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THE CONCEPTUAL ANALYSIS OF THE SUCCESSFULNESS OF BRITISH PRIVATE CLASSIFIEDS

Summary. The article offers the conceptual analysis of the main points influencing the successfulness of the British private classifieds published online. It suggests that successful classifieds are those ones which are positively accepted by the addressees, which is why the concept "positivity" is taken as the object of investigation. The paper states that the concept has a multi-layered structure, which consists of three components. The first one is nominative. It correlates with the explanatory dictionary definition which explains the word "positivity" as "something positive", "the quality of having a positive attitude, "the fact that something ... has a positive result". Another component of the concept is evaluative. The values are introduced by the appraisals. The object of the appraisal in the texts of classifieds is the commodity. Depending on the background and the aspect of the appraisal, the utterances are divided into general and specific appraising. The first ones include the positive appraisal of the object in general. The second ones, specific appraising utterances, contain the positive appraisal of specific characteristics and qualities of the commodity. Depending on the aspect of the appraisal, the specific appraising utterances may characterize novelty, modernity and price of the commodity. Also, the values may be represented both explicitly and implicitly. The explicit presentation of the positive appraisal takes place via lexical units with direct positive meaning, such as: good, excellent, perfect. The implicit positive appraisal in classifieds is formed with the help of negative prefixes and particles which reduce the negative meaning of the semantically negative words, e.g., unused, never used. The last component of the concept structure is figurative. This part of the concept "positivity" is represented by physical characteristics of the commodity which should meet the requirements of the addressee. These are the desired shape, color, material, appearance, size, quantity, condition and brand. At the end the article provides the conclusions and perspectives of the investigation.

Key words: concept, concept structure, nominative component, evaluative component, figurative component, concept "positivity".

The problem statement. The topic of our article is defined by the relevance of learning the concepts which is caused by the present-day linguists' interest to such problems of cognitive linguistics as language world picture, language personality, language discourse, and conceptualization. In our previous investigation "Cognitive, Communicative and Pragmatic Characteristics of Private Classifieds" [1] we have analyzed the factors of successfulness of the advertisements using the theory by H.P. Grice and G.N. Leech [2; 3]. Now we are going to carry out the conceptual investigation of the classifieds in order to see what influences the positive decision of the addressee of announcements, which makes up the novelty of the investigation.

The purpose of the article. The classified is considered to be successful if it is accepted positively by the addressee and the latter takes decision to choose the commodity mentioned in the text. So, the key concept which will be analyzed is "positivity", which is the aim of this paper.

Presentation of the main material. Today there are several definitions of the concept in the cognitive linguistics. One of the most popular among the national linguists is one given by O. Kubriakova. "Concept is a term, which serves to explain the units of mental <...> resources and that informational structure which reflects the knowledge and experience of the human; operative meaningful unit of the memory, mental lexicon, conceptual system and language of mind (lingua mentalis), the whole world picture reflected in the human psyche. The notion of the concept of the whole world picture corresponds to the realization of those senses operated by human while thinking and introducing the contents of experience and knowledge, the contents of the results of human activity, world cognition as some "quants of knowledge" [4, p. 90].

The concept has multicomponent structure. That was mentioned in the works by V.I. Karasyk, M.I. Zhyhkin, I.N. Horelov, Z. D. Popova and I. Sternin. [5; 6; 7; 8]. All of them differentiate three sides: notional, figurative and value.

The notional part of the concept introduces its informational essence as a certain range of definitional characteristics and represents its nuclear and the nearest peripheral zones of the lexical meaning of the word [9, p. 56].

To clear up the notional part of the concept "Positivity", the definitions presented in explanatory dictionaries have been analyzed. So, "positivity" means:

- "something positive" [10];
- "the quality of having a positive attitude"; "the fact that something such as a test has a positive result" [11].

So, the classified is considered to be positive if it contains the necessary information about the necessary commodity and suggests the positive decision or approval about its obtaining.

