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ПРОФЕССИОНАЛЬНЫЙ ЖАРГОН С ЛИНГВОКУЛЬТУРОЛОГИЧЕСКОЙ ТОЧКИ ЗРЕНИЯ

В статье рассматриваются особенности профессионального жаргона с лингвистической точки зрения, а также влияние культуры страны на использование

тех или иных жаргонизмов. Материалом для исследования являются профессиональные жаргонизмы в американском и британском вариантах английского языка. В последнее время возрос интерес к лингвокультурологическому подходу к изучению лексики. Это можно объяснить тем, что именно лексика отражает культурную особенность народов, их взгляды, убеждения и отношение к той или иной ситуации. Таким образом, любой лексический пласт должен быть проанализирован не только с лингвистической точки зрения, но и с культурологической, т.е. должны учитываться культурные особенности нации, политическая ситуация в стране и исторический период. Благодаря изучению особенностей употребления некоторых лексических единиц, можно сделать вывод о национальной специфике. Носители американского и британского вариантов языка представляют особый интерес для изучения, так как их объединяет один язык, но в то же время их менталитет, ценности и жизненные убеждения сильно отличаются. Рассматривая жаргон с лингвистической точки зрения, автор выделяет некоторые методы формирования профессионального жаргона, такие как метафора, метонимия, аббревиатура, звуковое усечение, ассимиляция, и выделяет метафору и аббревиатуру как основные способы. В результате исследования можно сделать вывод, что употребление профессионального жаргона обусловлено не только профессиональной областью или родом деятельности, но и такими экстралингвистическими факторами, как культурные особенности и менталитет.

Ключевые слова: профессиональный жаргон, жаргонизмы, образование профессионального жаргона, лингвокультурологический подход, метафорический перенос, фразеологизмы, эмоциональная окраска.

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**PROFESSIONAL JARGON FROM LINGUA-
CULTURAL PERSPECTIVE**

The article sheds light upon peculiarities of professional jargon from the linguistic perspective. Moreover, the influence of culture on the use of jargon is taken into account. The data are professional jargon in American and British variants of English.

Lately the interest to the lingua-cultural approach to the study of lexis has increased. This can be explained by the fact that lexis in particular reflects cultural peculiarities, people's worldview, beliefs and attitude to life. Thus, any lexical layer should be analyzed not only from the linguistic perspective, but also from the cultural one, which means that cultural peculiarities, political situation and historical period should be taken into account. Due to the lingua-cultural approach to the study, we can make conclusions about national specifics. British and American English speakers are of particular interest as they share the same language, but their mentality, values and beliefs differ substantially.

Studying jargon from the linguistic point of view the author resorts to such methods of professional jargon formation as metaphor, metonymy, abbreviation, sound clipping, assimilation and points out metaphor and abbreviation as the main means. According to the result of the research we can make conclusions that the use of professional jargon is conditioned not only by the professional area or occupation, but also such extra-linguistic factors as cultural peculiarities and mentality play a significant role.

Key words: professional jargon, jargon words, professional jargon formation, lingua-cultural approach, metaphoric transfer, phraseological units, emotional colouring.

Introduction

Professional jargon is an issue that is extensively covered in modern linguistics. A great number of studies have been performed to single out specific features of this lexical layer. Professional jargon implies words and expressions used by people of the same profession or occupation. They serve for naming different industrial processes, documents, material and equipment. Professional jargon does not refer to the standard vocabulary and is considered to be 'half-official' words that do not have a scientific character and certain rules of usage (Krysin, 1989). Professional jargon depends on the communication conditions. Every professional jargon has a restricted area and it becomes incomprehensible beyond these bounds. Jargon words can be classified according to the sphere of usage. Therefore, we can single out professional jargon of medical workers, sports people, pilots, drivers, journalists and etc. One of the characteristic features of professional jargon is the use of emotionally-colored words, phraseological units and metaphors. Such methods of their formation add a specific 'encoding' of the transmitted meaning. Consequently, a certain professional group of people can freely discuss something illegal and be sure that no one would understand what they are talking about. Peculiarities of jargon can be seen at different language levels: phonetic, grammar and lexical. Professional jargon should not be confused with specialized language that is characterized by specific terminology. Professional jargon is lexically and stylistically diverse, but it should be noted that it is unstable and constantly changing. In contrast to specialized vocabulary, jargon functions primarily in oral speech, but nowadays due to the democratization of modern society written forms can also take place (Malyuga, 2010). To be a professional worker is almost impossible without knowing related professional jargon. That is why specific expressions in the worker's speech show their involvement and level of professionalism.

Professional jargon is tightly connected with puns and jokes. Moreover, low colloquial lexis for some notions is typical of this layer. Professional jargon serves for the distinction between closely related notions used in the certain area. That is why professional lexis is indispensable for accurate expression of thought in specialized texts aimed at a prepared reader. However, the informative value may be lost if a non-professional reader comes across such a notion.

Analysis of professional jargon is not confined to the linguistic aspect, but lingua-cultural approach should also be taken into account. Language has always been a barrier to successful intercultural communication. Different cultures have different values and understanding what is socially appropriate and in what way job should be done. Knowing the lexical layer of professional jargon and socio-cultural factors influencing its use will help avoid mistakes and misunderstanding during cross-cultural communication.

