**Polysemantic words in English and Russian advertising**

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If we should discuss such point of the word as its meaning, first of all we should pay some attention to the words. What is this?The word is the basic unit of language. It unites meaning and form, word consist of one or more morphemes, each contenting of one or more spoken sounds or their written form. But from the other hand word has many aspects so as the result definition of a word is one of the most difficult in linguistics. Linguistics is not able to give a final and certain definition of meaning to the present days. However, there is a fact of that the very function of the word as a unit of communication is made possible by its presentation of meaning. Therefore, among the word's various qualities, meaning is the most important. Meaning shows the ability word to denote real objects, qualities, actions and abstract notions. The relationships between “referent" (object, etc. denoted by the word), “concept” and “word" are traditionally represented by the following triangle. See Scheme 1.



 Scheme 1. Semantic triangle

By the "symbol" here is meant the word; “thought” or “reference” is concept. The dotted line suggests that there is no immediate relation between “word" and “referent”: it is established only through the concept[3;32].

The branch of the study of language which deals with the meaning of words is called “semasiology”. As semasiology deals not with every kind of linguistic meaning only ,it may be regarded as a branch of lexicology. Semasiologists pay attention to grammatical meaning too, because grammatical meaning must be taken into consideration as it bears specific influence upon lexical meaning. Main objects of study treated in semasiology are :semantic development of words, its causes and сlassifications, relevant distinctive features and types of lexical meaning, polysemy and semantic structural meaning, polysemy and semantic structure of words, semantic grouping and connections in the vocabulary system[4;101]An exact definition of any term is not easy to mark. In the case of lexical meaning it becomes especially difficult due to the complexity of the process by which language and human conscience serve to reflect outward reality and to adapt it to human mind. The definition of lexical meaning has been attempted more than once in accordance with the main principles of different linguistic schools.[5;42].We became more intensed in studying of meaning. We discussed the concept of meaning. Analysing the semantic structure of the word we can see that words as the rule don’t have only single meaning. They are called monosemantic words, i. e. words that have only one meaning ,they are mostly scientific terms. But all the rest of English words are polysemantic, it means that, they possess more than one meaning. The real number of meanings of the commonly used words ranges from five to about a hundred. In fact, the commoner the word the more meanings it has. Word “polysemy" means “plurality of meanings” it exists only in the language, not in speech. Meanings of a polysemantic word may come together due to the proximity of notions which they express[6;42].Most English words are polysemantic. It should be noted that the richness of expressive resources of a language depends on the degree to which polysemy has developed in the language.[7;43] Sometimes people who are not very well informed in linguistic matters claim that a language is lacking in words if the need arises for the same word to be applied to several different phenomena. In actual fact, it is exactly the opposite: if each word is found to be capable of conveying at least two concepts instead of one, the expressive potential of the whole vocabulary increases.

Concequently, a well-developed polysemy is a great advantage in a language.Therefore at a certain stage of language development the production of new words by morphological means is limited as well, and polysemy becomes increasingly important for enriching the vocabulary. From this, it should be clear that the process of enriching the vocabulary does not consist merely in adding new words to it, but, also, in the constant development of polysemy. System of meanings of any polysemantic word develops gradually, mostly over the centuries, as more and more new meanings are added to old ones, or oust some of them. So the complicated processes of polysemy development involve both the appearance of new meanings and the loss of old ones[7;68].Yet, the general tendency with English vocabulary at the modern stage of its history is to increase the total number of its meanings and in this way to provide for a quantitative and qualitative growth of the language's expressive resources. Analyzing the semantic structure of a polysemantic word, we should take into consideration that necessary to distinguish between two levels of analysis. On the first level, the semantic structure of a word is treated as a system of meanings. The comparative study of the frequency value of different meanings of polysemantic words shows that the frequency value of individual meanings is different. For example. The meaning of the word “table”- стол (a piece of furniture) possesses the highest frequency value and comparises 52% of all uses of this word.[9;42]The meaning of polysemantic words have different stylistic references. Stylistically neutral meanings are very frequent. In any historical period as a result of semantic development the secondary meaning of the word may become the central (major meaning of the word)[10;70].We can say that comparative study of the frequency value of different meanings of polysemantic words shows that the frequency value of individual meanings is different. There is however another aspects of polysemy which can be more precisely quantified.The linguistic science at present is not able to put forward a definition of meaning which is conclusive.[5;48] However, there are certain facts of which we can be reasonable sure and one of them is that the very function of the word as a unit of communication is made possible by it possesses a meaning. Therefore, among the word’s various characteristics, meaning is certainly the most important.

