

# Lingvocultural Types in the British Language Picture of the World

## Tipos lingüísticos en la imagen del mundo en lengua británica

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## Summary

One of the mainstreams in linguistics at the end of the XXth - beginning of the XXIst century is a linguocultural modeling of linguistic consciousness and communicative behaviour, i.e. the creation of a certain linguocultural archetype. By itself, the term "linguocultural archetype" is an interdisciplinary concept of cultural linguistics, linguistic conceptology and linguistic personology. The authors of the paper consider a linguocultural archetype, on the one hand, as a set of indicators, which make it possible to find a recognizable image of some individual, and on the other hand, reveal the features typical for a social or ethnic group, which is a binding basis for the archetype. The linguocultural archetypes presented in the paper are considered as typified individuals from a certain ethno-social group; they are recognisable by their characteristic features of verbal and non-verbal behaviour and value orientation in the society. The paper deals with conceptual, figurative, value and associative features of British linguocultural archetypes such as "English policeman", and "knocker up". The important indicators of linguocultural archetypes in cognitive consciousness of people are recurrence, associativity and textuality. The recognisability of the linguocultural archetypes "English policeman" and "knocker up" is stipulated by the mentioning of these professions in films, works of writers and artists, as well as in mass media materials.

**Keywords:** linguocultural archetype, British language picture of the world; component analysis, figurative characteristic, recurrence

## Resumen

Una de las corrientes principales de la lingüística a finales del siglo XX y principios del siglo XXI es el modelado lingüístico de la conciencia lingüística y el comportamiento comunicativo, es decir, la creación de un determinado arquetipo lingüístico. En sí mismo, el término "arquetipo lingüístico" es un concepto interdisciplinario de lingüística cultural, conceptología lingüística y personología lingüística. Los autores del artículo consideran un arquetipo lingüístico, por un lado, como un conjunto de indicadores, que permiten encontrar una imagen reconocible de algún individuo, y por otro lado, revelan las características propias de un grupo social o étnico, que es una base vinculante para el arquetipo. Los arquetipos lingüísticos presentados en el artículo se consideran como individuos tipificados de un determinado grupo etno-social; son reconocibles por sus rasgos característicos de comportamiento verbal y no verbal y orientación de valores en la sociedad. El artículo trata sobre las características conceptuales, figurativas, de valor y asociativas de los arquetipos lingüísticos británicos como "policía inglés" y "knocker up". Los indicadores importantes de los arquetipos lingüísticos en la conciencia cognitiva de las personas son la recurrencia, la asociatividad y la textualidad. La reconocibilidad de los arquetipos lingüísticos "policía inglés" y "knocker up" está estipulada por la mención de estas profesiones en películas, obras de escritores y artistas, así como en materiales de los medios de comunicación.

**Keywords:** arquetipo linguocultural, imagen del mundo en lengua británica; análisis de componentes, característica figurativa, recurrencia

## Introduction

In recent years, linguistics has had a steady focus on the interaction of language and personality, which contributes to more effective language communication through the study of certain types, which are an important component of the country's culture of the language studied. O.A. Dmitrieva, V.I. Karasik, E.A. Yarmakhova and others made a great contribution to the creation of the theory of linguist types (Dmitrieva, 2007; Dmitrieva & Karasik, 2005; Karasik & Yarmakhova, 2006). The topicality of the article is due to the desire to optimize the understanding of the cultural characteristics of British linguoculture in general and specific linguocultural types in particular. For example, the figurative and conceptual characteristics of some linguocultural types are presented by the carriers of Russian linguistic culture in a simplified form, so only the holistic analysis makes it possible to see the real picture. The linguocultural type is "a typed personality, a

representative of a certain ethnosocial group, recognizable by the specific characteristics of verbal and non-verbal behavior and deduced value orientation (Karasik, 2007).

