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COGNITIVE AND COMMUNICATIVE POTENTIAL OF ENGLISH ELLIPTICAL SENTENCES AND THEIR TRANSLATION

The article deals with the consideration of the peculiarities of the functioning of English elliptical sentences and the problems of their translation into Ukrainian. It has been found that linguistics still lacks a single point of view regarding elliptical expressions and their classification, which often turn out to be vague and contradictory. It is noted in the article that despite the fact that a sufficient number of scientific and linguistic works deal with the study of ellipsis, nowadays the problem of the cognitive-communicative potential of ellipsis can be classified as insufficiently studied, and the prospect of researching this issue is considered useful for modern English linguistics. It was determined that ellipsis in communicatively autonomous utterances has paradigmatic origin. Being an integral part of a significant number of phraseological units, it is used as a means of enhancing imagery, contrast, ex- and impression. For this purpose, various reduction tactics are used, such as phraseological hint, component structure reduction, etc., which are considered to be one strategy – the ergonomics of speech activity. It is emphasized that the scope of ellipsis in autonomous communicative units – proverbs, sayings, riddles, aphorisms – does not go beyond the sense of the sentence, but is inside it. Saving space, time and volume while maintaining emphasis on the main information are the main reasons for using ellipsis in such kind of structures. It is noted that ellipsis is the most used in colloquial and everyday (dialogic) discourse, which is largely facilitated by the illocutionary-perlocutionary specificity of this sphere of communication (unpreparedness, spontaneity, arbitrariness, expressiveness, suggestiveness), which enables the use of elliptical clusters. The psycho-physiological principles of speech activity, known as the “principle of the least efforts”, are manifested to the greatest extent in conversational and everyday discourse. This causes the dominance of simple, basic language forms, the automaticity of their use, the economy of information expression and, as a result, the use of incomplete constructions. The article states that ellipsis is also used in journalistic discourse when it is necessary to place as much information as possible on a certain area.

It has been proven that saving space, time and volume while maintaining emphasis on the main information contribute to the use of ellipsis in communicative and autonomous syntactic units, and in everyday, journalistic and advertising discourses.

Key words: dialogue, discourse, ellipsis, communication, definition, incomplete constructions, illocutionary-perlocutionary specificity.

Problem statement and relevance. Nowadays, there is no unified point of view in linguistics regarding elliptical expressions and their classification, which are often vague and contradictory. For the traditional school-normative grammar of the English language, it was considered indisputable that any sentence is characterized, first of all, by the presence of a subject-predicate structure, and that any deviation from this structure should be explained as a phenomenon of ellipsis, that is, the omission or guesswork of certain elements of the structure sentence.

However, it should be noted that the term “ellipsis” itself is defined by us as a category that manifests itself in the vagueness of certain elements of the structure of statements. At the same time, the main feature of an ellipsis can be considered the presence of an ellipsis element in the nearest context or situation.

In modern linguistics, the term “elliptical sentence” is devoid of ambiguity. First of all, it is used as a synonym for the term incomplete sentence. In this sense, the term can be found in the works of national and foreign linguists [1, p. 5–19; 4, p. 14–20;

8, p. 16-34]. Elliptical sentences as a type of sentences with an omitted subject, which in certain contexts do not require the absolute completeness of the sentence in which it is absent, were considered as “elliptical sentence” to denote those sentences in which there is “the omission of a repeated word, which is always accompanied by a violation of the correct syntactic structure of the sentence”, or rather sentences that are incomplete, repeated from the context [2, p. 165].

And, finally, ellipsis is sometimes understood in a rather broad interpretation, as any manifestation of the economy of language means [3, 129–260].

Thus, for many centuries, researchers sought to explain the phenomenon of ellipsis and elliptical sentences, identify its main features, and propose a classification of elliptical sentences in different languages. Therefore, both national and foreign linguists have been trying to solve the problem of ellipsis for a long time [5, p. 140–234; 9, p. 156; 10, p. 34–48]. Despite the fact that a sufficient number of scientific and linguistic works are dealt with the study of ellipsis, nowadays the problem of the cognitive-communicative potential of ellipsis can be classified as insufficiently studied, and the prospect of researching this issue can be considered useful for modern English linguistics.

