speech structure of the personality. We share this point of view. The study of D. Carnegie’s language allows to identify the following motivational reasons in order to become a strong linguistic personality in the English-speaking environment: 1) prestige, the importance of being and positioning oneself as a strong linguistic personality for almost all layers of society: “These investigations revealed that even in such technical lines as engineering, about 15 percent of one’s financial success is due to one’s technical knowledge and about 85 percent is due to skill in human engineering — to personality and the ability to lead people”; 2)

demand for a strong linguistic personality in business and everyday communication: “But gradually, as the seasons passed, I realized that as sorely as these adults needed training in effective speaking, they needed still more training in the fine art of getting along with people in everyday business and social contacts”; 3) receiving high wages, large incomes, expansion of production, commercial success: “This training... brought him a promotion with increased pay”; 4) the desire for leadership, the desire to stand out, to be seen among many other people, maximum heights (achievements) on the career ladder, influencing others, self promotion; The criteria of the most effective result of interpersonal communication can be recognized as genuine mutual understanding and joy, communicative comfort, intellectual, emotional and aesthetic empathy of communicants. Good command of such communicative universals and their appropriate use in interpersonal communication makes the language personality strong, as well as participation in intercultural communication contributes to the “cognitive flexibility” of the personality, enhancing its ability for analytical thinking, intercultural and linguocultural competence. For a strong communicative personality, it is necessary not only to be able to speak correctly, but to communicate clearly and accessibly to the addressee, to report, analyze, comment, summarize, parry, summarize, predict, which presupposes the existence of a developed thinking apparatus, as well as the lack of self-confidence, observance of the principles of cooperation, partnership, politeness and common culture — the presence of composure, emotional non-response to the attacks of the interlocutor. This person is aimed at effective communication in any situation, is able to make efforts to monitor its functioning and influence the interlocutor, to carry out feedback with him, the adjustment in case of failure to achieve the purpose of communication. This person is able to apply proper language functions and their combinations, communication strategies and tactics, protect himself from demands, requests, encroachments that harm their interests, create a positive image, show reflection, charm, maintain contact with the audience, calculate the closer and distant goals of communication, the interlocutor's reaction to the statement, status-situational roles. Suggestive potential, adaptability is also among the characteristics of a strong linguistic personality. There is a list of such qualities and skills presented in D. Carnegie's works which can be considered universal for a strong linguistic personality: active manifestation of personal interest, sincerity, goodwill and honesty in any interpersonal communication; the ability to evoke the emotions in listeners, appealing to their feelings, to saturate speech with emotional power; concreteness, rise and deep conviction; the ability to pass on their impulse to listeners; the fullest understanding of the interlocutor, a kind of penetration into his personality, plans and motives of speech; the ability to always speak calmly, very gently and friendly, not allowing any coercion and pressure. Often, open self-criticism becomes a shock absorber that can relieve tension in a dialogue, promote successful, conflict-free speech communication. The most glaring signs of a weak linguistic personality are pronounced on the linguistic, communicative, paralinguistic, mental and intellectual levels.

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