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**Positive thinking, positive language, positive discourse**

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The article deals with some aspects of the theory and research of positive thinking by means of positive language and positive discourse and the corresponding impact on obtaining favourable outcome in cognition process.

**Key words:** positive thinking, language, discourse, cognition process.

**Байбакова І. М., Гасько О. Л. Позитивне мислення, позитивна мова, позитивний дискурс.** У статті розглянуто деякі аспекти теорії та дослідження позитивного мислення засобами позитивної мови й позитивного дискурсу та відповідного впливу на досягнення бажаного результату процесу пізнання.

**Ключові слова:** позитивне мислення, мова, дискурс, процес пізнання.

**Байбакова И. М., Гасько А. Л. Позитивное мышление, позитивный язык, позитивный дискурс.** В статье рассматриваются некоторые аспекты теории и исследования позитивного мышления посредством позитивного языка и позитивного дискурса и соответствующего влияния на достижение желаемого результата процесса познания.

**Ключевые слова:** позитивное мышление, язык, дискурс, процесс познания.

**The importance of the problem.** The theory and research of positive thinking being of interdisciplinary character belong to the sphere of professional interests of specialists in sociology, psychology, linguistics, management etc.

**The main body and the results obtained.** The study is focused on the correlation existing between positive thinking and favourable results by means of positive phrasing and language forming proper communication environment which finally leads to the expected success.

Thoughts directly influence language and vice versa. For instance, if one's mindset concentrates on finding the negative sides of every undertaking, it is shown in the words they say, the body language and in their tone of voice. These, in turn, may affect another's view on the subject and influence their opinion about it. Therefore, both negative and positive thinking can act like a viral phenomenon, affecting mostly the people around the best- or worst-thinkers. So it is important to focus on a way in which we communicate. When our thoughts are positive, our words are positive too and, as a result, our communication with others is pleasant and clear [2]. There are various aspects of one's language that may be discussed when it comes to positive thinking. Almost every part of communication might convey positive or negative emotions, be it the appearance or lack of certain words, their order in sentences and the way they are used in grammar, the tone and speed of voice, one's emphasis on certain words or the body language.

Words are just a small piece of the whole substance called language. Our hands came first, then came pictures and words at the end [8]. When we communicate with another being, only a small fraction of all information is conveyed through the real meaning of spoken words [9]. When we communicate verbally, there is an intense message conveyed through how we look and act. Our gestures, facial expression, even our body position may be information to our conversational partner. The language of our bodies, in most cases, tells about us more than words. For example, it is not uncommon for people with low self-esteem to speak without much gesticulation or movement or hardly make eye contact with their conversational partners. They also tend to be physically tense and immobile; when someone with such a trait sits, they often have their legs joined and bent at a straight angle, with their hands folded in their lap.

The language of our bodies conveys a message to a person who is able to see us: Do we want to be noticed? Do we want to talk? Are we honest with the other speaker? Do we concentrate on the pros, or the cons? This message may be much more important, for instance, if someone visibly lacking self-confidence starts using boastful words about oneself, they probably will not be taken seriously. If we try to convince someone else into believing something that is not true and we show signs of unease because of that, the other person might get an impression that we are hiding something from them [3].

A positive body language is associated with honesty and proper self-esteem. If one is speaking fluently and confidently and believes in his/her words, it gives others the impression of self-consciousness. When one's eyes do not escape others' sights, but instead look straight at others' faces and stay there, it helps build an image of a person who does not retreat from any situation. Hands, not hidden underneath the table and not covering one's mouth, are another aid for showing honesty, while a straightened spine is a sign for one's strong will and mentality. Negative body language includes mimics and movements commonly associated with negative emotions, such as nervousness, fear and anxiety. Unwanted movements, such as scratching one's skin or hair unnecessarily, drumming one's fingers over the table or even moving one's eyes all around the room might give a bad impression. Even keeping one's arms folded over their chest might suggest a bad attitude towards the speaker and his/her words. It is much more advisable for people to keep their arms loose and in a natural position on the table to show relaxation or with their fingers interwoven, which is a sign that the person listens carefully to the other's words. Connection between what is being said and what is being revealed by the body is not always clear [8].

According to Ribbens [6: 8]: «Eye contact is a fundamental part of getting along with people and gaining their trust. When it is lacking, communication becomes uncomfortable and it is easy to get the wrong impression of what is going on... The gaze, as opposed to the casual glance, tends to convey an interest or intent that has the effect on increasing the other person's awareness of you.» It is advisable to face the speaker with the whole body, not only the face; keeping one's body turned aside to someone is both impolite and ignorant. A spine curled to make one look shrunk and a lowered head show hardly any self-confidence, while standing with one's head lifted too high might suggest an impertinent personality.

Positive language might be achieved by rewriting sentences or whole paragraphs, thus changing negative thinking into positive one by changing the wording [4]. For example, if we take an example of the written paragraph: *We cannot help you in the matter, because you failed to provide us with the necessary information. We have sent you the paper F-220b and while you sent it back to us, you did not complete all the information required.* These words convey a very negative meaning, blaming the recipient for not completing the paper fully.

While it is polite (though overly formal), it is also exceedingly negative. It includes several negative words «cannot», and «neglected», and it has a tone that suggests that the recipient is to be blamed for the problem [10].

