

MOBILITY AS A US CULTURAL CONCEPT (ON THE MATERIAL OF LEARNER'S DICTIONARIES OF ENGLISH AND THE XXI CENTURY AMERICAN ENGLISH PHRASAL INNOVATIONS)

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As it has been demonstrated in a number of studies, in modern linguoculture of the American nation's representatives *Americanism* acts as a basic concept in the hierarchy of key cultural concepts. Functioning of *Americanism* in the American English language variant is not limited to lingual characteristics only, for in the US political ideology, in their social, cultural and religious spheres the concept in question coexists with such key notions and phenomena as, for instance, patriotism, equality, American way of life, democracy, Protestantism.

Moreover, along with the role of *Americanism* as a representation of American characteristics at large, it reflects the national specifics of any social-political and cultural-historical phenomena and processes, as well as personal / individual characteristics, standing out as a differential criterion, a discriminative feature in the "friend-or-foe" identification. Thus, practicality, activist approach to life, Christian ethics, loyalty to democratic ideas, confidence in one's exceptionalism, trust in success and materialism, specific accent, assertiveness, business grip and efficiency are generally referred to the integral and inherent hallmarks of *Americanism* as a lingual phenomenon and ideological basis for the American life style.

Being a complex, multidimensional formation, having no analogies in the languages of other world cultures, because it comprises all the infinity of human life characteristics, the spheres of both the conscious and subconscious, as well as of the material and spiritual, *Americanism* acts as a cohesive, uniting and consolidating basic concept of the American linguoculture, virtually laying the cultural foundations for the formation of a widely ramified structure of powerful and complex "derivatives", i.e. secondary culture-marked concepts.

As regards the American lifestyle, in linguistic studies no less relevance is attached to the research into one of the most potent constituents of *Americanism* – and namely that of *American Dream*. As researchers believe, the concept of *American Dream* belongs to the most complicated ones. Like *Americanism*, *American Dream* embodies all the variety of the notions upon which Americans build up and arrange their world outlook and creed. Pursuit of happiness which is decreed by the US Constitution as every US citizen's sacred right is considered as the dominant component of the concept. Correspondingly, an infinite number of notions associated with *American Dream* are viewed as components of the concept's nominative field. Thus, as some researchers believe, *American Dream* embraces such elements, as *national character, patriotism, liberty / freedom, success orientation, material prosperity, property, self-made man, high-quality life, happiness, equal opportunities, progress*. Others emphasize the following constituents: *expansionism, Manifest destiny, immigration, mobility, individual choice, work and multireligious society*. Apart from that, a number of scholars specify the *national character*, which includes a vast range of components, acting as a generative factor for the rest of the concepts which constitute *American Dream*, e.g. *honesty, integrity, creativity, resourcefulness, ingenuity, fighting spirit, self-indulgence, optimism, friendliness, personal uniqueness, self-assurance, sybaritism*.

As a rule, attempts to single out and involve into the analysis a maximal number of heterogeneous vocabulary units which actualize and verbalize a specific concept leads, beyond any doubt, to blurring and smearing of its boundaries. That is why, like in a number of our studies which accentuated upon lexicographic aspects of culture-relevant information representation, we tend to restrict and limit the material selection by those units only, which verbalize what common Americans value and strive for, i.e. «*pursuit of happiness*», and namely: proper education as success assurance, employment, workaholicism, doing sports and keeping fit, strong family, life comfort and *mobility* as a token of personal freedom and the right to expression of will. The latter,

past question, acts as a powerful constituent in the hierarchy of hyperconcepts, indicative of which is the lexical diversity that allows the concept *Mobility* to rightfully take its stand among the culture-marked concepts Americans have at their disposal.

The fact revealed during the corpora (macrostructures) analysis of the most reputable learner's monolingual dictionaries of English (LDELIC, BRIDGE TWO, MEDAL) is that the concept *Mobility* is actualized by well-known Americanisms (here words of American origin). So, in the comparative analysis of the dictionary corpora it was specified that LDELIC's macrostructure contains 58 lexical units, that of Bridge Two – 56, and MEDAL's – 25 units of the American English vocabulary.

In our research directed at specifying a range of phrasal innovations which may act as new formations capable of representing the concept *Mobility*, we managed to categorize the latter within the concept's nominative field. Here we referred, for instance, a range of Americanisms denoting various aspects of the essence of mobility, e.g. units specifying kinds of roads and motorways, traffic rules or manner of driving (*Bicycle lane, center lane, dead-end street, green arrow, highway patrol, loose gravel, slow lane, hard right, no standing, granny gear, fender-bender*); units nominating various social aspects of mobility as a process and way of travel (*go on a junket, long-distance bus, one-way ticket, rest area, trailer park, vista point, hit the road, blow town, pull up stakes, flag stop*). Besides, we managed to specify a number of vocabulary units of the sphere of travel which participate in the innovation-making process, entering various syntagmatic relations. Examples of the new phrasal units are the neologisms *dark tourism* (and its derivative “*dark tourist*”), *extreme tourism, intellectual tourism tech-free tourism* etc.

Furthermore, under the present-day conditions the well-known expression “*you are what you eat*” is acquiring a specific content. Thus, notions connected with food and meals are becoming reflected in a considerable number of phrasal innovation relating to the nominative field of the concept *Mobility*. The so-called “*stress puppies*” not infrequently have lunch right at the wheel, while driving (thus *dashboard dining, drive-time dining*). The newly coined phrase “*one-handed food*” denotes food held in one hand while driving with the other; the innovation *cup-holder cuisine* also denotes a breakfast or lunch meant for eating up at the wheel (it is packed up in special cups, which fit into a specific contrivance in a car – *cup-holders*). Moreover, a modern individual can buy such a food just through a café/ restaurant window without leaving the car. Such a food, as well as the very process of getting it, have been denominated by the phrase *drive-through cuisine*.

Due to tight time a business person often has to have breakfast at work (*deskfast*), and having no time for cooking dinner in the evening they have to eat packed ready meals, which can be automatically heated up – either from an electric battery or due to a chemical reaction (*heater meal*).

The above mentioned and a lot more American English phrasal innovations of the XXI century, verbalizing one of the culturally marked concepts of the American linguoculture, present, as we believe, a curious and interesting selection of lingual units which may sufficiently enlarge one's scope of interpretation regarding peculiarities of a number culture-determined key values of the American nation. Perspectives of further research include compiling glossaries and learner's explanatory dictionaries specifying key concepts' cultural peculiarities of the English-speaking nations.

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ЛЕКСИЧНІ ЗАСОБИ ВИРАЖЕННЯ ТАКТИКИ «АКЦЕНТУВАННЯ УВАГИ НА БАЖАННЯХ ПОКУПЦЯ» В НІМЕЦЬКОМУ РЕКЛАМНОМУ ДИСКУРСІ

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Спроба впливу на свідомість реципієнта є характерною рисою рекламного дискурсу. Саме тому маніпуляція, як вербальна, так і невербальна, знаходиться в центрі будь-яких досліджень, що стосуються реклами. Особлива увага приділяється вивченню