

Verbalization of the Concept AMORALITY in the Modern American Talk Shows

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Abstract. The research of the peculiarities of *AMORALITY* concept verbalization based on the texts of modern American talk-shows is represented in the article. The lexical units, which semantics render the meaning of *AMORALITY* concept, have been found out. The American outlook in relation to the amoral deeds has been characterized. The forms of amoral behaviour, met in the American society and condemned by it, have been discovered in the research.

Keywords: *concept, notion, amorality, talk-show, American, society, semantics, behaviour.*

Introduction. The specificity of relationships in the society and motives of human behaviour represents the substantial interest for psychology, cultural studies and linguistics. The personal and socio-cultural attitudes of an individual are formed at the pressure of social morality, under which some forms of actions or thinking are condemned as negative or amoral. The moral sphere of an individual can oppose to what is highly appreciated in the society, i.e. there are some points of misunderstanding about what is valuable for a person and the people around. The notion “amorality” is contrary to “morality” one. Generally, it is understood as incompatibility to follow moral norms or laws. The concept *AMORALITY* is often associated with *EVIL*, *VICES* etc. It would be unwise to neglect the existence of evil in the society or the world, so the problem of its study has risen recently in the social and cultural disputes. From the aspect of cognitive linguistics, the research of the concept *AMORALITY* supposes the determination of the lexical and stylistics devices, used for its verbalization in the speech. Understanding it will help to contribute to the knowledge of the American culture as a unique nation with its own traditional beliefs and social norms. Also analysis of the concept *AMORALITY* will give a chance to look at the American culture from inside, i.e. to see how the nation understands “good” and “evil”, what restrictions exist there to establish and support the order between people motivated by the different personal values.

Formation of the aims of article. The aim of this article is studying the ways of the concept *AMORALITY* verbalization based on the materials of the modern American talk-shows.

Analysis of the basic publications and researches. In the linguistics the study of a concept as a basic unit of cognitive linguistic, which can bear valuable and cultural connotations, has been conducted by the Ukrainian and foreign scientists. They researched the definitions and structure of a concept (A. Andrus [1], O. V. Beshlei [3], Yu. V. Bodnaryuk [4], A. V. Kosenko [7], V. Litiaga [9] etc.).

The concept *AMORALITY* has been studied mostly in combination with its opposition, i.e. the concept *MORALITY*, and through the prism of their constituents (E. V. Belyaeva [2], O. V. Frolova [6], M. V. Osyka [12], E. V. Poliakova [14], I. S. Semenyuk [15] etc.).

According to these studies the concept is represented in language and culture. As a linguistic phenomenon, the concept is verbalized through lexical units, which render the meaning “morality/amorality”. Under the cultural specificity, the concept reflects the views, beliefs and

attitudes of the nation, especially it concerns the associations, which some deeds or notions can raise in the consciousness of people belonging to the certain culture.

Separation of the parts of the general problem unsolved earlier, to which the article is devoted. In the linguistic studies the concept *AMORALITY* has not been studied completely. Mostly, some of its constituents have been researched, such as “Lie” (V. A. Nazarova [11]), “Treachery” (N. Yu. Panfilova [13]), “Sin” (O. V. Vakhovska [19]) etc. However, in any society there are people, which do not wish to live according to the generally accepted rules. From the social aspect, their behaviour is estimated as amoral. The problem of linguistic study of the concept *AMORALITY* will contribute to better understanding of the American linguoculture. First of all, in this article the attention is paid to the lexical units verbalizing the concept *AMORALITY*; secondly, the stylistic or associative usage of the specified concept is analyzed. Consequently, in the article the concept *AMORALITY* will be regarded as linguocultural phenomenon represented in the modern American talk-shows.

The statement of basic material of study along with full substantiation of the obtained scientific results. The concept *AMORALITY* renders the negative relation to the social and moral norms accepted in the society. It includes certain type of behaviour such as immodesty, dishonesty, injustice etc. Amorality is associated with evil, or how you must not do. Amorality creates background for guilt of a person, if his behaviour contradicts to the accepted standards. However, there are no absolutely ideal people in the world, so the question arises what to relate to the moral and amoral deeds. There is no unified answer, where is the border, behind which an individual would be condemned as guilty or amoral.

