The Problems of Linguistic Modeling of New Eurasian Linguistic Personality in Multilinguistic and Mental Environment (By Example of Onomasphere)

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Abstract: The article considers the changes of the strategies of language functions in the post-Soviet countries, which resulted in the transformation of the structure of new modern Eurasian linguistic personality and identify the character of interferences resulted in the new features in onomasphere affected by globalization. This approach allows us to understand the evolution of the modern linguistic personality formation in the Eurasia affected by a multi-ethnic globalization. The author revealed the nature of modern communication war and the inclusion of new "participants" - the languages of the post-Soviet countries. The "clip"-type of thinking causes some ersatz-carrier, which uses the native, confessional, international communication, the official and the additional languages in communication. Linguistic modeling of new Eurasian linguistic personality operating by three or four linguistic and cultural concepts in present occurs spontaneously that can cause undesirable trends in the ethnic personality of this type.

Key words: Globalization · Multiethnic environment · Linguistic personality · New Eurasian linguistic personality · The structure of the Eurasian linguistic personality · Language functions · Evolution · Language game · Attraction language

INTRODUCTION

In the conditions of globalization and the development of independent states on the former Soviet space, it is apparent that the views on numerous processes and phenomena in the socio-political, cultural and economic sectors have significantly changed. In present, various forms of migration can be considered as a part of a globalization continuum, where the young professionals and students occupy the top positions being the "citizens of the world" [1]. In this regard, the social modeling of the language personality is priority [2], when the reality is learning material motivating to remember for modern native speaker with "clip"-type of thinking [3]. According to D. MacCannell, the specificity of perception of metropolis inhabitant is stipulated by the rapid change of images and information saturation. In other words, the modern man, in the context of globalization looses the ethnic and cultural specificity and the cultural globalization results in the distribution of the similar cultural patterns within the world. This results in smoothing of the national features, certain cultural changes in the countries and peoples and the formation

of consumer's demands [3]. Thus, the linguistic portrait of modern native speaker significantly changes. All this require the changes of strategies in the society and surrounding world in the contrast of the philosophy of the consumer society [5-8, etc.].

In modern society, professional training activities determined by the content state policy and economics, the general directions of national and foreign policy and the dominant ideology, stipulate the security of the state, where the linguistic security of the country is required. It must be admitted that this general socio-economic situation blurs the concept of "standard language" [9], which is the result of conscious, purposeful and linguistic construct.

The levels of linguistic personality developed by Yu.N. Karaulov reflect the learning of the native language [10]. However, in present, there is a great influence of foreign languages on the native language, which is reflected in all the language levels.

In this situation, a proper noun arouses a special interest. Analysis of internal content of onoma can occur by different ways: from modeling and/or reconstruction of the nomination from the point of view of the modern

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native speaker based on etymological dictionaries. The authors of the concept a priopi adhere that the associative perception of a noun was the similar to the perception of the native speakers before the analysis of chrono-onomastic function of a noun in the language environment. High interest in understanding of the proper noun at the present stage of the post-Soviet reality becomes relevant in search of own personality (national, ethnic, regional, territorial and individual) and the conditions of formation of the new Eurasian linguistic personality.

In this period, nationalism becomes a life-saving vest for the individual to gain both past and future. The national myths, the nation and the state-forming ethnos are something stable, existed over years and still living with the prospect to live forever. In this regard, the attempts of different Ukrainian scientists and researchers identify the Ukrainians as direct descendants of the ancient Aryans, the Sumerians, Khazar etc. are nothing more than attempts of mythological reconstruction own ethnic myth, different from the Soviet-Russian version. There are versions of the imagined community of the nation. For example, the theory of A. Pritsak reveals the myth of the space is a broad poetical communication between the ethnic groups in historical retrospect [11].

Despite the fact that the myth is archaic form of worldview, it is characteristic of the primal consciousness and specific for the high cultural development [12]. Therefore, the modern man has retained logical thinking. In addition, the myth is a very clear and easily perceived group of "values" that are important for experiment, provoking a discursive "revival" of the word by a man (it is difficult to perform the scientific and aesthetic perception within a half-hour experiment) [13].

