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PSYCHOLINGUISTIC ANALYSIS OF COMMUNICATION

Nataliya Dmitrivna Tkachenko (*Kyiv, Ukraine*)
lbyjpfdhh@.ukr.net

candidate of philology

The article represents the outlook of modern methods of psycholinguistic analysis of the dialogue semantics, the semantic vector being the most prospective in modern discourse linguistics. The experimental methods in psycholinguistics are rather new, and our research is an attempt to apply them to the dialogue study and suggest some new methods. Psycholinguistic analysis reveals the numerous interdisciplinary links in interpreting the human speech behavior: with cognitive linguistics, pragmatic linguistics, sociolinguistics, cultural linguistics as psychic is expressed in multiple ways. Linguistic methods of analysis comprise field and text investigation. The field analysis reflects the words organization and their links in human mentality. The descriptive and interpretation vectors of analysis include contextualization, conversational, conceptual and discourse analysis. The pragmatic vector of psycholinguistic analysis reveals the interlocutors' attitude and influence. The sociolinguistic vector of analysis determines the reason of the psychic states of the interlocutors in communication situations. The cognitive vector of analysis reveals the interlocutors' speech strategies. Experimental methods of semantic interaction, semantic differential, gradual scaling, introspective and intentional analysis can also be used for description and interpretation in dialogue semantics studies. The statistic methods include calculating the text size, sentences quantity, their medium length, words variety coefficient, the coefficients of nouns, verbs, embolia, aggressiveness and cohesion and the content analysis.

Key words: *psycholinguistics, dialogue, methods of analysis, polyparadigmal approach, semantic vector.*

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ПСИХОЛІНГВІСТИЧНИЙ АНАЛІЗ КОМУНІКАЦІЇ

Наталія Дмирівна Ткаченко (*Київ, Україна*)
lbyjpfdhh@.ukr.net

кандидат філологічних наук

Стаття являє собою огляд сучасних методів психолінгвістичного аналізу діалогу в якому семантичний вектор вважається найбільш перспективним в сучасних дослідженнях дискурсу. Застосування експериментальних методів у психолінгвістиці є досить новим, стаття є спробою застосування ряду експериментальних методів психолінгвістики до аналізу письмової комунікації і запропонувати нові методи. Психолінгвістичний аналіз охоплює різні лінгвістичні вектори – лінгвіокогнітивний, соціолінгвістичний, лінгвокультурологічний. Лінгвістичні методи аналізу включають польові та текстові методи. Описові та інтерпретаційні методи включають контекстуальний, конвертаційний, концептуальний та дискурсивний аналіз. Експериментальні методи психолінгвістики охоплюють асоціативний, інтроспективний, інтенційний, інтерактивний метод, метод семантичного диференціалу, інтегрального шкалування.
Ключові слова: *психолінгвістика, діалог, методи аналізу, поліпарадигмальний підхід, семантичний вектор.*

Introduction

Communication studies are important in all spheres of human life. Dialogue is defined as the talk between two or several persons, the literature work written in the form of discussion [12]. Psycholinguistic analysis of communication discovers the links of language, mentality and emotions, it studies verbal and nonverbal presentations in semantic strategies and tactics. Psycholinguistics is a multidisciplinary science, it divides its subject and methods with cognitive linguistics, social linguistics, pragmatic linguistics, cultural linguistics because psychic is reflected in many ways. Psycholinguistics has been developed from psychology and borrowed its terms "stimulus" and "reaction" which form the dialogue. The methods of psycholinguistics have been developing since the twentieth century and the work is in progress now, the linguistic methods have been enriched by psychology, philosophy, business, didactics, mathematics, etc. The empirical investigation of the word and text semantics being the primary and most effective way in discovering the slightest shades of psychological

meaning, the further work in this direction is going to proceed along communication, discourse, pragmatic, cognitive, social, cultural linguistic lines.

The object of the article is modern methods of psycholinguistics in studying dialogical speech. **The aim** of the article is to systematize the modern psycholinguistic methods of studying communication, to point out the contribution of marginal, humanitarian and other sciences into psycholinguistics. **The concrete task** is to describe the methods of studying psycholinguistic semantics and suggest adopting or applying some other methods. **Methods** discussed cover linguistic vectors of psychological analysis: cognitive linguistics, pragmatic linguistics, cultural linguistics, communication theory and discourse [9; 7] as well as general scientific methods, and include experimental methods applied to the text analysis and the author's contribution. Though the experimental and statistical methods are mostly applied in modern psycholinguistic studies, the lexical analyses remain the primary stage and the most effective methods for studying semantics. The experimental methods include the comparative, distinguishing, classification methods, methods of semantic differential ant gradual scaling, interaction, intentional, introspective method. The descriptive and interpretation methods include contextualization, conversational and conceptual analysis.

