

the pale yellow stockings, the pinkish white of the sky. These cooler colors would then be revived by the warm brown of the floor and the darker brown of the shadows ...So everything moved towards the center, towards Thomas Chatterton" [1, p. 168]. It looks very exciting the way the author forges Wallis's procedure of creating the image. Ackroyd seems to understand the painter's technique, here he embodies into the painter, he thinks and feels like Wallace. He seems to be very knowledgeable in the craft and therefore sounds very convincing. As a result we get the most famous portrait of the young poet, which deserves admiration and which will always be known as a real death of the "marvelous boy". And isn't it better to think that Chatterton ended his terrestrial existence in this very lofty way and did not come through dirt and disgust on his way to the death door? All we as readers need is just to believe this and it will be true then. And as Philip through his experience of Charles's belief in the reality of the Chatterton manuscript, comes to learn that nothing new truly exists, that truth is subjective, and Charles's "belief had been the only important thing" [1, p. 231]. Each individual creates his own version of history and believes his own version to be the truth. As Ackroyd's Meredith puts it: "Chatterton did not create an individual simply (the monk Rowley). He invented an entire period and made its imagination his own: no one had properly understood the medieval world until Chatterton summoned it into existence" [1, p. 153]. After Charles' death his friend Philip assumes that it does not matter whether the story is true is not. What really matters is one's belief in the possibility of a myth becoming true. While thinking what to do with Chatterton diaries, he wonders: "Why should historical research not also remain incomplete, existing as a possibility and not fading into knowledge?" [1, p. 231].

Thus, Ackroyd undermines the Romantic myth in order to show that the importance of the poet was *not* that he died a tragic death, or lived a heroic life; the real importance of Chatterton was in his poetry itself: as early as two hundred years ago, he understood the power history woken up to life, which becomes true one merely through imitation and imagination and by means of a unique conflation of fact and fiction.

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THE PHENOMENON OF DIFFUSIVENESS WITHIN THE SPHERE OF LINGUISTICS

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The article touches upon the problem of semantic diffusiveness in the context of meaning representation and interpretation. The author considers the phenomenon to be a complex one implying its immanent nature and deep roots within its cognitive ground. A self-reflection and an interactive character of the discourse are regarded to be essential criteria in the analysis of the issue.

Though diffusiveness is a non-linguistic term, it may be applied within the sphere of linguistics while analyzing some aspects of semantics, the study of meaning, and its cognitive ground, representation and interpretation issues. It should be mentioned that the subject under consideration is a multi-sided phenomenon having deep roots and complicated character. The simple outlook on the problem gives a limited understanding and an unfinished definition of the phenomenon revealing such synonymic notions as vagueness, ambiguity, inaccuracy, proximity. The notions being synonymic are by no means equivalent. In some cases it may be referred to semantic generalization which seems to be a hasty and incomplete judgement. A more substantial analysis needs a deeper penetration into the problem eliciting more aspects of the issue.

The phenomenon being itself a certain variant and an interactive process simultaneously is observed in various ways. It also reveals discourse features regarding fairly stable character of the chosen linguistic sign (word) as well as the interaction between the speaker (the author) and the listener (the reader). Discourse features imply the intention of the message sender and presuppositions regarding the receiver of the message. The way of representation can also identify the individual style or in some cases even the usage by mistake caused by the lack of knowledge or communication conflict.

It should certainly be mentioned that the application of association experiment is actual while analyzing the phenomenon of semantic diffusiveness. We have used this practice setting the following conditions for the participants of the experiment: to give definitions of a set of historic terms and proper names in contextual representation. They were given an abstract containing a set of historic terms regarding ancient Rome namely:

- 1) "thermae", "amphitheatre", and "basilica" regarding architecture;
- 2) "Herculaneum", "Pompeii" regarding geographical names;
- 3) "Pliny the younger", "Gaius Cornelius Tacitus" regarding historical personalities.

It was quite obvious the interpretation of the terms under discussion was going to be performed in the context of highly remote historic settings for the participants. Thus the specified terms tended to get a diffusive character within their interpretation. The students of foreign languages department took part in the experiment which meant that the historic field was not within the scope of their core competence. It is interesting to note that though a particular context serves to be a complementary aid for a proper interpretation of a given word it sometimes becomes a confounding factor as well. We mean the possibility of calling forth notions and images considered to be true due to the particular context (historic in this respect) but turned out to be wrong or not exact on account of insufficient knowledge or misperception. Specified items chosen to be defined tend to be reconstructed in the wrong way owing to their remoteness regarding a phase of history, an unknown architecture style, and unfamiliar historic figures. The experiment revealed a great extent of diffusiveness within interpretation among the students as giving definitions to the terms implied a high degree of accuracy and exactness. A diffusive character of perception and interpretation of particular items do not interfere greatly with the overall comprehension of a piece of literature. Thus the degree of exactness varies due to the goal set by the interpreter himself. It is reasonable to draw a conclusion that self-reflection is one of the important criteria while analyzing the peculiarities of diffusiveness as a linguistic phenomenon.

