

## ACCENTUATION ERROR AS A PHENOMENON OF MODERN COMMUNICATION IN THE INFORMATION SPACE

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Language culture is an important part of national culture. It is the language that is the source that preserves the nation's history, promotes its self-identification and uniqueness in the global history of mankind. To lose a language or turn it into an illiterate conglomeration of words and phrases means to lose one's independence, the right to civilizational development and communication with other nations.

The accentuation norm together with the orthoepic one are the elements of the phonetic passport of a word, ignorance of which easily declares a foreigner and an individual having no proper level of education. Each language has its special phonetic rules, its phrases have their own unique rhythmic and melodic pattern, the negligence of which is the result of nihilistic attitude to this very important communication tool.

The significance of the research is that the study of errors of the accentual norm will give an opportunity to improve the level of literary language among different segments of its native speakers, increase responsibility for the use of norms and help instill a desire to preserve and develop options for proper functioning of national language in public communication. Such work is necessary especially in the conditions of artificial bilingualism that has developed in modern Ukraine. Knowledge of foreign languages is a characteristic feature of the 21<sup>st</sup> century, but knowledge of the mother tongue is a natural attribute for every citizen.

The purpose of the article is to analyze the factors and reasons that contribute to the spread of erroneous options for emphasis both in the media and in public communication, as well as the development of recommendations to avoid them. So, the purpose stipulates the usage of methodological basis of the study including comparative, structural, oppositional research methods, and the method of stylistic analysis. The paper presents real examples of violations of the accentuation norm by presenters of leading TV and radio channels, journalists, teachers, deputies.

The accentuation norm is not stable enough, as it is easily ignored in the process of communication, although each individual word has its own emphasis. This fact creates real conditions for its violation, which eliminates the national identities of the Ukrainian system of emphasis, distorts the language system itself, and leads to the distortion of the content of the message. In addition, the non-normative emphasis in case of its active circulation in the media, advertising, communication of civil servants and VIPs does not contribute to the functioning of the Ukrainian language as the official language, is a threat to its further development. This issue is considered to be public, so its solving is of great importance.

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## APPOSITIVE STRUCTURES AS SYNONYMIC DISCOURSE INNOVATIONS IN FRENCH FICTION OF THE 20th – EARLY 21st CENTURIES

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**Key words:** “alternative” linguistic experiment, appositive construction, co(n)textual pertinence, discourse innovation, preferential option, synonymic transform.

In this article the appositive structures of modern French fiction are studied in the continuum language → discourse and defined as two-basis (with several transformational terminal chains) synonymic transforms of the virtual (linguistic) primary subordinate proposition which are formed in the space of the operating time of a thought movement and actualized in the form of compressed discourse innovations with the implicit predication.

The goal of this research is the establishment of the structural-semantic typology of mono- and poly-predicative utterances with the appositive synonymic transforms of French fiction of the XXth – the beginning of the XXIst centuries, the inverse reconstruction (discourse → language) of the virtual transformational processes and of the primary proposition within the functional-semantic macrofield of the analyzed appositive constructions and the justification of the co(n)textual pertinence of the actualized appositive preferential options.

In the article the method of the inverse reconstruction of the systemic (linguistic) transformational operations is used with the aim to reveal all the members of synonymic chains. The “alternative” linguistic experiment, that consists on the artificial substitution by the recipient of some utterance of the analyzed discursive fragment with the synonymic utterance, allows to determine the degree of the co(n)textual pertinence of the primary proposition and of each synonymic transform.

The immediately and distantly pre-, inter- and postpositive mono- and polysynonymic (with the polysynonymy in the level of a syntagm and the utterance) appositive preferential options with explicative, concessive, conditional and causal semantic values are distinguished. They revealed the mono- and polypredicative utterances: a) with explicit actant-referent point of the appositive segment; b) with implicit actant and indirect designation of the appositive referent by the immediate actant markers in the form of possessive, demonstrative et al. adjectives that introduce the substantive which marks the part of body, the human condition, the feeling etc.; c) with implicit actant and indirect designation of the appositive referent by the distant actant markers (most often by the personal pronouns direct and indirect complements). The virtual transformational processes are inversely reconstructed and the degree of the co(n)textual pertinence of each member of the synonymic chain of analyzed appositive constructions conditioned by the author’s intention to avoid the reactualization of the exteriorized referents, the overload of the co(n)text with complex predicative constructions or by his idiosyncrastic peculiarities, is determined.

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