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VERBAL CONNECTIONS IN THE ASSOCIATIVE FIELDS OF INCENTIVE WORDS PANDEMIC, QUARANTINE, CORONAVIRUS, COVID-19, INFORMATION

The purpose of this research is to establish the types of verbal connections in associative fields of incentive words: PANDEMIC, QUARANTINE, CORONAVIRUS, COVID-19, INFORMATION and set their frequency.

The term "human in language" is attracting more and more interest in modern science. At the present stage of development of linguistic research, most scientists state a change in the scientific paradigm, calling it anthropocentric. Therefore we turned to native speakers to determine the place of such concepts as *pandemic, quarantine, coronavirus, covid-19, information* in their linguistic consciousness. For this purpose we conducted free associative experiment, that is one of the most efficient for analyzing linguistic materials [1]. Our online study involved 300 people who were asked to respond with the first word that comes to mind to the mentioned incentive words: PANDEMIC, QUARANTINE, CORONAVIRUS, COVID-19, INFORMATION. All these reactions form associative fields.

For today, there is no versatile classification for the analysis of associations. In our research we chose previous classifications (D.Terekhova, L.Kushmar, O. Denysevych [2] et al.). This classification focuses on the study of verbal connections in associative fields. There are 11 types of reactions:

1. **PARADIGMATIC REACTIONS** – this type indicates the semantic relationship between an incentive word and response. Such reactions are often synonymous with the incentive word, for example: PANDEMIC – *epidemic* 3 (3 is a number of repetitions of the reactions in associative field); PANDEMIC – *spreading* 3. Also in paradigmatic type contains "mirror" reactions, which means that the incentive word and reaction can change places and become associates with each other, for example: COVID-19 – *coronavirus* 5; CORONAVIRUS – *COVID-19* 13; PAMDENIC – *coronavirus* 25*;* CORONAVIRUS – *pandemic* 14.

2. **SYNTHAGMATIC REACTIONS** – is a type of reactions when reaction with an incentive word form a phrase, for example: PANDEMIC – *mass*, *worldwide*; INFORMATION – *unreliable* 3, *false* 3, *fake*. Such reactions indicate a feature of an incentive word, describing it. The following reactions indicate the action to which the human subconscious induces as a reaction to an incentive word, for example: INFORMATION – *to filter*; INFORMATION – *enough*; PANDEMIC – *to sit at home*; PANDEMIC– *leave*.

3. **THEMATIC REACTIONS** – is a type of reactions when due to the grammatical influence on the reaction in combination with the incentive word may form a phrase, for example: COVID-19 – *epidemic* 3 (epidemic of COVID-19); INFORMATION – *protection* (information protection).

4. **PHONETIC REACTIONS** or sound reactions is a type when the word is alike with an incentive word , but has semantic connectionwith each

other, for example: PANDEMIC – *panda*; CORONAVIRUS – *box windows* 3(in Ukrainian these words sound similar).

5. PROPER NAMES arise as a reaction quite often, especially considering that some of the incentive words presented were also proper names. There were such reactions: COVID-19 – *China* 4 (geographical reactions)*;* COVID-19 – *Zelenskyy* (personal reactions)*;* CORONAVIRUS – *Corona extra* 2; INFORMATION – *Google* 2; *Facebook* 1 (names of famous corporations); COVID-19 – Monsters, Inc. (cartoon name).

6. WORD-FORMING REACTIONS – these are the reactions that have one root with the an incentive word, for example:: CORONAVIRUS – *corona* 20; CORONAVIRUS – *virus* 11; Also, reactions that are in this category can form a new word, наприклад: INFORMATION – *info*.

7. REMINISTIC REACTIONS – these reactions are **idioms,** well-knownphrases, citations andproverbs for example:COVID-19 – *Happy New Year*;

8. ABBREVIATIONS – this type of reactions consists associations in the form of well-known abbreviations, for example: INFORMATION – *SMM* 16; COVID-19 – *H2O*.

