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Antonina Mosiichuk (Vinnytsia)

CONCEPTUAL METAPHORS OF NEGATIVE THINKING IN CONTEMPORARY AMERICAN POPULAR PSYCHOLOGY DISCOURSE

Recent studies on popular psychology discourse have proved the role of metaphor in changing negative thinking patterns [5]. To reprogram clients' / patients' mindsets towards positive thinking, professional psychologists often appeal to metaphors as an ideal instrument grounded in the perception of people of different social and cultural backgrounds [4, p. 115]. The purpose of the article is to highlight metaphorical conceptual models underlying NEGATIVE THINKING and the verbal means of their expression in modern American popular psychology literature.

Linguistic analysis of the discourse abstracts understudy has revealed that constructive language used in positive psychology books abounds in metaphorical formations, which serve as an effective tool for changing negative perception and nurturing a positive style of thinking. In the context of our research, NEGATIVE

THINKING is interpreted as a concept comprising the notional (non-metaphorical) and figurative (metaphorical) component [6, p. 48] structured by corresponding conceptual features. Conceptual analysis has revealed that the notional component of NEGATIVE THINKING comprises such features as *unpleasant, depressive, harmful* [1] while the figurative component is structured by several groups of metaphorical conceptual models.

The first group of metaphorical models, known as *ontological*, is based on common human bodily experience, which allows perceiving different activities, ideas, and emotions as substances and entities [3, p. 25]. Thus, THINKING is perceived as PROCESS: *Meditation has proven to be a HUGE benefit for me personally in relation to becoming conscious of and learning to re-pattern my own destructive thought processes* [7]. In this regard, THOUGHTS are viewed as OBJECTS: *exchange a positive thought for a negative thought* [9, p. 68]. The next group is *structural metaphorical models* whose main function is to detail the experience delineated by ontological metaphors [2, p. 39]. Among structural metaphorical models dominating in American popular psychology discourse, we have revealed the conceptual metaphor THOUGHTS ARE OBJECTS THAT CAN BE MANIPULATED: *Through my own research and personal experiences concerning the power of thoughts, specifically overwriting subconscious thoughts, it is only necessary to overwrite and replace the undesirable, counterproductive subconscious programming (false beliefs) with information that is congruent with desired outcomes* [7]. In the sentence under analysis, the lexical units *thoughts, overwrite, replace* verbalize the ontological metaphor THOUGHTS ARE OBJECTS, which is expanded into a structural model THOUGHTS ARE OBJECTS THAT CAN BE OVERWRITTEN / REPLACED. Thus, by instilling in an individual this belief, psychologists try to convince their clients/patients that their thoughts are objects that they can “*consciously and purposefully transform*” [7], and the first step in changing one’s thinking patterns is the realization that thoughts can be easily manipulated like things.

Likewise, the ontological metaphor THINKING IS MOVEMENT (*evaders ... fear the unknown and lack the trust in themselves that is necessary to move ahead* [9, p. 18]) is specified in the structural metaphorical model PROBLEM IS A BLOCK TO MOVEMENT: *Many people do not do this because they think it is negative to focus on obstacles and roadblocks, but it is important to understand that you won't*

get where you are going until you know who or what is standing in the way of your achieving your goal [8, p. 83]. Thus, while an individual with a negative mindset views some problematic situations chiefly as blocks or obstacles, the one with a positive mind frame would rather see them as challenges or benefits (structural metaphorical model PROBLEMS ARE CHALLENGES/ BENEFITS), as in the following examples: *Problems are simply challenges that you deal with as you go through life* [9, p. 20]. Thus, examples like those above allow revealing differences in the organization of the corresponding structural models: while POSITIVE THINKING IS ACCEPTANCE of problems, NEGATIVE THINKING IS EVADING / DENYING them.

Another feature of NEGATIVE THINKING refers to the restricted vision of the situation, which is embodied in the metaphorical conceptual model NEGATIVE THOUGHTS ARE RESTRICTIONS: *negative or self-limiting beliefs and doubts are restrictions* [ibid., p. 7]. Instead, POSITIVE THINKING is often described as thinking with no limits: *You practice "no limit" thinking* [ibid., p. 12]; *You liberate your mind from the constraints of day-to-day work and bill paying. You practice what is called "blue sky thinking", a hallmark of top people and peak performers in every area* [ibid., p. 12].

Overall, the analysis of the ontological and structural metaphorical models constituting the figurative component of the NEGATIVE THINKING concept proves that the latter is viewed as a process often limited and restricted by problems or blocks unlike positive thinking, which is associated with progress and unrestricted movement. Further research will also attempt to reveal other groups of metaphors, such as unconventional conceptual metaphors, underlying negative and positive thinking styles.

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Євген Музя (м. Мелітополь)

КУЛЬТУРА В СЛОВАРЯХ: ИСТОРИЧЕСКИ ОБОСНОВАННЫЕ ТОПОНИМЫ В АНГЛИЙСКОЙ ЛЕКСИКОГРАФИИ

Несмотря на факт включения топонимической лексики в словники общих толковых словарей английского языка, следует отметить, что данная лексика является специальной. Однако отбор данного пласта лексики должен опираться на определенные критерии, о которых возможно судить лишь по топонимам, присутствующим в словниках словарей. Данный вопрос не имеет полноценного освещения как в теоретической лексикографии, так и в предисловиях толковых словарей упомянутая проблема практически не раскрывается. Целесообразно предположить, что топонимическая лексика отбирается на основе огромного информационного потенциала, сосредоточенного в семантике данного разряда имен собственных, что является немаловажным фактором в формировании широкого кругозора и эрудиции потребителя. Однако не известно, на основе какой именно информации о номинируемом объекте производится отбор топонимов.

Проведя анализ дефиниций топонимов, отобранных методом сплошной выборки [1-9], выяснилось, что весь спектр информационных данных, заключающихся в топонимических дефинициях, довольно широк. Однако мы остановимся на некоторых из них.