The problem of researching the phenomenon of ellipsis in the English language deserves special attention, because ellipsis is one of the most vivid and debatable problems of modern syntax. The problem of ellipsis has always aroused real interest among linguists, which is explained by the fact that many fundamental problems of linguistics were reflected in it: language and thinking, the connection between logic and grammar, form and meaning, sentence theory, etc. Despite the fact that many linguists paid attention to the mechanism of producing an elliptical sentence, its cognitive and communicative origins have not yet been the subject of special analysis. Moreover, special study of the problem is the communicative principles of producing elliptical constructions.

The purpose of the article. The purpose of the article is to identify the concept of “ellipsis” and describe the cognitive and communicative potential of an elliptical sentence in the modern English.

The presentation of the main material. Being the result of the process of compression of certain meaningful elements of the expression, the ellipsis (English ellipsis, gapping, deletion) plays an important role in its constitution, and therefore turns out to be a very productive way of compact presentation of information by means that belong to almost all levels

of the language system – lexical, morphological and syntactic.

In specialized literature, syntactic ellipsis is considered as “elliptical construction”, “elliptical sentence” and “elliptical statement” [6, p. 200; 7, p. 135; 11, p. 143]. Since construction is a phenomenon of structural syntax, and expression is a communicative phenomenon, we believe that the term elliptical sentence is the most appropriate for the purpose and tasks of this work, since it is in the sentence where all three parameters of the syntactic unit are concentrated.

Ellipsis is considered in the context of structural-semantic incompleteness. Incomplete statements are constructions in which the necessary elements of meaning remain unexpressed, which leads to a violation of the continuity of syntactic connections and to the realization of some active and significant participants in the situation. At the same time, semantically significant segments of speech that carry new information may turn out to be non-verbal.

In spontaneous speech, a thematic rather than a logical strategy prevails and a general semantic canvas is supported. In the conditions of the oral form of communication, the highest level of actualization takes place, which determines the communicative interconnectedness of linguistic and pragmatic factors.

The psycho-physiological principles of speech activity, known as the “principle of the least efforts”, are manifested to the greatest extent in conversational and everyday discourse. This causes the dominance of simple, basic language forms, the automaticity of their use, the economy of information expression and, as a result, the use of incomplete constructions. Since such kinds of texts function in the everyday life sphere, they are characterized by informality, unpreparedness, casualness, emotionality, and the subjective-evaluative nature of messages, which also affects the choice of arrangement means.

Journalistic discourse is distinguished from conversational discourse primarily by the configuration of communication participants: the addresser is one person (author), and the addressee is the entire readership (collective addressee). Since a virtual (indirect, mediated) communication channel is established between them, the transfer of relevant information is carried out in the mode of one-way communication.

The leading functions of this discourse as a sphere of socio-political communication (informative, communicative, critical, orientated, pragmatic form its specific verbal properties and determine the peculiarities of the use of those lexical, grammatical

and stylistic means that serve pragmatic purposes. The language of periodicals acquires such features as openness, general accessibility, social significance, expressiveness and authorization. With its content, this discourse most promptly responds to the needs of society, directly appeals to its most important social problems.

Language tools also play a significant role here, with the help of which influence is exerted on mass media users by focusing attention on clusters of the most significant information, which sets certain requirements for the reliability, completeness, accessibility, and promptness of its presentation and which determines the specificity of the choice of means of its arrangement – in particular, those that contribute to its compaction, including and with the help of various types of ellipsis.

A compact, condensed presentation of information contributes to the fact that almost the entire structural and semantic palette of ellipsis is used in journalistic discourse, starting from word combinations and ending with complex sentence constructions. Some examples: *However at the moment, there is an important lacuna in the Fed's practice in this regard*, the component Fed's replaces the whole phrase *The US Federal Reserve*, and the ellipsis of the predicate in the next phrase *You are just doing it because you are paid to* are quite easily reconstructed against the background of the propositional content of the entire message. On the other hand, the ellipsis of the main members is quite rare in journalistic discourse and even it is used only in the headings.