One of the signs of amorality is permissiveness and feeling of impunity for the deeds committed. The other sign of amoral behaviour is the absence of remorse in an individual. Thus, the concept *AMORALITY* is associated with anti-social actions. According to “Thesaurus”, it is represented by such notions as *illegality, depravity, misdeed, wrong-doing, misconduct, lawlessness, delinquency, violation, offense, enormity, evil-doing, wickedness, scandal, corruption, infringement, felony, sneak, vice, fault, sin* [17]. Based on the notions specified, it is possible to conclude that the concept *AMORALITY* includes lexical units, semantically connected with interpretation of anti-social or illegal acts. Let’s consider some examples, represented in the modern American talk-shows:

- Now I come back to the idea of the new social enterprise that I'm exploring. **Corruption, bribes, and lack of transparency** [16]. In this example, the words *corruption* and *bribes* render the concept *AMORALITY*. If a person corrupts or bribes, he or she receives money illegally at that using job position. Actually, it is a form of crime connected with misappropriation of money or other material stuff. It is obvious that corruption and bribes causes negative reactions of the society, such as blame and anger, for example: *The anger in me against corruption made me to make a big career change last year, becoming a full-time practicing lawyer* [16]. The amorality of corruption and bribes lies in doing these deeds with infringement of the laws.

- The service responded effectively and efficiently, during the unfortunate 26/11 Mumbai **terror attacks** [16]. In this example, the word-expression *terror attacks* represents the concept *AMORALITY*. The word *attack* means "violent actions against somebody or his property" [10]. The word *terror* is formed from the adjective *terroristic* that means "the use of violent acts to frighten the people in an area as a way of trying to achieve a political goal" [10]. Generally the word *terror* means overpowering fear. *Terror attack* is a metaphor based on similarity of the emotions, which appear in humans during attacks on them. From the social aspect, *terroristic attacks* are thought as a criminal action against life. In relation to the victims of terroristic attacks, they are interpreted as amoral action, because often they lead to wounds, deaths of people, destruction of buildings, and raising fear in the consciousness of victims, for example: *And as you can see from the visuals, the service was responding and rescuing victims from the incident locations even before the police could cordon off the incident locations and formally confirm it as a terror strike* [16]. In this example, the concept *AMORALITY* is realized through the word *victim* that means "a person who has been attacked, injured, robbed, or killed by someone else; a person who is cheated or fooled by someone else" [10]. Being a victim is being a person, to whom amoral action has been done.

The concept of *AMORALITY* is verbalized by means of using the words expressing the meaning of cruelty or violation, for example: *Making that illegal means that many of us work alone, which obviously makes us vulnerable to violent offenders* [18].

The verbs rendering the concept *AMORALITY* includes those, in which semantics the violent actions against somebody lie, for example: *Behar: Now, in the LARRY KING LIVE exclusive, Robin Givens and Denise Brown sound the warning to one quarter of all women who will be kicked, punched, raped, even killed by partners in their life times* [5]. All the outlined words *kick, punch, rape, kill* semantically express the meaning of cruelty and assault on somebody.

Among the adjectives/participles, which represent the concept *AMORALITY*, there are words with the semantics of something prohibited, that's why it is considered as amoral: *Oprah Winfrey: Did you ever take banned substances to enhance your cycling performance?* [8]; *You were defiant, you called other people liars* [8]; *There are people in this story, they are good people, we've all made mistakes, they are not toxic and evil* [8] etc. In the

specified examples, the participle *banned* means that a person violates the social norms. In the text, a sportsman administered some substances, which are not allowed. Thus, his actions are thought as amoral in relation to his competitors, and from the aspect of social behaviour. In the next example, the adjective *defiant* also means violation of the norms accepted in the society. If a person is defiant, he acts disobediently. In the last example, the words *toxic* and *evil* are used to render the concept *AMORALITY*. The word *toxic* is a metaphor. Originally the term *toxic* is taken from chemistry – "containing or being poisonous material especially when capable of causing death or serious debilitation" [10]. In relation to people, the word has the semantics of being offensive. The word *evil* is accepted as synonym of the concept *AMORALITY*.

