5. слово «chiffon» спочатку мало значення а «rag» (ганчірка), а з часом набуло значення «шифон».

6.іменник «actor» в шекспірівські часи сприймалося як образа «rogue» (мерзотник) або «vagabond» (бродяга), в наші ж часи це слово значно поліпшило своє лексичне значення і сьогодні звучить як «актор».

Погіршення значення слова (degradation of meaning or pejoration).

Процес, відомий в англійській мові як «degradation of meaning or pejoration», є протилежним процесу поліпшення значення слова і передбачає зміну значення слова в гіршу сторону. З часом ці слова набувають негативний або навіть непристойний зміст. Наприклад:

1. англійське слово «idiot» спочатку мало позитивне значення «a private person» (приватна особа), з плином часу це слово набуло негативного значення «дурень».

2. прикметник «silly» раніше означало «happy» (щасливий), а в даний час набуло негативного значення «дурний».

3. слово «vulgar» спочатку означало «common, ordinary» (звичайний), а з часом набуло значення «вульгарний», «грубий».

4.іменник «gossip» означало а «god parent» (хрещений, хрещена), а в наші дні набуло значення «плітка».

5. слово «churl» означало «чоловік», а з часом набуло значення «грубіян», «погано вихована людина».

Сподіваємось, що наданий «minimum minimore» інформації до такої складної та багатогранної теми як варіювання лексичного значення слова в англомовному дискурсі, поліпшить знання здобувачів вищої освіти в цієї сфері, сформує поняття, що зміна значення слова є стійкою закономірністю мови та розвитку сучасних лінгвістичних тенденцій.

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LANGUAGE AND SOCIETY INTERRELATION

Language arises, develops and exists as a collective property. Its main purpose is to ensure communication between members of the society, as well as the functioning of the collective memory of this community.

Society is not just a set of human individuals, but a system of various relations between people belonging to one or another social, professional, gender and age, ethnic, ethnographic, confessional group, to that ethnosocial and cultural environment where each individual takes its definite place and therefore acts as a bearer of a definite social status, social functions and roles, as a person. An individual as a member of society can be identified on the basis of the large number of relationships that connect him with other individuals.

Language performs the following social functions in society:

1) communicative / informative (carried out in acts of interpersonal and mass communication, the transmission and reception of messages in the form of linguistic / verbal statements, the exchange of information between people as participants in acts of language communication);

2) cognitive / cognitive processing and storage of knowledge in the memory of the individual and society, the formation of a conceptual and linguistic picture of the world,

3) interpretative / interpretive (disclosure of the deep meaning of the perceived linguistic statements / texts);

4) regulatory / social / interactive (linguistic interaction of communicants with the goal of exchanging communicative roles, establishing their communicative leadership, influencing each other, organizing a successful exchange of information due to the observance of communicative postulates and principles);

5) contact-establishing / establishing and maintaining communicative interaction;

6) emotionally expressive (expression of their emotions, feelings, moods, psychological attitudes, attitude towards communication partners and the subject of communication);

7) aesthetic (creation of works of art);

8) magical / "incantatory" (use in religious ritual, in the practice of spellcasters, psychics, etc.);

9) ethnocultural (unification into a single whole of representatives of a given ethnic group as carriers of the same language as a native one);

10) metalanguage / metaronic (transmission of messages about the facts of the language itself and speech acts in it).

Language and society - one of the central problems of modern linguistics, this problem is formed on the basis of more private: the social nature of the emergence, development and functioning of language; the nature of his relationship with society; social differentiation of language in accordance with the division of society into classes, strata and groups; social differences in the use of the language in connection with the diverse spheres of its application; the relationship of languages in bilingual and multilingual societies; conditions for the acquisition of functions of a means of interethnic communication by one of the languages; forms of the conscious influence of society on the language.

Ancient philosophers began to consider the problems of the influence of society on language. However, we can talk about the formation of sociolinguistics as a science since the 19th century. The first purely sociolinguistic study is considered to be the book by P. Lafargue "Language and Revolution" ("French before and after the revolution", 1894), in it social versions of the French language ("aristocratic Versailles" and "bourgeois Paris") of the late XVIII - early 19th century explained by the social and political reasons that caused the French Revolution of 1789. The French literary language of that time intensively reflected the changes taking place in society, not only in vocabulary, but also in grammar [3].

At the end of the XIX - beginning of the XX century in France the French school of social linguistics is formed, the most important representative of which is the student and follower of F. de Saussure, the prominent linguist Antoine Meillet (1866-1936). A. Meillet, in his scientific outlook, was primarily a representative of classical comparative studies [2].

1) Language exists only insofar as there is a society, and human societies could not exist without language. " Accordingly, Meillet also attributed linguistics itself to the social sciences, from which it logically followed the conclusion that one of the tasks of linguistics should be to establish the relationship between the structure of society and the structure of language, on the one hand, and reflections of changes in the first in the second, on the other.