A simple rewrite may give a message that is slightly easier to stand: *Thank you for sending us the paper. We have input the data you provided with the paper F-220b into our system. We need additional information to send your request further, though. Please provide us with the details listed below, so we can process your request.*

There is a series of differences between these two wordings. The upper paragraphs have words *cannot*, *failed* and *did not*. The word *failed* is a semantically negative word on its own, but the two negations add for the pejorative meaning of it in general. The positive context is achieved by means of words bearing a positive meaning, such as *thank you*, *please*, *additional information*.

The art of communicating with a positive language is hard to master; sometimes even a small, seemingly meaningless change in grammar, wording or body position may hint a meaning different from what the speaker originally means.

The first place to start using positive language is with written material. Here, there are some examples of positive words: *love, friend, kindness, peace, warm, joy, hope, beauty, happy, faith, calm, hug, alive, trust, support, affection, baby, heaven, blessed, leader, truth, gracious, achieve, smart*.

These words create pleasant and positive pictures in receiver's mind. In contrast, such group of words as: *destroy, kill, hurt, suffer, unemployment, crash, agony, criticism, death, disease, poison, war, murder, jealous, ugly, force, cancel, lie, prison, lose, steal*, are definitely negative and give unpleasant view in someone's mind [8: 12]. Negative words can also be used to express positive emotions and vice versa. There are some situations in which a negative word means something positive, for instance: This new cleaner will help you to kill all the insects. In this example the word «kill» means «to get free» because the insects will no longer exist in the house.

Remez Sasson states that the power of thoughts is a mighty power shaping our life «Positive thinking is a mental attitude that admits into the mind thoughts, words and images that are conducive to growth, expansion and success. It is a mental attitude that expects good and favorable results. A positive mind anticipates happiness, joy, health and a successful outcome of every situation and action. Whatever the mind expects, it finds» [7, 1]. Hence one should use positive words not only talking with other people but even in his or her inner dialogues. It is important to bear in mind that practical instructions concerning constructive transformations include some conscious training aiming at favourable results and beneficial situations by ignoring and avoiding negativity in thoughts, utterance and attitude. The whole process involves replacing negative thoughts by positive ones focused on the expected results and desired success.

Creative visualization, repetition of affirmations and peace of mind are regarded as factors which contribute to a successful outcome. Positive phrasing and language are capable of developing positive communication environment. *Do*s are preferable to *don't*s since they form a positive language pattern resulting in conveying positive message which causes positive attitude and finally leads to positive discourse.

The very title of the article 'Positive thinking revisited: positive cognition well-being and mental health' by Andrew K. Macleod and Richard Moore [5] testifies to the correlative character of the notions regarded. The authors underline the importance of positive cognition in mental health. They put forward suggestions which deal with evaluating the validity and helpfulness of positive cognition having a therapeutic effect. The article also concerns some therapeutic approaches focused on increasing positive cognition and well-being.

Being English language teachers we are interested in positive learning environment ensuring cognitive benefits. Humour represents 'one of the most genuine and universal speech acts within human discourse' [1, 45]

**Conclusions.** Besides creating friendly positive atmosphere in the classroom targeted linguistic humour has proved to be a powerful instrument for analyzing discursal patterns of usage. Linguistic mechanics can be studied by discourse humour demonstrating 'phonological, morphological, lexical, and syntactic differences' [1, 49] between languages. Multifaceted research of positive thinking and language has revealed a powerful effect of the latter on different spheres of human activity including cognition process.

**Perspectives of further investigation.** Positiveness remains interdisciplinary focus of attention and deserves to be further investigated.

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### **Семантичне акцентування предикації у мовленнєвому акті натякання (на матеріалі сучасної німецької мови)**

*Роботу виконано на кафедрі німецької філології  
ХНУ ім. В. Н. Каразіна*

Статтю присвячено розкриттю специфіки денотативного аспекту мовленнєвого акту натякання в сучасному німецькомовному діалогічному дискурсі. Визначено особливості семантичного акцентування предикації як вербального індикатора натякання. Названо основні мовні засоби, які мінімізують зусилля адресата щодо виведення імпліцитної пропозиції з експліцитної пропозиції висловлення у разі реалізації натякання через предикацію.

**Ключові слова:** індикатор, мовленнєвий акт, натякання, предикація, пропозиція.

**Белозьорова Е. М. Семантическое акцентирование предикации в речевом акте намекания (на материале современного немецкого языка).** Раскрывается специфика денотативного аспекта речевого акта намекания в современном немецкоязычном диалогическом дискурсе. Определяются особенности семантического акцентирования предикации как вербального индикатора намекания. Называются основные языковые средства, минимизирующие усилия адресата относительно вывода имплицитной пропозиции из эксплицитной пропозиции высказывания в случае намекания через предикацию.

**Ключевые слова:** индикатор, намекание, предикация, пропозиция, речевой акт.

**Bvelozyorova O. M. Semantic Accentuation of Predication in Speech Act of Hinting (on the Material of German Language).** The article focuses on the specific character of denotative aspect in speech act of hinting in modern German dialogical discourse. The author describes properties of semantic accentuation of predication as verbal indicator of hinting. We name basic linguistic means which minimize addressee's efforts to infer the implicit proposition from the explicit one in case of hinting through predication.

**Key words:** hinting, indicator, predication, proposition, speech act.

**Постановка наукової проблеми та її значення.** Актуальний на сьогодні когнітивно-дискурсивний ракурс розгляду мовних явищ є дієвим інструментом для розв'язання численних проблем сучас-