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The aim of this study is to identify current knowledge about Europe, which is reflected in the linguistic consciousness of Ukrainians. According to a free associative experiment, an associative field for the word-stimulus EUROPE was formed, which has 96 different reactions. In the associative field, 4 main vectors of association were identified: legal, economic, cultural and emotional (with positive and negative assessment).

THE IMAGE OF EUROPE THROUGH THE EYES OF UKRAINIANS: PSYCHOLINGUISTIC ASPECT

According to R. Gavarkevich, without studying the picture of the world of any people, society's ideas about themselves and their actions, their activity in the world, as well as without studying another's culture, full understanding between many European nations is impossible [1, p. 260]. This opinion emphasizes the importance and relevance of psycholinguistic research, which reveals the vision of native speakers of the processes taking place in society.

A free associative experiment was chosen for our study. 75 people of different ages took part in the survey. Respondents had to indicate the first word that comes to their mind when reading the stimulus word EUROPE. Some respondents gave more than one answer, so the associative field has more reactions.

As a result of the analysis of experimental data, we formed the associative field of the word-stimulus EUROPE. The associative stimulus field of EUROPE consists of 96 different reactions, of which 48 single reactions:

freedom 8, order 5, civilization 4, culture 3, opportunities 3, progress 3, development 3, good roads 3, improvement 2, continent 2, euro 2, stability 2, feminism 2, tolerance 2, LGBT 2, equality 2, lifestyle, travel, integration, values, tourists, developed countries, catholicism, democracy, future, human rights, union, Ukraine, positive, legality, something big and united, history, higher standard of living, growing economy, high self-awareness security, normal life, prosperity, equality of rights, individual freedom, security of daily life, modern knowledge, discovery, world, European Union, part of the continent, well-groomed houses and streets, clean environment, justice, high standard of living, protection of human rights and freedoms, "man "Above all, not us, home, west, a very beautiful city where there are many different opportunities to be successful, solidarity, law, sacrifice of their own ultraliberal and stupid values, window, equality before the law, England.

Although, the most frequent associations show the most significant concepts in the perception of the stimulus "Europe". So, the most common reaction among respondents is freedom - 8, the second place - order - 5, the third place - civilization - 4 and other reactions, such as: culture - 3, opportunities - 3, progress - 3, development - 3, good roads - 3, etc.

<i>Legal vector</i>	<i>Economic vector</i>	<i>Cultural vector</i>	<i>Emotional vector</i>	
			<i>Positive reactions</i>	<i>Negative reactions</i>
Law	Employment	Culture	"man" above all	Not me
Freedom	Euro	Values	Opportunities	Sacrifice of their own ultraliberal and stupid values
Order	Integration	Tolerance	Progress	
Solidarity	Developed countries	Equality	Development	
Equality before the law	Democracy	Welfare	Civilization	
Human Rights	Union	Well-groomed houses and streets	Good roads	
Legality	Ukraine	Clean environment	Improve	
Security	Higher standard of living	History	Lifestyle	
Equality of rights	Growing economy		Travel	
Freedom of the individual	European Union		Normal life	
Safety of everyday life	Part of the continent		Future	
Justice	Continent		Positive	
	England		Modernity	
	Tourists		Knowledge	
			Discovery	
			World	
			A very beautiful city where there are many different opportunities to become successful	
			Home	

The presented material, as the reaction of the participants of the experiment to the stimulus EUROPE, shows that the reactions of the respondents have four clear vectors: a) the legal vector; b) economic vector; c) cultural vector; d) emotional vector (which includes positive and negative reactions).

Accordingly, the legal vector includes such reactions as: law, freedom, order, solidarity, equality before the law, human rights, legality, security, equality of rights, individual freedom, security of everyday life, justice, high self-awareness. These words characterize Europe in terms of the legal system, which is focused on establishing the principle of sovereignty of the people, the subordination of the state to society,

protection of human and civil rights and freedoms, and is an example for its implementation in Ukraine.

The economic vector consists of the following reactions: employment, euro, integration, developed countries, democracy, union, Ukraine, higher living standards, growing economy, European Union, part of the continent, continent, England, tourists. Such associations can be explained by the fact that the European region occupies a leading position in the world economy in terms of industrial and agricultural production, exports of goods and services, gold and foreign exchange reserves, the level of international tourism.

Next we consider the cultural vector. After analyzing the answers of the respondents, we obtained the following associations: culture, values, tolerance, equality, well-being, well-groomed houses and streets, clean environment, history. Undoubtedly, European culture is one of the most important components of the world cultural process, so it gives impetus to the development of cultural activities in Ukraine.

The emotional vector has two components that demonstrate the attitude of Ukrainian society to the European community:

1) Positive reactions: "man" above all, opportunities, progress, development, civilization, good roads, improvement, lifestyle, travel, normal life, future, positive, modernity, knowledge, discovery, world, very beautiful city where there are many various opportunities to become successful, home.

2) Negative reactions, such as: not us, sacrifice of their own ultraliberal and stupid values.

However, based on our associative research, we can conclude that the call sign and focus on Europe and its values still prevails. Therefore, Ukraine can confidently move forward and achieve positive changes in effective reforms and the formation of a modern European state with its own identity.

To sum up, the associative field of a particular stimulus, which we obtain as a result of a free associative experiment, serves as material for the study of linguistic consciousness. It represents a certain area in the linguistic picture of the world, so the associative field is a component of linguistic consciousness. In the organization of the associative field, the periphery is distinguished as a structural component of meaning. In general, the associative meaning of the stimulus EUROPE is formed by the most recurring reaction of freedom, among the emotional reactions are significantly dominated by those that carry a positive assessment of the word-stimulus.

The prospect of further research is to expand the circle of informants, which will make it possible to identify a clearer core of the associative meaning of the word-stimulus EUROPE.

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