Another important component of any concept is value element. The evaluative component defines the essences of the accepted contents for the subject. In its turn, the values are introduced by the appraisals – the results of the comparing something which is appraised with some ideal or equivalent. Being expressed by language means, the appraisal becomes the quality of the language elements. The most important feature of the appraisal is its orientation not to the objective characteristics of the actuality, but subjective classifications of the world [12, p. 56].

The object of the appraisal in the texts of classifieds is the commodity. The appraisal is the presentation of the evaluative attitude of the subject to another subject, object or phenomenon

[13, p. 14]. The components of the appraisal structure are the subject of the appraisal, object of the appraisal, and the appraisal itself, its character and background [14, p. 14–15]. In our case, the structure of the appraisal is represented in the following way: the addressee (subject of the appraisal), commodity (object of the appraisal) and the characteristics of the commodity as the background and character of the appraisal.

Depending on the background and the aspect of the appraisal, the utterances are divided into general and specific appraising. The first ones include the positive appraisal of the object in general. The general appraisal consists of specific appraisals of the commodity qualifications. The general appraising utterances, characterizing the object of the classified in general, represent the positive appraisal with the help of the general appraising adjective ‘good’ and its synonyms with different stylistic and expressive connotations, such as: wonderful, nice, great, immaculate and others. Let’s give an example.

1) **Solid oak dining table and sideboard** – Plymouth, Devon, United Kingdom.

Danish solid oak dining table with 6 chairs. Has 2 inserts to make a dining table that seats 12. Solid and very heavy. Good quality. Also matching sideboard with 4 cupboards and 4 drawers. Drawers are lined. Very good quality.

2) **Stagg dining table and 6 chairs** - Doncaster, South Yorkshire, United Kingdom.

Stagg dining table and 6 chairs 2 end chairs with arms 4 normal chairs table extends excellent condition hardly used.

The first classified exemplifies the expression of the positive characteristic of the goods with the help of the ontologically appraising unit *good*. In the second example, the appraisal is expressed with the help of the adjective *excellent*, which is the invariant of the seme “good”.

Specific appraising utterances contain the positive appraisal of specific characteristics and qualities of the commodity. Depending on the aspect of the appraisal, the specific appraising utterances may characterize:

– novelty of the commodity, for example:

HUGE Carpet Roll – Grey with Yellow print – Nottinghamshire, United Kingdom.

Huge Roll of Carpet, Brand New still in plastic wrapping. Carpet Size 23.45x 4.000 M2 (square meters).

93.800 M2; (www.ukclassifieds.co.uk)

– modernity, e.g.:

Mikroapartment in Berlin – Berlin, Wilmersdorf.

The apartment is located on the fifth floor of a newly built multi-family house in a central location of Berlin-Wilmersdorf.

The beautiful and bright apartment consists of a well-designed room, a bathroom, and a kitchenette.

The modern bathroom is fitted with a shower. The apartment is fully furnished and ready for occupancy (www.ukclassifieds.co.uk);

– price of the commodity:

Wireless Keyboard and Mouse – Haywards Heath, West Sussex, United Kingdom.

Price: £40.

Was £59.99! Brand New! Packaging was thrown away just when Apple Mac computer was bought. Does not work on Apple computers so have to sell it. LITERALLY BRAND NEW! But now or you will miss out! (www.ukclassifieds.co.uk)

In the last example the addresser mentions the initial price of the commodity (£59.99) and the present price (£40). The

difference shows the profit which the addressee will have buying the product.

The positive appraisal of the classified object has both explicit and implicit form of expression with lexico-grammatical structure of utterances. The implicit positive appraisal in classifieds is formed with the help of prefixes and suffixes:

6 litre King pro new unused and still boxed half price – Plymouth, Devon, United Kingdom.

