

*A big and kind bird*. The pupils show movements “wings” of big and kind birds using their arms and hands. The teacher recommends pupils to close their eyes to get a feeling of every part of the shoulder, that is, the gaming machine.

*Mill*. Circular motions of waving arms and hands back and forth.

*Clocks*. Bending forward, a pupil shows movements of “clocks” with his hands.

Thus, different exercises with the elements of a game, which we offered in the article, are intended to teach the child to possess different muscle groups and control their feelings in the Nature Study lessons in a Primary school.

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### **SPECIFICITY OF BRITISH FORMS OF ADDRESS REPRESENTATION IN THE ‘DOWNTON ABBEY’ TV SERIES**

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Article is devoted to the considering of different forms of address of British upper and middle classes in the beginning of 20<sup>th</sup> century, as well as its frequency in the text of English subtitles to ‘Downton Abbey’ TV series.

Key words: form of address; courtesy title; cultureme; Downton Abbey.

Level of theoretical and methodological framework of cognitive linguistics at the beginning of 21<sup>st</sup> century, contributes to the emergence and dynamic development of new methods and approaches to the study of literary language, which, according to scientists, is the pinnacle achievement of language. Language, becoming an art, has a special quality, its words meanings become deeper, and now it serves as the aesthetic influence on the reader, because “word in fiction is doubles: it has the same meaning as in the general literary language, as well as the additional one, associated with the world of art, the content of the fiction” [Khudozhestvennaya rech. [http](http://)].

Understanding the multi-level components of a literary discourse associated with the process of conceptualization of the world in the human mind. According to Boldyrev, “conceptualization is understanding the information received, the mental construction of objects and phenomena, which leads to the formation of certain ideas about the world and form concepts” [Boldyrev 2001: 22], that have a field structure, including the kernel (the central kernel area, the perikernel area) and the periphery (the nearest periphery, far periphery and extreme periphery). Kernel area includes lexical items that exhibit core of the national consciousness, its archetypal signs; periphery includes lexical items reflecting individual consciousness in the modern

cut” [Verbalizatsia kontsepta “Beauty” v sovremennykh angloyazychnykh zhurnalakh]. Babenko defines aspects of conceptualizing by following statement: “the objective laws of the world order, the estimated position of the author to the facts of reality” [Babenko 2001: 24-25].

Subtitles of the film as one of the components of a literary discourse provide extensive data for study and represents the various aspects of the world conceptualization, because in the age of innovative technologies and cinema development increasingly popular way of aesthetic information transmission is not a fiction anymore, but the creation of feature films and historical TV series that negate the viewer's imagination. When we read a novel, the main characters, environment, landscapes and other are form in our minds and it is a personal worldview to every reader. Quite often, movies and TV series makers use famous literary works. In this case, it serves as a basis, and concepts that make up its conceptsphere as a set of artistic concepts are key components for creating images of the characters, the situation that includes houses, rooms and interior decoration and so on.

Nowadays in cinema TV period drama becomes more and more popular. The most attractive are Victorian or Edwardian era. One of the most well-known modern British TV period drama called *Downton Abbey* (2010) tells us about life in the era of King Edward VII.

Sentence structure of the main characters recreates the atmosphere, life of the estate and events developing in the period between 1912 and 1922. It represents a wealth of data for study and consideration of conceptsphere of this work. Data for our study were linguistic and extralinguistic components of conceptsphere, represented in this TV period drama.

The study revealed that the kernel concept of a conceptsphere is DOWNTON ABBEY, in which, above all, we can distinguish two subconcepts: THE ESTATE and THE WILLAGE – two components, as if conduct the line between nobility and the other inhabitants of the large estate. Subconcept THE ESTATE may be divided further into three components: HOUSE, LITTLE COTTAGE and GARDENS, that are concept-elements.

Among the study we revealed a high frequency culturemes. Under a cultureme we understand a “complex, stable structure constantly reproduced within certain ethnolinguistic society that combines rich social and historical experience and reflects the value systems of the society in its content” [Ponyatie Kulturrema. [http](http://)]. In some cases cultureme is an element of the speech system and can act as a form of address, e.g.: *my Lord, his Grace, Papa, my Lady*, etc. [*Downton Abbey* (2010) – S01E01 – English subtitles. [http](http://)].

All forms of address identified during the study of the subtitle text to the first episode of *Downton Abbey* TV series, as well as its frequency of use is represented in the table below:

Form of address	Frequency of use
My Lord	27
His Lordship	12
Duke	10
His Grace	8
My Lady	5

Her Lordship	4
Mama	4
Papa	2
Sir	2
Granny	1
Ma'am	1
Mother	1

In Britain, especially during the Edwardian era there was a clear division into classes, and the beginning of the 20<sup>th</sup> century was the period of highly visible social inequalities. Only the upper class had certain forms of address, the middle class also had it, but not so diverse because it did not depend on inherited courtesy titles. "A courtesy title is a form of address in systems of nobility used for children, former wives and other close relatives of a peer, and by certain officials such as some judges" [Courtesy titles in the United Kingdom. http].

Many courtesy titles and forms of address are still in use, such as Duke, Earl, Baron, etc. In TV series we investigated the main characters are members of the family of Lord Grantham and their domestic servants. To access the head of the family servants used form of address *my Lord*, and in his absence – *His Lordship*. «If a peer of the rank of earl or above does not have any subsidiary titles of a name different from his main title, his eldest son usually uses an invented courtesy title of "Lord Surname". For instance, the eldest son of the Earl of Devon is styled Lord Courtenay, even though the Earl has no barony of that name, and similarly the eldest son of the Earl of Guilford is styled Lord North» [Courtesy titles in the United Kingdom. http].

