



Ministry of Education and Science of Ukraine  
Association of Teachers of English to Speakers  
of Other Languages  
TESOL-Ukraine  
National Aviation University  
Institute for the Humanities

## **COMMUNICATION IN THE GLOBAL AGE**

*Celebrating Ten Years of Development and Success*

~~Celebrating Ten Years of Development and Success~~

**The 10th Annual National TESOL-Ukraine Convention**

**3-5 March, 2005**

**BOOK OF ABSTRACTS**

**Lviv: Kyiv – 2005**



It is recommended by the Executive committee of TESOL-Ukraine and the Organizing Committee of the 10<sup>th</sup> Annual National TESOL-Ukraine Convention.

**Communication in the Global Age: Celebrating Ten Years of Development and Success:** conference abstracts. – Львів: ПП „Марусич”, 2005. – 290 p.

The collection includes conference abstracts of the reports made at The 10<sup>th</sup> Annual National TESOL-Ukraine Convention “Communication in the Global Age: Celebrating Ten Years of Development and Success”, that took place in the Institute for the Humanities, National Aviation University, Kyiv on March 3-5, 2005. More than 230 teachers from the higher and secondary educational establishments of Ukraine participated in the work of the Convention. The reports presented at the Convention deal with a wide range of research problems in the spheres of linguistics, discourse analysis, ELT methodology, CALL, sociolinguistics, translation studies, literature studies, etc.

The publication is aimed at EFL professionals, researchers, students, post-graduate students, and at all those interested in the theoretical and practical aspects of teaching and studying English.

**Комунікація у вік глобалізації: десять років успішного розвитку та здобутків:** тези доповідей (на англ. мові). – Львів: Львів: ПП „Марусич”, 2005. – 290 p.

Збірник містить тези доповідей на 10-й Всеукраїнській конвенції TESOL-Ukraine “Комунікація у вік глобалізації: десять років успішного розвитку та здобутків”, яка відбулася у Гуманітарному інституті Національного авіаційного університету (Київ) 3-5 березня 2005 р. У конвенції взяли участь 230 викладачів вищих та середніх навчальних закладів України. Доповіді відображають широкий спектр досліджень, які здійснюються науковцями та викладачами вищих і середніх навчальних закладів у галузі лінгвістики, дискурсознавства, лінгвометодики, комп’ютерної лінгвістики та лінгвометодики з впровадженням новітніх інформаційних технологій соціолінгвістики, перекладознавства, літературознавства тощо.

Видання розраховано на науковців, викладачів, студентів, магістрантів та аспірантів, які вивчають англійську мову та на широкі кола зацікавлених осіб.

## I N T R O D U C T I O N

*The Organizing Committee of the 10<sup>th</sup> Annual National TESOL-Ukraine Convention “Communication in the Global Age: Celebrating Ten Years of Development and Success” is grateful to the participants for their devotion to our TESOL-Ukraine Association, their great professional enthusiasm, suggested topics for discussion, and shared results of their research. We hope that the 10<sup>th</sup> Annual National TESOL-Ukraine Convention will help to strengthen the spirit of a friendly national community of EFL professionals, open new perspectives for cooperation in the sphere of science and education, promote creativity and competence as the most distinctive features of the Ukrainian TESOLers, and give new opportunities to get acquainted with the achievements of our foreign colleagues, who have come from the USA, Moldova and Belarus to share our joy of celebrating the tenth anniversary of the most popular professional association of the teachers of English in Ukraine.*

## A C K N O W L E D G E M E N T S

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to achieve persuasion by appealing to the audience's emotions rather than reason, which equates to an attempt at manipulating.

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### Meta-Description as a Key to Text Interpretation

(applied to E. Poe short arabesque stories)

A theory which aims to account for verbal poetic images is the theory of meta-description suggested by A. Belyi and V.V. Vinogradov (see Сренанов 1985:290-291) and further elaborated by Yu. S. Stepanov.

In Stepanov's terminology meta-image is "a non-verbalized image" (op.cit.: 290), which the reader/interpreter may sometimes be unaware of, that consists of the hierarchy of images. The lowest level is formed by verbal poetic images proper, i.e. tropes and other figures of speech. Verbal poetic images of a text comprise 'mental images' or meta-images.