6 litre King Pro Multi Cooker new and unused and still boxed half price £35.SOLD. (www.ukclassifieds.co.uk)

In the classified the appraisal is expressed not only explicitly (new), but also implicitly (unused, still boxed). The adjective “unused” is formed with the help of the suffix “un-“ with negative meaning, which reduces the negative meaning of the base “used”, to which it is added.

The prefixes facilitate the accentuation of the positive characteristics, qualities of the classified object. Negative prefixes are added to the word base with the semantic feature “negativity” and generate the word with the semantic feature “positivity”. The classifieds exemplify such negative prefixes and particles as *not*, *never*, *un-*.

Positive characteristics of the classified objects are also emphasized with the help of such prefixes as: extra-, super-, micro-, hypo-, ultra-, which denotes very high or low degree of the quality, expressed by the following adjective or substantive bases, for example:

Bugaboo Cameleon 3 Buggy – Grey Melange – Sutton, Surrey, United Kingdom.

Hi, I am selling my Bugaboo Cameleon 3 bought from John Lewis 1 yr ago. This include super soft material, 2-piece fold, baby basket suitable until 6 months, winter cover, rain cover, underneath basket for storage. Well maintained. Please message me if anyone is interested. The buggy is in very good condition and is very rarely used.

The buggy is in immediate sale. Please note, you have to collect it from my house in Sutton. I prefer cash payment only! Thanks. (www.ukclassifieds.co.uk)

Positive appraising semes can also be intensified with the help of the intensifier *very*:

Solid oak dining table and sideboard – Plymouth, Devon, United Kingdom.

Danish solid oak dining table with 6 chairs. Has 2 inserts to make a dining table that seats 12. Solid and very heavy. Good quality. Also matching sideboard with 4 cupboards and 4 drawers. Drawers are lined. Very good quality. (www.ukclassifieds.co.uk)

One more way to create a positive appraisal of the commodity in the classifieds is to state that the addressee will buy the thing as soon as he or she sees it:

Carpet, Underlay, and gripper for sale – London, London, United Kingdom.

Carpet, Underlay, and gripper for sale:

BRAND NEW and UNUSED

Carpet:

Heritage Twist 332 Dark Beige

Size: 10.70m x 4m = 42.8sqm

Suitability: Extra Heavy Wear

Condition: Brand new, unused and unopened.

Underlay:

Touch of Class Underlay

Condition: Brand new, unused.

Gripper:

Condition: Brand new, unused.

Original price paid: £888.

Buyer collects from Finchley, North London.

Sold as seen. (www.ukclassifieds.co.uk)

The last component of the concept structure is figurative one. It is represented by knowledge, images and associations, provoked in our conscience in connection with this or that denotate [9, p. 57]. The concept formation is based on psychocognitive scheme “feeling – association-imagination – image” [9, p. 57]. Talking about the imagery component of the concept “positivity”, the implicit way to create a positive attitude to the classified object where the addresser takes into consideration the context, situation and some social stereotypes about positive or negative sides of the human activity [12, p. 151–159]. The example of it is the representation of the figurative component with the help of the lexical units meaning the brand:

Yamaha YPT-210 keyboard with headphones and Xstand – London, United Kingdom.

Yamaha YPT-210 keyboard, Sony headphones and unbranded X-stand.

Price: £100 Condition used very good, in full working order.

This is a lovely easy to use musical instrument with great Yamaha Grand audio samples, featuring hundreds of voices and styles and an onboard song bank and integrated lesson suite to learn the songs.

Works of electricity only and with 12V power plug supplied.

Cash on collection and viewings available in Bermondsey, London.

For local delivery options get in touch. (www.ukclassifieds.co.uk)

The authority and popularity of YAMAHA and SONY is associated with the high quality of these companies' products. That's why, it forms positive attitude to the commodity.