The subject of study is conceptual, figurative, value and associative signs of the lingvocultural type in English-language discourse. For example, in order to identify these components of the lingvocultural type "a policeman" the image of a policeman functioning in everyday reality of the British was studied. Image: gender (men 80%), age, health and physical strength, uniform, weapon, presence of a service car, horse dog. pursuing a friendly goal and willing to go for disregard of their own principles to achieve the best result of their work. Thus, on the streets of London you can meet a policeman in an unchanged blue uniform (called the boys in blue), consisting of trousers, long-sleeved shirts and necessarily a tie, also on them almost always the famous helmet of British police officers. Police officers generally do not have weapons. A typical police officer is primarily an educated person. As for the emotional assessment in relation to this type on the part of others, it is difficult to draw ambiguous conclusions. Since most native speakers still treat him positively, it can be assumed that the image of a policeman in the mind of a person carries a positive assessment. However, nothing is alien to the police and newspaper readers could also observe some of the negative aspects of police service: fraud, lack of gun ownership skills (Pospelova, 2017).

The purpose of the article is to characterize the lingvocultural type "knocker up" in English culture, to identify conceptual, figurative and value dominants, associative signs of the "knocker-up" / "knocker-upper" of the English-language discourse.

## Methods

Research methods: analysis, synthesis, generalization, systematization, classification and comparison, component analysis. The component analysis of the lexical unit under study was based on a number of authoritative lexicographical sources

Knocker-up UK, dated) A person whose job was to go from house to house in the early morning and wake up workers by tapping on the bedroom window with a long pole. Knocker-up is a person employed to rouse workers by knocking at their doors or windows. Knocker-up – a person employed to rouse workers in the morning A person employed to rouse workers by knocking at their doors or windows. 'He remembers gas lamps and the days when the 'knocker-up' did his rounds waking up the mill workers.' If you're an early riser, you may consider becoming a knocker-up. Chiefly an occupation from pre-alarm clock, industrial revolution Britain. Knocker-ups went from house to house early in the morning to wake up their clients at pre-specified times. They would carry truncheons, long batons that they would use to rattle the window panes of heavy sleepers to wake them. This job became defunct in the early 1900s when it was replaced by the modern alarm clock (Encyclopedia Britannica, 1911; Hoad, 1996; Klein, 1966; Longman Dictionary of English Language and Culture, 1998; <https://knocker-up.livejournal.com/> (дата обращения 26.11.2019)). As materials for the study were taken the work of C. Dickens "Great Expectations", which presents a short description of the wake-up. This description is included in the content of the play Stanley Houghton "Hindle Wakes" and is reflected in the film of the same name of Maurice Elvey.

## Results and Discussion

The results of the definitional analysis of the concept of "knocker-up" originating from the word "knocker" - the door hammer (the prototype of doorbells) is the following definition of the word. Such an unusual profession such as "knocker-up" in England and Ireland existed until the 1920s and 1940s. The profession was very much in demand. During the Industrial Revolution in England there were many factories. People have become more organized. It was necessary to go to work by a certain hour, without delays. They had to get up very early. The responsibilities of specially trained people in this profession were to encourage people to work. After the invention of the alarm clock, the profession was forgotten. The results of the component analysis are the following. General categorial sema: "a relation to professional activity. Archisema: "knocker up." Generic,

species: gender (male/female); appearance (high, hardy people); professional obligations (wake people, light/extinguish lanterns); tools (stick, pipe); History period (The Industrial Revolution). Connotative semas: "unusual profession," "history of the country." Potential semas: "privileged knocker-ups". Co-hypomems do not stand out. The generic-species semas presented in the table can serve as a material for more complete definitional analysis, as well as contribute to a deep study of the meaning of the word.

Table 1.

