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## TO THE PROBLEM OF ACCENTUATION (ON THE RUSSIAN AND ENGLISH EPITAPHS EXAMPLE)

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### Abstract

This article deals with the verbal behavior of the epitaph text sender on the example of the hidden influencing strategy "Accentuation / Non-Accentuation by the Author of the Elements of the Speech Expression" (hereinafter the Accentuation / Non-Accentuation Strategy), which is associated with the usual, unconscious choice of the speech signals (conatives). This choice is defined by the importance for the sender and recipient of certain elements of the utterance. The point is that the author at an unconscious level actualizes the emphasis or non-accentuation of the elements of the utterance. The statement is organized depending on the fact of the frequency of its plans. On this basis, the manifestation of the speech behavior of Russian - speaking and English - speaking senders of epitaphic texts is identified.

**Keywords:** speech behavior, hidden strategy, speech signal, impact, epitaph, conative

The sender of the epitaph text often uses accentuated speech, intuitively highlighting some elements. He attaches importance to them and automatically places them on a prestigious place in the statement. [1] At the same time, such emphatic elements of author's speech as accentuators - speech amplifiers, which are components for the given plan are used. Conative is the usual, unconscious choice of elements of utterance (signals), which is determined by the importance for the sender of the text and its recipient [2].

The conjecture of the plan of non-accentuation is the author's choice of the following habitual arrangement of elements in the utterance: subject - predicate - direct object - indirect object - modifier. It is the correct order of the elements in the utterance.

To achieve optimal impact and attract attention of the addressee to the text of the epitaph, some accentuated tools are used. They can be not only verbal, but also of sign origin (non-verbal): fences, lattices, crosses, various objects depicted on monuments, denoting, for example, belonging to a kind of activity (an open book, a pen, a propeller, musical instruments, etc.). Often for the actualization of accentuation, unusual design of tombstones is used (for example, on the back of the monument, on the pedestal, etc.), modern monuments (in the form of a TV, laptop, flash drive, etc.) or bright images (angels, mourners...).

Such impact is aimed at the dissemination of information of a certain nature, on the one hand, and on the other - to induce the addressee to act, to activate his thoughts. The epitaph sender tries to make the text as effective as possible. To do this, he selects optimal speech signals. This choice is dictated by the degree of importance for the sender of the text of the utterance certain elements, which he puts at certain places in a certain order [3].

Analysis of the epitaphic texts showed that the dominant plan for the speech behavior of Russian-speaking epitaph senders on the analyzed strategy is the accentuation plan - 51.4 percent. The conative of this plan can be found when the author chooses the following components of the statement:

(1) forms of imperative mood, for example: *Sleep with the world and pray to God for us!* [4]

(2) the model of the interrogative sentence: *Why did not you come to death, old faces crumpled?* Or: *Why did you go away, dear, to sleep in a damp ground?* [4]

The choice of models of imperative mood and the interrogative sentence shows the accentuation of the elements of the utterance in the epitaphs by addressees. The questions are asked not to get an answer to them, but rather to draw attention to this or that fact.

(3) The choice of statements on the inversion model also refers to the elements of speech accentuation. The following example demonstrates this: *The heavenly soul returned to the source of everything, in the arms of the father to heaven.* [5].

The author selects the items at the beginning of the statement; he focused the reader's attention on them.

The setting of individual elements on a prestigious place serves not only for their allocation, but also for the achievement of emotionality and expressiveness in the utterance.

Let's consider the example: *And on the earth she, like an angel, was smiling.* [5].

In the utterance, the order of the elements is not correct: the adverbial modifier of place is put forward to the prestigious place. Given the order of words in the sentence, in terms of syntax, and the priority strategies in the utterance, should look like this: *She smiled like an angel on the ground.*

The accentuation plan is the dominant plan of speech behavior for the English-speaking addressees on the analyzed strategy (Accentuation / non-accentuation of the elements of the statement by the author). It is 58.5 percent. This is not much (7.1 percent) more than the plan of speech behavior of Russian-speaking senders of the epitaphic text.

It is important for the English language to set the predicate, expressed by a semantic verb, to the second place after the subject. Despite the fact that the degree of certain prestige in such utterance is attributed to the subject, the focus of attention of the recipient of the text is emphasized on the last element of the utterance. Let's consider some cases of accentuation in the texts of English-speaking addressees in more detail:

(4) The adverbial modifier is placed on the prestigious place instead of subject. Example:

"Here lies the body of Johnathan Blake" [6]. Therefore, the reader focuses on the importance of this element of the utterance.

(5) "On the 22nd of June Johnathan Fiddle went out of tune" [6] - (i.e. passed away).

In this epitaph, the importance is attached to temporative (the adverbial modifier of time). Furthermore, it should be mentioned, that the word combination "went out of tune", in this example is a euphemism. The addressee replaces the word "died" with this phrase in order to soften the effect and give forms that are more aesthetic and a vital background to the text, causing a relaxed association in the reader.

(6) Often, in a prestigious place, instead of a subject, there is a direct object, for example: *Faults I may have - be kind to where I am.* [7].

Having placed the direct object "faults" on the prestigious place of the utterance, the author gives more importance to it and tries to focus the reader's attention on this fact, as the most important element among others.

(7) In a prestigious place, instead of a subject, there may be an indirect order. Here is an example: *In bright memory of Sally Champion.* [7].

In this example, indirect object "in bright memory" is placed in the prestigious place of the statement, which the author singled out positively, considering it an important element of the whole message as a whole.

(8) The predicate's conative often occupies a prestigious place (instead of the subject) in the narrative utterance. Here's an example: *Pressed the gas instead of the brakes ...* [7].

In this example, a prestigious place is assigned to a predicate, which according to the rules of English narrative statement is not correct. An exception is an interrogative or incentive proposal. But the author focuses the reader's attention on the prestigious element "pressed", drawing the attention of the addressee to the action that led the deceased to a tragic end.

The analysis showed that the plan of accentuation is the dominant plan, both for Russian-speaking and for English-speaking text senders. Accentuated

speech not only attracts the attention of the reader, but also focuses on individual elements that are important from the point of view of the author. At the same time, in terms of emphasis, the addressee actualizes the subjective forms of accentuation on the elements of the utterance. In terms of non-emphasis, objective focusing is actualized.

Subjective focusing indicates a habitual statement of the elements of an utterance when the addressee attaches great importance to individual elements, providing the focus of the recipient's attention to these elements. Objective focusing indicates the usual low isolation of elements in the utterance.

Thus, the authors select such speech signals, which are of special importance to them. Such elements send the text to important places in the statement, providing a certain focus of attention for the reader as part of the whole statement. This focus is formed with the help of separate speech signals (conatives). At the same time, the addressee demonstrates not only the manifestation of a speech habit, but also the occasional use of speech elements inherent in this author here and now in the context of a specific situation.

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