Literature review. Psycholinguistic analysis is grounded on the works of the psychologists S. Freud, A. Dietrich, F. Kainz, Ch. Osgood, J. Carroll, who developed the methods of psychological analysis and psychic cases therapy. The predecessor of psycholinguistics Jaque Lakan applied psychology to language studies, the term "psycholinguistics" was introduced by the American psychologist J. Kantor in his book "An Objective Psychology of Grammar". Psycholinguistic analysis of the text was highlighted by M. Zhynkyn, I. Zimnaia, O. Kubriakova, O. Leontiev, O. Luria V. Nuriev, Yu. Sorokin, etc. in their distinguished works on thinking and speech, word and meaning, associations in speech, etc.

In the XXI century the psycholinguistic methods of communication analysis are represented by the analysis of the text strategies and tactics [9; 10; 11; 1; 2; 3; 4; 5; 6; 7, etc.]. The fundamentals of the linguistic associative research were laid by M. Krushevsky, F. de Saussure, A. Meillet, O. Potebnia and in psycholinguistics I. B. de Courtenay, L. Scherba, L. Vigotsky, O. Leontiev, J. Miller, Ch. Osgood, etc., followed by N. Butenko, T. Kovalevska, G. Sologub, D. Terekhova, etc.

Findings and discussion. Lexical analysis of psychological semantics in communication is performed by field and text method. Lexical field structure

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(Bondarko) is arranged of synonymic sets, antonymic pairs, nominative, predicative word combinations, thematic groups corresponding to the language arrangement in mind. Psycholinguistic semantics field is built with psychological dominant – word with conceptual meaning comprising general features of the field. The field hierarchy is composed of words and word combinations with abstract, concrete and transferred meaning which form the fields' layers. The dominant undergoes componential analysis of disintegrating its meaning into differential, connotative (associative) components (semes). The psycholinguistic analysis discovers deep psychological semantics in lexical or textual: (social, cognitive, emotional) variations of the word's meaning. The text semantics may be further divided into contextual, situational and discourse (topic) senses. Field structure allows to cognize the outlook of the interlocutors.

Associative methods investigate associations – mental links between objects and phenomena, determined by perceptions which allow to establish the semantic paradigm of the word. The theory of associations is connected with the psychological works of G. Steinthal and the associative psychology of his predecessor Y. F. Gerbart, assimilation (joining and fixing identical or close images), apperception (dependence of perception from the preceding images) and association (establishing links between similar, contrasting and adjacent images) (F. de Saussure in linguistics). The assimilation law can be used in the text study, e.g., in description of a nice and clever person in fiction. The semantically similar words are known as synonyms, contrasting – antonyms and adjacent – paronyms, their study corresponds to realizing words, associations, concepts links in mind depending on the speech tactics (agreement, discrepancy, resembling but not identical utterances). The apperception law of Y. F. Gerbart belongs to the didactics law determining the newly cognized things by the preceding images and knowledge and thus reflecting the knowledge development in dialogue.

Psycholinguistic analysis is combined with cognitive analysis after the principle *"psychic = mental: logic+ emotional"*. The cognitive analysis is connected with the structural, social and cultural relations [9], it investigates the categorical semantics of the linguistic material. Psycholinguistic analysis fixes reactive utterances by the change of the topic or thinking direction, by evaluation of the pragmatic communication factors: true or false information, demonstrativeness, disbelief, manipulating the other interlocutor's mind, etc. The conceptual analysis is the method

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Київський національний університет імені Тараса Шевченка, Україна
http://semantics.knu.ua/index.php/prblmsemantics

of cognitive linguistics (Dirven) that studies concepts, cognitive activity through "the cognitive mechanisms and structures of human consciousness [1], the objects of the conceptual analysis include conceptual metaphors and metonymies (Lakoff, Jones) which transferred senses are built on the primary, secondary conceptual meanings.