The Earl had three unmarried daughters, Mary, Edith and Sybil. Servants used the form of address *my Lady* to access them. This form of address is used even nowadays. "The honorific prefix of "(The) Lady" is used for the daughters of dukes, marquesses and earls. The courtesy title is added before the person's given name, as in the example The Lady Diana Spencer" [Courtesy titles in the United Kingdom. http].

The article is interesting to cite the results of cognitive-hermeneutic analysis of the original subtitles to the episode one of Downton Abbey. "The results obtained through the use of cognitive-hermeneutic method, demonstrate the adequacy of the quantitative and qualitative content of cognitive structures (frame, script, scenes) forming the artistic conceptsphere" [Ogneva 2013: 10]. The English subtitle text was divided into contexts corresponding to certain scenes in the episode and is presented in the form of dialogues.

As it was said before, the "forms of address" is the most common element and the most common representative is *my Lord*, because it is a form of address to Earl of Grantham, the head of the family and the owner of the estate. So we conclude that existed at the beginning of 20<sup>th</sup> century strict hierarchy played a huge role in British society, that is fully realized in the nominative field of concept DOWNTON ABBEY and represented in TV series, where every character before do anything, always consulted and requested permission from the head of the house, in this case, the Lord Grantham. We illustrate the above with the following example:

**Lord Grantham:** Thank you. I'll do that.

**Mr. Bates:** No. No, thank you, my Lord. I can do it.

**Lord Grantham:** I'm sure.

**Mr. Bates:** I hope so, my Lord. I hope you are sure.

**Lord Grantham:** Bates, we have to be sensible. I won't be doing you a favour in the long run if it's too much for you. Whatever we've been through, it has to work.

**Mr. Bates:** Of course, sir. I mean, my Lord.

**Lord Grantham:** Do you miss the army, Bates?

**Mr. Bates:** I miss a lot of things, but you have to keep moving, don't you?

**Lord Grantham:** Ha! You do, indeed.

**Mr. Bates:** I'll show you, my Lord. I promise. I won't let you down. We've managed so far, haven't we?

**Lord Grantham:** Yes, we have. Of course we have. [Downton Abbey (2010) S01E01 – English subtitles. [http](http://)].

This dialogue illustrates the relationship between the nobles and servants, Lord Grantham – The Earl of Grantham, owner of the estate, and Mr. Bates is the valet of His Lordship, also his batman during the Boer War. In this brief dialogue, we see that the form of address *my Lord* is used four times, and 27 units *my Lord* were found in the text in common.

The rarest are elements from the group “forms of address”: such units as *Ma'am* and *mother*. These forms of address of middle class are used just once. As an example, let's consider the following dialogue:

**Ellen:** First post, Ma'am.

**Isobel Crawly:** Thank you, Ellen. One for you.

**Matthew Crawly:** Oh. Thank you, Mother. It's from Lord Grantham.

**Isobel Crawly:** Really? What on earth does he want?

**Matthew Crawly:** He wants to change our lives. [Downton Abbey (2010) S01E01 – English subtitles. [http](http://)].

This dialogue illustrates the relationships in the middle class.

Isobel Crawly is widowed mother of Matthew Crawly, she is the daughter of a doctor, was a nurse during the Boer War and the typical middle class woman. Matthew Crawly is her son, Lord Grantham's third cousin, a young man, works as a qualified solicitor in Manchester and then becomes new heir presumptive. This branch of Crawly family is from middle class and can afford only one maid. And because they do not belong to the upper class and do not have courtesy titles, they use standard forms of address like *mother* and *Ma'am*.

Thus, we researched concept DOWNTON ABBEY as one of the segments of architectonic, represented in a British TV series, and we conclude that: first, the type of cultureme as form of address is high-frequency in use. Especially the units *my Lord* and *His Lordship*, used by servants and mentioned in the text 27 and 12 times respectively. At the same time, culturemes that represent forms of address as *Ma'am* and *mother* used just once. We believe that this is due to the fact that these forms of address belong to the middle class – the smallest stratum of society in the early 20<sup>th</sup> century. Their synonyms *Mama* and *my Lady*, typical speech etiquette forms of high society, are used much more frequently (five and four times, respectively). Forms of

address culturemes are located in the perikemel area and in the nearest periphery of researched nominative field of the text.

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## THE PROBLEM OF FORMING THE INTERCULTURAL WORLD OUTLOOK IN THE FIELD OF FOREIGN LANGUAGES EDUCATION

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The article focuses on the research into existing problems of intercultural communication in the field of foreign languages education. The paper in question substantiates the necessity to take into consideration the notions "culture", "communication" and "intercultural communication" as integral, interconnected components of forming the intercultural world outlook. The author sets out particular tasks: to specify the notion "intercultural world outlook", to identify the structural content of the intercultural world outlook, to highlight objectives, attitudes and problems of implementing in practice some methods used in the process of moulding the intercultural world outlook.

The subject of culture-through-language studies, intercultural communication and words-realia is a burning issue of the day, as the beginning of the 21st century is an epoch of globalization and integration into the world community where a modern person finds himself in the multi-language environment. He should adapt to it and display tolerance and interest to values, customs, traditions, differences and stereotype forms of people's behavior representing various cultures. In connection with these objective consistent changes the significance of foreign languages is increasing and correspondingly – the training of a foreign language teacher who is able to resolve the problems.

Nowadays one of the essential and topical issues of the training of a foreign language teacher has become absolute necessity of deeper studying of foreigner's world.

S.G. Ter-Minasova believes that the basis of any communication is "a reciprocal code", reciprocal knowledge of words-realia, the knowledge of the subject