

INTRODUCTION

On images of language in relation to society and interpretational models of their description

The third issue of the herald 'Language and Society' continues the dialogue between researchers from different universities of Ukraine, Austria, Germany, Poland, Croatia and Switzerland on language in social dimension or society through the prism of language. Similarly to previous two issues, the third one embodies the idea of specialized periodical edition related to sociolinguistics.

The articles present various aspects of interaction of language and society on the material of the Ukrainian, English, Arabic, Spanish, Latin, Persian, Polish, Russian, Croatian and Japanese languages.

The directions of forming interpretational description models developed by the authors in the third issue are the following: 1) developing the theories and methodology of sociolinguistics based on its interaction with other disciplines; 2) building up the categorical and terminological apparatus; 3) history of sociolinguistics and historical sociolinguistics; 4) sociolinguistics traditions; 5) researching the questions of language policy and language situation; 6) describing the forms of language functioning in society; 7) characterizing the language of city; 8) social aspects of text and communication.

In comparison with the first (2010) and second (2011) issues of the herald, the third one clearly displays the integration core of modern scientific paradigm and its influence on sociolinguistic research. For the first time it outlines the relation of sociolinguistics and economy, which ideally should have led to the economic analysis of language. Still the Ukrainian researchers face unresolved issue of studying 'non-economic phenomena', as it was stated by Professor Oleksandr Bondar in the article 'Economic value of language'.

Relation of linguistics and sociology has been continuously giving rise to the development of language theory, which is evinced by experience of O.Potebnia who adopted the views of the English sociologist H.Spencer, by the phenomenon of F. de Saussure, whose ideas on external and internal linguistics would not have been introduced without the French school of language sociology and by the views of E. Sapir who declared the axiom the connection of linguistics with other disciplines, in particular, sociology. Thus, under current conditions, the substantiation of language and identity interdependence acquires practical and political meaning and demands new instruments of analyzing complex sociocultural problems of modernity, development of interdisciplinary surveys. These problems are discussed in the article by Professor of Sociology Nataliya Chernysh 'Language and identity in the modern world'. Doctor of Geography, Professor Roman Lozynskyi singles out the interaction of social geography, sociology, sociolinguistics in his article 'Geography and linguistics: trends and issues of interaction'.

With no doubt the integration of new approaches to language are insured by paradigmatic features of contemporary linguistic paradigm. It is an essential basis for forming interpretational models of describing language situation in Ukraine. It demonstrates the need for interaction between sociolinguistics and linguistic national studies, as suggested by the expert in bilingualism, the author of the most comprehensive research 'Bilingualism in Ukraine: theory, history and language use' (2011), Candidate of Linguistics, docent Yaroslav Radevych-Vynnytskyi in his article 'Sociolinguistics and linguonatology: the Ukrainian variant of interaction'.

The essays which renovate the categorical apparatus of sociolinguistics are similarly important. Thus, the content of new notion 'ethnolinguistic vitality' is discussed in detail. Taking into account sociolinguistic works written in English, Candidate of Linguistics, docent Victoria Rygovanova singles out structural parameters for measuring the level of vitality of language group, opens up the role of demographic and status characteristics etc. Yuliya Dziabko, who works on the issue of comparative semantics, describes the hyponymic relations of the term language policy in the Ukrainian and Japanese languages. Developing the situation of multiculturalism and bilingualism, the Candidate of Linguistics, docent Volodymyr Demchenko analyses the background for introducing the term koine to the Ukrainian scholarly meta-

language. Post-graduate student Adriana Chuchvara describes the process of searching for correlative relation in categorical system of sociolinguistics, in particular language and age.

The articles in this editions offer new features of understanding interaction of language and society in history. Primarily, the historical context of forming the state status of the Persian language in different system of state and political coordinates is substantiated in the article by the Candidate of Linguistics, Docent Marta Stelmakh. New information is offered by the article of the Polish researcher, Professor Irena Mytnik on names of noble women in Volyn in the 16th and 17th centuries. The reader follows the means and attempts of forming antroponymic space of this epoch defined by belonging to different social layers. The researcher is the author of the monograph 'Antroponimia Wołynia w XVI–XVIII Wieku' published in Warsaw in 2010. Linguistic views of the Ukrainians in the second half of the 17th century are for the first time viewed on the basis of prevailing ideas of medieval theocentrism and grammatical universalism in the article by the Candidate of Linguistics, Docent Iryna Farion, who is the author of a range of monographs in history, theory and present state of norms in the Ukrainian language. The reader finds unique information on the Latin language name list of Lviv residents in the 19th century in the article by Lesya Lunyo who works on sociolinguistic characteristics of antroponyms.

It is worth noting that starting with this issue the herald initiates the discussion based on language and church interaction, which is a recent trend in the Ukrainian sociolinguistics. The questions raised by Vienna-based researcher Maryna Hoffinghoff shed light on the demand of the Ukrainian society for sacral system of terms, in particular its philosophical component.

This issue discusses the questions related to the development of ideas of the Soviet sociolinguistics of the 20-30ies of the previous century. During the 12th World Congress in the History of Linguistics (IChOLS-XII) in St. Petersburg (August, 2011) the results of the research of the stage was offered by the Swiss group of linguists headed by Professor Patrick Serio (University of Lausanne). One of the members of this group Dr. Olena Simonato published her article in the herald. She analyses the view of Ye.Polivanov on the speech of an intellectual. The article of the researcher from Vienna Katarzyna Hibel reviews the issue of language policy towards the Ukrainian ethnic group in the first half of the 20th century based on the methods of cultural anthropology and intercultural interaction.