Speech strategies can be disclosed through the cognitive semantic representations of knowledge, beliefs, wants, attitude, evaluations, intentions and manipulating the interlocutor's mind. The destructive and constructive trends of the intercourse present the opposite reflections (after the psycho-physician Watzlawik) turning the topic into another direction, changing its emotional coloring, empathy, insisting on the problem solution, on controversy and conflict or ending communication.

The cognitive vector of linguistic analysis establishes the cognitive types, models of representation [1]. This analysis allows to determine the speakers reactions to the succession of pragmatic speech tactics into arguments, contradictions, agreements and other communicative steps in the interlocutors speech as discourse frames. The cognitive analysis fixes psycholinguistic semantics of influence and reactivity to the way of thinking, e. g.: truthful or false information, facts of demonstrativeness, disbelief, provocation, and deviating from the positive problem solution.

Psycholinguistic analysis is combined with cognitive and sociolinguistic analysis in studying "the subject of speech and the subject of perception", namely, "the addresser's image, his knowledge or its lack, socio-cultural norms, health, the dialogue physical and social conditions, place, time, etc." [7], "cognition, experience and expectation"; "discrete situations" [7]. Situations reveal momentary emotions, the psychic states of the emotional strain, stresses or affects and may discover the real thoughts and attitude of the speakers, which facts requires investigating the emotional reactions and the authors' remarks for the positive, negative and truthful or false information in fiction and institutional (especially political) dialogue. Cognitive or emotional influence may be inside, unconscious and outside.

The psychophysical semantics analysis of the dialogue author's remarks demonstrates the stimuli-irritants – voice force, intonations, reactions speed, mimics, motion, actions, etc. and reactions to them, confirming or contradicting the interlocutors' words, displaying positive or negative emotions. The dialogue psychophysical as well as socio-cultural, ethno-cultural and deductive semantics reflect the influence of national cultures and different social strata on communication.

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(Актуальні питання психолінгвістики [Aktual'ni pitannja psiholingvistiki])
Психолінгвістичний аналіз комунікації (Англійською) **[Psyholingvistychnyj analiz komunikacii']**
© *Ткаченко Н. Д. [Tkachenko N. D.], lbyjpfdhh@.ukr.net*

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Taras Shevchenko National University of Kyiv, Ukraine

The communicative vector of the psycholinguistic analysis is represented by the analysis of the text strategies and tactics [9; 10; 11], first of all by the explicit strategy "I-You" and implicit "We-You" strategy [5] according to one's social and national origin. The communicative strategies are investigated in semantic oppositions, imposed stereotypes, stylistic phenomena: fragmented speech, finished and unfinished sentences, repeated words or speech samples, the prevailing parts of speech – nouns or verbs. The example of the psychological opposition "We-You" is the behavior demonstrating lack of attention, respect, agreement, reflected by the verbal means: rude language, humiliation, derision, bulling, mobbing, gaslighting, victimblaiming; nonverbal means: grimacing, spitting, indecent gestures, pushing, harm, silence in answer, etc. The text functional institutional semantics is found in the evaluative words "unscientific", "unpopular", "inartistic" "uninformative", and the dialogue may engage the evaluation "interesting" – uninteresting" [7].

The discourse vector of psycholinguistic analyses is studying sociolinguistic, psycholinguistic, ethnic psycholinguistic, political semantics, applying the marginal social and humanitarian sciences: philosophy, history, psychology, literature theory [7]. Discourse analysis takes into account social and psychological influences of communication: aesthetic, social, moral content of the text (Grice), pragmatic standards of politeness, stylistic means of jokes, irony, cooperation, interest [after Leech, 7]. The pragmatic vector of psycholinguistic analyses studies "setting and maintaining contacts, emotions and information exchange, influence, overlapping communicative strategies and their verbal and nonverbal implications, determining explicit and implicit communicative steps" [1]. Performative demonsttates the action time; directive – persuading to action [7]. Pragmatic content of discourse is expressed in the illocutive acts of speech, its target strategy of informing, announcing, giving message, asking, etc. and perlocutive act of achieving the goal of request; the perlocutive effect of concealed influence is determined in explicit and implicit means, thought over by the addresser or spontaneous, due to the specifics of perception and social experience of the addresser or the mistakes in the words and references of the addresser, mostly typical of oral speech [7]. The intentional analysis determines pragmatic relations semantics: the motives, interests, status, national, group relations, evaluations, relations between the communicants, first learning another interlocutor's thoughts and then turning intentions to the world of people [3], revealing the sense of communication before, in the process and after it.

