BINRAR OPOPTION "RICH – POOR" IN RUSSIAN, TATAR AND ENGLISH LINGUOCULTURES

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Abstract. The article analyzes one of the basic cultural and psychological oppositions forming cognitive value-evaluative system of knowledge, binary opposition богатый/бай/rich, бедный/ярлы/poor and its verbalization in Russian, Tatar and English conceptual spheres. The linguistic peculiarities of functioning of the coupled concepts богатый/rich and бедный/poor in linguistic consciousness of the Russians, the Tatars, the English have been investigated, which enabled to interrelate this antinomy in the Russian, Tatar and English languages, to extend knowledge about sociolinguistic nature of the development of linguistic consciousness of the representatives of different linguistic cultures and social communities. To achieve the objectives, general scientific methods of observation, generalization, modeling; concrete methods of component and contextological analysis, method of linguoculturological interpretation. The binary code богатый/rich – бедный/poor discovered a wide spectrum of lexical and semantic links that are conductive to the formation of semantic complexes or paradigms on the basis of synonymy, antonymy, periphrastic and associative concepts and images. It has been found that богатый/rich and бедный/poor are universal concepts in Russian, Tatar and English consciousness. Confirmation of it is the fact that each of them can be used in utterances as a basic element of judgment; each of them has the rows of language and contextual synonyms, moreover, they are comprehended in set expressions, phraseological units, proverbs and sayings.

Keywords: linguistic culture, antinomy, binary opposition, conceptual sphere, concept.

1. INTRODUCTION

Today one of the principal in linguistics, certainly, is the idea of antonymous nature of the language embraces the questions about text construction, definition generation and others. From the point of view of linguistics, antonymy is one of the linguistic notions which is characteristic of almost all languages. It has been ascertained that opposite definitions not contradictory ones form successive base of antonymy.

The term binary opposition came from Latin which denotes double, consisting of two parts. The term firmly entered into general scientific life thanks to the works of renowned Russian linguist N.S. Trubetskoy, who characterized it as “universal means of rational description of the world, that views two opposite notions simultaneously, one of which proves some quality, another - disproves”[Trubetskoy2000: 72–78].

The analysis of structural regularities of linguistic consciousness of man turns into one of the promising tendencies of the formation of contemporary linguistics today. The study of this problem involves the advances of different fields of modern science about language that comprise linguistic pragmatics, cognitive science, psycholinguistics, linguoculturology, pedagogics and others [Safin 2016, Husnutdinov+ et al 2016]. Of special urgency today are the problems of relation between thinking-in-words and social environment, the reflection of uniqueness of ethnocultural features of society in deep layers of conceptual sphere [Safin 2016]. The solution of the raised problems is on the path of studying the collective linguistic consciousness in which the universal, human combines with the national, ethnospecific. “Language not only mirrors the reality but interprets it, creating a special reality, in which man lives”[Maslova2001: 3].

In the process of studying we relied on the preceding experience of analyzing the phenomenon of bipolarity, the peculiarities of functioning of the key concepts in language space in the works on linguistic analysis of fictional text [Yusupova 2015], functional semantics [Murzina + et al 2016, Nurullina, Yusupova2016]. The concepts богатый/rich, бедный/poor appear to be the basic many-sided concepts in Russian, Tatar and English conceptual spheres, the investigation of their functioning in linguistic consciousness of the Russians, the Tatars and the English makes it possible to deepen knowledge about sociopsycholinguistic nature of the development of linguistic consciousness of the representatives of different linguistic cultures and social communities.

2. MATERIALS AND METHODS

The dictionaries of the Russian, Tatar and English languages that fix the distinctive features of the corresponding area of linguistic system were used as the base for studying the material. The analysis of structural regularities of linguistic consciousness today turns into one of the promising tendencies of the formation of contemporary linguistics. The study of this problem involves the advances of different fields of modern science about language that comprise linguistic pragmatics, cognitive science, psycholinguistics, linguoculturology and others. Of special urgency today are the problems of relation between thinking-in-words and social environment, the reflection of uniqueness of ethnocultural features of society in deep layers of conceptual sphere. The solution of the raised problems is on the path of studying the collective linguistic consciousness in which the universal, human combines with the national, ethnospecific. This paper is within the boundary of the pointed scientific problems. It is based on the study in the field of the tendencies of formation of the science about languages such as linguistic culturology, ethnopsycholinguistics, cognitive linguistics and so on. All this makes it possible to speak on the importance of the topic of investigation.

In solving theoretical and practical problems the following general scientific methods are used: observation, generalization, modeling; concrete scientific methods of component and contextological analysis, method of linguoculturological interpretation.