Aggressive speech behavior penetrates onomastic sphere that results in appearance of the nouns with the maximum extended associations and fixing an example of a language game as norm in the linguistic consciousness of a native speaker. For example, the names of new shops of Tyumen city (Russia) clearly illustrate this phenomenon: "Fish'ka" (fish shop, the name of the consonance, when the "fishka" in the youth's slang is something unusual, exclusive and fish is a fish), "Beer'loga" (beer bar "beer" is beer + final – loga, where berloga is "bear's corner", "the boondocks", "house", etc.). Actually, the strengthening of the English language in Russian onomastic environment appears in hidden art [14] and creative bilingualism [15]. In present, there is prolonged communicative war between the world's languages that primary affects the onoma environment [16].

Associative aura of the noun is more important in the modern onomastic creativity. In general, onomastic concept is extremely complex system. The relations established between the lexicographical, etymological and associative and/or psychologically real meanings of onoma compose the balanced internal invisible network of the national language, which ensures the vitality the language and the ethnic groups. In this regard, the mental environment of proper noun arouses the particular interest therefore, all elements of onomastic system functioning in a multi-ethnic environment are affected by the standard stereotypes of perception inherent to a man as a subject of perception [17]. For example, the name of the fish shop – "Fish'ka" characterizing by the "game" of linguistic consciousness: in the Russian language fishka – "zest" (slang) and fish is a fish.

Ethnic personality like any other form of personality is formed spontaneously during socialization and at the same time, perception of belonging to a certain ethnic community becomes one of the first manifestations of the social nature of man. For example, the modern slogan of Kiev city is neutral: "Kiev is city of flowers", but it brings the world perception of the modern citizens of Kiev with the philosophy of Western hippies (cf. hippie are the children of flowers"). However, the unconscious referring to the culture of hippies may adversely affect the world view of Ukrainians and Kiev in particular, because "hippism was an alternative way to obtain alternative pleasure leaded by music, primarily Anglo-American" [18]. In addition, the refusal of the Old Russian traditions, attempts to create alternative versions of the ethnogenesis of the Ukrainian people and the Ukrainian language (according to hypothesis of O. Pritsak) can adversely affect the forming social-political relationships with other countries of the Slavic world. Another advertising slogan "Kiev is the mother of Russian cities", which underlined the proximity of Ukraine and Russia, established their ethnogenic communication and incorporated into the mythologeme of unity of the nations of the USSR is known from ancient times. In present, this slogan has disappeared from the billboard and advertising panels of the city.

In present, there is high demand for myths (myths of the country, region, a city and ethnic group) as a form of mass experiences and interpretations of reality in the conditions of establishment of new independent states. The onomastic environment is intensively twisted multi-dimensional maze, where the onimas are infinitely intertwined and vibrate in the human consciousness, rhythmically tapping the melodies of civilization in

general. In this context, new modern Eurasian language personality has multiaspect and mega-conceptual character.

Thus, the establishment of the new Eurasian language personality (NELI) in the multi-lingo-mental environment of the modern world in conditions of national National-English-Russian and Russian-National-English threelinguism and learning an additional language is an objective process appearing as a result of the effective language policy in preparation of a modern competitive and mobility specialist in conditions of globalization. Specific of the NELI is a wise combination of the diversity of the languages, for example: Chinese, Russian, English and Tatar, Mordovian, Buryat and other languages of Russia and/or languages of a post-Soviet state. Apparently, the former Soviet countries gradually develop the requirements of multi-national states to own citizens, like Canada, Switzerland and others.

The general criteria of developed NELI, in my opinion include the obligatory knowledge (at least at the level of beginner) of three/four linguistic and cultural codes (national (country of residence), native, Russian and English), the ability to use the concepts of foreign of cognitive linguistic structures in the communicative culture of the native language including language of confessions. The language picture of the new Eurasian language personality is a mosaic composition made of the data of different lingo-cultures based on the native language. It should be noted that the Tatar culture brings Islamic values to the Russian culture therefore the numerous concepts of Islam are widely used in the mass media. Thus, the Tatars are characterized by a different type of multi-linguism: Tatar-Arab (confessional) – Russian + foreign language (English/German/ French). First of all, suppression of confessional basis of threelinguism of Tatars is related, in my opinion, with the ethnic problems. As a rule, almost all Tatars speak Russian and Arabic besides the native Tatar. Moreover, the learning of languages usually occurs in the following sequence: 1) Tatar, 2) Arabic, 3) Russian, 4) a foreign language (English/ German/ French) [19]. In this regard, the Arabic religious words are widely accepted as the nominative units in Tatar mass media: **Azan "call to prayer"; Denya "a planet, the Earth"; Megarifat "enlightenment"; Ittifak "personality"; Mektep "school"; Ed-din val-adab "Religion and morality"; El galyami el-islami "the Islamic world"; Elgasreldzhadit "New age"; Elislakh "Reform"; Nur "ray"; ?met "a choice"; Umma "congregation, community"; Umyut kervany "caravan of hope" and other.** Previously, the