The psycholinguistic semantics reflects the psychological communication norm and decline from the norm, recreates the psychological tactics of the pragmatic strategies – emotions, affects, influence, forcing, etc. The operations of comparison and interpretation reveal the psychological oppositions: positive and negative, optimistic-pessimistic, constructive-unconstructive, compassion (true or not true)-lack of compassion, agreement-disagreement, peacefulness-aggressiveness, modesty (constraint)-demonstrativeness, logical-illogical, polite-impolite-rude, goodness-hatred, etc.; the stylistics means of the stimuli include irony, sarcasm, joke, diminishing, elevation, jargon, threat and others; and the psychological reactions to these stimuli.

Sociolinguistic vector of psycholinguistic analysis allows to reveal the psychic state of the interlocutors in the communication situations as their typical emotional reactions to the socio-cultural stereotypes and steps of discourse (greeting, parting, etc.), the interlocutors' social types, frames the psycholinguistic and social portraits of interlocutors, the situation conditions (standards), characterizes social groups of the speakers in the broad social context [1]. Sociolinguistic analysis establishes the moral portraits of the speakers by matching their speech with the socio-cultural norms – the eternal moral values: conscience, honesty, humanity, justice, peace loving, respect, etc., and reflecting the speakers psychological reactions to these norms as the interaction between the individual and society.

Cultural influence of the discourse psychological semantics is explained by the regulative elements: ideals, moral norms, traditions, forming behavior norms. Tradition influence etiquette, role and social-symbolic specifics of the communication acts and is reflected in oral and written speech stereotypes and text organization. Social situation and social functions depend on functional and stylistic ethnic etiquette norms. Language functioning is distinguished by the persons status, e.g., the greeting "good day" may be addressed to anyone, but "Greetings" is usual between people of equal social status.

Ethnopsychological semantics is revealed in speech organization and other forms of activity. Specifics of ethnopsychological denotation is marked in reactions, notions, in ethnic thesaurus and is reflected in the system of the traditional images, comparisons, symbolic use of certain denotata and in the system of kynesic means. National specifics of communication may depend on conditions, objects, e.g. clothes; norms of social interaction, which regulate one's orientation stage preceding and during communication [7]. The cultural stereotype "cultural spectacles" is observed

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when regarding one's own culture as centre and measure for other cultures, diminishing and ignoring another systems of values and norms.

Experimental methods of psycholinguistics, based on the linguistic investigations, include, in particular, "free associations" method suggested by S. Freud. "Associative meaning" (J. Diez) is presented by the number of the words-reactions to the word-stimuli. According to Francis Galton's associative experiment if the words have the same distribution of associative reactions their associative meanings are the same. In reality the words evoke complexes of associations which are partially alike. Method of lexical associations in linguistics allows to reveal the semantic characteristics of the words, the associative links between them and their groups [7].

The text associative chain analysis requires association on the stimulus and the following association on the preceding one, resulting in the associative reactions chain [7]. In lexical and text analysis the associations of the reader, listener or author may create the succession of images in thinking and speech according to the strategy of planned or possible actions, e. g.: apple – red – sweet – tasty; bus – direction – time – to get on; Romeo – Juliette – love – danger – revenge. The chain associations may reflectthe desire to pursue the topic by both interlocutors or only one because of its pragmatic or emotional value.

"The method of comparison and distinguishing words after the common sign" and "method of classifying words after groups" [4] corresponds to linguistic method of lexemes division into synonyms, antonyms, thematic groups. The method of the "objective relative-reflective investigation of semantic fields" [4] may be applied as interpretation of the sense links in usage concerning preference of the sound, situational or notional words components in stimuli and reactions of the speakers depending on their object and perception. Another method, of "supplement" [4] requires filling the gaps, which can be applied as a linguistic operation of implications interpretation.

The descriptive and interpretation methods, used in linguistics and, as experimental, include contextualization – "reconstruction of the whole text content by reflecting the events described in their development, characteristics and links" [1, 7] followed by the stylistic analysis. The conversational analysis (H. Sacks, E. Schegloff, G. Jefferson, J. Heritage, H. Garfinkel) is an empirical method of studying the oral

dialogue interaction [7] aimed at describing the interlocutors' social strategies and tactics for regulating one's own and interpreting some other's behavior [9, 11, 12, 1].

