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**INTRODUCTION**

In the history of science, there are more than 70 various criteria of definition of the word and at his heart there are the graphic (spelling), phonetic, structural, grammatical, syntactic, semantic, system principles. The problem of allocation (definition) of the word includes two aspects: problem of separateness of the word, its delimitation (word delimitation in the text that demands, on the one hand, difference of the word from its part — a morpheme, and with another — from a combination of two words) and a problem of identity of the word, its identification (establishment of verbal identity various the word of the uses).

The word – the main structural-semantic unit of language serving for a name of subjects and their properties, the phenomena, the reality relations, possessing set of the semantic, phonetic and grammatical features specific to each language[[1]](#footnote-1).

Complexity of identification of words and establishment of their system is caused partly by existence of versions of words: spelling, phonetic, orthoepic, stylistic, grammatical, word-formation, lexico-semantic. Studying of motivation of words is in lexicological aspect for the present at the initial stage, despite the considerable volume of the done work. Not readiness of many aspects of a problem, temporary instability of terminology, though here already starts coming to light a certain system[[2]](#footnote-2).

The problem of motivation of words closely adjoins to other lexicological questions. At the solution of the tasks connected with a problem of motivation of words, there were possibilities of consideration through a prism of the motivational relations and their updating of some other problems.

Studying of updating of the motivational relations of words assumes the solution of other questions connected with the motivational relations of words. Motivational value, for example, interacts with a motivational form. In addition, another it is possible to classify by existence or absence of that, for example, all words in language and all opportunities of their use in the speech.

1. **General problems of the theory of the word**

The word problem as main unit of language is studied in the general theory of the word. In the category of lexical units join not only separate words, but also set phrases (analytical, or compound, units), however the main lexical unit is the word.

As the word — unit, being characterized correlation of form and content, a word problem as units of language is considered in three aspects: structural (word allocation, its structure), semantic (a lexical meaning of the word) and functional (a word role in structure of language and in the speech).

In structural aspect, the main objective of the lexicological theory of the word is establishment of criteria of its separateness and identity. In the first case the word is compared with the phrase, signs of its continuity and separateness come to light, the problem of an analytical form of the word is developed. In the second case it is a question of establishment of an invariant of the word which is cornerstone as of its grammatical forms (in this regard the category of a word form is defined), and its options — phonetic, morphological, lexical-semantic (in this regard the problem of version of the word is developed)[[3]](#footnote-3).

The semantic analysis of lexical units is a subject of studying of lexical semantics, or semasiology which investigates correlation of the word to concept expressed to them (significantly) and designated by it in the speech object (detonate).

Semasiology, closely intertwining with a lexicology, usually joins in semantics framework. The lexicology studies semantic types of words, allocating the lexicological categories reflecting semantic features of lexical units, such, as a monosemy and polysemantics, the general and special, abstract and concrete, wide and narrow (a hyperonym and a hyponym), logical and expressional, direct and figurative values of lexical units.

The special attention is paid to semantic structure of multiple-valued lexical unit, identification of types of word meanings and criteria of their differentiation, and also ways of change and word meaning development; the desemantization phenomenon — losses by the word of the lexical meaning and its transition in grammatical formant is analyzed.

In functional aspect, the word as unit of language is considered from the point of view of its role in structure and language functioning as a whole, and from the point of view of its ratio with units of other levels.

Lexicon and grammar interaction is especially essential: the lexicon imposes restrictions on use of grammatical categories; grammatical forms promote differentiation of word meanings. Lexical and grammatical means with a general meaning form lexical and grammatical fields (expression of quantity, time, etc.).

The structure of dictionary structure is considered in two aspects: the system relations between lexical units and stratification of dictionary structure.

The groups of words forming system, can differ on volume, that is cornerstone of their community (a form or the contents), on degree of similarity of forms or values of lexical units, according to the characteristic of the relations (paradigmatic or syntagmatic) between lexical units.

The minimum groups of separate lexical units founded on similarity of a form, form homonyms or paronyms. At a support the groups of words which are based on the conceptual logical relations or paradigmatic type are allocated for the contents — equivalence (synonyms), contrasts (antonyms: "to give" — "to receive"), appositional (a semantic row: "pine" — "birch" — "oak", "warm" — "hot"), inclusions (the gipero-hyponymic relations: "tree" — "birch"; or syntagmatic type (a subject — a sign, part — whole, etc.)[[4]](#footnote-4).