The metaimage is an abstract relation of mapping (op. cit.: 449) mental images resulting from verbal poetic ones into certain categories. The mapping is done in several steps. The prototypical categories that appear at the first stage of generalization are further grouped into meta-images of the first, the second etc. systems (see Figure 1). This process is not infinite; at some point the interpreter comes to a final—"global"—meta-image, which is equal to the main idea of the text (Сренанов 1985.: 291).

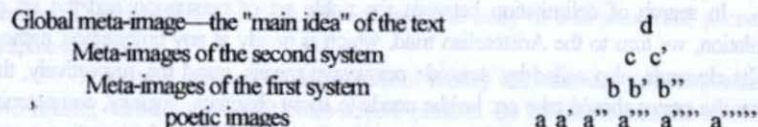


Figure 1. The hierarchy of metaimages in literary texts

Meta-images are not verbally expressed in the text but belong to the level of meta-text. In fact, this is the way of meta-description (op. cit.: 292). Meta-description, in Stepanov's interpretation, can be compared to Eco's approach where he speaks of three levels of metaphors: the level of words and word-combinations, the level of context and the level of text. On this basis three types of metaphor interpretation are distinguished: micrometaphorics, metaphors of the context, and metaphors of the text (Eco 1984: 68).

Micrometaphorics involves the first level in the system of metadescription: verbal poetic images; metaimages that emerge due to conceptualization of a set of verbal poetic images constitute the metaphors of the context. The global meta-image pertains to metaphors of the text, which in the course of meta-description of individual texts brings an interpreter to a certain conceptual dominant in the author's conceptual picture of the world. This conceptual dominant may be modeled as an image schema, e.g. in Poe's short story "The Black Cat" the main idea of the text is that of Perverseness (the story tells of a man

addicted to alcohol and driven by 'the imp of perverseness' that leads to his murdering of the black cat and than his wife), which is structured in the text through a conceptual metaphor PERVERSENESS IS A BLACK HAUNTING CAT. "Image schemes cover a wide range of experiential structures that are pervasive in experience, have internal structure, and can be metaphorically elaborated to provide for our understanding of more abstract domains" (Gibbs 1997:148).

1. Eco U. *Semiotics and the Philosophy of Language*.—Bloomington: Indiana Univ. Press, 1986.—432 p. 2. Gibbs RW, Jr. *Metaphor and Culture // Metaphor in Cognitive Linguistics: Selected Papers from the Fifth International Cognitive Linguistics Conference / Ed. by R. W. Gibbs, Jr., G. J. Steen*.—Amsterdam; Philadelphia: John Benjamins Publishing Company.—1997.—P. 147-160. 3. Сренанов 1985. *Сренанов Ю.С. Французская стилистика*. —М.: Высшая школа, 1985.—310 с.

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### The Thematic Structure of the Media Discourse

The thematic structure of the media discourse is defined as an integral organization of the common and global topics. The thematic analysis is carried out with the help of semantic microstructures. The term "semantic microstructure" demonstrates the general topics and themes of the text. Besides, it gives the main and general meaning of the text as well as its coherence. There are a lot of words in any language that define the most important information expressed in the report. So, we can assume that speakers often use microstructural information. The microstructures are concluded from the meanings of the text according to the rules of some linguistic theory by means of selection, generalization and construction. In the cognitive theory of the discourse analysis these rules help the readers to extract the topic of the text from the sequence of sentences. The microstructures play the important role in the process of the reader's perception, accumulation and construction. The theory of microstructures gives the possibility to investigate the specific characteristics of headings and leads which sum up the rest of the report.

To describe the general form of the media discourse special schemes are used. These schemes are defined as superstructures. They possess permanent conventional properties that are characteristics of every text. The schemes can be built up by means of the set of typical categories and rules defining the order of these categories. According to Labov, we keep to the narrative scheme representing the following categories: Summary, Setting, Direction, Complication, Denouement and Evaluation. If some category is absent, the reader can come to the conclusion that the report isn't completed or it doesn't have any meaning. So, the global structures showing the thematic content and schematic form are very important in the theoretic analysis of the media discourse.

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
Асоціація викладачів англійської мови TESOL-УКРАЇНА  
НАЦІОНАЛЬНИЙ АвіАЦІЙНИЙ УНІВЕРСИТЕТ  
ГУМАНІТАРНИЙ ІНСТИТУТ

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