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PRAGMATIC POTENTIAL OF THE NOMINATION OF THE SUBJECT-SOURCE OF FEAR (A MONSTROSITY) IN TEXTS OF HORROR DISCOURSE

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The research examines the pragmatic potential of various nominations of the subject-source of fear (monstrosity, in particular) in texts of horror discourse in English and Ukrainian. The idea is that the expression of the communicative sense "fear" in non-conventional, subjectively created world according to the author's intention is explicated in the nomination of the subject-source of fear (SS). Generally, any SS is a monster as far as its attributes and actions are harmful for the recipient of fear (SR), and its essence contradicts the SR's world-creating norms. Psychologically, SS-monstrosity is a metaphor that gives ground to a trend in the horror discourse (J. Hartwell) and preconditions the modus of fear emphasis that lets the reader concentrate his empathy on revealing the SR's hidden fears. In psychology this state is referred to as *dysmorphophobia*, or an obsessive fear of deformities (both own and others). The alogism of SS' reference includes repellent appearance as the feature of external inconsistency with the norms of the SR's world: in this sense, it borders on the notion of otherness that, revealed to the fullest, may be perceived as horrific. On the other hand, deformities viewed as the features of a creation of another world relate to the notion of novelty, and may be perceived as not fearful. Both sense variations mentioned above are present in the texts of horror discourse and actualize such senses, as "fear of new" and "fear of the other"; their differentiation helps exclude from the analysis the tautological notion "fear of fearful".