Tatars have preferred German language since after the eviction of the Germans in to Siberia, they were resettled among the Tatars. In this regard, the Tatars have learned German language from their German neighbors.

Complex communicative situation in the conditions of globalization requires a balanced ethno-linguistic-information approach, because the current idea in modern science to study "traditional culture" as existed or scarce retained cultural norm obstacles the modern researchers to reveal the linguistic-cultural and linguistic-geopolitical meaning in the complex of the petrol station, the location and name of a modern shop although the language of modern youth with abundance of English words and various transformational forms ("H**a**llo"), unfortunately annoys others due to the destruction of the language purity and traditional culture. In this regards, one of the ways to solve this problem is the orientation on the state-establishing ethnic groups and state language. In my opinion, the NELI, when teaching of the native culture and language through the language and culture of the state-forming ethnos is general concept. Moreover, the establishment of NELI should pass the stages like ethnos: 1) fairytale-mythological (acquaintance with the archetypes and comparison); 2) moral and religious (ethic standards); 3) scientific and philosophical (comprehension). This smoothes the conflict between representatives of various cultures since both of these are perceived as own national. In this regard, the attitude to the ethnic (or its features) can play a significant role in mental adaptation of a man to his internal and external environment.

Thus, the language picture of the world of new Eurasian language personality represents a mosaic composition made of the data of different language cultures based on the native language. Here, the concept is multilayered heterogeneous formation, which besides the conceptual core contains valuable picture of the world and associative-creative environment [20]. M. Cruz-Ferreira and Ñ.À. Avraam emphasized the need for research of the global language options that enrich the conceptual framework of the language [20].

Linguistic modeling of the new Eurasian language personality supposes the considering of language and speech achievements of the native speakers in the native language, Russian, national (the main language of the region of residence) and English languages in the conditions of simultaneous transition from one language to another without disruption of the ethnic self personality of the native speaker. In this regard, the speech behavior of students of Department of Foreign

Languages at Universities and higher institutions, which is a reflection of their ethnic self-identification and they need in self-realization as a new multicultural and multilingual personality is significant. For example, this is the multicultural, multilingual and multimental personality, which able to communicate (speech activity) in each of the studied languages depending on the situation; this is a linguistic personality possessing the foreign linguistic culture at a professional level.

In this regard, the attitude to the ethnic (or its feature) can play a significant role in mental adaptation of a man to internal and external environment. Mental adaptation is determined by activity of the person and acts as a unity of accommodation and assimilation in the adaptation of the structure and functions of the person or group to the conditions of ethnic environment. In present, the processes of learning of a new language or languages along with the conscious linguistic modeling sometimes occur spontaneously due to rapidly changing current linguistic situation and the dynamically developing globalization in the world.

Thus, we observe the formation of the new modern Eurasian language personality on a constructive basis of linguistic and mental polylogue, where the Russian language is no dominant, leaving the space for new languages-communicants of the post-Soviet reality and transforming in the modern intensive communication of the native speakers to the new varying forms of language. In the present, sphere of the proper noun, reacting on the changes in the status of a language, demonstrates the clear examples of dialogue between "Westerners" and "Slavophiles" at the present stage. Society, due to multi-ethnicity influenced by globalization, is affected by two different forces: (a) national impetuous and b) national centrifugal. Onomasphere of current life being reflects both these trends as the inherent features of the new modern Eurasian language personality, which characterizes by spontaneous polyloge of three to four linguistic cultures. Mental environment of proper noun reflects the specifics of the new modern Eurasian personality therefore functioning in a multi-ethnic environment, all elements of the regional onomastic systems are affected by the standard stereotypes of perception inherent to a man as a subject of knowledge.

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