The lexicology investigates also larger groups of words — fields which also are formed based on a form (for example, a nest of words) or contents and are under construction proceeding from the paradigmatic or syntagmatic relations.

Set of paradigmatic and syntagmatic fields forms the thematic field displaying a certain sphere of extra language reality (for example, automobiles, animal husbandry, art, etc.).

At the accounting of form and content (polysemantics, a synonymy, word-formation communications, etc.) any site of lexicon does not appear isolated, the relations between any lexical units are established.

The lexical structure of language is non-uniform, stratified. The categories of lexical units on the different bases are allocated: on the use sphere — lexicon common and stylistically noted, used in certain conditions and communication spheres (poetic, colloquial, scientific, professional lexicon, popular speech, regionalisms and dialecticisms).

In connection with studying of options of the literary languages — their specific lexicon; on emotional coloring — the neutral and emotionally painted (expressional) lexicon; on historical prospect — neologisms, archaisms; by origin words or realities designated by them — loan, (designation of foreign realities); in relation to language system and functioning — active and passive lexicon, potential words, nonce words[[5]](#footnote-5).

Lexical system the least rigid of all subsystems of language, border between groups of words is indistinct; the same word can in different values and the uses to treat different categories of lexical units.

By lexicon studying, in its functioning are considered the following problems:

* rate of lexicon in texts;
* lexicon in the speech, in the text, its nominative function, contextual shifts of values and feature of the use (many of lexicological categories peculiar refract in the speech in this connection distinguish language and speech synonyms, antonyms;
* lexical polysemantics and homonymy in the speech is usually eliminated or assumes an air of a word-play or a semantic syncretism);
* word compatibility which is considered at levels semantic (compatibility of the concepts designated by these lexical units: "the stone house", "fish floats") and lexical (compatibility of lexemes: "to give lecture", but "to do the report").

Free and connected combinations, and in the last — idiomatic differ that is a subject of studying of phraseology.

The lexicology investigates ways of replenishment and development of dictionary structure of language, distinguishing 4 ways of creation of the nominations three of which are based on:

* using of internal resources of language — creation of new words, formation of new values (polysemantics, transfer of values, and are studied regularities of a filiation of values);
* formation of phrases;
* attraction of resources of other languages — loans (lexical loans and tracing-papers).

Factors and forms of integration of loan words are investigated.

Important aspect of a lexicology is studying of words in their relation to reality as in words; life experience of collective is directly fixed in their values during a certain era. In this regard such problems, as lexicon and culture, a problem of linguistic relativity (lexicon influence on "world vision"), linguistic and extra linguistic components in a word meaning, background lexicon, etc. are considered[[6]](#footnote-6).

1. **Motivation**

One of such problems, it is possible to consider a word problem as the motivation which penetrates all circles of lexical system of language, plays not the last role in all types of the system relations of words, in functioning of lexical units. Even the absence fact at the word of motivation allows tracking these or those features of its use, its ratio with other lexical units. All researchers the importance of motivation at the time of word creation admits.

The motivation in a lexicology is understood as "structurally semantic property, the words, allowing realizing rationality of communication of value and a sound cover, the word on the basis of its lexical and structural correlation".

In a modern lexicology, some types of motivation depending on this or that aspect of a problem are allocated; full and partial, lexical and structural, absolute and relative, obvious and hidden, direct and indirect, phonetic, morphological, semantic.

The main are types of lexical and structural motivation, which reflect correlation of the word to a single-root lexical unit and to one-structural education. Completely motivated it is considered the word possessing both that and other type of motivation. All other words are considered as semi-motivated and unmotivated.

The special place is taken by a terminology problem at lexicological approach to the phenomenon of motivation of words. It is caused by that some terms are rather widely used in a science of derivatives, however with a bit different values. In a lexicology in the analysis of the motivational relations, it is offered to use the following main terms for designation of units of motivation: motivator – a motivating lexical unit[[7]](#footnote-7).

Updating of the motivational relations of words is necessary speaking for more successful information transfer in order that at perceiving this information the most adequate understanding of the transferred as soon as possible was established.