3. RESULTS

The binary opposition богатый/rich – бедный/poor is one of the prevalent in the studied linguistic cultures – Russian, Tatar and English. The verbal representation of the binary opposition богатый/rich – бедный/poor in three languages has a rather broad interpretation. The analysis of dictionary representation of the nominations богатый/rich, бедный/poor based on the material of the Russian, Tatar and English dictionaries points to similarity and distinctions of conceptualization in these linguistic world-images, which reflects the universal and the
unique in the processes of categorization and linguistic conceptualization of the world in Russian, Tatar and English linguistic cultures.

The data from the explanatory dictionaries representing polysemy of the words богатый, бедный, make it possible to come to the conclusion about standard division of material and inner wealth [Ozhegov 1997, Ganiev 2005, Cambridge Dictionary Online]. Conversion of these attributes from the material sphere to the spiritual is characteristic of Russian linguistic consciousness. The relevance of these sociocultural meanings “богатый” “rich”, “бедный” “poor” is supported by their fixedness in the system base of the language: plenty of word-formative families, existence of the developed antonymy and synonymy.

The pre-Slavonic word богатый, entered into all Slavonic languages, was formed by means of the suffix -am-from the noun богать “wealth, property, riches”. This word detailed the formation of the word богатый by analogy with the root богатырь and with the first meaning “rich in wealth, poor”.

In the process of formation of the language, the prefix у- and the affix -ат combined with the root: убог-и, богат-ий.

The word бедный was formed in antiquity from the noun бедь with the help of the affix -ин, which later on combined with the root: бед-ный.

The unit of the word-formative family of the word богатый comes into antonymous connections with the units of word-formative family of the word бедный: богатеть – бедеть, разбогатеть – обеднеть, богато – бедно, богатство – бедность, богач – бедняк and others. Antonymy comprehends the members of the synonymosaurus with the features об- богатый/ричный бедный/по- бедный: малоимущий, неимущий, необеспеченный, нищий, убогий, нуждающийся, обездоленный – зажиточный, состоятельный, обеспеченный, имущий.

The antonyms богатый and бедный were comprehended in different word-combinations: худо-бедно (vernacular); чембедьжее, темицедрее, ачембогдаче, темскупе; самаяжажкаяяяеща – скупость; скуюйбогачбедняценицг.
The meaning that man is required by the others only when he is prosperous, rich and well-to-do is traced in the following proverbs and sayings: **Ай бәгърем, вай бәгърем, малым беткәч, юк кадерем** (Закончились деньги – пропало уважение). If you have completely run out of money, you are held in disrespect.

According to Cambridge Dictionary the word "rich" has the following meanings:

**Rich adjective (money)**

3.1 Having a lot of money or valuable possessions (богатый):

– He's the third richest man in the country (Он – третий самий богатый человек в стране).

Rich adjective (having a lot of sth)

2. Containing a large amount of a valuable natural substance such as coal, oil, or wood (изобилиующий чем-либо, плодородный):

– The region is rich in minerals and coal deposits. (Область богата минеральными веществами и залежами каменного угля).

3. Containing a lot of something good or useful (изобилиующий, богатый чем-то хорошим, полезным):

– Pineapple juice is rich in vitamins A and B (Ананасовый сок богат витаминами А и В).

4. Rich land or soil contains a large amount of substances that help plants to grow (плодородный чем-либо):

– The richest arable land in the country. (Самая богатая пашня в стране).

5. – rich used in compounds to say that someone has a lot of a particular thing or that something contains a lot of a particular substance (имеющий или содержащий много конкретного вещества):

– One of the mysteries of our times is why some oil-rich countries have so many poor living in them. (Одна из загадок нашего времени почему некоторые богатые нефтью страны имеют так много бедных, живущих в них).

6. Containing a lot of exciting events or experiences and therefore very interesting (содержащий много захватывающих событий и переживаний, ипотому очень интересный):

– He has written a book about the island's rich history. (Он написал книгу о богатой истории острова).

– She had a rich and varied life and met many famous and exciting people. (Она имела богатую и разнообразную жизнь, и встречалась со многими известными и интересными людьми).

7. If the style of something such as a piece of furniture or a building is rich, it contains a lot of decoration (Здание или мебель богатое украшениями):

– The temple is noted for its rich carvings. (Храм известен своей богатой резьбой).

Rich adjective (attractive)

8. A rich colour, sound, smell, or taste is strong in a pleasing or attractive way (глубокий (звучке), насыщенный (оцвете)):

– This lipstick gives long-lasting rich colour. (Эта помада дает длительный насыщенный цвет).

9. A rich material is very beautiful and valuable (дорогостоящий материал):

– She wore a velvet skirt and a rich brocade jacket. (Она была одета в бархатную юбку и богатый парчовый жакет).