2) "Reconstruction does not restore the language as it was in life; no reconstruction will be able to present the "common language" as it was in living speech. Schleicher's restoration of the Indo-European proto-language with the help of historically attested languages of this family was an ingenious innovation; but the compilation of the text in this reconstructed proto-language was a gross mistake. Comparison provides a system of comparisons on the basis of which the history of the language family can be constructed; however, this comparison does not give us a real language with all its inherent expressive means"[1].

F.I. Buslaev understood language not only as an expression of the "mentality of the people," but also of the entire life, customs, and traditions of the people. The tradition of language study outlined by F.I. Buslaev in connection with the history of the people was further developed by A.A. Potebnya, A.A. Shakhmatov [4] and others. Thanks to this approach, the foundations of modern science were laid - lingvaculturology. A deeper study of the social nature of language in our linguistics is associated with the name of I.A.Baudouin de Courtenay. He pointed to the social nature of individual speech acts, but also put forward the idea of social differentiation of language in a very original form.

"Language is an obligatory prerequisite for thinking in conditions of complete isolation of a person. But usually language develops only in society, and a person understands himself only when he is convinced by experience that his words are also understandable to other people" (V. Humboldt, Selected Works on Linguistics. - M., 1984. P.77). "Speech activity, even in its simplest manifestations, is a combination of individual perceptions with the general nature of man," wrote the founder of linguistics (Ibid.).

Language and society are closely related to each other. Just as there can be no language outside of society, so society cannot exist without language. Their influence on each other is mutual.

Let's note the main directions of the influence of society on the language:
• connection of the origin of language with the emergence of human society;
• social conditions of language development;
• social stratification of the language;
• social components in the structure of linguistic units;
• conscious impact of society on language and its functioning.

The origin of the language was prompted by a social need. A means of communication, namely language is such a means that could not arise outside of communication, outside of social relations. The main thing in the process of the origin of the language is the formation of articulate speech, the differentiation of sounds and the assignment of clear meanings to them.

The social conditionality of language development should not be understood as a direct reflection in the language of all social events or as the presence of social reasons for each fact of language change. Social factors affect the language not in a straightforward way: they can accelerate or slow down the pace of linguistic evolution, contribute to the restructuring of individual sections of the linguistic system.

A striking example of the influence of society on language is the social stratification of language. True, in the social differentiation of language, not only and not so much the modern structure of society is reflected, but its previous states (since the rate of development of the language lags behind the rate of development of society).

In the social structure of the modern English language, the following are distinguished:
• literary language;
• territorial dialects;
• urban vernacular;
• professional and social group jargons.

Social components in the structure of linguistic units exist because language serves as a means of describing society itself. So, the words denoting social phenomena, thereby contain a social component.

In addition to the influence of society on the language, independent of the will of individual people, it is also possible to consciously, purposefully influence the state (and society as a whole) on the development and functioning of the language - language policy. It includes the creation of normative dictionaries and reference books by linguists, the promotion of linguistic knowledge and culture of speech in the media.

The influence of language on society has been studied much less. The very fact of such an influence was often in doubt. It is difficult, however, to imagine that the main means of thinking, design and dissemination of information in society is a kind of invisible instrument that does not affect public life in any way.

Moreover, the results of political science and sociological research make us think about how the attitude of various social groups to certain events is formed. Analysis shows that this attitude largely depends on the level of understanding by social groups of actual verbal signs functioning in society. Many social problems would be solved more effectively if there was greater mutual understanding in society. This mutual understanding will not appear as a result of good wishes and appeals for social harmony, it can appear with the convergence of language experience and the improvement of the language ability of members of various social groups.

The development of a language is influenced by both internal (due to the language system) and external (in particular, social) factors. Social factors, as a rule, affect language not directly, but indirectly (social changes are most directly reflected only in vocabulary); they can accelerate or slow down the course of linguistic evolution, but they cannot change its direction [4].

Forms of society's influence on language:

1) Social differentiation of the language, due to the social heterogeneity of society. Such is the differentiation of many modern developed national languages into territorial and social dialects, the isolation of the literary language as the socially and functionally most significant language formation, the existence in some societies of "male" and "female" variants of the language, etc.

2) The conditionality of the use of language means by the social characteristics of native speakers (age, educational level, profession, etc.), the social roles of the participants in communication, and the communication situation. Since the spheres of language use are diverse and specific (cf. science, media, everyday life), functional styles are developed in the language - evidence of the dependence of the language on the needs of society.

3) The linguistic life of multilingual societies. The relations between society and the languages functioning in it, the relationship of different languages, the processes associated with the promotion of one of the languages to the role of the state language, means of interethnic communication, the acquisition of the status of international languages by some languages are studied.

4) Language policy - a conscious, purposeful impact of society and its institutions on the functioning of language in various areas of its application. Recently, a set of political and administrative measures aimed at giving the desired direction to language development has begun to be attributed to the sphere of language policy.

Speech activity, that is, the process of speaking and understanding, has 2 sides: individual-mental and objective-social. Speech activity is a communicative act. It is complex in nature, since it includes not only the relationship of the interlocutors, but also their perception of the situation of speech, language and transmitted information.

To sum it up, language plays a very important role in the social life, it is the basis for mutual understanding, social peace and development. It has a definite organizing function in relation to society.

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