It is a common fact that the degree of accuracy in terms' interpretation depends on the type of comprehension differentiating in the context of everyday perception and scientific understanding or specific terminology. For example, for a layman the interpretation of "tern wake", "aft engine freighter", "spar deck-ship", "quarter line pillaring", "cage mast", "hatch mast", etc. is obviously diffusive in case of no further investigating. All those are sea terms giving rise to a diffusive comprehension of the piece containing them without any serious distraction from the general comprehension of the whole literary work, extract or an information block. However, identification of the levels of diffusiveness within interpretation and representation apparently becomes essential in the sphere of theory and interpretation studies.

A deeper penetration into the problem and the implementation of association experiment within the context of a diffusive interpretation and restoration of the contents from memory is also important with reference to the analysis of the phenomenon of semantic diffusiveness. The process of association and various aspects of psycholinguistics and cognitive linguistics are relevant in this respect, for example the phenomenon of a universal associative relation of words and "the rule of six mental steps". According to the latter one needs no more than six mental steps in order to interconnect any two lexical items [1]. The number of the so called mental steps may be reduced due to the polysemy of the word, but it is notable that this mental process is also complex. Other experiments within the sphere of psycholinguistics have revealed the existence of multiplicity of reasons of words' interconnection [2]. The polysemantic character of the linguistic unit and the diffusiveness of semantics should not be regarded to be equivalent, though. We suppose the diffusiveness of semantics to be a far more complicated and multilevel phenomenon. It needs a more detailed investigation including its outer representation as well as inner processes.

The format of the paper does not allow giving a detailed description of the phenomenon. Thus, it is time to summarize the following. We consider the essential aspect in understanding the phenomenon of diffusiveness to be self reflection of the speaker as the source of diffusive representation and reflection of the reader or listener as the participants of a particular discourse. Another important aspect of the phenomenon is an interactive character revealed not just by combination of representation and interpretation processes as actions of the speaker (the writer) or the listener (the reader) but within the process of self-reflection of the author as well as the receiver of the message. Another important conclusion that should be mentioned is that the phenomenon of

diffusiveness can be traced to not only with the help of outer verbal communication variants but having deeper roots reveals an immanent nature within inner representation and interpretation processes.

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**FEMALE SPEECH MASCULINIZATION PECULIARITIES
(ON THE BASIS OF INTERVIEW MATERIALS)**

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The article reviews some of the reasons of female speech masculinization phenomenon occurrence and considers periodical publications for women's audience and their affect on female speech masculinization

Gender studies play an important role in different aspects of the humanities. The function of gender research within the culture positively affects on its development, and with the help of their semiotic and verbal representation in the language and philosophy the new aspect of society progress can be considered. Gender studies strengthened their position owing to the gradual change in women's social status. Beginning with 1970, the traditional order ceased to correspond to the social setting hereby this led to the so-called "masculinity crisis" [1, p. 91]. The present social situation and gender studies provide us with the choice of our topic. The article focuses its attention on English-speaking interview with women belonging to the various styles of living such as politics, management, and creativity and defines general features between men and women's up-to-date speech. It also provides a particular interest for us in connection with gender stereotypes changes which may occur in our society periodically. Hence, arises the question: "What may affect on people's view and change their ideas of men and women's role in society?"

In the course of writing the article we studied a number of various periodical publications such as *Cosmopolitan*, *Women's health*, and *Esquire* also, intended for women, and came to the conclusion, that at present to the gender stereotype "woman – wife, mother" was added the new one - "woman –breadwinner" .

Magazines such as *Cosmopolitan* and *Women's health*, intended for women's audience, promote an active popularization of strong woman – career successful, a good mother, and a perfect wife. This strategy contributes to the formation of the new female's ideology. It is necessary to draw attention to the fact that the initial studies of masculinization phenomenon took into account only men: their social status, mental and physical characteristics, speech. It is known that in the last few decades the woman's status in society changed radically. The demand for higher education among women from less provided sections of the population becomes more evident. Traditional to our society gender roles and stereotypes have disappeared and have been replaced by the new ones. Women tend to make career as better as possible adopting as many as possible of male's roles.

These changes are connected with the expansion of woman's scope of activity and under these circumstances woman has to exceed the limits of Hers and accept the Other's view. Masculinity patterns of behavior such as will to power, domination and competition are represented as the Other. Such women are usually extremely rational, have an emotionally reduced background, actively stand in life and tend to compete with men [2, p. 200].