Empiric material

It is worth mentioning means that help to form professional jargon. The most frequent are the following: metaphor, metonymy, acronyms, sound clipping and assimilation (Malyuga & Tomalin, 2014). As far as metaphoric transfer is concerned, this is a very wide-spread way of jargon formation, which serves different functions. On the basis of similarity according to different features it figuratively explains some notions and attaches emotional colouring to speech. Thus, the use of metaphor is not restricted and assumes a great number of directions and interpretations. One of the most widely-spread American jargon words are *fat cat* for naming a very rich person, *chief cook and bottle-washer* (business sphere) for a person who holds many responsibilities, a *big wheel* for an influential and important person, *angel investors* for an individual who provides capital for a business start-up.

- “In an interview with “60 Minutes” correspondent Steve Kroft, the president went after what he called the “**fat cat** bankers on Wall Street” (CFS, 2017).
- “I guess you could describe the job as everything from **chief cook and bottle washer** to administrator,” Horowitz said before his 2013 retirement (Sacramento Bee, 2017).
- “Too late to roll out hoverboard rules says **big wheel** who got his fingers burnt” (The Sydney Morning Herald, 2017).
- “While many start-ups are turning to new forms of finance like crowdfunding, **angel investors** still play a critical role in Britain’s economy”(Management Today, 2017).

Metonymy is not very frequent in the professional jargon, but still there exist some interesting examples such as *suits* for influential managers (wearing suits)

- “The **suits** in marketing departments who put this together have got something right, even if there’s a lot about the ISL that irritates traditional football fans” (LiveMint, 2017).

Acronyms are a very popular means of professional jargon formation: *BP* for blood pressure, **HOPEFUL for** hard-up old person expecting full useful life, *POTUS* for the president of the US, *SCOTUS* for the Supreme Court of the US.

- “Eating salt may not lower your **BP**, study says”(The Indian Express, 2017)
- “The Stay-At-Home **POTUS**: Why Trump Still Hasn’t Taken A Foreign Trip” (BuzzFeedNews, 2017).
- “No Clear Road Map in Key Jurisdiction Cases Before **SCOTUS**” (National Law Journal, 2017).

As far as sound clipping is concerned, **webinar** is the brightest example.

- “In this unique **webinar** format, attendees will listen in on Worldwide experts” (YAHOO Finance).

Assimilation is also a productive means of professional jargon formation. Thus, the most frequently used is the following example: the prefix *wiki-* that was borrowed from from Hawaiian and means ‘quickly’ (*Wikipedia*, *Wikidictionary*, *WikiMarkt*, *WikiLeaks*, *Wikimapia*, *WikiSky*, *Wikiroutes*, *Wikipedia*) and **portage** for the work of a carrier.

- “Service includes cleaning and tidying of bedrooms and public areas, reception facilities, **portage** and administration” (Independent Online, 2017).

Thus, we analyzed the formation of professional jargon from the linguistic perspective and now it is worth mentioning cultural peculiarities of its use by the examples of American and British variants of English.

Results and discussion

According to George Bernard Shaw ‘America and Britain are two nations divided by a common language’, which means that though these countries speak one and the same language, they tend to be rather different than similar, especially when it comes to the cultural values and mentality. The differences in the use of professional jargon in one and the same area between two countries may be conditioned by different mentality, attitude to work and willingness to perceive new words in this sphere.

Thus, Americans tend to use non-official and non-traditional language more frequently than British people who are more reluctant to modern tendencies and adhere to the traditional language. This difference can be accounted for by flexible nature of Americans: “In America *new* is *good*. Americans are the world greatest believers in progress” (Golubina, 2002). As far as Britain is concerned, this is a country with a great history and British people are very proud of it. That is why they have a special attitude towards their traditions and newness is something they do not trust. Thus, American professional jargon would be more

diverse unlike British, where they would adhere mainly to the standard language.

Another point to single out is a different attitude to money. According to Golubina (2002) Americans admire money more openly. They see it as a measure of success, and the final guarantee of personal choice. So in American professional jargon we can observe such widely-spread words as *fat cat* and *a big wheel* that demonstrate power and money. The concept of the jargon expression *big wheel* can have another cultural background and is tightly connected with an American concept *Big Boss*. In America the more senior the executive, the larger his desk is. The concept of big size has stuck in the American mind and thus, everyone who has an influential position is associated with big size as in the cases of *fat cat* and *big wheel*.

Conclusions

To sum up, professional jargon is a very interesting lexical layer that has a great number of directions for study, from linguistic to stylistic and to lingua-cultural one. It has to be noted that professional jargon formation is still an active process, persistent but changing its direction from time to time. Apart from neutral vocabulary, a number of stylistic means can serve as a method of jargon formation. Figurative use of words attaches emotional colouring to speech, reflects attitude of the speaker to the subject and conveys emotions.

It is of importance to analyze professional jargon not only from the linguistic perspective, but also from the cultural one. Lingua-cultural approach to the use of professional jargon words takes a significant part in the investigation of the issue. The problem of interaction between language and culture is nowadays relevant in our society that experiences the growth of global problems, therefore, it is becoming essential to consider the versatility and peculiarities of behavior of different nations, their mentality and attitude to life.

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