An interesting pattern that occurs in this discourse: the minimization of the means of expression while concentrating the meaning. There are reasons to believe that the compaction of information is primarily related to such an extra-lingual factor as the saving of space in the newspaper columns – the need to place as much information as possible on a certain area. This contributes to the fact that several ellipses of different structural and semantic status can be used at once within a simple sentence. Thus, in the phrase *As these pictures show, the 47-year-old mother of two puts as much effort into her stunning figure as she does into her chart-topping pop career*, the substantive numeral two contains the word-formation two children, and auxiliary verb does a whole phrase (puts as much effort), which is actually a replacement of a verb phrase with an auxiliary.

The most favorable environment for the use of ellipsis is a complex sentence, which is a mini-context that allows the omission of some of its components in one part due to the fact that they are easily restored

by the addressee through the meaning of the other part. For example, *she works hard at the subjects she likes and less hard at ones she doesn't*, *girls today are reaching puberty nearly two years earlier than their grandmothers did*. In the auxiliary *did* replaces the verb phrase.

Despite all the variety of ellipsis, it should be noted that it is represented to a lesser extent in the texts of newspaper publications than in the headlines. Researchers are always concerned with the question of whether the title is a reflection of the content of the article, or whether it is a means of fixing attention. This is due, obviously, to the fact that the headings perform rather specific functions of the “intriguing” order, as they are a means of initial information input, and therefore, as if a key that either encourages further acquaintance with the message it declares, or, on the contrary, turns away from it. Therefore, the main requirement for the title is its compactness, which, in turn, directs such a choice of syntactic means that fully meet this requirement.

Ellipsis turns out to be one of the most effective means in this regard, because it removes the redundancy of information due to the fact that it opposes bulky constructions, which, of course, are inappropriate in newspaper headlines. Examples: *Tortured by evil girl gang*; *Kelly left shaken as egg attacker strikes*; *Merkel against elite EU*; *Still on the sidelines*.

The most effective form of the elliptical arrangement of the title is a simple nominative sentence (*Next steps on energy*), as well as various imperative constructions (*Don't condemn me to death*). Since the author always creates a text with the addressee in mind, the constitution of such a text takes place in the mutual coordination of their positions: the author involuntarily strives for an incentive, which is often arranged in infinitive forms: *Yamada to join Gates*.

An interesting case of ellipsis in the mass media space is the reduction of the material structure of paremic statements, which has rhetorical foundations. The main method of such ellipsis is truncation of one of the structural-semantic components or even entire blocks. Examples: *When in Rome* {do as the Romans do} «у Римі вчиняй як римлянин»; *Out of sight* {out of mind} «геть з очей – із серця теж»; *A new broom* {sweeps clean} «нова мітла по новому мете»; *Birds of a feather* {flock together} «птахи з однаковим оперенням тримаються разом»; *When the cat's away* {the mice will play} «кіт із хати, мишам роздоля»; *Count one's chickens* {before they hatch} – «рахувати курчат до того, як вони вилупляться»; *Give a dog a bad name* {and hang him} «хто хоче

пса вдарити, камінь знайде»; *Two's a company* {three's a crowd} «третій – зайвий».

A special role here belongs to those headlines that strive for a figurative presentation of the message using rhetorical techniques, which is quite successfully enabled by idiomatic material. Yes, the truncation of the second half of the proverb *An Apple a Day keeps the Doctor Away* in the title *An Apple a Day?* in one of the articles of the online health magazine "Dr. Green" problematizes a serious problem of today: the large number of pesticides and other toxic substances contained in food products.