For the first time the herald demonstrates the development of sociolinguistic ideas traditions, even though there is a common belief that the boundaries between them are often blurred (for example, this idea is shared by Professor N.Coupland). This is a new chapter. It is important to know the experience of developing the ideas as to the description of linguistic reality in various countries. This discussion was initiated by the article of Lviv professor Roman Pomirko dedicated to sociolinguistics in Spain and by the essay of Ivanna Khomytska on language of the Spanish mass media and experience of its researching in the Spanish sociolinguistics. Warsaw researcher Doctor Svitlana Romaniuk discussed one of the aspects of research of the Polish sociolinguists, in particular verbal aggression.

Traditionally the issues of the herald cover one the directions of development of sociolinguistics in Ukraine, in particular the issue of language policy and language situation. It is important to estimate a range of new legal acts that can alter language development in Ukraine if adopted. Sociolinguistics in Ukraine has not become scientific background in adopting the decisions of ruling politicians. The authors of the collection analyze the distinctive features of the recent period of language policy, starting with March 2010. The chapter starts with the article of the German Professor Juliane Besters-Dilger who is known in Ukraine not only as the author, but as a head of several linguistic project and editor of two important monographs: 'Language policy and language situation in Ukraine: analysis and recommendation' (2008) and 'Ukraine on the way to Europe' (2009). Olha Shved explores one of the legislative initiative – draft law 'On languages in Ukraine' (No 1015-3). The results of pilot opinion poll became the basis for studying national identity in the article of the Candidate of Linguistics, docent Nadiya Trach.

Forms of existence of languages in the society is also one of permanent chapters in the herald. Nadiay Zasanska explores the role of the English language in the world paying particular attention to the

history of the Latin language. The researcher makes some generalizations as to economic, political and social factors in the development of world languages. The article of the Docent Salvatore Del Gaudio gives consideration of the periods of spreading of the Ukrainian language in Italy by providing social and demographic characteristic to language speakers, organization of language support and communicative practices in this language. Professor Volodymyr Trub continues the analysis of aspects related to the types of deviations in the Ukrainian speech under the influence of the Russian language. Phonetic features of the Ukrainian language in the context of opposition 'normative - non-normative' are viewed by the Docent Oksana Mykytyuk who explains social influences on language methods, loudness, vocal and melodious characteristics of language. A new problem was touched upon by the Candidate of Linguistics, Docent Iryna Protsyk, who discussed the peculiar features of forming sub-culture of football fans and revealed the specificity of its verbal manifestation.

Language of the city is an important problem discussed during the 19th World Congress of Sociolinguistics (Berlin, August 2012). The formation of urban names system in the cities of post-social Croatia is described by Doctor Ivan Trlenko. The researcher from Donetsk Iryna Kudreyko examined the content of new category 'sociolinguistic portrait' on the basis of towns of Amvrosievka and Yenakievo. Communicative potency of the Ukrainian language in Odessa was described by Anastasiya Velyka with the help of questionnaires. The methodology of 'pair masks' was applied by Docent Olessia Palinska to the studies of speakers' attitude towards Lviv regional dialect. The language of certain area is the language of village or city, therefore Professor from Chernivtsi Universtiy Nadiya Babych finds out whether residents of villages may influence on the Russian-speaking city or vice versa.

Social aspects of text and communication is a traditional chapter of the collection. It includes the concepts oriented towards the studies of procedural structure of dialogue in the context of sociological paradigm (the article by the Candidate of Philosophy, Docent Olena Borovytska). A new question, in particular the influence of gender of the translator in translator's decisions and strategies, as well as gender-related communicative behavior, is examined on the basis of modern English plays in the article by Anna Halas. The article by Oksana Spyrza concentrates on the universal and nationally specific component of sociocultural competence which is typical for Arab linguo-cultural community.

The concept 'character' appears as a result of socially conditioned readers' cognitive basis and text of the work. The topicality of this problem is explained by the fact that there is still not comprehensive research of the process of constructing the concept of imaginary person on the material of English postmodern work (the article by Oksana Hural). The essay by Nataliya Tretyak characterizes phonetic, graphic, lexico-semantic and morphological ways of introducing language play into the macrostructure of newspaper text and makes conclusions as to the expanding the possibilities of manipulative influence on the addressee. Communication of parents with children in the families with different social status is carried out through communicative tactics of parents; therefore this set is singled out by Oksana Trumko. Social and regional dimensions of interactive elements of the Ukrainian language in relation to the specificity of their linguistic status are viewed by the Doctor of Linguistics, Professor Nina Huyvaniuk (Chernivtsi University). The Docent Maxym Vakulenko substantiates the topicality of introducing the Latin Ukrainian script as a state language in international communication.

Undoubtedly, the formation of topic list of the herald 'Language and Society' is favored by annual meetings of all-Ukrainian Sociolinguistics Seminar (the most recent seminar took place at the Department of Linguistics, Ivan Franko National University of Lviv on April 4, 2012).

We hope that the articles published in the first (2010), second (2011) and third (2012) issued of the herald 'Language and Society' will become a valuable source of information for various lecture courses in sociolinguistics, which are, unfortunately, not widely introduced into curriculum of the Ukrainian universities.

We are sure that the dialogue of the Ukrainian and foreign linguistics on the pages of the first Ukrainian sociolinguistic periodical initiated for the sake of developing sociolinguistics in Ukraine, will perform its mission of catalyzer of this direction of research and academic discipline.

We invite you to cooperation!

Editor-in-chief of the herald, Professor Halyna Matsyuk