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COMPONENTIAL ANALYSIS OF LEXICON ON THE DUST JACKETS OF ENGLISH BOOKS

Scrutinizing the language peculiarities on the dust jackets of English books we ascertained the texts presented on the book jackets as advertising type that requires approaching the matter at different angles and from various perspectives. Hitherto we focused our attention on the linguopragmatic analysis, functional peculiarities and semiotic features of the language items used on the book jackets. The variety of genres of the structural components on the book jackets determines the application of the approach that will permit to examine the structure of fragments and determine their composition as a coherent text. Thus, we will search for textual cues that will allow us to specify the coherence of the informational texts on the dust jacket.

Comprehending coherence, Steven Witte and Lester Faigley [1981: 189] maintained that “coherence defines those underlying semantic relations that allow a text to be understood and used” and “coherence conditions are governed by the writer’s purpose, the audience’s knowledge and expectations and the information to be conveyed”. So, the current paper deals with the lexico-semantic relations of the words, their meanings and concepts embodied in words. The enquiry is based on theories of the lexical semantics and conceptual approach that we highlight from two perspectives.

Dirk Geeraerts [2010] studied lexical fields, various types of their relations and methods of the analysis. He distinguished lexical, semantic and conceptual fields of the words and their meanings. Due to their contribution to the study of semantics we will give our insight of the words’ meanings within the context of the texts on English book jackets.

Thus, for our purpose, firstly, we apply componential analysis of the semantic properties of the language on English book jackets. To achieve our aim the following objectives will be accomplished: first, we define semantic fields that joined together by common semantic component and examine lexical items in the texts of a particular book jacket from the semantic perspective; second, we highlight the role of semantic links between the texts that will give us proofs about the coherence of the informational blocks on the dust jacket.

Proceeding to the componential analysis of the lexical items, reasonable is to mention that lexicon of language is its vocabulary, including its words, phrases and expressions. Lexicon can be organized mentally in human’s mind referring to “human wordstore” [Aitchison 2003: 10], which speaker carries around “inside his / her head” [Singleton 2000: 161]. This organization implies certain principles, such as creating lexical set in terms of one lexico-semantic group at the surface level.

Developing our steps further, let us analyze those language means in texts on the dust jackets that contribute to their unique style of presentation. We first consider the partitioning features because such texts exist in a limited space with their own fixed composition and can be determined as an advertising type of text carrying its functionality. The structural components are title, caption, blurbs, author’s biography, reviews. So, giving insight into the use of language in the texts of specific area – English book jackets, we will consider a concrete example with a typical text pattern with all components (see Figure 1).

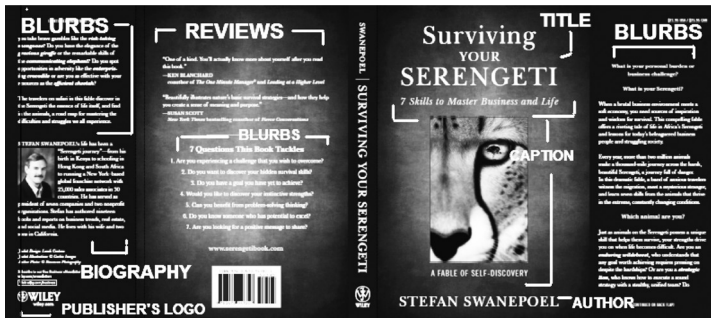


Figure 1. Dust jacket of the book “Surviving Your Serengeti”

Thus, on the figure presented above you will see the essential parts of the book jacket: spine bears the title and author’s name; front flap comprises blurbs and back flap – author’s biography, blurbs and publisher’s logo; front cover contains title, author, caption, picture; back cover consists of blurbs, reviews. We claim that the structured components are organized in specific ways to create a coherent and meaningful text.

Pursuing our aim, we single out lexical items, that is, words and phrases that form a common semantic group and ascertain semantic realizations of them on the dust jacket. From this perspective, we single out semantic fields joined together by common semantic component.

Therefore, we stated two semantic fields: **self-development, wild life**. Our next step is to detect words and expressions belonging to the semantic fields denoting person's development and wild life or general concept of life. To gain it, we will analyze title, caption, blurbs, reviews and author's biography.

Table 1

COMPONENTIAL ANALYSIS OF THE SEMANTIC FIELDS

Thematic groups	Words / Expressions
Title	
Self-development	Surviving
Wild life	Surviving, Serengeti
Caption	
Self-development	Skills, self-discovery, master
(Wild) life	Life
Blurbs	
Self-development	Lessons, learn skills, strengths, goal, experience
(Wild) life	Survive, Serengeti, animals, enduring wildebeest, strategic lion, risk-taking mongoose, gracious giraffe, communicating elephant, enterprising crocodile, efficient cheetah, safari, essence of life, danger
Author's biography	
Self-development	Running, schooling, served as president, authored
(Wild) life	Serengeti journey
Reviews	
Self-development	Know more, sense of meaning and purpose
(Wild) life	Nature's basic survival strategies

So, in the given table you can see that both mentioned semantic fields contain words and expressions with common concept of wild life and development of personality.

So, we explored five informational blocks and came to conclusion that each book jacket's component comprises two semantic fields defined in the process of componential analysis. It gives us reason to claim that the structural components are connected by common notions of self-development and wild life, though blurbs contain the prevailing number of words within the semantic field **wild life**. Therefore, the results prove coherence of the text at the surface level.

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ОБРАЗ ЧЕЛОВЕКА КАК ВОЛЕВОЙ ЛИЧНОСТИ В КУЛЬТУРНЫХ ТРАДИЦИЯХ ЗАПАДА И ВОСТОКА

Современное философское знание о человеке определяется необходимостью систематизации и концептуализации различного и многообразного материала. Выработка новых гносеологических ориентиров данной проблематики является приоритетным