Violation of requirements to avoid a tautology as negative characteristic of the speech is thus possible. In the fluent speech use of proper words according to communicative requirement is not a consequence of acts of consciousness, and manifestation of the installation created by specific speech need and the corresponding situation.

Therefore, in oral speech always there are mistakes from the point of view of standard of the written text. Stylistic editing of any text almost always includes edition of the tautology, which is showing as natural result of reche-cogitative activity.

The oral dialect speech uses this tautology as a peculiar reception for information deduction in random access memory speaking and listening.

Updating of the motivational relations of words can be carried out speaking purposefully, consciously and not purposefully, involuntarily, when speaking at all doesn't notice, doesn't realize the carried-out motivation of words.

The same can be tracked from the point of view of the listening: understanding and lack of awareness of the importance of attraction motivational the connected words at perception of the message. Further differentiation and the analysis of the conscious and subconscious use of motivator in the speech is necessary.

Conditionally any case of motivation of lexical units, even in communicative function, can be considered as the combination of words creating an expressional shade of meaning. It is confirmed by many researches.

So, for example, the identity of lexical meanings of a single-root verb and a noun, and distinction of their grammatical meanings is synthesized in an analytical form with flexible structure. It creates special semantic-stylistic effect of expressivity. The use in one statement single-root or one structural units can emphasize a stylistic shade of meaning of the text.

The motivation of words in metalinguistic function is carried out in dialect conditions usually in a situation of a language translation and in the conditions of linguistic experiment. Results of research of motivation of words in metalinguistic function confirm objectivity of the data obtained in a language situation. Metalinguistic function of motivation of words can be separately considered when studying interlingua contacts, techniques of training in foreign languages, theories and practices of interpretation of values of lexical units in dictionaries of various type. Metalinguistic function of motivation within lexicological aspect of the theory of motivation still practically was not investigated.

The functional importance of motivation of words in the dialect speech is defined also by that fact that in oral speech there is the specific expressive factor, which is showing in writing of language only indirectly. Oral speech is always perceived with installation on sounding and on the live specific identity of the speaking. Functions of motivation of words in the dialect speech are closely connected with speech functions, with the reasons of motivation. They depend on relevance of these or those words for speaking, on the frequency characteristic of the concrete word, on degree of phraseological coherence of the word, on its valence.

They are also caused by character of the communicative act and installation speaking, connected with features of social portraits speaking and listening. The accounting of all these factors, impossible even in the real research, will allow constructing further more objective picture of regularities of manifestation of updating of the motivational relations of words[[8]](#footnote-8).

**CONCLUSION**

The aspiration to find communication between objects of reality is inherent in human consciousness, and this communication can be carried out both in the area of a form, and through the contents, value. The same occurs if words become object of comparison, and already then - realities, which they designate.

In either case the highest extent of comparison is simultaneous correlation both in a form, and on semantics, allowing most precisely to define a place of this reality in space and time.

Lexical units have to be characterized differently from the point of view of the width of coverage of lexical or structural motivation. In this regard, it is necessary to allocate words with "broad" lexical motivation, words with "broad" structural motivation, words with "broad" full motivation.

It is quite possible that these indicators influence functioning of words, their choice from a number of synonyms, cause fixedness degree in lexical structure, influence development of a polysemy, lexical compatibility[[9]](#footnote-9).

The semantic aspect of studying of motivation of words can promote specification of the nature, the reasons, conditions and functions of updating of the motivational relations of words.

Types of motivation can be described in logical terms and by that, the logical basis of motivation of words can be once again confirmed. The directed motivation, for example, - a striking example of privative opposition, and mutual motivation - equipollent.

The motivation of words can specify the new semantics of lexical units and emphasize, recover the old. The same case of motivation of words can be perceived and as bearing "emotional information", and as "neutral".

The vernacularity of motivation of words - its basis concluded already in opposition and comparison of a form and value of lexical units.

Further studying of the phenomenon of motivation of words assumes more detailed and profound development of the planned problems with broad attraction of psycholinguistic experiment that, probably, will lead to new theoretical justifications, to reconsideration of already available provisions of the theory of motivation of words in lexicological aspect.

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