9. EMOTIONAL-EVALUATIVE REACTIONS happen very often and contain negative or positive appraisal of the word. In our research dominated **negative reactions**: PANDEMIC – *fear* 18; *death* 8; *horror* 3; *chaos* 3; *panic* 2; *lie; threat; pain; evil; depression; wrong; anxiety;* COVID-19 – *death* 12; *fear* 6; *danger* 4; *evil* 2; *terribly; punishment, depression; patience*;

INFORMATION – *lie* 2; *manipulation* 2; QUARANTINE – *boredom* 5; *tiredness* 2; *closed space; solitude; horror; sorrow; fear; evil; badly; anger; absurdity; effort;* CORONAVIRUS – *tired* 7; *death* 6; *fear* 5; *bad* 3; *panic* 2; *danger* 3; *fright; horror* 3; *victims; chaos; anxiety; lie*. Separately, we note that in the associative fields we find out response with obscene language. Such words accounted for 1.6% of all responses to PANDEMIC; COVID-19 – 2%; INFORMATION – 0.3%; QUARANTINE – 1%; CORONAVIRUS – 1.6%. In the associative fields we find reactions with a **positive assessment**: INFORMATION – *force* 4; *good*; *benefit* 5; *power*; *class* 2; *value*; *development*; *rest*; QUARANTINE –*correct*; *just for me* 2; *vacation*; *safety* 3. In some answers there was a certain sarcasm: PANDEMIC – class; bravo; victory; COVID-19 – super, bravissimo;

**10. FOREIGN REACTIONS** – these are reactions with usage of foreign

languages, such as English or Russian: PANDEMIC – *lockdown;* ІНФОРМАЦІЯ – *information;* КАРАНТИН – *forbidden holidays;* CORONAVIRUS – *home delivery;* PANDEMIC – *closed space; trouble; discouragement; cleansing; emotionlessness; used to; worldwide conspiracy*; COVID-19 – *rat; anxiety; cleansing of the population;* INFORMATION – development; training; lies; power; truthfulness; QUARANTINE – safety; boring 2; torture; fettering; CORONAVIRUS – *small, conspiracy; pain; way; losses; stupidity; tired of*; CORONAVIRUS – *nice* 3; QUARANTINE – *remote* 2; PANDEMIC – *lockdown* 4; INFORMATION – *fake* 4;

Taking into account emotional and evaluative reactions, this type accounts for 19.3% of all results on the incentive word PANDEMIC. This type occupies a very

important and significant part of the study, because it is through free associative experiment can be traced to change the picture of the human world, and as a consequence – the psycho-emotional state of human as part of society. There is the greatest tendency to emotional and evaluative reactions among young people (18-25 years) there.

Diagram 1 shows the percentage of emotional and evaluative reactions to the word PANDEMIC.

Diagram 1
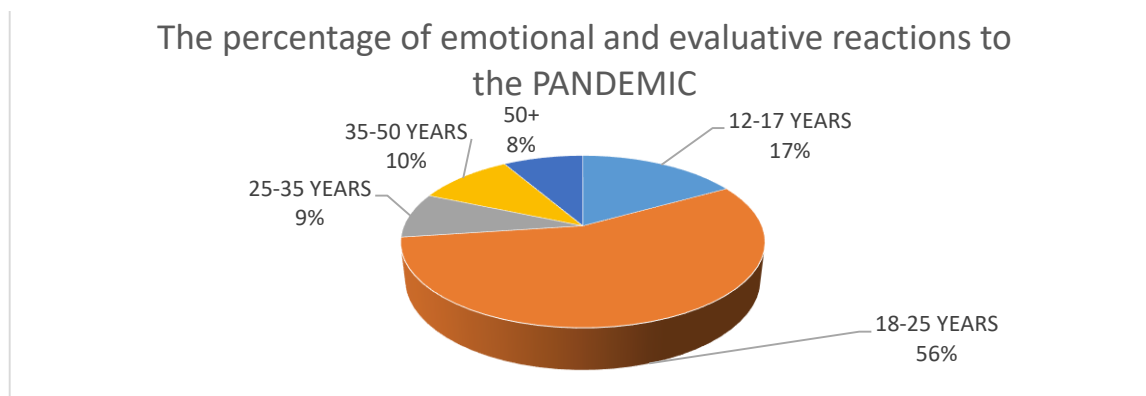
The prospect of our study is to establish semantic and other types of connections in the associative fields of words PANDEMIC, QUARANTINE, CORONAVIRUS, COVID-19, INFORMATION.

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