So, ellipsis should be recognized as the main property of newspaper headlines. And as such, it performs here the functions of expressiveness, imagery, expressiveness, which, in combination with the speech standard, is a defining feature of journalistic discourse. If the headline is intended to attract the attention of the addressee, then the text of the newspaper article should most fully reflect the situation declared in it.

The linguistic-cognitive specificity is determined by extralingual factors – relevance, proximity to the current moment, unusualness of the message, as well as the logic of the depiction of events. Added to this is a high level of informative saturation, novelty and prompt delivery of the material, which is characterized by the social significance of the content, general accessibility and clarity of its presentation. All this determines such linguistic and rhetorical parameters of journalistic discourse as documentary-factual accuracy, stereotyping, standardization, brevity, which, in turn, affects the methods of ellipsis of sentence constructions.

The virtualization of the semantic components of aphorisms takes place according to the principle of elliptical splicing. Because an aphorism is a complete thought, it does not rely on a previous context. Examples: *Everyone has his day and some days last longer than others; To eat is human, to digest divine; Virtue brings honor and honor vanity; The economy depends about as much on economists as the weather does on weather forecasters; You may delay, but time will not; Any fool can criticize, condemn, and complain – and most fools do.*

Aphorisms also have a didactic function that directly or indirectly contributes to the formation of a person's ideological, moral and other beliefs, which make a certain contribution to the formation of his individual picture of the world. Due to its brevity, the aphorism is able to activate the cognitive activity of the addressee. It allegedly becomes a kind of catalyst of thought, an accelerator of the process of the emergence of associations and ideas.

Owing to the omission of components that are not materially necessary for the arrangement of the thought, the author of the aphorism refers the addressee to his individual experience, and thus uses it as a kind of "pragmatic tool".

The same applies to the topological reasons for the use of syntactic ellipsis in aphoristic texts. Here it is quite productively used in both simple and complex syntactic constructions. Empirical material shows that in aphorisms there is an initial *Ever notice that "what the hell" is always the right decision?; medial Second marriage: the triumph of hope over experience and final; Prosperity is as likely to be wrong as anybody else ellipses.*

Last but not least, the quantitative principle of using ellipsis works on this specificity of the aphorism. According to the number of omitted components, two components are quite often ellipted in aphoristic statements: *Truth is the cry of all, but the game of the few.*

In the qualitative interpretation of ellipsis, it is primarily about its logical orientation – the reference of the implied component to the position occupied by progressive and regressive ellipsis. In complex syntactic constructions – parts of aphoristic text – both types are widely represented. So, for example, progressive ellipsis takes place in aphorisms *The first half of our lives is ruined by our parents, and the second half by our children, and regressive – in Having nothing, nothing can he lose.*

Qualitative and quantitative principles of the use of truncated constructions in aphorisms demonstrate that elliptical expressions are a product of short-term (operational) memory, which is most actively involved in the processes of encoding, decoding, and saving information. The primary reason for the use of ellipsis is the excess of semantic and grammatical information, the neutralization of which is carried out within the framework of the laws of harmonization of speech and thought activity. The psychological essence of the latter lies precisely in the fact that some units of speech that are subject to repetition in a certain speech segment are not repeated, but at the same time retain their role as a format for the entire speech as a whole.

Cognitive-grammatical harmonization of speech with the use of ellipsis is not based on presupposition (general and background knowledge), but on implication – a component of the expression hidden from direct observation. The scope of the ellipsis does not go beyond the sentence, but is inside it.

Saving space, time and volume while maintaining emphasis on the main information contribute to the

use of ellipsis in aphorisms, which often consist of one sentence.

Conclusions. Ellipsis in communicatively autonomous statements has a paradigmatic origin. Being an integral part of a significant number of phraseological units, it is used as a means of enhancing imagery, contrast, ex- and impression. For this, various reduction tactics are used, such as phraseological hint, reduction of the component structure, etc., which is done within one strategy – the ergonomics of speech activity.