According to the analysis of modern American talk-shows, in the American society the amorality is frequently associated with gender inequality and family abuse, for example:

- *As you've just heard, the numbers are pretty appalling. And those are the cases we know about. It's believed one quarter of all assaults against women by male partners are never reported* [5]. In this example, the concept *AMORALITY* is disclosed through the expression *assaults against women*. Assaults as a violence against somebody includes humiliation of women, suppression of them using physical force etc. The form of these amoral deeds is "domestic violence":

- *Behar: Yes. GIVENS: ...for me is that I didn't have a model of what a good, healthy relationship looked like. I was actually the third generation in my -- my family experienced domestic violence* [5]. In this example the concept *AMORALITY* is expressed by the word-combination *domestic violence*. It means cruel relation to a member of own family. As a rule, domestic violence is directed from a man to woman, or a child. It is amoral action, because a person, who is treated cruelly at home, feels as a victim. This person may gain psychological problems, such as depression or even desire to suicide. If this person has no anyone to ask for help, the consequences of domestic violence can be a real tragedy.

The American society greatly condemns the domestic violence, considering it as an evil that destruction any family relationships. Thus, they call it *an epidemic*: *They've called attention to the epidemic of domestic abuse in this country* [5]. In this example, the concept *AMORALITY* is realized by metaphorical expression *epidemic of domestic abuse*. The term *epidemic* originally belongs to the medicine and means "very wide-spread growth or extent of some disease" [10]. In this example, the term *epidemic* preserves the original meaning of wide-spread growth, but is used not in relation to the disease.

The concept *AMORALITY* is connected with such acts as lying, cheating, killing, murdering etc.:

- *At the time, no. I kept hearing I'm a drug cheat, I'm a cheat, I'm a cheater* [8]. In this example, the concept *AMORALITY* is expressed by metaphor *a drug cheat*. The metaphor is formed associatively based on similarity of a cheater's action as "breaking a rule or law usually to gain an advantage at something" [10]. In relation to using drugs, it means that a person conceals his weakness to using illegal or banned substances.

- I viewed this situation as one **big lie** that I repeated a lot of times, and as you said, it wasn't as if I just said no and I moved off it [8]. In this example, the concept *AMORALITY* is represented by metaphor *big lie*. The action of lying means "marked by or containing falsehoods" [10]. The metaphor is based on similarity of a form. *Big lie* is a lie that has substantial meaning and scope for people.

In the American culture amoral behaviour is often associated with sex. Thus, for example, prostitution is believed as amoral, because girls trade their body for money: *I want to talk about sex for money. I'm not like most of the people you'll have heard speaking about prostitution before* [18]. The expression *sex for money* is euphemism for the negatively coloured word *prostitution*.

Also those people, who have amoral way of life, practice risky sex: *Sex workers working in these places are forced to make a tough choice between risking arrest or having risky sex* [18]. As a result of it, they can get some infectious or even fatal diseases.

The sex workers also suffer from their amoral behaviour. The treatment to them is described as a torture: *Police and prison guards in Cambodia, for example, have been documented subjecting sex workers to what can only be described as torture: threats at gunpoint, beatings,*

electric shocks, rape and denial of food [18]. Consequently, the criminals who control sex workers use cruel punishment to the girls, who doesn't wish to continue being a prostitute. They use physical punishment to these girls that is amoral, as they treat to the similar like animals.

Conclusions of study and perspectives of further development in this direction. As above specified examples show, the people who behave amorally create false face, so-called mask of dignity and honesty. However, the evil nature is hidden behind this face. The conducted analysis of the lexical units, verbalizing the concept *AMORALITY* demonstrates that it is expressed by such parts of speech as nouns (*corruption, bribe*), verbs (*kick, punch, rape*), participles (*banned*), and adjectives (*defiant, toxic*). Stylistically, the concept *AMORALITY* is represented by metaphors (*epidemic of domestic abuse*), and euphemisms. According to the results of our analysis, we can conclude that in one of the problems of American society relating to the issues of amorality is domestic violence and assaults on women. Also the amoral actions in the American society are the actions connected with crimes, corruptions, usage of banned substances. It should be summarized that the Americans negative think about the physical violence (risky sex, prostitution).

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Вербализация концепта АМОРАЛЬНОСТЬ в современных американских ток шоу

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Аннотация. В статье представлены исследования особенностей вербализации концепта *АМОРАЛЬНОСТЬ* на основе текстов современных американских ток-шоу. Выявлено лексические единицы, семантика которых передаёт значение концепта *АМОРАЛЬНОСТЬ*. Охарактеризовано мировоззрение американцев по поводу аморальных поступков. В исследовании выявлено виды аморального поведения, которые встречаются в американском обществе и осуждаются ним.

Ключевые слова: *концепт, понятие, аморальность, ток-шоу, американский, общество, семантика, поведение.*