Method of semantic differential measures the connotative (sense), emotive meaning of the word, its social links, personal sense, stereotypes, etc. [7]; studies scales: typicality, e.g. "regular–rare", "typical–exclusive"; reality, complexity, organization, stimulation (en.wikipedia.org/wiki). Method of gradual scaling measures the growing meaning of one word semantic component from the smallest to the biggest with lessening its positive value. The experimental analysis requires this procedure from the participants which may result in gradual dictionaries with the contributors' variations of words distribution in the semantic space absent in the traditional dictionaries [7].

Method of interaction semantic analysis suggested by Ch. Osgood reveals the rules of words semantic combinability in speech according to the criteria of adequacy, acceptability, abnormality, proving their value in speech behavior and mentality [7]. This method can be exemplified by the use of synonyms *meekly* and *humbly*, e.g.: *say, speak meekly, ask humbly*.

The introspective method used in psychology "allows to understand even very complex situations by determining one's own sensations: wrath, sadness, abuse, happiness, interest, love, pain, etc." [8]. The common practice is to interpret other people's feelings by one's own or transfer them to other people. The psychology intentional analysis reveals the psychological portrait of a person according to his real intentions, motives, interests, evaluations, relation to the addresser and events in society. This analysis considers the following communicative intentions: the primary speaker's intention of communication, discovering one's thoughts and the secondary intention directed to the broad world, people [8]; first applied to press it may be used in any text analysis.

The physical phenomena of statics and dynamics are extrapolated into all sciences. They may be applied to the analysis of dialogue (author) to determine static thinking in stereotyped, inflexible speech, limited by the habitual notions and life conditions. These phenomena explain the surface thinking and the speaker's demand to the other speaker to keep to these stereotypes. The physical phenomenon of inertia in psycholinguistics (author) can be studied experimentally and textually on the examples of using the same words, mechanical confirming, foretelling or pursuing the thought of the preceding speaker.

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The psycholinguistic analysis traditionally includes the statistic methods of research: calculating the text size, sentences quantity, their medium length, the words variety coefficient, the coefficients of nouns, verbs, embolia, aggressiveness and cohesion. The content analysis of the dialogue is a statistic method providing the measurements of human behavior (USA, M. Willey, S. Kingsberry, H. Hartay, A. Clarc, J. Woodword), the quantitative and qualitative method of analyzing texts and interpreting the results. The qualitative content analysis determines the value of information and also the persons' characteristics in the unusual speech samples and speech intonations, while the quantitative content analysis reveals human mental and emotional characteristics by calculating the topics, words, symbols frequency.

The following coefficients in content analysis are calculated: Traiger coefficient, coefficient of determination, coefficient of aggressiveness, coefficient of directivity [6]. Traiger coefficient points to the emotional stability of the speaker. The normal state corresponds 1, higher state points to the excitement, emotional instability, fobia, fear and sufferings typical of active persons. The lower rate is the evidence of worrying, uncertainty [6]. The coefficient of determination marks the level of sociability and is defined by the use of verbs and nouns in speech [6]. The coefficient of aggressiveness in speech is counted by the correspondence of verbs and verbals to the general words quantity, the norm being 0,6 [6]. The coefficient of directivity reflects the decisiveness in speech, abruptness, readiness to act. It is marked by the words denoting lack of compromise "never, in no case, obliged, not otherwise", etc. and is measured by the number of these words to their general quantity [6].

Conclusions. Studying the dialogue psychological semantics is grounded on the methods of linguistic and humanitarian sciences. The experimental and statistic methods being the modern methods of research, the linguistic lexical field and text methods remain the most effective means in processing semantics. The descriptive and interpretation methods include contextualization, conversational, conceptual and discourse analysis. The experimental methods of semantic interaction, semantic differential and gradual scaling, as well as the psychological methods of introspective and intentional analysis may be applied for describing and interpreting the communication semantics. The physical phenomena of static and inertia of speech can contribute to psycholinguistic studies. The linguistic methods of analyzing the speech stimuli and reaction allow to build the frames of the dialogue strategies and tactics of the cognitive, socio-cultural and stylistic layers with psycholinguistic semantics. The

further investigations are directed at studying the psycholinguistic specifics of communication by applying the methods considered.

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