**1.2 Main approaches to the study of polysemy**

Structural-semantic approach to polysemy:

Also marking lexical-semantic variants of the word - it is the individual meanings of the word, which are relative to each other in the relationship of semantic derivation and expresses by sound form.. Polysemantic words is a unity of LSV, equal to the number of individual values. LSV - a unity of sound and one meaning of the word.[2;16].For example: a hollow: 1) void in the trunk of a tree; 2) the hole, hole in the tooth 1; ceiling: 1) the overlap of the upper inner space; 2) limit the extent of something; jug: 1) deep vessel with a handle and lip; 2) prison; preach: 1) deliver a sermon; 2) give moral advice; 3) urge, recommend; correct: 1) true, right; 2) proper, in ace. with good taste or convention. LSV can not be regarded as an ideal entity.So, LSV - a collection of sound and meaning, it is a sign, taken in one of its system of values.

The cognitive approach to the study of polysemy:

Lexical polysemy - the ability to serve as a single word to refer to different objects and phenomena of reality [2;17] - based on the asymmetry of the linguistic sign, which occurs as a result of associative convergence concepts of consciousness and is the realization of the universal law of economy of effort, including communication.The gradual emergence or loss caused by the word of their LSV constant replenishment and rebuilded conceptual picture of the world (CCS) as an individual (in the case when it comes to an individual word usage and word-forming) and national (resulting in a fixation in the emergence of a new dictionary or loss the old sense of the word). Thus, the set of LSV polysemantic word - its semantic structure - the system has an organization that imposes structure displaying the peace and development in the depth of his experience, as well as a measure of the significance of the individual fragments of knowledge about the world to rights.Structural approach to the meaning of the word - to achieve modern semasiology, which is widespread in linguistics. The main objective of the component analysis of the word is the idea of ​​distinguishing minimal semantic features of the meaning of words. But in the meaning of the word larger semantic elements can be detected. These elements include lexical and grammatical component values. Within the lexical meaning revealed sensory-visual image, fixed and transmitted word; subject-logical, conceptual part of the value; additional connotative value portion. Separately, the components can be separated values ​​responsible for the compatibility of the word.The study of lexical polysemy occurs with the use of traditional methods of semantics. Within the framework of cognitive-discursive approach attempts deserve attention polysemy research using "semantic primitives" and lexical prototypes.Frame approach was used to explain the occurrence of a polysemantic new LSV. In this concept of polysemy is treated as the result of shifting the focus of the information from one constituent frame model to another.Fully supporting this position, we consider framing analysis multivalued noun to identify and typology of the conceptual links that are established between the information nodes (slots) of individual LSV.

And also there are two principle approaches in linguistic science to the study of language material: synchronic & diachronic. With regard to special lexicology the synchronic approach is concerned with the vocabulary of a language as it exists at a given time. Diachronic approach in terms of Special lexicology deals with the changes in the development of vocabulary in the course of time. In fact, they are interconnected & interrelated because every linguistic structure & system exists in a state of constant development so that the synchronic state of a language system is a result of a long process of linguistic evaluation, of its historical development[2;18]

Polysemy may be analised from two ways:

1. diachronically

2. synchronically

In addition, the polysemy copywriters see an inexhaustible source of expression of speech. In games with meaning in participating separate polysemous words. Sometimes the game with polysemy lead to absurdity, unplanned .More often as the basis of games with polysemy advertisers choose precedent phenomena (idioms, slang expressions). Games with polysemy phraseological plan are based on the phenomenon of sustainable literalization expression that is added to the figurative sense of the phrase.

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