**3.2 Rich adjective (food)**

10. If food is rich, it contains a large amount of oil, butter, eggs, or cream (Если пища богата, она содержит большое количество масла, сливочного масла, яйца или крем):

– This chocolate mousse is too rich for me. (Этот шоколадный мусс слишком сладкий для меня).

**3.3 Rich adjective (unfair)**

11. [After verb] used to describe someone’s opinions when that person has the same bad qualities as the person they are criticizing: (используется для описания чьих-то мнений, когда этот человек имеет те же самые плохие качества, как человек, которого они критикуют):

– She has a rich and varied diet and is very healthy. (Она ест богатую и разнообразную диету и очень здорова).
The education minister's criticism of the new exam system seems rich, considering it was he who demanded the changes in the first place.

3.4 Rich noun [plural]

12. Rich people considered together as a group (богатые люди, рассматриваемые как группа):

-- The resort is frequented by the rich and famous (Курорт посещают богатые и знаменитые).

-- An oil-rich country (богатая нефтью страна).

The word poor is borrowed from Old French *povre*, originated from Latin *puer*, which also originates from Indo-European root *pau-* with the meaning *few, little*, which has the presence of the same denoting the deficiency of means. It is the initial meaning of the word poor in the English language and at the same time its main meaning.

The word poor as well as rich has several meanings:

3.5 Poor adjective (no money)

1. Having little money and/or few possessions (бедный):

-- Most of the world's poorest countries are in Africa (Большинство беднейших стран находятся в Африке).

-- He came from a poor immigrant family (Он происходил из бедной семьи иммигрантов).

2. To have very little of a particular substance or quality (содержит мало что-либо):

-- Unfortunately, Iceland is poor in natural resources (К сожалению, Исландия бедна природными ресурсами).

Poor adjective (bad)

3. Not good; being of a very low quality, quantity, or standard (плохой, слабый, скудный):

-- Last year's exam results were fairly poor (Результаты экзамена в прошлом году были довольно плохи).

-- I was always very poor at maths at school (Я всегда был слабым по математике в школе).

Poor adjective (deserving sympathy)

4. [Before noun] deserving sympathy (бедный, несчастный):

-- That cold sounds terrible, you poor thing (Это холодно звучит жасно, ты бедняжка).

Poor noun [plural]

5. Poor people considered together as a group (бедные люди, рассматриваемые вместе, как группа):

-- housing for the poor (жилье для бедных).

4. DISCUSSION

In Russian, Tatar and English linguistic consciousness богатый/ри and бедный/poor are universal concepts. It is confirmed by the fact that each can be used in an utterance as the main element of judgment; each has the rows of linguistic and contextual synonyms, moreover, they are comprehended in set combinations, phraseological units, proverbs and sayings.

The concept “богатый” / “бай” / “rich” has identical denotation and the following connotative meanings: an expensive thing, that contains a large amount of valuable substances, having something in high quality. But in Russian and English the concept “богатый” / “rich” has an additional meaning—abundant, highly sufficient, and in English and Tatar the concept “rich” / “бай” has one more meaning—containing a lot of exciting events or experiences and therefore very interesting. Also the concept “rich” in the English language has several more questions: the style of something such as a piece of furniture or a
building that contains a lot of decoration; sound or colour is strong in a pleasing or attractive way, that is, dark sound or intensive colour; if food is rich, it contains a large amount of oil, eggs or cream; used to describe someone’s opinions when that person has the same bad qualities as the person they are criticizing.

The concept “бедный” / “yezy” / “poor” coincides with the denotation –бедный. In the Russian and Tatar languages the following connotative meanings coincide: containing a small amount of something, having lack of something. Russian concept “бедный” and English “poor” have several meanings – scanty, minor or miserable, deserving sympathy. The concept “yezy” in the Tatar language has several meanings: meagre, unequipped and under full filled, eventless.

5. CONCLUSIONS
Thus, the attitude towards wealth in the English mentality is practical, trivial, it largely depends on man, his aims and perseverance, though among the ways of achieving high prosperity there are a lot of suspicious ones.

The means of expressing the concept богатство in the Russian language increasingly reflect the different, eventless disregard for riches, contain a negative meaning towards tangible wealth; compassion upon the poor is inherent in the Russian mentality; the external side of wealth (gracefulness, splendor) plays an enormous role in the Russian mentality, the Russians have an emotional negative attitude to it.

For Tatars, spiritual wealth also occupies the first place, and the tangible wealth is on the second place. This is due to the fact that historically Tatar culture is closely connected with Muslim culture, with Islam. The attitude to ill-gotten money in the Tatar world is sharply negative.

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