The imagery side of concept “positivity” is its visual, auditory, tactile, taste characteristics of objects, events which in one form or another are reflected in our consciousness [15, p. 1]. This component of the concept “positivity” is represented by physical characteristics of the commodity which should meet the requirements of the addressee. These are the desired shape, color, material, appearance, size, quantity and condition.

As far as negative appraising means cause negative emotion, and so far interrogative attitude to the object in general [16, p. 27], the addressers avoid using utterances containing the information about the availability of negative or absence of positive qualities of the object of classifieds. But nevertheless, there are classifieds informing about the disadvantages of the commodity: some damages, absence of these or those parts etc. In such cases the positive characteristics of the object prevail, and the whole text is accepted as positive. For example:

3 PIECE, 5 SEATER, LEATHER SUITE – Truro, Cornwall, United Kingdom.

Green leather 3 piece suite. Generally good condition but some surface scratches on some corners. Must collect. £120. (www.ukclassifieds.co.uk)

In this example the addresser offers 3-piece leather suit. It has one disadvantage – some surface scratches on some corners, which may influence badly the addressee's decision. But the price is not

high and the condition is generally good. So, in general the text information acquires the positive mark.

So, the concept “positivity” in classifieds is the implementation of cooperation of three unintegral components. The first one is notional, which is approval. The second one is evaluative, represented by qualitative characteristics, price, novelty and modernity. And the last component is figurative, introduced by form, color, brand, material, weight, availability of function and condition state of the classified object.

Conclusions. The article has examined the realization of the concept “positiveness” in British private online classifieds-offers, which discloses the main factors influencing the successfulness of these texts. The perspective of this research consists in further concept structure investigation of other types of these advertisements with the purpose to clear up the common conceptual features of the household information discourse.

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Гусар М. В. Концептуальний аналіз успішності в британських приватних рубрикованих оголошеннях

Анотація. Стаття пропонує концептуальний аналіз основних моментів, що впливають на успішність британських приватних рубрикованих оголошень, надрукованих онлайн. Передбачається, що успішні рубриковані оголошення – це такі оголошення, які позитивно сприймаються адресатами, отже, об'єктом аналізу вибрано концепт «позитивність». Згідно з дослідженням, концепт має багаторівневу структуру і складається з трьох компонентів. Перший компонент – це номінативний. Він співвідноситься з визначеннями, запропонованими тлумачними словниками. Останні пояснюють слово «позитивність» як «щось позитивне», «стан позитивного ставлення», «щось, що має позитивний результат». Другий компонент концепту – це ціннісний. Цінності представлені в оцінках. Об'єктом оцінки в текстах оголошень є товар. Залежно від підгрунтя й аспекту оцінки висловлювання діляться на загально- і конкретно-оцінні. Перші включають позитивну оцінку об'єкта загалом. Другий тип висловлювань, конкретно-оцінні, містить позитивну оцінку конкретних характеристик і якостей товару.

Залежно від аспекту оцінювання конкретно-оцінні висловлювання можуть характеризувати новизну, сучасність і ціну товару. Також оцінки можуть бути представлені експліцитно та імпліцитно. Експліцитна презентація позитивної оцінки відбувається за допомогою лексичних одиниць з прямим лексичним значенням, таких як *good* (хороший), *excellent* (відмінний), *perfect* (чудовий). Імпліцитна позитивна оцінка у рубрикованих оголошеннях формується за допомогою негативних префіксів і часток, які анулюють негативне значення семантично негативних основ слів, наприклад *unused* (невикористаний), *never used* (ніколи не використовувався). Останній важливий компонент структури концепту – це образний. Ця частина концепту «позитивність» представлена фізичними характеристиками товару, які повинні відповідати очікуванням адресата. До цієї категорії належать бажані форма, колір, матеріал, вигляд, розмір, кількість, стан і бренд. В кінці статті подано загальні висновки і перспективи подальшого дослідження.

Ключові слова: концепт, концептуальна структура, номінативний компонент, ціннісний компонент, образний компонент, концепт «позитивність».