Aphorisms, in contrast to proverbs, sayings and riddles with their folklore origins and anonymous authorship, occupy a special place in the paremiofond of the language because they have a specific author. The appropriateness of the condensed presentation of thought in the form of an elliptical statement depends on it. Here, not so much considerations of ergonomics come into play, but rather considerations of accuracy and figurativeness of speech. The motivation of the author with the maximum focus of attention on clusters of significant information allows to compress the material form of the aphorism without destroying its content.

The use of ellipsis in discourse is reinforced by motives, instructions, tactical and strategic principles and ergonomics of speech. However, ellipsis is selective in its application and implementation in discourse: it is impossible to find it in legal and religious spheres, texts of business communication, instructional documents, etc. The most favorable communicative environment for him is everyday, journalistic and advertising discourses. The linguistic-cognitive specificity of journalistic discourse is determined by extralinguistic factors – relevance, closeness to the current moment, as well as the logic of the depiction of events. A high level of informative saturation, novelty and prompt delivery of the material are contributed to the social significance of the content, general accessibility and clarity of presentation of elliptical constructions. All this determines such linguistic and rhetorical parameters of journalistic discourse as documentary-factual accuracy, stereotyping, standardization, brevity, which, in turn, affects the methods of ellipsis of sentence constructions.

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Забрудська Л. М., Коваленко І. М., Сазонова В. С. КОГНІТИВНО-КОМУНІКАТИВНИЙ ПОТЕНЦІАЛ АНГЛОМОВНИХ ЕЛІПТИЧНИХ РЕЧЕНЬ ТА ЇХ ПЕРЕКЛАД

Статтю присвячено дослідженню особливостей функціонування англійських еліптичних речень та проблем їх перекладу українською мовою. З'ясовано, що у лінгвістиці до теперішнього часу відсутня єдина точка зору щодо еліптичних висловів та їх класифікації, які часто виявляються розпливчати та суперечливими. У статті відзначено, що незважаючи на той факт, що вивченню еліпсиса присвячена достатня кількість наукових та лінгвістичних робіт, в наш час проблему когнітивно-комунікативно потенціалу еліпсиса можна віднести до недостатньо вивчених, а перспективу дослідження цього питання вважати корисною для сучасного англійського мовознавства. Визначено, що еліпсис у комунікативно автономних висловленнях має парадигматичні витоки. Будучи невід'ємною частиною значної кількості паремій, він використовується як засіб посилення образності, контрастності, екста імпресії. Для цього застосовуються різні тактики паремійного скорочення – фразеологічний натяк,

редукція компонентного складу тощо, які зводяться до однієї стратегії – ергономіки мовленнєвої діяльності. Підкреслено, що сфера дії еліпсиса в автономних комунікативних одиницях – прислів'ях, приказках, загадках, афоризмах – не виходить за рамки речення, а знаходиться усередині нього. Економія місця, часу і обсягу при збереженні акцентів на головній інформації – ось головні причини вживання еліпсиса в паремічних структурах. Зазначено, що найбільш вживаним є еліпсис у розмовно-побутовому (діалогічному) дискурсі, чому значною мірою сприяє іллокутивно-перлокутивна специфіка цієї сфери спілкування (непідготовленість, спонтанність, довільність, експресивність, сугестивність), що уможливорює використання еліптичних скупчень. У розмовно-побутовому дискурсі найбільшою мірою проявляються психофізіологічні засади мовленнєвої діяльності, відомі як «принцип найменших зусиль». Це зумовлює домінування простих, базових мовних форм, автоматизм їх використання, економія вираження інформації та, як наслідок, вживання неповних конструкцій. У статті зазначено, що еліпсис також застосовується у публіцистичному дискурсі при необхідності розмістити на певній площі якомога більше інформації.

Доведено, що економія місця, часу і обсягу при збереженні акцентів на головній інформації – все це сприяє використанню еліпсиса і в комунікативно-автономних синтаксичних одиницях, і в розмовно-побутовому, публіцистичному та рекламному дискурсах.

Ключові слова: діалог, дискурс, еліпсис, спілкування, дефініція, неповні конструкції, іллокутивно-перлокутивна специфіка.