Time and place	From 18-19th century to 1940 -50 years (with the rapid spread of electricity). The Industrial Revolution in England. Ireland, England (Liverpool, London, Manchester). Especially in the northern cities, where people worked in shifts, where fishermen measured the time for hot flashes and low tides.
The main professions of knocker-ups	lantern extinguisher, constable
The duties of the wake-up workers	Light/extinguish the lanterns, fix the wicks in the lanterns, pour oil or kerosene, and then light a candle; Make sure the customer is finally awake, read the time it takes to wake up the customer. The time of the wake was either agreed in advance, or was written on the door, window or reported by signs. Some knocker-ups played on a special pipe. If a rooster could help in the village, it was difficult in the city.
Employers	large factories, factories, private individuals
Social status	The knocker-ups worked in poor areas where people could not afford to buy hours (or rented to a pawnshop), worked in shifts. At the same time, there were whole dynasties of knocker-ups, who passed on the "secrets of craftsmanship" from generation to generation. Privileged alarms flaunted in cylinders and jackets.
Appearance	tall people, physically strong (blow in the pipe), hardy.
Traits	punctuality, responsiveness, responsibility, endurance
Age	Older people
Gender	Men, women
Tools	(bamboo) short/long tube, dried peas, tube with solid baldash, ratchet, soft hammers, stick, hollow tube, cane, spitting/throwing tube. Hammers were real works of art
Payment	low, 4 to 6 pence per month
Attitude to alarms	Thanks to those who were awakened; neighbors' irritation, benevolence in society

The next stage of the analysis is to consider the value, figurative characteristics of the concept of "knocker-upper", i.e. those characteristics that make the concept of "knocker-upper" a linguocultural type. The recognizability of the linguocultural type "knocker up" is conditioned by the mention of this vanished profession and in the (same-name) works of artists such as Margaret Madlen, Bernard McMullen, Harold Riley, Eric Knight and Tom Brown. The man- alarmist appears at the very beginning of the musical "The Wind Road Boys" by Paul Flynn. Knocker -up is the name of the magazine, as well as the type of beer (<http://www.collinsdictionary.com/>; Collins Discovery Encyclopedia, 2005).

The symbol of the disappeared profession, as well as the whole era that has passed away from this profession is the legendary Mary Smith, a resident of London (Brenton Street). She was one of the last in the history of the knocker-ups. Mary Smith used a spitting tube and could get into

the right window on the third and fourth floors. In those days you could hear "Wakey, London, Wakey. Mary Smith of Brenton Street Dear and famous knocker -up was and Jack Felloys, who has a large and tiny dog. Some homes in England have been slashed as a result of the work of the knocker -ups. One more interesting fact. The English language lacks synonyms for this type, and knocker up is the only expression of the relevant concept. In Russian language such synonyms are present: alarm bell, alarm clock, snitch, human alarm clock, knocker-upper (будильщик, будильник, стукач, человек-будильник, живой будильник, кноккер-аппер)

## Summary

The types presented are dispersal, i.e. types that cause associations with an unlimited number of personalities. In addition, these types are non-fictional, factual, real-world. Summing up all the above classifications, it is worth highlighting the main classifications, the most productive for the study of linguocultural types. The most commonly used classification to describe linguocultural types is the classification proposed by V.I. Karasik and O.A. Dmitrieva, which implies the description of conceptual, figurative and value characteristics of the linguocultural type, as well as another research model consisting of a linguocultural type passport, sociocultural reference, definitional and value characteristics. Additional signs of linguocultural types, such as fixedness and variability, positivity and negativity, factual and fictitiousness and others will complement the model of a linguocultural type. The linguocultural type also refers to concepts, namely the concept of a typing personality. The linguocultural type is a certain image that has typical characteristics of the entire culturally-linguistic society or a certain group, for example, a social class, and is an important element of culture. The totality of these types is of particular value to culture, as they are unique and absent in other cultures. Linguocultural types are the most important difference between one culture and another. The linguocultural type can be both positive and negative, and is based on conceptual, figurative and value characteristics.

## Conclusions

The linguocultural type "knocker-upper" corresponds in its content to the period of the Industrial Revolution in England, Ireland. This concept in connection with the development of science and technology has disappeared from human life completely, but the historical significance has been preserved. Currently, the use of the lexical unit "knocker-upper" is limited to fiction, visual art. It functions in other values (assistant or agent of the candidate). This concept is a linguocultural type, as it has the following signs of recognizability, textuality, recuperation. "Knocker-upper" is the image of England's historical past. The proper name Mary Smith symbolizes the disappeared profession, touching care of people, Jack Felloys - "living alarm clock" of the nineteenth and the twentieth centuries.

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