PRACTICAL VALUE OF TEACHING EVALUATIVE VOCABULARY

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Datorită creşterii comunicării accesul global la exprimarea gîndurilor în limba engleză a fost dat persoanelor care nu sunt vorbitori de engleză nativi. De aceeia este pericolul ca ei uneori nu pot lua în considerare conotaţia evaluativă şi emoţională a cuvintelor, colorarea lor stilistică, gradul de evaluare, pe care cuvintul îl exprimă şi funcţionalitatea lor în context. În acest scop este necesar de a analiza itemii lexicali care conţin în structura lor semantică atît seme evaluative explicite cît şi implicite înregistrate în articolele de campanie electorală, inclusiv semnul evaluării, gradul evaluării, aspectul evaluării, şi grupul lexico-semantic căruia îi aparţine unitatea lexicală dată. Analiza asta va acorda o ghidare clară jurnaliştilor, politicienilor, scriitorilor de discursuri politice, astfel încît ei vor fi siguri că vorbirea lor este corectă şi modernă din punct de vedere politic.

Cuvintele-cheie: evaluare, evaluare pozitive, evaluare negativă, substantive de evaluare pozitivă/negativă, verbe de evaluare, adjective de evaluare, conotaţie evaluativă.

Due to the growth of communication worldwide access to expressing thoughts in English has been given to those who are not native English speakers, and there is a danger that when a person who is not a native English speaker, uses some words, s/he can not take into account the evaluative and emotional connotation of these word, their stylistic coloring, degree of evaluation, which the word expresses and their functionality in the context. For this purpose it is necessary either to make notes in the dictionaries or to publish separate glossaries or dictionaries. The dictionaries of emotionally-evaluative vocabulary will provide a clear guidance to journalists, politicians, political speech writers, so that they would be sure that their speech is politically correct and modern. Such dictionaries must contain the following parameters – the sign of evaluation, the degree of evaluation, the aspect of the evaluation, and the lexical-semantic group the given lexical unit belongs to.

In English linguistics the most valuable contribution in the study of evaluation was made by such linguists as J. Martin, S. Hunston, G. Thompson, S. Conrad, D. Biber and others. In

Russian linguistics a substantial input in the scientific investigations in the field of evaluation has been made primarily by such linguists as N.D. Arutiunova, N. A. Lukianova, V.N. Telia, E.J. Volf, V.L. Shakhovski, L.M. Vasiliev and many others. The term "evaluation" is used by most of the linguists as an equivalent to J. Martin's appraisal [2] and in S. Conrad's and D. Biber's **attitudinal stance** [4]. It is defined as referring to the linguistic expression of speaker's/writer's opinion characterized along a number of semantic dimensions or parameters. That is, evaluation can relate to judgments of entities/propositions as good or bad, important or unimportant, comprehensible or incomprehensible, likely or unlikely, genuine or fake, expected or unexpected, etc. [5, p.1]. According to R. Lepley, words in the language possess ethical relevance, i.e. certain significance regarding social norms and attitudes [1, p. 166]. A. Kunin singles out four categories – emotiveness, expressiveness, intensity and evaluation. The emotiveness is the expression of people's moods and feelings by linguistic means [3, p. 178].

All the practical studies of American media discourse have concluded that since 2004 there has been a fundamental change in the proportional representation of lexical means with a moderate and strong degree of negative evaluation. If 2000 negative evaluative vocabulary was dominated by the adjectives with a strong degree of negative evaluation, in 2004 there is the predominance of evaluative verbs (82.28%) with a strong degree that indicates a significant vivid transition from subjective negative evaluation of politicians' qualities to the more accurate and careful expression of negative thoughts about the actions of politicians and their opponents, dosing and restraint of negative evaluation, which leads to cooperation and a greater propensity to cooperate and a tendency to see the common ground despite the differences in political views. However, the evaluative nouns in 2004 are characterized by the dominance of positively and negatively charged evaluative lexical units with a high degree of evaluation, but their amount decreases as compared to 2000 and down in 2008.

Moreover, there is a change of not only the proportional representation of nominative parts of speech, namely, adjectives, nouns, verbs and adverbs, but also the frequency of use of lexical-semantic groups within each separate part of speech. Both periods are characterized by the appearance of neologisms and the growth of adjectives expressing praise, on the one hand, and reducing the number of evaluative adjectives with a moderate degree of positive assessment. However, there are some differences. For example, in 2000, the most used group of positive evaluative adjectives is "Positive Significance" (26.9%). Generally, the adjectives with a strong degree of positive assessment are leading (53.02%), but in 2004 this predominance is bigger (66.31%). In 2004 pre-election campaign articles, there is metaphorical use of some adjectives which are themselves neutral in relation to the evaluation, for example, in the word-combination *the bluest of regions*, the superlatives «the bluest», denoting the color used in the evaluative meaning of the "democratic, popular among the Democrats". In 2008, the use of adjectives with a high degree of positive evaluation further increases (74.69%) and therefore there is a clear trend in the positive evaluation of the politicians' qualities and programs, or socio-political situation. In 2008, strong positive evaluative adjectives can be used in the same sentence with adjectives giving a moderate evaluation (e.g.: great-good), and their combination presents even a greater contrast.

Regarding the positive evaluative nouns, in 2008, there is a small predominance of nouns with a moderate degree of appraisal (55.47%) is compensated by the dominance of adjectives with a strong degree of positive evaluation (74.69%), as mentioned above. The most frequently used nouns are those expressing approval (14.6%) and support (40.87%). On the other hand, in 2008 there is the predominance of verbs with a positive assessment of a moderate degree (74.58%), which compensates the dominance of adjectives with a strong degree of positive evaluation (74.69%).

Sometimes nouns with no evaluative connotation in their semantic structure participate in the formation of phraseological units, metaphors expressing negative criticism, which makes the

negative language more colorful and expressive. For example, phraseological unit *«to dip his wingtips into the Presidential pool»* expressively shows all the "charm" of the presidential race, which is compared to a whirlpool, a factory, a total boiler weight, a swimming pool, the marsh. This whirlpool has its laws, principles, rules of conduct and not everyone will agree to follow them.

Regarding the evaluative verbs, one can observe a tendency to express a negative evaluation of politicians' actions by vivid expressive means, such as verbs with the evaluative semes of a strong degree in their semantic structure, for example the verb *to lambaste,* which has a very narrow semantics, is used instead of *to criticize*.

Hence, there is a growing need to formulate political ideas and, depending on the different political periods, to observe the changes in the use of positive and negative vocabulary, and most importantly, to fix the changes that are recommended to promote, publish dictionaries, put into practice during seminars and trainings of English teachers, translators and journalists.

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